



Start with Brand

Design Basics

Hello!



I'm Kesha Lien

Founder & Brand Strategist, Brickhouse Creative Resources
20+ Years of marketing, brand, and creative experience
Dedicated to building foundational strategies, tools & systems





Brand = perception

What people *think* about you, your business, and the products or services you provide.



Positioning

Alternatives
Differentiators
Value/benefits
Audience
Trends & opps



Identity

Name
Tagline
Core beliefs
Promise
POV
Stories
Voice
Culture
Personality



Messaging

Personas
Value proposition
Service & product
descriptions
Guidelines



Design System

Logo
Color
Typography
Photography
Videography



Activation

Operations
Experiences
Culture
Marketing
Creative

Recap

Positioning

- Problem you solve
- Audience
- Key differentiators
- Value proposition

Messaging

- Mission
- Vision
- Values
- Brand story

Design

- Logo
- Color
- Font
- File types



Logo

A unique symbol that identifies a company or product

Logos matter.

Effective logos

- ✓ Simple
- ✓ Communicate identity
- ✓ Unique
- ✓ Timeless
- ✓ Functional & versatile



Yes

Strategy

Custom

1-3 colors max

1-2 legible fonts

Shapes

Clean lines



No

Preference

Clipart

Too many colors

Over-stylized fonts

Images

Effects



Considerations

Scalability

Variations

File type(s)

Medium/color
space

Logo Best Practices

“Design by definition is strategic,
it is planning, it is intentional.”

Tim Brown
IDEO

Simple





Brown

structure, security,
dependability,
protection & rigidity

Red

love, passion, power,
anger, danger &
determination

Orange

vitality, creativity,
enthusiasm, self
expression &
impatience

Yellow

joy, optimism,
happiness, learning,
energy & ego

Blue

honesty, sympathy,
stability, caring, sincere,
trust & security

Green

nature, growth,
harmony, freshness,
freedom, money &
health

Teal

intuitive, unique, open-
minded, creative,
nonjudgmental
& conscientious

Pink

tenderness,
vulnerability, innocence,
hope, optimism,
femininity & nurture

Purple

power, luxury, ambition,
wealth, extravagance,
wisdom, mystery &
magic

White

light, goodness,
innocence, perfection,
safety, cleanliness, faith
& purity

Gray

unemotional, modern,
sleek, sophisticated &
stylish

Black

power, elegance,
formality, intellect,
strength & grief

Choosing colors

1. Establish your brand identity
2. Explore color psychology
3. Pick your primary color
4. Choose your secondary colors
5. Test your brand colors

COOLORS

F5C63C

245, 198, 60

F47F6B

244, 127, 110

BB5098

187, 80, 152

7A5197

122, 81, 151

5344A9

83, 68, 169

Library Explore



All palettes



Quick palette



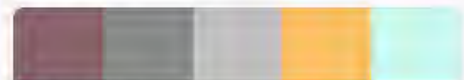
Candy palette colors



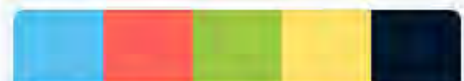
Different hues palette



Colder palette



My new palette



My new palette



Violet to orange



My new palette



My new palette



My new palette22

Fonts

Serif (traditional, serious, trustworthy, authoritative)

Sans Serif (modern, clean, straightforward)

Slab Serif (bold, challenging, quirky, confident)

Script (elegant, beautiful, heartfelt, young, playful)

Display (distinctive interpretive)

Fonts



Quality of Life
Home Care Services, LLC.



Quality of Life
Home Care Services, LLC.



QUALITY OF LIFE
Home Care Services, LLC.

Source: Brickhouse Creative Resources

Fonts

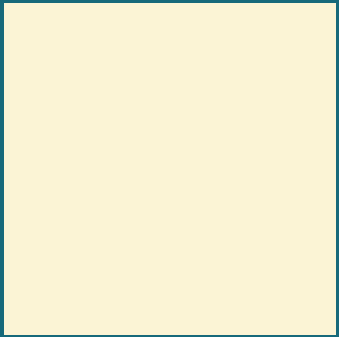


AMERICAN EAGLE



AMERICAN EAGLE
OUTFITTERS

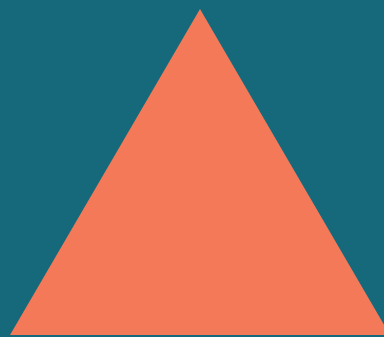
Shape



Strength
Stability
Reliability



Complete
Harmony
Safety



Direction
Power
Excitement



Originality
Comfort
Balance



Precision
Energy
Intensity

Communicate identity



People



Places



Love



FedEx®

amazon

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. Below the word is a curved orange arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'. The arrow is a vibrant orange color and has a slight 3D effect with a darker orange shadow on its top edge.

No clipart!



WASH N' GO




WASH N' GO
urban car wash



No effects!



No images or pics!



File types

01

JPGs are not ok for source files; limited use

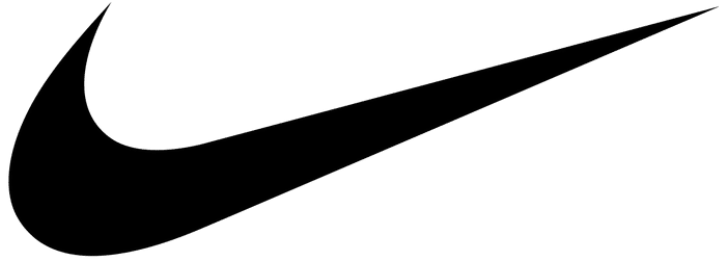
02

EPS, AI, or SVG is the appropriate file types for source files

03

PNG files maintain crisp edges and don't have the white box

Timeless



Timeless



Core
Fitness



CORE
FITNESS

Timeless



Functional & versatile

- Scalability
- Variations
- Design for the medium

Scalability



the
**COOKIE
CUTTER**



The Cookie Cutter

the
**COOKIE
CUTTER**



The Cookie Cutter

the
**COOKIE
CUTTER**



The Cookie Cutter

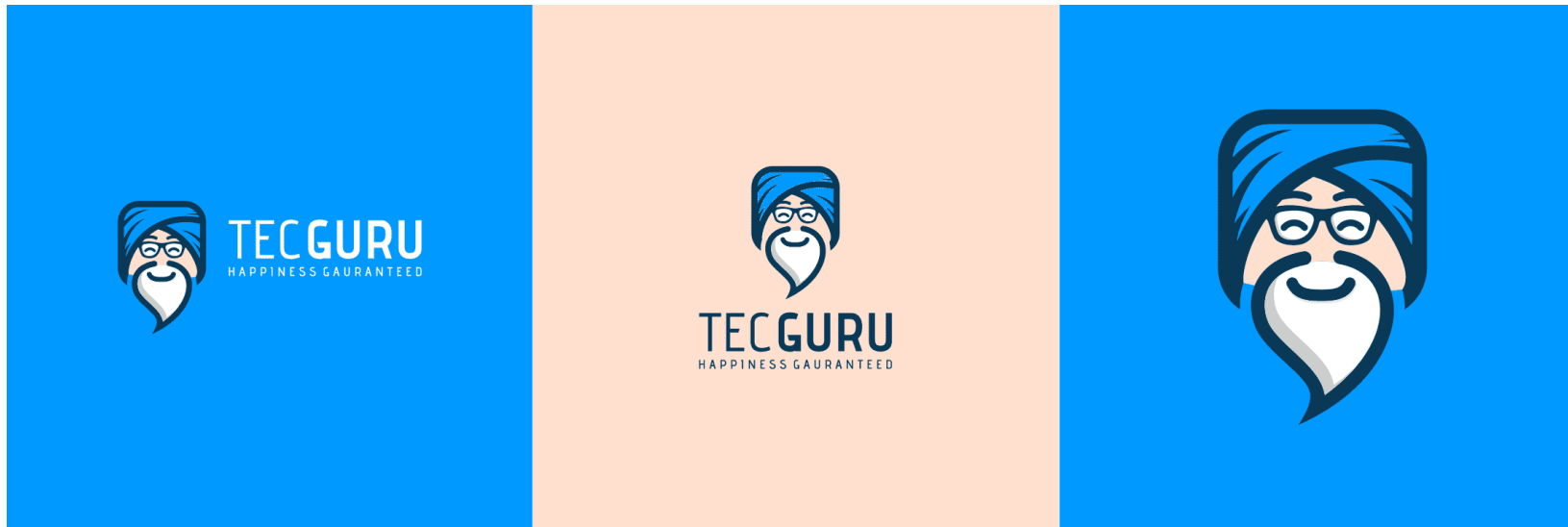
the
**COOKIE
CUTTER**



The Cookie Cutter

How to Make a Good Logo: The Do's & Don'ts, [Wix](#)

Variations

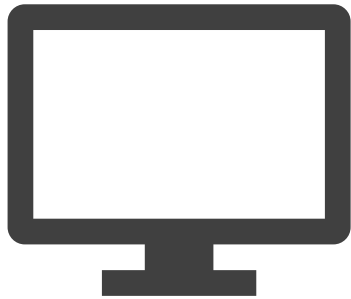


Landscape

Portrait

Submark

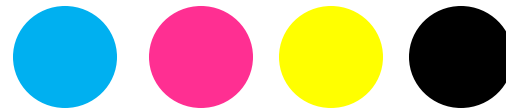
Design for the medium



RGB



CMYK



Pantone



No gradients!



fiverr.

Logo Design

Stand out from the crowd with a logo that fits your brand personality. [▶ How Fiverr Works](#)

Select logo style



Minimalist



3D



Mascot



Signature



Hand-drawn



Vintage

Logo Options ^ Seller Details v Budget v Delivery Time v


Pro services Local sellers Online sellers

File format

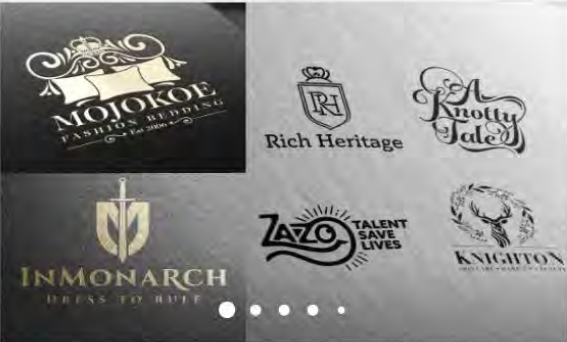
<input type="checkbox"/> JPG (191,402)	<input type="checkbox"/> PNG (191,321)
<input type="checkbox"/> PDF (Acrobat) (174,339)	<input checked="" type="checkbox"/> AI (Illustrator) (164,332)
<input type="checkbox"/> PSD (Photoshop) (153,848)	<input checked="" type="checkbox"/> EPS (Vector) (146,637)
<input type="checkbox"/> SVG (Vector) (134,320)	<input type="checkbox"/> CDR (Coreldraw) (92,120)
<input type="checkbox"/> Other (1,931)	

[Show less](#)

Sort by **Recommended** v



Ad by **sevenheavens_**
Top Rated Seller



Ad by **rigerspopa**
Level 2 Seller

I will design creative minimalist logo

 **art8ight** Top Rated Seller | ★★★★★ 4.9 (433) 13 Orders in Queue



Basic

Standard

Premium

\$30

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BASIC 2 Basic Logo Concept, High res JPG & PNG.
(NO COMPLEX DESIGNS.)

🕒 3 Days Delivery 🔄 3 Revisions

What's Included

Continue



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- Top-rated Seller on Fiverr.
- Unique and creative designs.
- Original work and on-time delivery.
- 100% satisfaction guarantee.
- We will be happy to help regarding the project even after the order is completed.
- Buyers will have all rights to the delivered work.

Deliverables:

You will get the source and editable files: ai, eps, PSD, pdf, and High-quality files.

Note:

- THE DESIGNS SHOWN ON THE PORTFOLIO ARE FROM STANDARD OR PREMIUM PACKAGES.
- We might use stock art/images or parts of it if the customer demands.
- We do not design the Mascot Cartoon and 3D Logo.

IF YOU HAVE ANY QUESTIONS, FEEL FREE TO MESSAGE US ANYTIME.

Thank you for your time and looking forward to working with you :)

Style	File format
Minimalist	AI, JPG, PDF, PNG, EPS, SVG

Basic	Standard	Premium
	<p>\$70</p> <p>Save up to 20% with Subscribe to Save ⓘ</p> <p>PRO-TOP SELLING 3 HQ Logo Concept, High res JPG & PNG, Source files, Vector File, social media kit.</p> <p>🕒 2 Days Delivery 🔄 5 Revisions</p> <p>What's Included ▼</p> <p>Continue →</p> <p>Compare Packages</p>	

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Adobe Creative Cloud Express



Midjourney



DALL·E

Thanks!

Let's connect

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