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Building Your Brand
Everything You Need





Building a Brand

Building a brand identity is not an easy task.

Your logo design, brand messaging, brand colors, and fonts all have to come together to tell the story of your brand.

And that story has to resonate with your audience.

Follow along our style guide to help narrow down your vision.



Get to Know
Your Brand
Personality

Every brand identity needs a well-defined personality. This will be what your customers relate with, connect to, and remember you for.

Not sure where to start? Work with your stakeholders to pick 3-4 adjectives from the list below:

Brand Personality Traits

Accessible	Elegant	Personable
Approachable	Energetic	Plain
Bold	Exclusive	Playful
Calm	Familiar	Polished
Casual	Flexible	Professional
Cheerful	Formal	Quirky
Classic	Fresh	Unique
Conservative	Friendly	Reliable
Contemporary	Fun	Secure
Convenient	Functional	Serious
Cool	Human	Sincere
Creative	Informal	Sleek
Custom	Innovative	Sophisticated
Cutting Edge	Inviting	Trustworthy
Delightful	Mature	Unconventional
Easy	Modern	Versatile
Efficient	No-nonsense	Warm



Font Categories

Font categories are classifications that help designers choose, pair, and identify fonts. Each category has its own unique traits. Understanding these categories is critical for finding the right fonts for your brand personality. They'll help you narrow down and hone in on the right feel for your brand.

Font Personalities

BY CATEGORY

<h3>Serif</h3> <p>classic, traditional, trustworthy</p> <p>Playfair Display Times New Roman EB Garamond Lora</p>	<h3>Sans-Serif</h3> <p>modern, minimal, clean</p> <p>Roboto Open Sans Lato Source Sans Pro</p>	<h3>Slab Serif</h3> <p>bold, quirky, confident</p> <p>Courier New Roboto Slab Alfa Slab One Arvo</p>
<h3>Script</h3> <p>elegant, unique</p> <p><i>Kaushan Script</i> <i>Petit Formal</i> <i>Dancing Script</i> <i>Satisfy</i></p>	<h3>Handwritten</h3> <p>informal, artistic</p> <p>PERMANENT MARKER Patrick Hand AMATIC SC Just Another Hand</p>	<h3>Decorative</h3> <p>stylized, distinctive, dramatic</p> <p>Fredericka Fredoka One Legster Two BANGERS</p>



Font
Categories-
Serif

Serif fonts are classic, traditional, and trustworthy. They're favored by brands that want to convey a feeling of respectability and transition.

TIME **VOGUE**
TIFFANY & Co.



Font
Categories-
Sans-serif

Sans-serif fonts are modern, minimal, and clean. Sans-serif fonts have taken over the web in recent years, with many of the top tech companies choosing bold sans-serif brand fonts.



Sample: **[o]nyx**
PHOTOGRAPHY



Font
Categories-
Slab Serif

Slab serif fonts are bold, quirky, and confident. This type of font works well for companies with a long and proven history of producing quality products who still want to appear current.

VOLVO **SONY**
HONDA

Sample:





Font
Categories-
Script

Script fonts are elegant and unique. Script fonts tend to follow the design trends, making script fonts a risky choice for a brand font, as they might fall out of fashion too quickly. However, the script fonts used by Ford, Johnson & Johnson, Cadillac, and Instagram have stood the test of time.

Johnson & Johnson

Cadillac

Instagram



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Font
Categories-
Handwritten

Handwritten fonts are informal and artistic. They're a fun choice if you want to present yourself as a playful, informal, approachable, or artistic brand.

Sample:



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Font
Categories-
Decorative

Decorative fonts are stylized, distinctive, and dramatic. These fonts are best used in small doses. They tend to be a bit more trendy.

IBM

Disney





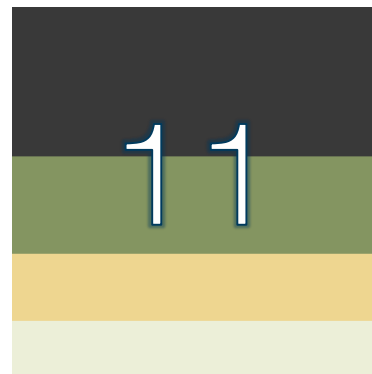
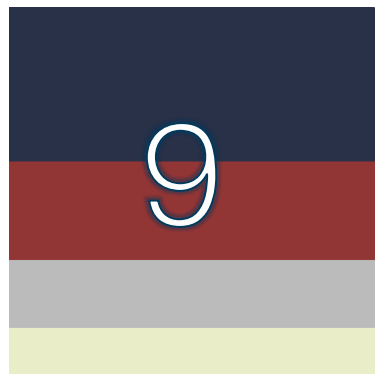
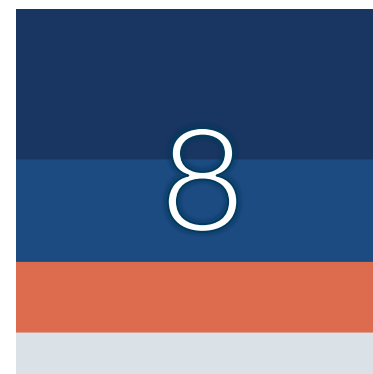
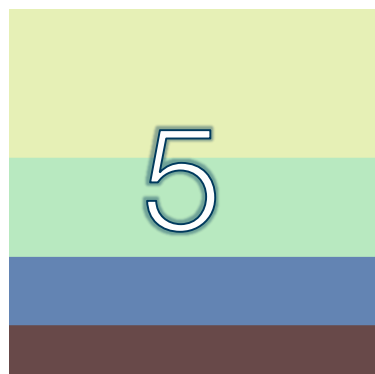
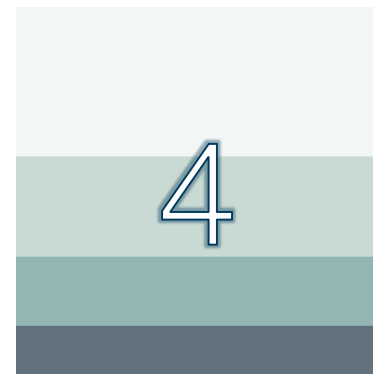
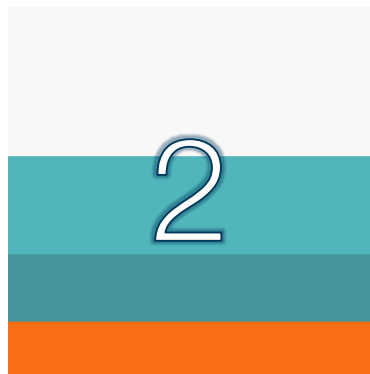
Brand Color Palette

Color is one of the most powerful design elements. It has the ability to communicate a brand's personality without saying a single word, and it influences a consumer's perception of a company or product within a matter of seconds.

To help you in your search for the perfect color combination we have compiled a list of top color combinations to help inspire you. Help us narrow down your color preferences and select your top 3.

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Brand Color
Palette





Logo Styles

You want your logo to explain who you are and what you do, why you do it, and how you do it.

A good logo should:

- Be eye catching
- Be timeless
- Be memorable
- Work well large or small
- Encompass your brand vibe

Design Tips & Tricks To Think of When Building Your Brand:

1. A picture paints a thousand words (do you want an icon?)
2. Use empty space to keep your logo design clean
3. Use shapes to think inside the box
4. Imagine your logo in a variety of situations (does it work on print, shirts, web design?)
5. Color is key for good design – create visual salience with a pop of color

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What's Your
Logo Style?

Horizontal Style



Outline Style



Filled Style



Icon Dominant



Text Dominant Style



Icon Only



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Samples



ELECTRIC BOX
PRODUCTIONS



creativedesigns



Helping Hands
ORGANIZATION

