

BRAND YOUR BLOG

without spending a fortune



BY *Biz* BFF



step 1 - define your brand style

What are some style words that fit your brand? (Circle any that you're drawn to and brainstorm your own!)

modern	rustic	chic	vibrant
vintage	athletic	tough	warm
retro	hipster	feminine	bold
formal	textured	natural	artsy
elegant	luxe	ethereal	eclectic
casual	nautical	whimsical	airy

How do you want your readers to feel when they interact with you and your blog? Circle any words below that you like or add your own!

playful	relaxed	quiet	charming	edgy
energetic	friendly	tranquil	brave	traditional
bright	amused	serene	funny	conservative
dark	loud	supported	thoughtful	wild
mysterious	celebratory	romantic	generous	spontaneous
safe	at home	sexy	sincere	carefree
comfortable	social	luxurious	trustworthy	enchanted
warm	lively	pampered	peaceful	intelligent
cozy	independent	joyful	meditative	relieved



step 2 - find inspiration images

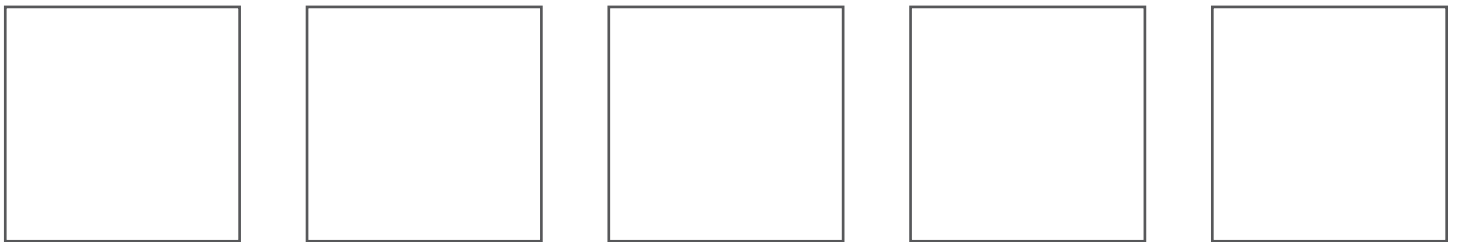
Break out your favorite magazines, grab a glass of wine, and start clipping! Keep your feeling and style words in mind and gather up all the images that resonate with you. Need more? Head to the internet or search pinterest. Paste your favorites below.



step 3 - choose a color palette

Choose 3-5 colors that evoke the feelings you want to convey through your blog. Look to your inspiration pictures, your home decor, and even your wardrobe for ideas! Or head to the hardware store and grab some paint chips--they're free!

Print or cut out your colors and paste them below.



step 4 - choose 2 fonts

Choose 2 fonts that fit with your style and use those on your blog and social media graphics. When pairing fonts, opposites attract, so pair thick with thin, bold with light, or plain with fancy. Sans serif fonts are more casual and modern while serif fonts (the ones with feet and hats) are more elegant and timeless.

Font 1: _____

Font 2: _____



step 5: choose a photo style

Whether you use stock photos for your blog or take your own photos, you can create a cohesive look by using photos that have a similar style. Do you go for crisp and clear photos? Do you like a soft, hazy feel? Pick a style that communicates those feeling and style words you brainstormed in step 1. Print out examples and paste them below!

Ready for more branding help? Check out my full course, **Branding from the Inside Out** by clicking right here. We'll dive deep and dig into the heart of your brand, then define each element of your visual brand identity (we'll even design your logo!)

Hey! I'm Emily!

And we're going to be *best friends!* So a little about me... I'm a multi-passionate entrepreneur with a big heart and a not-so-secret obsession with 90s pop music, Gilmore Girls, and honey breve lattes. And I teach business owners like you that technology doesn't have to be tricky and that everyone can be her own graphic designer.

I wasn't always a professional Biz BFF. I started out as a middle school math teacher, which was super fun and rewarding, but I didn't always agree with the rules. So

I left teaching in 2011 to become a graphic designer. Over the years, I've met so many entrepreneurs who held themselves back from creating the businesses they really wanted because they felt like they weren't creative enough to design awesome graphics or tech-savvy enough to navigate today's ever-changing internet. So I set out to prove them wrong and teach business owners worldwide that they can learn how to do everything they need to run a successful empire--they just need a friend by their side!

You can learn more about me and my courses at bizbff.com

