🎭 MODULE 7: BRAND IDENTITY & DESIGN SYSTEMS

Make your brand instantly recognizable.

This module helps you **create a professional, cohesive brand identity** that works everywhere—your social media, website, videos, and beyond.

You'll learn how to design a **flexible yet consistent visual system** with logos, colors, fonts, and layouts that truly reflect your style and message. Whether you're a solo creator or building a small media brand, these design systems will make your content look intentional and polished.

✅ WHAT YOU'LL LEARN

- **How to define your brand personality**
  → Discover the look, feel, and tone that represent you.
- **Color psychology & font pairing made simple**
  → Pick a palette and typeface that support your message.
- **Logo essentials for creators**
  → Wordmarks vs. icons vs. full logo systems.
- **How to build a reusable design system**
  → Templates that scale across social media, thumbnails, and print.
- **Maintaining consistency without feeling "stuck"**
  → Keep your visuals fresh but on-brand.

✅ TOOLS & TECHNIQUES

- **Design Platforms:** Canva Pro, Adobe Express, Figma
- **Color & Font Resources:** Coolors.co, Google Fonts, FontPair
- **Logo Creation:** Looka, Canva Logo Maker, or professional design help
- **Template Systems:** Canva folders, Notion brand boards, or Creative Market packs

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✅ PROJECT PROMPT

Create a 1-page brand snapshot.

- Your **logo (or wordmark)**
- **2–3 brand keywords** that describe your style
- **Primary & secondary color palette**
- **One example layout** (social media post, video thumbnail, or blog header)

By the end, you'll have a **mini design system** you can instantly reuse across platforms.

✅ BONUS TIPS

- **Start simple.** You don't need 50 colors—2–3 core shades are enough.
- **Use moodboards for inspiration.** Collect visual references before designing.
- **Consistency builds trust.** Even small visual details make your brand feel pro.

✅ DOWNLOADABLE RESOURCES

- **Brand Keywords Brainstorm Sheet**
- **Color & Font Pairing Guide**
- **Logo Inspiration Grid**
- **Mini Brand Style Guide Template**

✅ BY THE END OF THIS MODULE

You'll have a **clear, consistent brand identity** and a **design system that scales**, making your content instantly recognizable and visually polished—no matter where it appears.

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