Images that Brand You

Building the Foundation

Symbols that fit who you are	Shapes that represent your brand	Graphic elements that complete the picture
(The Girl Scout Trefoil is a symbol most everyone recognizes. What other symbols might work for your brand?)	(Be sure to think outside of the box, though a square is fine.)	(For instance, flowers tell people your brand is light and fun. A superhero says "courageous" and "strong.")

A simple doodle can be the start of a great logo!

(Doodle away and have fun! Draw whatever images come to mind.)

brandingyou

Branding Your Cookie Business

Time to sketch out ideas for your logo.
Let's break out the pencils and markers!

Don't worry about the level of your artistic skills. Try to come up with a few rough sketches. If you need help later creating a professional-looking design, you can use the logo maker at *canva.com*.

A few guidelines to follow:

1. Try to keep your logo simple.

2. Think about your favorite logos and why the designs stand out.

3. Use two to three colors at a maximum.

4. Avoid making your logo too tall or too wide.

5. After you have two or three favorites, get feedback from others.

Resources for Branding You with Colors:

Canva.com
- *https://designschool.canva.com/blog/brand-color-palette/*
- *https://designschool.canva.com/blog/color-meanings-symbolism/*
- *https://designschool.canva.com/design-courses/how-to-build-a-brand/ 6-steps-to-build-a-memorable-brand-color-palette/*

Pantone.com
- *https://www.pantone.com/color-of-the-year-2017*

Spark.adobe.com
- *https://spark.adobe.com/blog/2017/09/06/3-easy-steps-to-picking-your-brand-colors/*
- *https://spark.adobe.com/blog/2017/02/07/what-every-brand-needs-to-know-to-use-color-effectively/*

Colorhunt.co
- *http://colorhunt.co/*