

# VISUAL BRANDING 101

for Authors

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## ABOUT THIS GUIDE

Visual branding is the side to branding that we're most familiar with. It's the visual elements that we associate with a brand.

As an author, you have a personal brand that revolves around you and your writing. Just because you're not a company doesn't mean you have no brand!

This guide focuses on parts of visual branding you should have for your author work.

Get creating, book dragons!

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**1**

## **LOGO**

Your logo is most closely tied to you and your work. The logo is important!

**2**

## **COLORS**

Your colors are the fun part of visual branding, but you do need to choose a few and wisely

**3**

## **FONTS**

You'll want a few fonts as well for different parts of your website/blog, social media, and optins

**4**

## **PICTURES**

The pictures, photos, or graphics that you use should also be cohesive

# LOGO



Everyone needs a logo!

Your logo can appear on your website, your social media, your optin offers, your promotional materials, and pretty much anywhere else you want to slap it on.

For an author, your logo is usually going to be your name or your initials. Sometimes they'll also have some sort of icon, but that's optional.

You can pick whatever fonts you'd like and arrange it whoever you want. Look around at logos for other people and choose what kind of designs you like.

The font on your logo doesn't have to be the same fonts you're using everywhere else.

The colors for logos are usually minimal, with just 1 or 2 colors used in most logos.

You can create a logo for free using Canva or Wix (even if you don't have a Wix website).

**Think: What are you some of your favorite logos, and what do they have in common?**

# COLORS

Choosing your colors is the fun part of your visual branding.

There is lots about color psychology out there if you want to use that, but ultimately, you should start with a color that you absolutely love. You will have to live with it for a while!

Design Seeds is great for color inspiration; you can also peruse Pinterest.

Once you have a color that you really love, you can build from there. I recommend using Coolors.co. It's a free color palette generator. You input the color you love, and then it'll come up with possible combinations. This is an easy way of making sure all of the colors you're using go together.

I 100% recommend you read this article by Dre Beltami of The Solopreneur Society (it'll help you outline exactly where and how you're using each color in your palette so you're not confused at all!): <https://thesolopreneursociety.com/branding-color-palette/>

**Think: What are your favorite colors or color pairings you can start with?**

# FONTS

This part of visual branding usually drives people bonkers - it can be hard to figure out your fonts!

Start by just looking around at websites and paying attention to the ones who have fonts you like. You can easily find out which font it is by using a free online font checker (you'll usually either provide the URL or take a screenshot of the font you want matched).

Once you have a font chosen, you can use a free font pairing generator like [Fontjoy](#) to see which other fonts you can use with it. [Canva](#) also has a font combination tool (but is more limited in the number of fonts).

Canva also has a great guide on font pairing you should check out: <https://www.canva.com/learn/the-ultimate-guide-to-font-pairing/>

You're usually going to choose 2-4 different fonts that will be used on your website/blog, social media, and optins.

**Think: Which websites/blogs have fonts you admire?**

# PICTURES



So 'pictures' is not just pictures, it's basically your graphics and any images or illustrations/drawings.

Once again, look around at other websites/blogs for inspiration and ideas.

99designs has a great article breaking down imagery versus image you should check out:

<https://99designs.com/blog/tips/brand-imagery/>

Think about what your images say. Look at the yourself and ask yourself what they make you feel or think. This is what a lot of people may feel or think!

This may use your fonts or colors, but it doesn't always have to. You could decide to go with bold bright colors and use black and white images everywhere.

This is something that may take some time to crack. I recommend using your social media accounts to test out different visuals you want to use so you can see how they are IRL.

**Think: Which websites/blogs have visuals you admire?**

## Next Steps:

Congrats!  
Hopefully you  
now have the  
foundation for  
your visual  
branding set.

If you didn't  
already, make  
sure to go back to  
the Resource  
Library and  
download  
everything!

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