



# Planner 201 - Week 1

## Branding 101

*the perfect logo*  
checklist



## Logo Checklist *create a logo you love so you don't have to re-design it later*

- Review Your Mission Statement
- Review Your Values Statement
- Choose your logo style: Text based or Text + icon
- Confirm it works on both a dark and light background
- List the Primary Font
- List an Accent Font [if needed]
- Hire a Designer to create one for you or DIY one on the sites I provided in the Resources Section

## Logo Dos & Don'ts *these are the cardinal rules of quality logos*

- Do Not** use an icon only - remember when Prince tried to do this?
- Do Not** use clipart, stock images or pictures of your children or pet - unless this is your annual Holiday Photo for the extended family
- Do Not** use more than 2 fonts
- Do Not** use 3D graphics
- Do Not** create shadow effects on your text
- Do Not** use patterns on your text
- Do Not** use more than 3 colors
- Do Not** ask your mom, your boyfriend, your children whether they like it or not, unless they are in your target market.
- Do** make sure it's legible
- Do** make sure it gives some hint or clue to your product or service
- Do** try to stick to just 1-2 colors
- Do** try to stick to just 1-2 fonts
- Do** ask potential customers what their impressions are before finalizing it
- Do** use clean and simple designs

**Bottom Line** *simple is always better*

# indie marketing

Give Your Author Branding A Bombshell Makeover  
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