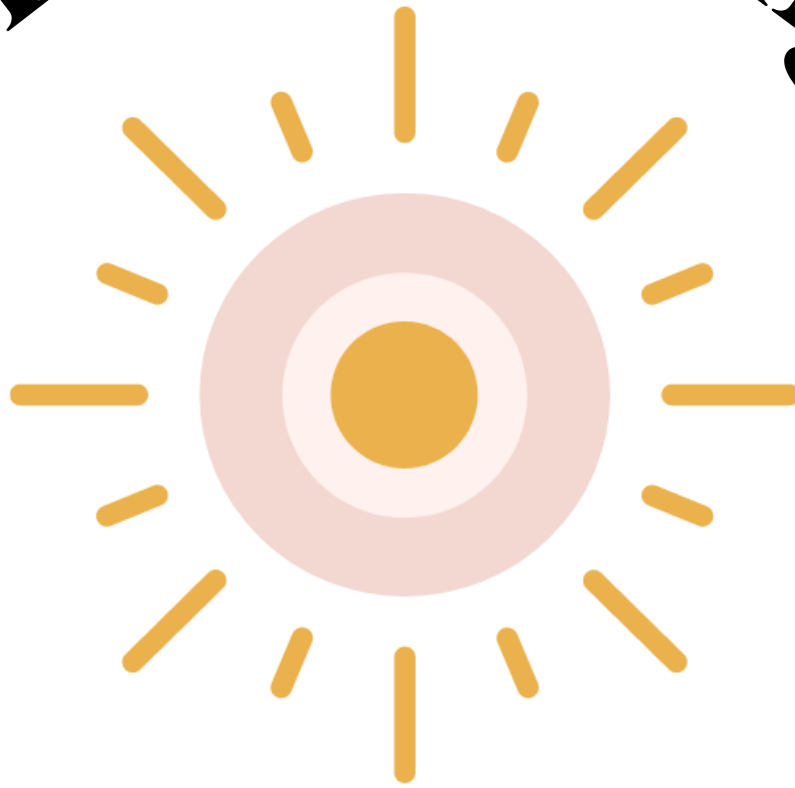


blog branding



workbook

Let's Find Your Perfect Color Combo!

To use the color combos click each color to get the corresponding hex code.

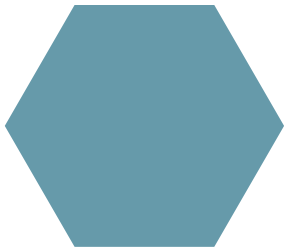
Play around with adjustments until you are satisfied with the combination that fits your brand perfectly.

All combos include five colors, but that is not a hard and fast rule.

Your blog may only have less colors, but I suggest not adding more than five because it makes things look unorganized.

If you use Google Chrome I suggest downloading the free [ColorZilla extension](#). It makes selecting colors from images super easy!

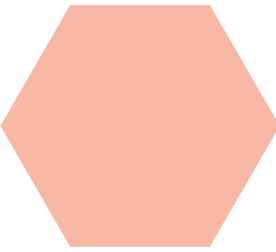
Coastal Calm



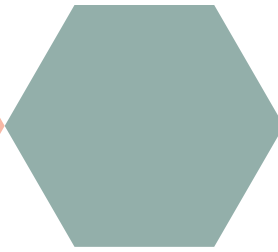
#669aaa



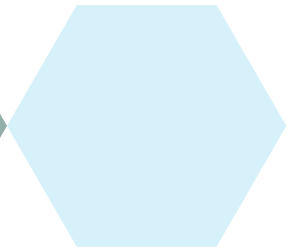
#F1FCFF



#f7b8a5

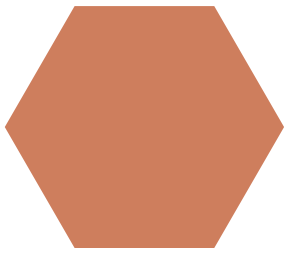


#93AFAA

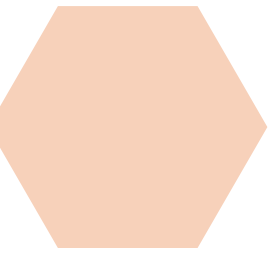


#ACD2DF

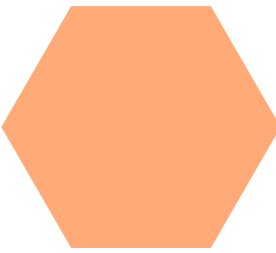
Adobe Desert



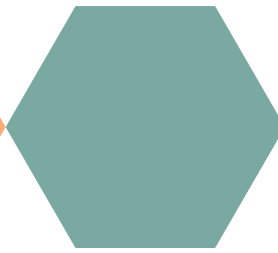
#669aaa



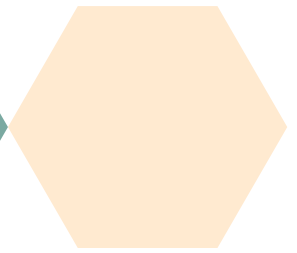
#f7d1ba



#ffaa77

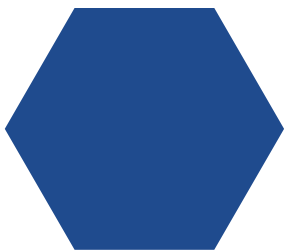


#7aa9a1

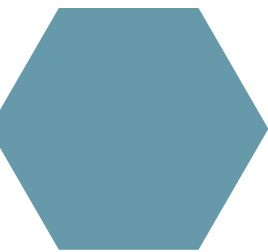


#ffeado

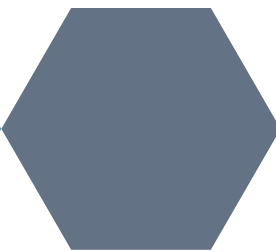
Winter Winds



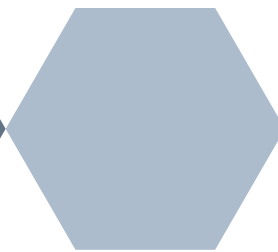
#1f4b8e



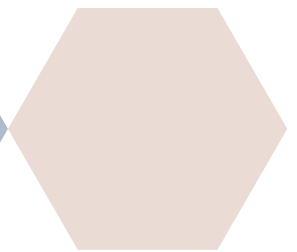
#669aaa



#637284

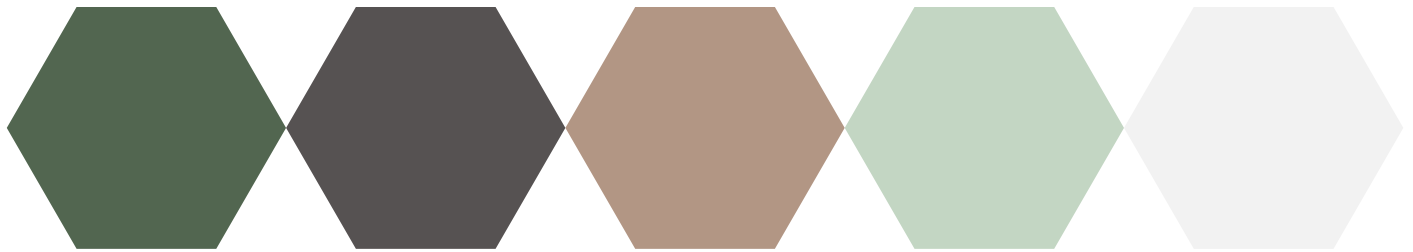


#adbccd



#eadbd4

Forest Gnome



#526650

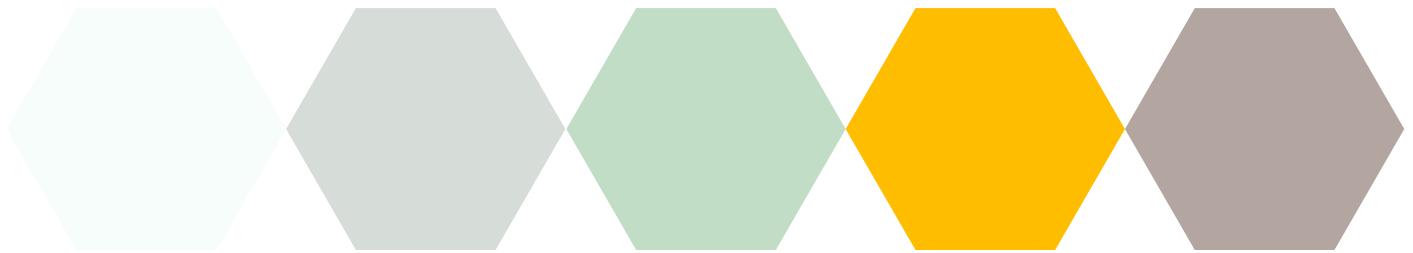
#565252

#b29684

#c3d6c3

#f2f2f2

Just A Pop



#F7FDFA

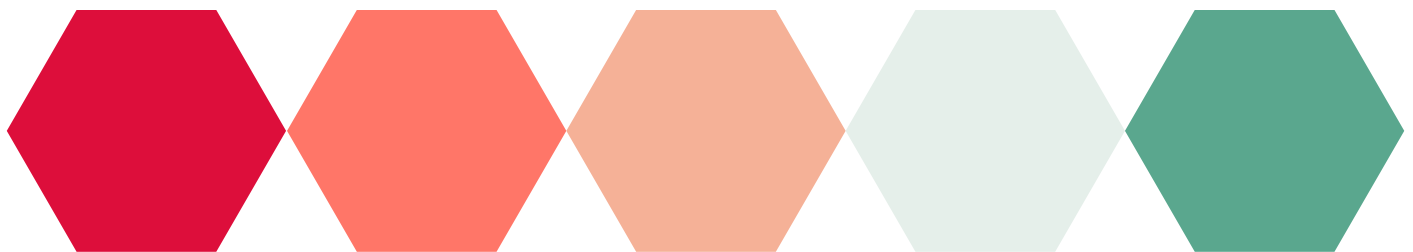
#d6dcd8

#c1ddc5

#ffbd00

#b3a6a0

Watermelon Dew



#dd0e3b

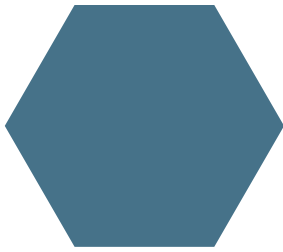
#ff7668

#f5b197

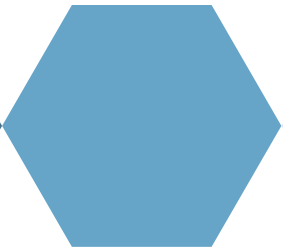
#E5EFEA

#5aa78e

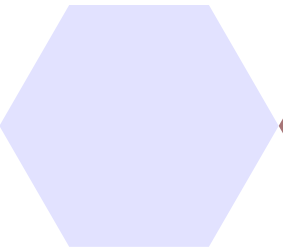
Blueberry Honey



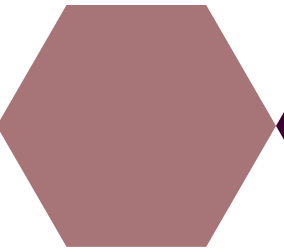
#467289



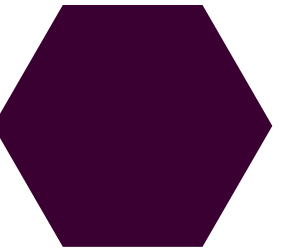
#66a5c7



#e2e2ff

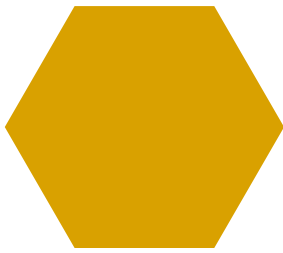


#a77577

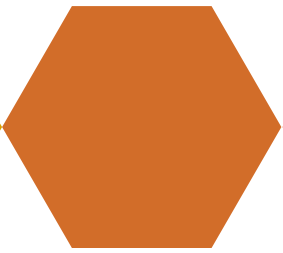


#390031

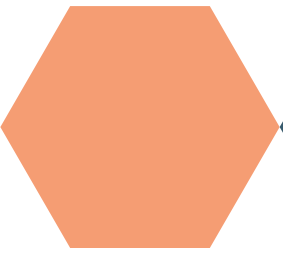
Wild Child



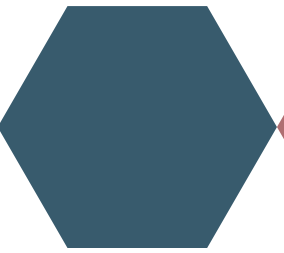
#d9a100



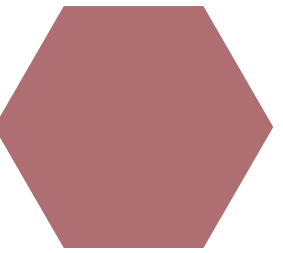
#d26d29



#f59d73



#385b6d

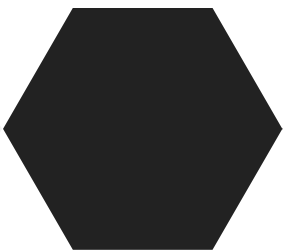


#af6e71

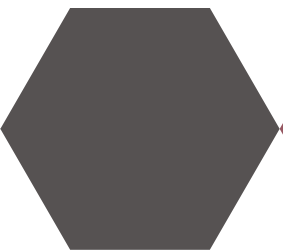
Feeling Bossy



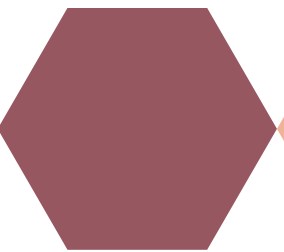
#f2f2f2



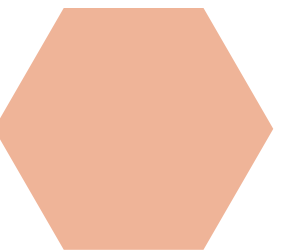
#222222



#565252

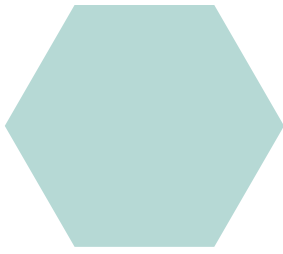


#965761



#efb498

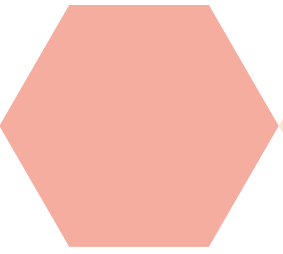
Blushing Pastel



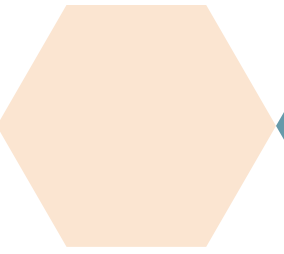
#b6d9d5



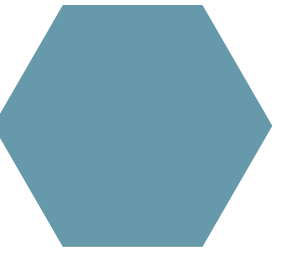
#e5efea



#f4ad9e

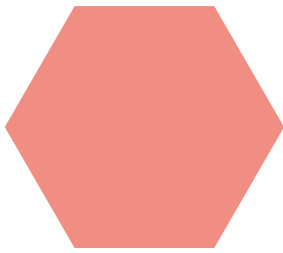


#fbe5d1

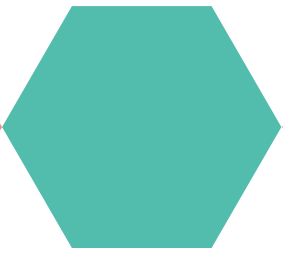


#669aaa

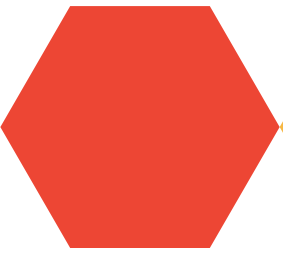
Make it Bold



#f18e84



#52bcad



#ed4634

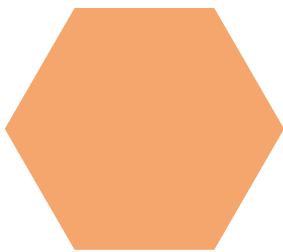


#f7b844

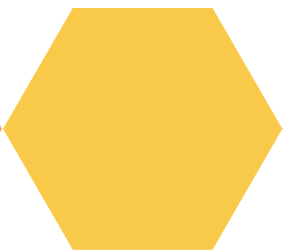


#f8f3f3

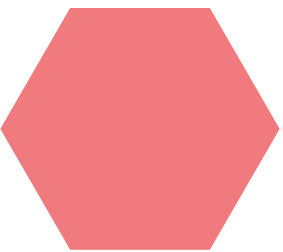
Peachy Keen



#f4a66c



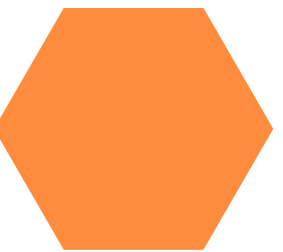
#f9c94a



#f07a7e



#f8f3f3



#ff8b3d

Let's Discover Your Fonts

With blogging, I like to use two to three different fonts.

One or two fonts will be your heading fonts and one font will be your text font.

Typically, your heading fonts can be a bit fun and your text font should be easy to read.

To find heading fonts I like to use the free website [DaFont](#). You can easily download any of these fonts and upload them to your WordPress site. This is especially easy if you use Elementor Pro.

My heading fonts are:

My main text font is:

Let's Brand Your Blog

Now you hopefully have your font and desired color combo.

For creating my overall brand, I like to first create a Pinterest mood board.

If you are feeling really crafty, buy some fun magazines, get a poster board, and create a mood board that way.

You can then use your mood board as a reference point as you design your blog.

And hang it on the wall of your office to constantly reference.

Let's Design Your Logo

It is possible to easily design your logo using Canva. There are several templates you can use as a reference point.

Just go to your Canva home page and in the search bar type "logo". Several design ideas will come up that you can easily customize.

If you would like someone to design your logo and help you with the entire branding process, I suggest contacting my sister Shannon, aka my favorite branding specialist.

You can check out her past projects and get in touch with her at her website, [Driftwood Design](#).