

#SecondAct
BizCon

Design to Elevate Your Company Brand

BRIELLE KILLIP

BLUE LINEN CREATIVE



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Don't just make a good first impression,
make a lasting one.



What are your brand key words?

- ▶ fun
- ▶ approachable
- ▶ sophisticated
- ▶ friendly
- ▶ expert
- ▶ healthy
- ▶ earth-conscious
- ▶ bold
- ▶ helpful
- ▶ authoritative
- ▶ strong
- ▶ trendy
- ▶ reliable
- ▶ high-tech
- ▶ adaptable
- ▶ clear
- ▶ courageous
- ▶ different
- ▶ calm
- ▶ imaginative
- ▶ whimsical
- ▶ edgy
- ▶ efficient
- ▶ stylish
- ▶ stable
- ▶ tasteful
- ▶ upscale
- ▶ reliable
- ▶ natural
- ▶ off-beat
- ▶ caring
- ▶ rugged
- ▶ tough
- ▶ clever
- ▶ feisty
- ▶ stoic
- ▶ spiritual
- ▶ liberal
- ▶ dependable
- ▶ elegant
- ▶ sweet
- ▶ gentle
- ▶ humble
- ▶ energetic

What emotions & feelings does your brand exude?

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- ▶ confident
- ▶ delighted
- ▶ pleased
- ▶ intrigued
- ▶ shocked
- ▶ eager
- ▶ sympathetic
- ▶ excited
- ▶ content
- ▶ loyal
- ▶ trusted
- ▶ relaxed
- ▶ optimistic
- ▶ educated
- ▶ empowered
- ▶ receptive
- ▶ comfortable
- ▶ interested
- ▶ eager
- ▶ calm
- ▶ satisfied
- ▶ absorbed
- ▶ impulsive
- ▶ playful

Font Resources

- <https://fonts.google.com/> (free)
- <https://www.myfonts.com/> (paid)
- Other boutique font foundaries

Image Resources

- <https://www.pexels.com/> (free stock photos)
- <https://tonl.co/> (diverse stock photos)
- <https://unsplash.com/> (free stock photos)
- <https://creativemarket.com> (fonts, graphics, photos, icons, etc.)
- <https://thenounproject.com/> (icons)
- <https://www.flaticon.com> (icons)

Do's & Don'ts

Do understand usage rights and be sure to purchase any necessary rights, provide attribution as needed.

Don't do a Google image search and steal images.

Design Resources

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- <https://www.canva.com/> (layout)
- <https://color.adobe.com/> (color)
- <https://infogram.com/> (data driven information graphics)
- <https://www.adobe.com/creativecloud.html> (full creative suite)

Do's & Don'ts

Do have completed content before starting to design anything. Your message is more important than the design.

Don't be afraid of white space. It helps emphasize content by giving having enough room to breath.

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Thank you! We Want to Work with You!

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