Journal your brand

Use this journal to take notes, complete tasks, get creative,
or just doodle in it (that's still being creative).

Session 5; Engage visually
How to create a brand (that is creative and easy to manage)

© PIN Creative 2025

Journal your brand

Untangle Your Brand
Session 5; Engage visually

How to create a brand

(that is creative and easy to manage)

What to expect	3
What is brand personality?	4
5.1 Define your brand personality	5
5.2 Visualise your brand personality	6
Useful links	7
Jargon buster	8
Universal formats	9
5.3 Think big, think small	10
5.4 Document your brand elements	11
Stop, keep, start	12
Notes, ideas, sketches, doodles	13

Navigate through this document by clicking on the section titles above. If you're using the live Word version, you may need to update the table of contents via the references tab and select 'update page numbers only'.

© PIN Creative 2025

Back to contents

What to expect

This session explores how to engage visually with your brand, ensuring it is both creative and easy to manage. You will discover how visual identity influences perception, builds recognition, and strengthens emotional connections with an audience. By understanding key principles of brand personality, visualisation, and consistency, you will develop the skills to create a brand identity that is clear, distinctive, and adaptable across different applications.

By the end of this session, you will be able to create a brand that engages visually and makes you more memorable.

- Explain the concept of brand personality and its role in shaping audience perception and engagement
- Apply principles of visual branding to create a cohesive identity, including logos, typography, colour schemes, and imagery
- Use the Brand Doughnut framework to define brand personality traits and translate them into visual and verbal brand elements
- Assess existing brand materials to ensure consistency, clarity, and alignment with strategic objectives
- Develop practical brand applications through exercises in mood boarding, layout design, and brand documentation, ensuring real-world relevance and adaptability

Remember to complete the quiz and feedback form using the links provided. Your input is valuable for improving your experience, reviewing your progress against the original learning objectives, and enhancing the course overall.

Session 5 Quiz; test what you've learned
Session 5 Feedback; provide input to improve the session



© PIN Creative 2025

Back to contents

What is brand personality?

A brand personality is a set of human characteristics that create an emotional connection with your audience.

Imagine you're driving down a country lane and see a hand painted sign; "Fresh Farm Eggs". The paint's dribbling down the sign. It's wonky. Would you buy the eggs? Probably. You keep on driving, there's another hand painted sign. "Free Flying Lessons". The paint's dribbling. It's wonky. Would you take the free lessons? Probably not.

The visual cues you've been given (typestyle) combined with the message have triggered an emotional response, and an expectation of what the product and service might be like.

There are five defining characteristics of a brand*, and each alludes to a different look and feel for your brand, but which is right for you?



Dominant trait

Sincerity	Excitement	Competence	Sophistication	Ruggedness
Style				
Calm	Energetic	Professional	Elegant	Bold

*established by Jennifer Aker in 1997

© PIN Creative 2025

Back to contents

5.1 Define your brand personality

Use your Brand Doughnut and ‘core idea’ to help you determine the appropriate brand personality. This will enable you to decide on the right visual elements that constitute the identity (logos, typefaces, colours, and imagery). Remember to consider the ‘tone of voice’ as well. Language is the magical fifth element of a brand and is just as crucial as the visual components.

How to define your brand personality

Step 1; pick one dominant trait (pink)
Step 2; pick one supporting trait from below that (white)
Step 3; pick two other traits from anywhere (white)
Step 4; describe the style (or use the one relating to your dominant trait)

Dominant trait

Sincerity	**Excitement**	**Competence**	**Sophistication**	**Ruggedness**

Supporting traits

Honest	Daring	Reliable	Glamorous	Tough
Family	Young	Leader	Feminine	Masculine
Family	Contemporary	Successful	Charming	Outdoorsy
Real	Cool	Clever	Smooth	Adventurer

Style

Calm	Energetic	Professional	Elegant	Bold

My brand personality

Brand core	
Dominant	
Supporting 1	
Supporting 2	
Supporting 3	
Style	

© PIN Creative 2025

Back to contents

5.2 Visualise your brand personality

Now that you know your brand personality, you need to explore it visually before you decide on logos, typefaces, colours or imagery. Not sure where to start? Try Googling “cool colour” or “professional font,” “smooth image,” or “exciting logos.” Get inspired by the visual world.

Create a mood board or scrapbook of everything you like. You don’t need loads, and once you’ve collected a few, you can edit them down and focus on the images you really like. Try using Pinterest; it’s an easy way to collate ideas.

View the “Cheese Pleese” board here>>
https://pin.it/2ZFFyTr

Logos

Fonts

Colours

Imagery

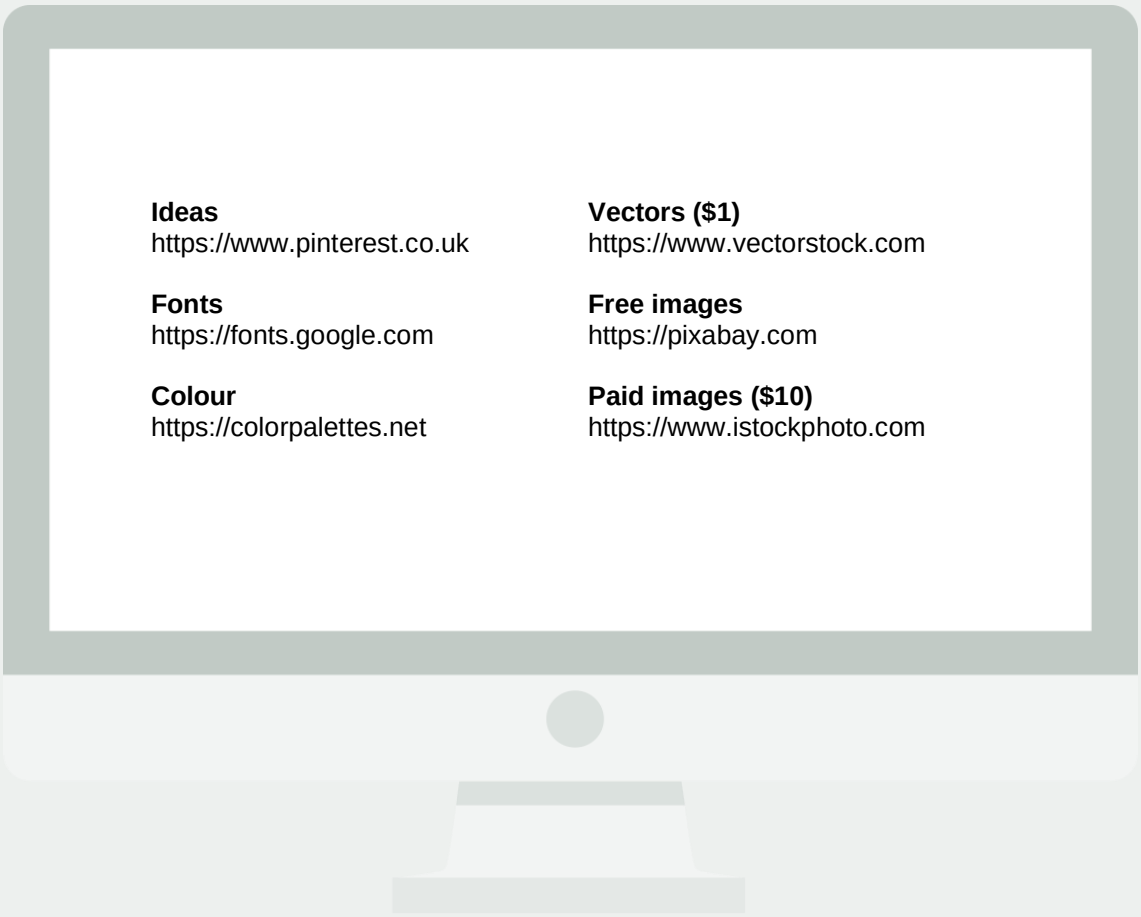
© PIN Creative 2025

Back to contents

Useful links

There are numerous valuable websites online that provide free and low-cost resources for creating graphics and images. Avoid merely searching for images on Google and downloading them for use on your site, as this may infringe copyright.

The links below are constantly being updated, so check the online version here>>
https://link.pincreative.com/uybresources



Ideas
https://www.pinterest.co.uk

Fonts
https://fonts.google.com

Colour
https://colorpalettes.net

Vectors ($1)
https://www.vectorstock.com

Free images
https://pixabay.com

Paid images ($10)
https://www.istockphoto.com

© PIN Creative 2025

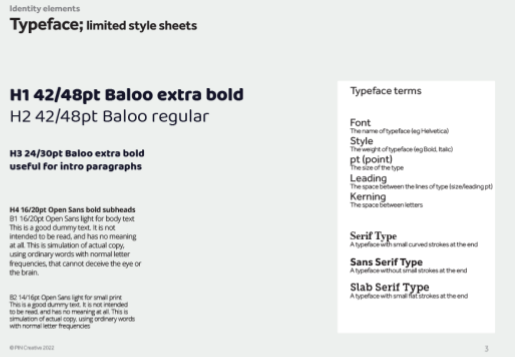
Back to contents

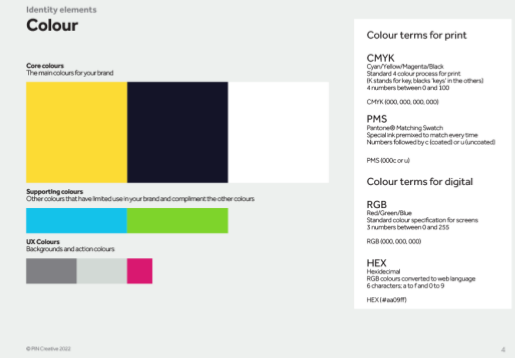
Jargon buster

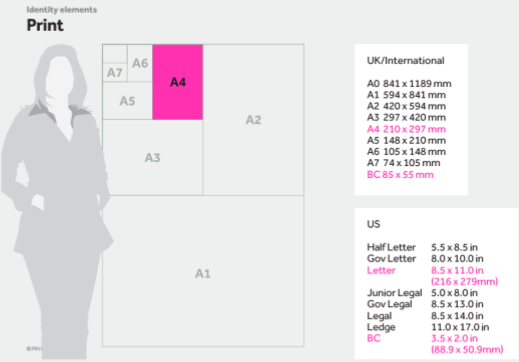
Like most industries, there is a wealth of technical jargon. It's useful to know some of it, but you don't need to remember everything.

Follow this link to download a guide to the technical jargon buster>>
https://link.pincreative.com/uybjargon

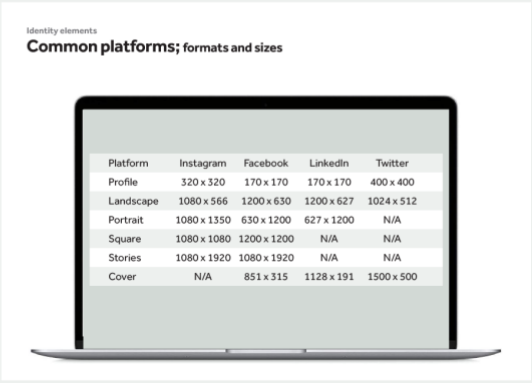












© PIN Creative 2025

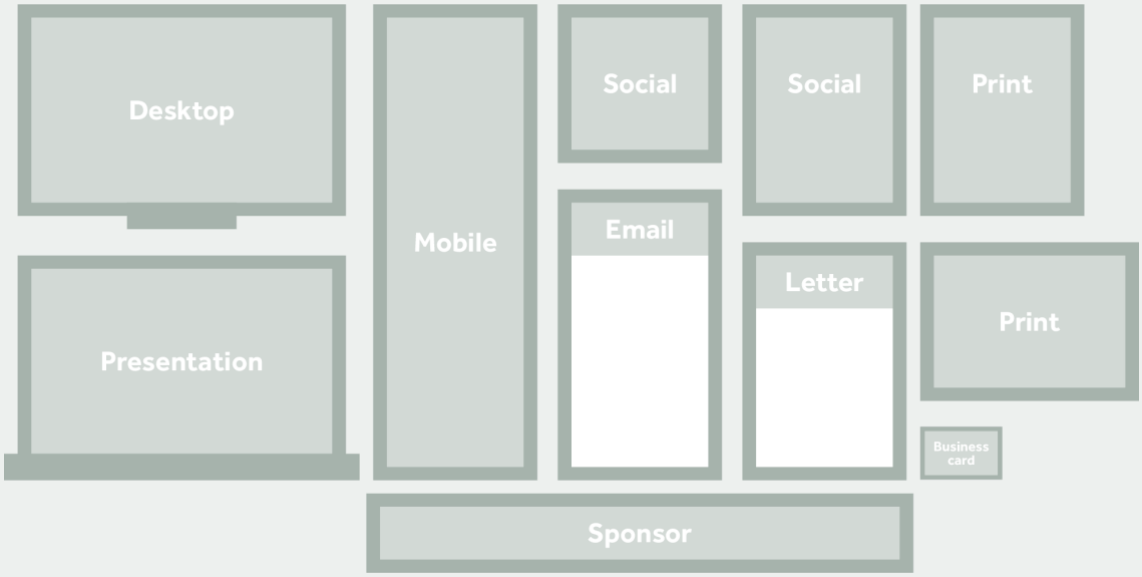
Back to contents

Universal formats

All platforms are continually updating their format and size guides, so it's advisable to check back regularly (at least annually). Below are some general principles you can adhere to. Given the latest technology, the 1920 x 1080 format is likely to remain relevant for some time, so consider this as a starting point.

Formats can be portrait, landscape, or square. You may encounter more unusual formats when you begin sponsoring football teams. Advertising has its own set of standards for outdoor advertising and billboards. Additionally, you generally need not worry about circular logos, as platforms automatically adjust for this (although they do change their preferred style). Provide logos and icons in a square format, but always ensure they fit within a circle!

Format	Ratio	Pixel (72ppi)
Profile	1:1	480 x 480
Landscape	16:9	1920 x 1080
Portrait	9:16	1080 x 1920
Square	1:1	1080 x 1080
Web image	3:2	2400 x 1600
Other	5:3	1350 x 1080
Old TV	4:3	640 x 480



© PIN Creative 2025

Back to contents

5.3 Think big, think small

Now that all the elements are in place, along with an understanding of the technical aspects and awareness of formats, you can begin developing applications for your brand. Start with simpler projects, such as social media posts or a business card, but aim to take your brand further. Create an application without including your logotype or business name. What would you consider putting on a t-shirt or mug?

Think big; examples that will stop the scroll
eg; billboard at IKEA

Think small; unusual application examples
eg; tee-shirt or a mug

© PIN Creative 2025

Back to contents

5.4 Document your brand elements

It's important to maintain a record of your brand, providing a quick reference that can be shared with others. This chart serves as a guide for the essential information people need to know to assist you with your brand.

Follow this link to view all the elements and specifications for the Cheese Pleese brand>>
https://link.pincreative.com/cheesepleese

Brand core				
Logotype	Colour version	Black version	Reversed	Visual property
Typeface	Headline font Name of font		Body copy font Name of font	
Colour	Core colour 1 HTML ref RGB ref CMYK ref	Core colour 2 HTML ref RGB ref CMYK ref	Supporting colours HTML ref RGB ref CMYK ref	
Imagery	Emotional imagery	Functional imagery	Icon style	Other imagery
Brand personality	Dominant trait Supporting traits Style			
Tone of voice	Emotional Functional Style			

© PIN Creative 2025

Back to contents

Stop, keep, start

After completing this session, what are the key things you should change immediately? What's working well, and what needs to start happening?

Remember to complete the quiz and feedback form using the links provided. Your input is valuable for improving your experience, reviewing your progress against the original learning objectives, and enhancing the course overall.

Session 5 Quiz; test what you've learned
Session 5 Feedback; provide input to improve the session

I will **stop** doing

I will **keep** doing

I will **start** doing

© PIN Creative 2025

Back to contents

Notes, ideas, sketches, doodles

© PIN Creative 2025