

# Step 1

## 5 Steps to Creating A GREAT SOCIAL MEDIA GRAPHIC

Your brand should always dictate the look and feel of your graphics. Consistent font and color choices will make your graphic easily identifiable to your audience. You will always want to include your logo.



*notes*

Now do some research and make some decisions on your Look & Feel!

Learn more about the psychology of color and fonts.

<http://www.fastcompany.com/3028378/leadership-now/what-your-logos-color-says-about-your-company-infographic>

<http://turnarounddesign.com/what-does-typography-say-about-your-brand/>

### YOUR BRAND COLORS:

Colors have specific numbers to represent each shade of color. To match colors exactly you need to know the RGB or HEX code. You can find these numbers you can use a free website like: <http://www.colorcodepicker.com/> Decide on your brand colors and stick to it. You should have 2 primary colors and no more than 3 secondary colors.

Primary Color HEX #s: \_\_\_\_\_

Secondary Color HEX #s: \_\_\_\_\_

\_\_\_\_\_

### FONTS:

Headlines: \_\_\_\_\_

Sub Headings: \_\_\_\_\_

Body Texts: \_\_\_\_\_

