

# *The Quick Branding Cheatsheet for Authors*

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## **FONTS**

Choose two font families that are distinct from one another, but are both legible. Often, serif and sans serif font pairings look good with one another, but you can also search Pinterest for great font pairing ideas. Make one font your “title” font that you can use for books and headings, and one font for your paragraph styles and name.

## **COLORS**

Create a color palette using five different colors. To brainstorm colors, make a list of the different themes you want your writing to explore and what colors those themes are associated with. Then, search online for color palettes based on the tones and key words you identified.

## **LOGO**

Find a distinct font, separate from the two from earlier if possible, that will make your name pop. Don't be afraid to spend \$15-\$25 on a unique typeface from Creative Market to stand out. Once you've found your font, type your name into Canva or any other design program using this new font. In a pinch, you can even do this in a Word or Pages document and export your logo as a JPEG or PNG. To take your logo to the next level, write your title beneath your author name in one of the fonts you chose earlier or add some color to your new logo.