Branding 101 and Pitch Decks

FREE RESOURCE GUIDE

Your logo

Here are some free tools to help you create a professional-looking logo, even if you're just starting out. **Click the button to be directed to the website.**

Canva Logo Maker	Looka Logo Maker	Ucraft Logo Maker

Colours

Here are some free colour tools to help you build a cohesive, eye-catching palette for your brand. **Click the button to be directed to the website.**

Coolors	Canva Colours	Adobe Colour

Colour Psychology

Fonts

Here are some great free resources to help you find and pair fonts that suit your brand. **Click the button to be directed to the website.**

Fontjoy	Canva Font Combinations	Google Fonts

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Imagery

Here are some free visual resources to bring your brand to life with photography, icons, and illustrations. **Click the button to be directed to the website.**

PHOTOGRAPHY

HAND DRAWN

| Unsplash | Pexels | Open Peeps |

ICONS

ILLUSTRATION

| The Noun Project | Humaaans | Blush Design |

Templates

Using a well-designed template gives you ready-made layouts and a cohesive, professional look. You can then customise the fonts, colours, images, and layout to reflect your brand. **Click the button to be directed to the website.**

| Creative Market | Envato | Canva |