COURSE CREATOR ACADEMY

BRAND
YOUR COURSE

BRAND YOUR COURSE

You'll want your students to have the absolute best experience with your course that you can possibly give them, so that they feel satisfied with their purchase and send new customers your way. Content, of course, is the most important component, aesthetics are not to be overlooked.

By creating an attractive, cohesive appearance for your course, you'll make it seem much more professional. This will make your students feel more trusting of what you teach them, and overall more pleased with their experience.

STEP ONE

Most people find that it's easiest to create a cohesive look by starting with descriptive words.

What feelings do you want to evoke in your students?
Examples: confident, peaceful, savvy, elegant, rich, cool, modern, natural

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What words would your students relate to?
*Examples: Organic, learning, hard work, talent, simplicity, connoisseur, pro*

_____

_____

These descriptive words are called "brand keywords." Choose 3 - 5 brand keywords to guide the design of your visual brand.

Brand keywords:
- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____
- ❖ _____

STEP TWO
Once you have your brand keywords selected, it's time to choose a picture to inspire the rest of your brand design. For this step, visit a stock photography site (such as www.pexels.com) and find an image that visually represents your brand keywords and fits with the topic of your course.
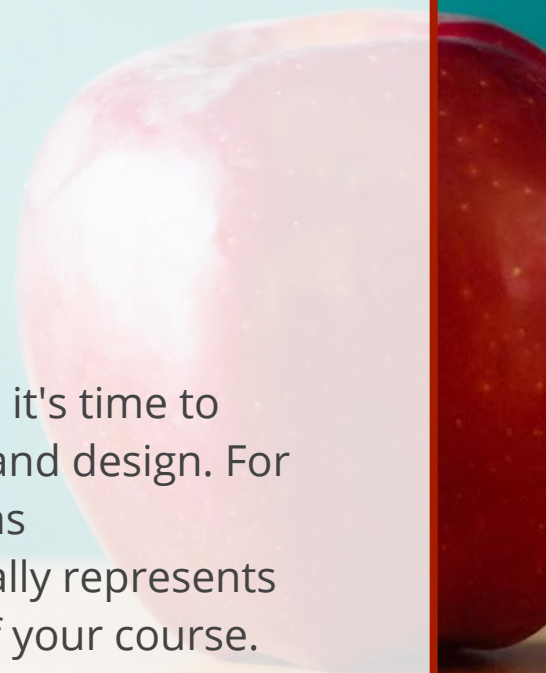
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For example, if your course is about photography, then the picture might include a camera, or if it's about gardening, then a picture of a garden, and so on.

STEP THREE

Now it's time to choose some colors for your course. Choose one dominant branding color that is either a dominant color in the picture you selected, or else compliments it well.
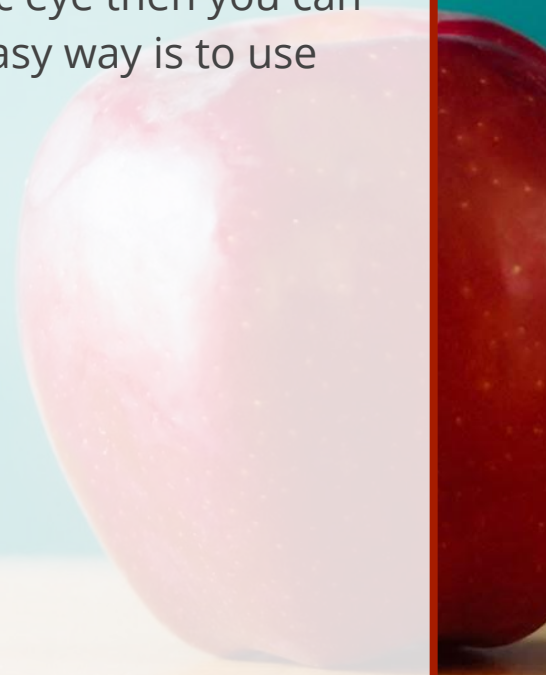
Once you've selected the dominant color, it's time to build out a brand palette. Of course, if you have an artistic eye then you can use your creative instincts. But, if not, a fun, easy way is to use the free tool found at www.coolors.com.

Brand colors:

_____
_____
_____

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STEP FOUR

At this point, you can further develop your branding by finding several additional images that fit the keywords and colors you've selected in the previous steps. This step is completely optional, so feel free to skip it if it will take you too much time or energy.

STEP FIVE

Choose 2 - 3 fonts to use throughout your course on all of your graphics, PDF's, and in your videos. You'll need one font for all of the "body" text (paragraphs), one for titles, and one "accent" font that's more artistic.

The body font and the title font should be simple and easy to read. They can be the same font, or two different fonts. If they are different, it is most common to have one with serifs (small projects off the strokes of each letter) and one without.

STEP SIX

The final task is simply to determine your course name style. This is a simple form of a logo, and will be used to identify your course visually.

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You can use the fonts that you already selected to create your course name style. Most commonly, the more "important" words in the course title are written in the accent font, and the less important words are written in the body/paragraph font. Alternatively, you can just write the entire title in the accent or title font.