Branding Reference Cards

12 handy reminders for your Faceless Branding Starter Kit.

What you get

Use these alongside the guide. Each card has everything on one side. Print the three card pages on A4 at 100% and cut around the gold outlines, or keep the PDF on your device. No folding or double-sided alignment is needed.

Friendly, practical steps you can work through at your own pace. Start with one small task and build from there.

A note from Sherrie

You do not need to know every tool or have everything perfect before you begin. Keep your first attempt simple, check your work and improve one thing at a time.

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Choose your basics

01 Your audience

Start with one person in mind. What are they trying to do, and what keeps getting in their way? You do not need a complicated customer profile.

Do this: Write: I help ___ to ___ without ___.

02 Your voice

Pick three words you want people to associate with your content. Friendly, clear and practical is a good starting point. Use words you would actually say.

Do this: Choose your three words and rewrite one caption using them.

03 Your colours

Choose one main colour, one supporting colour and dark or light neutrals. Save the hex codes so you can use the same shades again. Give each colour a job.

Do this: Write down your colours and give each one a job.

04 Your fonts

Start with one or two font families. Use a bold heading and a plain body font. Consistent sizes and spacing matter more than finding the perfect pairing.

Do this: Make a heading and a paragraph. Can you read both on your phone?

Build your look

05 Your logo

A clear text logo can be enough to start. Try your name, initials or a simple symbol with your name. Check that it makes sense when small.

Do this: Choose one main logo and save the versions you will use.

06 Logo placement

Choose a usual position, leave clear space around the logo and keep its proportions. Avoid stretching it or placing it where it disappears.

Do this: Write where your logo sits and which version works on each background.

07 Image style

Pick a general look: clean screenshots, simple illustrations or natural photos. Match the style to what you teach and the people you help.

Do this: Choose three example images that feel right for your brand.

08 Thumbnail layout

Build a simple layout in a design tool you already use. Give the main image and short headline room to breathe. Check it at a small size.

Do this: Save an editable master and duplicate it before making changes.

Put it to use

09 Matching designs

Carry the same colours and fonts into one social post, product image or listing. Keep the message suited to that space. Designs need not be identical.

Do this: Create one matching design for the place you actually publish.

10 Readability check

View the design on your phone. Check words, contrast and logo. If you have to squint, simplify it. Use a contrast checker for text and backgrounds.

Do this: Fix the hardest-to-read part before adding decoration.

11 Brand folder

Make a folder for your logo, colour codes, font names and editable designs. Give files clear names so you can find them again.

Do this: Fill in your brand sheet and save it with your files.

12 First publish

Apply your choices to your next few pieces of content. Notice what is easy to reuse and what needs simplifying. You can improve as you go.

Do this: Publish one piece, note one useful improvement, and keep going.

Keep them handy

Read the matching step in the guide, then use the card as a reminder while you work. Printing and laminating are optional.

These are reference cards, not editable templates. Let your own audience, colours and fonts guide your choices.

One small job for today

Choose one card and put it into practice on your next post, product image or video.

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