



LESSON 07

BRAND BOARD



07

ALL SYSTEMS GO FOR TAKE-OFF

BRAND BOARDS

What you'll accomplish:

Create final brand boards that create the launch pad for your brand persona.

Time to achieve: 1-4 Hours.

Software needed: ChatGPT, Pinterest, Canva

[WATCH THE LESSON<<](#)



QUICK RE-CAP

LET'S GET READY TO LAUNCH

Pulling all the brand assets together for each design theme you are working on.

- build out **brand assets** in CanvaPro
- organize a **brand board** using templates
- create a **style guide** to share with vendors using your brand assets.

The brand board is your visual brand's BIBLE. Give it to anyone who asks for your logo.



It's showtime

This is where your brand's
heart and soul will shine,
all in one dynamite visual
summary.

Ready to roll?
Let's break it down.



LET'S BUILD YOUR BRAND BOARD

STEP INTO CANVA AND START BUILDING

This process will underline the recurring **design themes** (lesson 02) that have emerged in your **mood boards** (lesson 03). It will pull together the **colors** (lesson 04) and **typography** (lesson 05).

The **logo** leads the way (lesson 06) and will act as the masthead. All eyes will start at the top and then work its way down the rest of the brand elements... creating a visual brand story and roadmap to build out any branded communication.

Alright, badass builders, it's showtime for your brand! Let's piece together your brand's ultimate wingman: **the Brand Board**.



BYB (PARENT BRAND) BRAND BOARD

THEME: URBAN REBAL

LOGO

IMAGERY

ICON

ICON

COLORS

COLOR PALETTE

- #1B5767
- #2F2828
- #62B6B6
- #A84B1C
- #F2F2F2

INDIVIDUAL FONTS

- Aa** Anton
- Aa** League Spartan
- Aa** Gothic A1

BRAND THEME: URBAN REBEL

THEME

Color Palette: Dark neutrals with splashes of vibrant graffiti-like colors – think dark neutrals, green-blues, and burnt orange.

Imagery: Urban grunge, leather, denim, boots, cityscapes, bold typography, and street-art creative.

Core Messaging: "Urban Rebel"

MOOD BOARD

MOOD BOARD

B(AI)Bs (PRODUCT BRAND) BRAND BOARD

THEME: VINTAGE VIXEN

B(AI)Bs
BADASS AI BRAND SOCIETY

(Ai)

COLOR PALETTE

- #54A0A0
- #D4AD54
- #E1D5BA
- #C95135
- #F2F2F2

INDIVIDUAL FONTS

- AA: Autorich Sans
- Aa: Crushed
- Aa: Gothic A1

BRAND THEME: VINTAGE VIXEN

Color Palette: Sepia tones, vintage reds, and muted golds mixed with aqua.
Imagery: Retro 50s and 60s fashion, old-school typographic designs with classic fonts, and sepia-toned hot rods.
Core Messaging: "Throwback Flair for the Fearless Founder".

MOOD BOARD

LOGO

MONOGRAM

IMAGERY

ICON

COLORS

FONTS

THEME

MOOD BOARD



Are you ready to customize?

Gather up all your assets from the previous lessons... Design Themes, Mood Board Images, Color Palettes, Fonts, and your Final Logo, Logotype, and Icon!

THIS IS YOUR BRAND'S BIBLE

A VISUAL SNAPSHOT OF YOUR BRAND

Step Into Your Brand's Virtual Studio: Canva

- Hustle over to [Canva](#) and sign in or whip up a free account faster than you can say "badass brand".

Command Central: The Search Bar

- Type in "BRAND BOARD" in the search bar like you mean business.

Pick Your Brand's Battle Shield: The Template

- Dive into the sea of templates and snag one that screams "This is me!"

Get Down and DIY: Customize

- Time to get your hands dirty:
 - Place your logo or logotype right on there—make it pop.
 - Add an icon that represents your rebel spirit.
 - Weave in your Design Theme—yeah, the one we cooked up together with ChatGPT.
 - Pick your typeface warriors:
 - Your headline honcho, the Primary/Main Font.
 - Your body copy minion, the Secondary Font.
 - Your sidekick, the Optional Font.
 - Splash on your colors with Hex codes that say "Look at me!"
 - Deck it out with photos from your Mood Board—flaunt that graphic design swagger.

Seal the Deal: Export

- Export your BRAND BOARD as a PNG, or PDF—your choice, your masterpiece.

Your Brand's Beacon: Share It

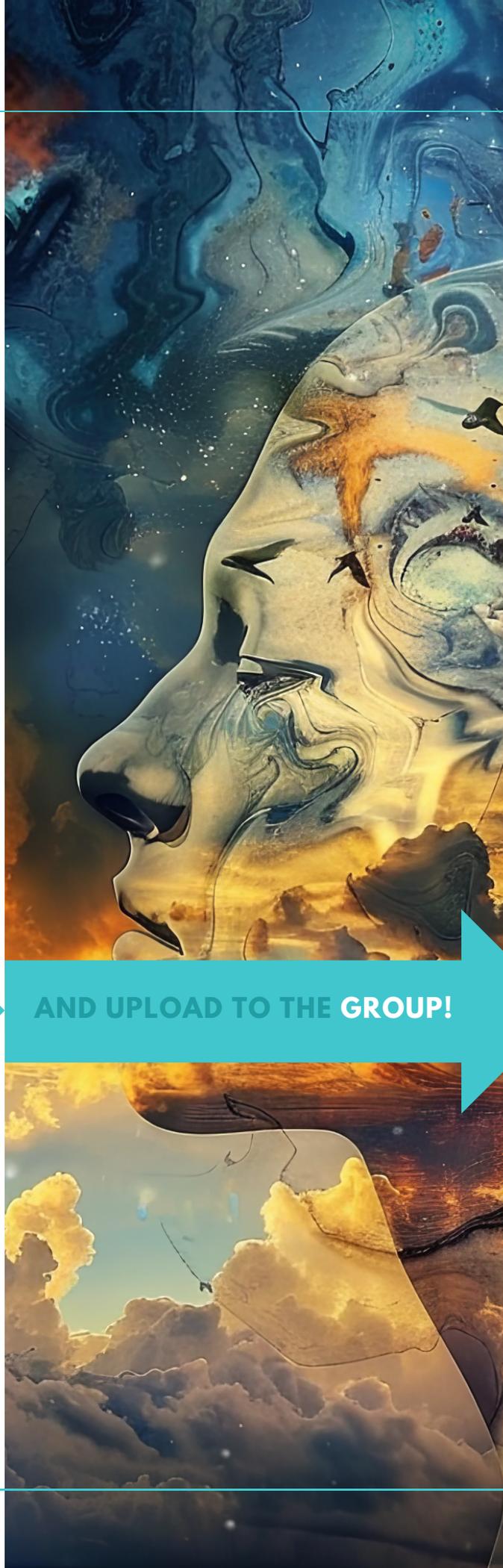
- March your final Brand Board to the **B(AI)BS Facebook Group** and let it fly.



EXPORT



AND UPLOAD TO THE GROUP!





Congrats!

Your badass brand is complete.

And there you have it—your brand’s DNA, ready for the world to see. So, what are you waiting for? Unleash your inner brand badass and **LET IT FLY!**

[>>CHECK OUT ALL THE BONUS STUFF!](#)

BONUS MATERIALS

Downloads, Mini-Lessons, and Worksheets



01-Bonus Download!

5 Tips to help you ask ChatGPT questions that produce AMAZING Results!

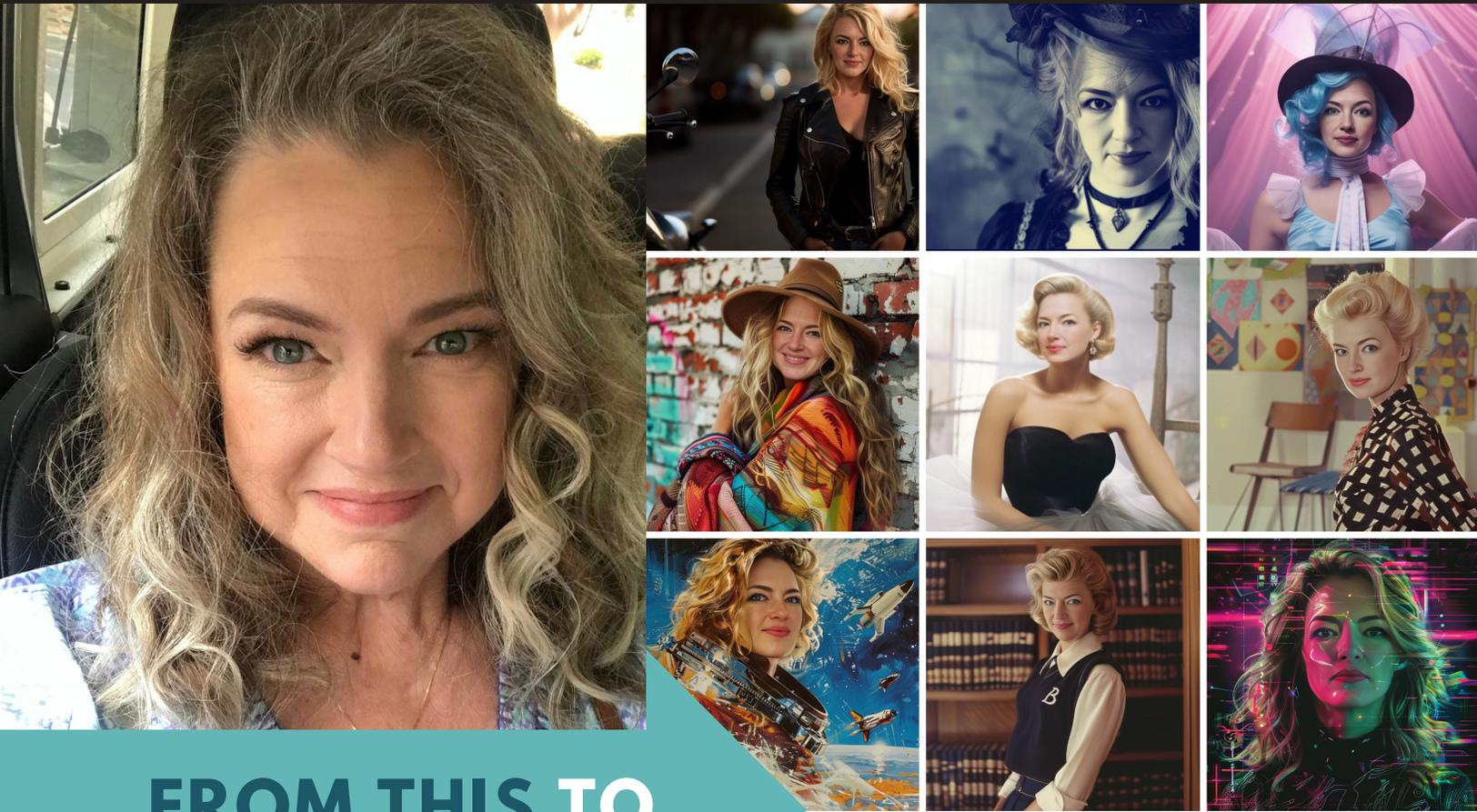
02-Bonus Lesson Monogram Makeover

Create a custom monogram icon in Google Docs... in minutes!

03-Bonus Download!

Understand the value of PromptTags, why they are the bomb, and how to use them properly.

RE/IMAGINE YOUR BRAND PERSONA



FROM THIS TO...

CLAIM YOUR GIFT!

WORK WITH HALEY TO BRAINSTORM YOUR BRANDED IMAGES AND WATCH THE MAGIC COME TOGETHER!

Upon successful completion of the Badass Your Brand with AI course and [BETA SURVEY](#)... you qualify for an Gen AI branded image starter set. (\$1800 value)

Thank You! Haley

\$1800
VALUE

Image set includes:

- Nine images (36 files)
- Square (1:1) and Banner (16:9)
- Up to three themes/styles
- Hi-Res and Low-Res PNGs

Prerequisite for BETA GIFT:

- Complete the BETA survey
- Finalized brand board
- Design Theme Inspiration
- Mood Board images
- Headshot (full face, slight smile)