

verô

Get Your Brand Together

TRAINING WORKBOOK



Yay, I'm so happy you're here!

Setting the foundation for your brand is like crafting a story – it needs time, thought, and a bit of heart.

Start by scheduling some quiet time to focus on what your brand really stands for.

Your strategy is your north star – it guides the decisions you make for your color palette, fonts, and logo. Once you've got these elements, test them out in a design to see how they come together. If it feels right, capture the essence of your brand in a clear, one-page guide.

Let's do this! ♥

#1 STRATEGY

[Video](#)

#2 COLORS

[Video](#)

#3 FONTS

[Video](#)

#4 LOGO

[Video](#)

#5 DESIGN

[Video](#)

#6 BRAND GUIDE

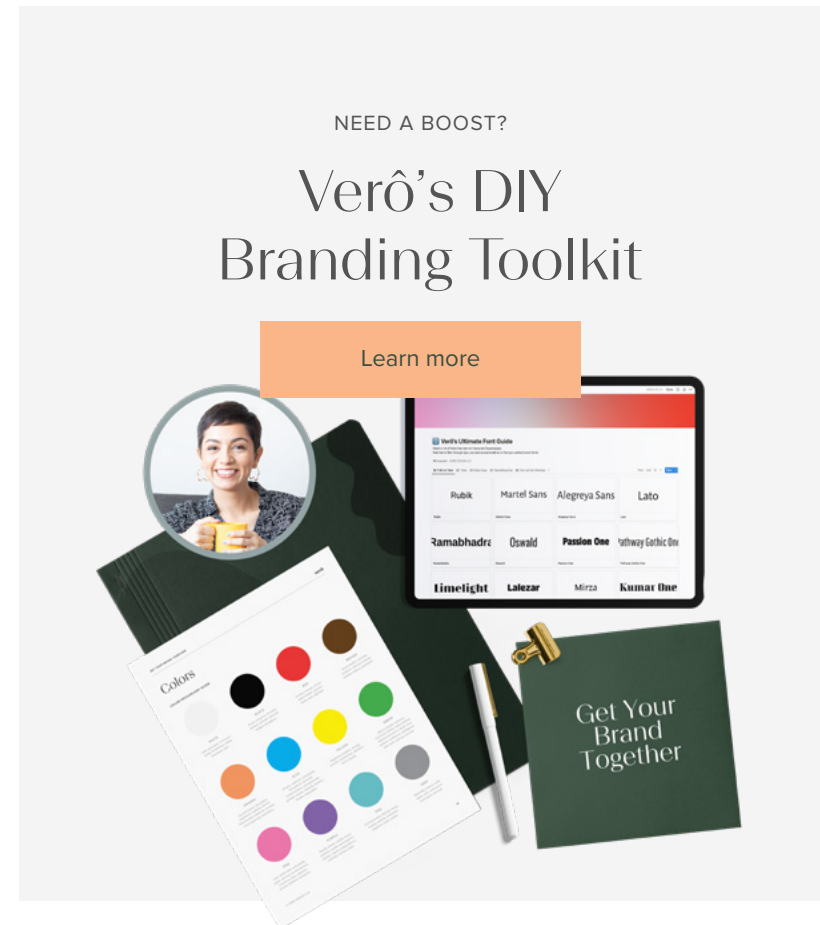
[Video](#)

STRATEGY QUESTIONS:

Why did you start this business?

How does your ideal client spend their average day?

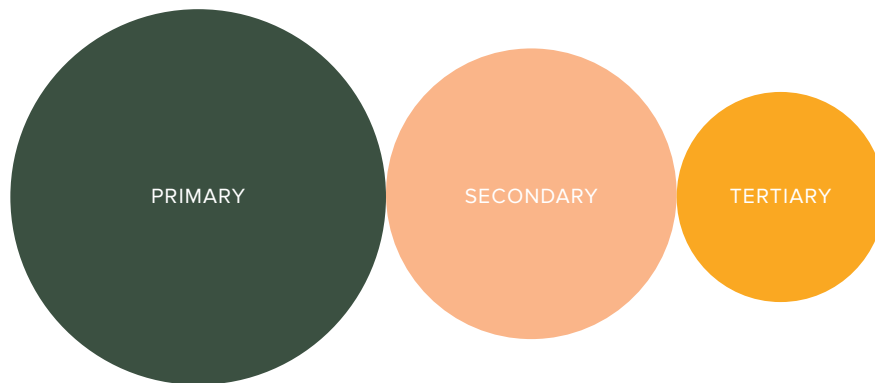
What brands do you like? Why do you like them?



FREE COLOR RESOURCE

[Coolers.co](https://coolers.co)

Explore hex codes and customize your colors.



NEED A BOOST?

Verô's Color Psychology Guide

This guide will be your trusty partner-in-crime with 125 attributes ready and waiting for you to match and make heads turn!

[Buy now](#)

The image shows a tablet displaying the 'Verô's Color Psychology Guide'. The screen features a grid of color swatches, each with a corresponding attribute. A stylus is shown pointing at one of the swatches. The attributes listed include 'Solid', 'Soft', 'Bright', 'Dark', 'Light', 'Warm', 'Cool', 'Neutral', 'Vibrant', 'Muted', 'Pastel', 'Monochromatic', 'Complementary', 'Analogous', 'Triadic', 'Tetradic', 'Polyadic', 'Achromatic', 'Chromatic', 'Desaturated', 'Saturated', 'High Contrast', 'Low Contrast', 'High Saturation', 'Low Saturation', 'High Value', 'Low Value', 'High Luminance', 'Low Luminance', 'High Contrast', 'Low Contrast', 'High Saturation', 'Low Saturation', 'High Value', 'Low Value', 'High Luminance', 'Low Luminance'.

FREE FONTS RESOURCE

[Fontjoy.com](https://fontjoy.com)

Visualize font pairings for your brand.

Title

Body copy

Serif

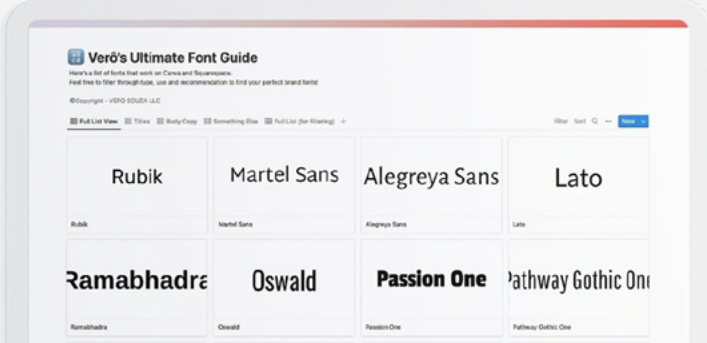
Sans-serif

NEED A BOOST?

Verô's Ultimate Font Guide

170+ free fonts that work on both Squarespace & Canva with Verô's top recommendations on the best ones.

Buy now



FREE LOGO RESOURCE

[How To Make A Good Logo \(For Beginners\)](#)

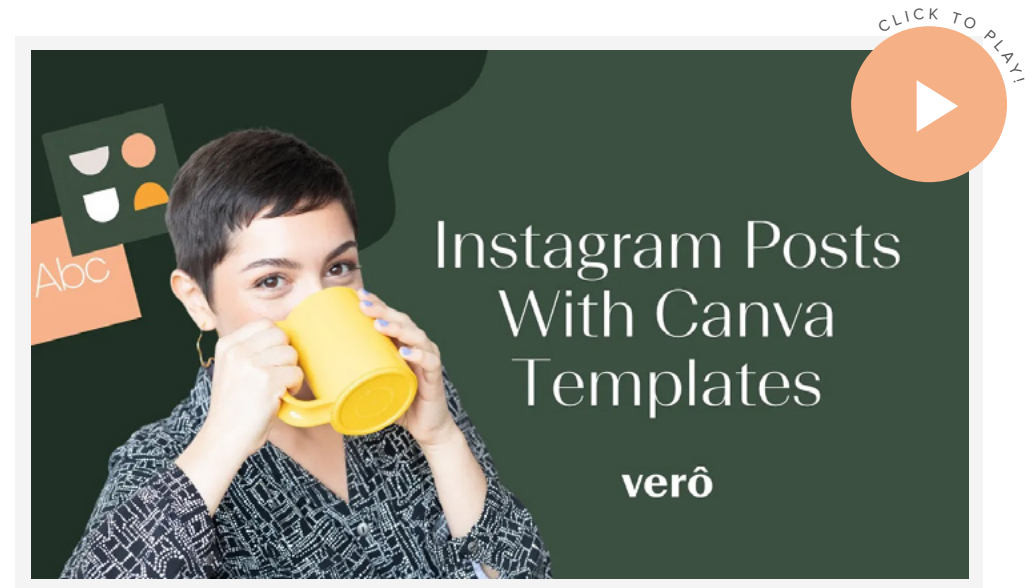
In this video, Verô reviews a small business owner's wordmark and gives her a couple of tips and tricks to create a memorable mark using Canva.



FREE DESIGN RESOURCE

[How To Create An Instagram Post Using Canva](#)

Use existing templates to test out your new brand.

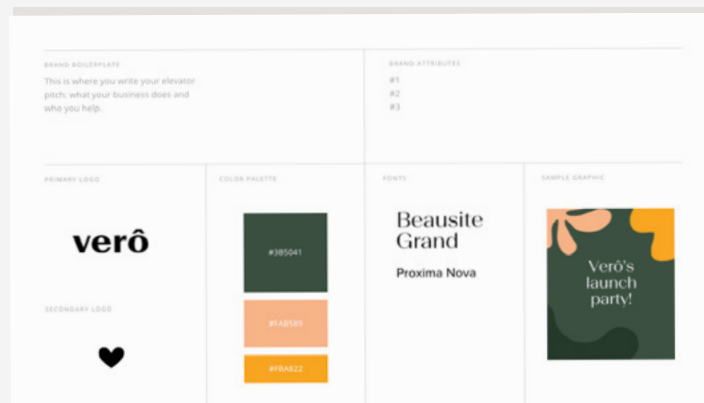


GET THE TEMPLATE

One-Sheet

Creating your first brand guide doesn't need to be complex. Use this to keep it all organized in one spot.

Free • Download now



WHENEVER YOU'RE READY...

Get Your Website Together

Build a visually appealing and high-performing website to enhance your online presence and drive business growth.

[Watch free training](#)



Work With Verô

Feel supported with an online presence that reflects who you are and what your business does.

[Learn more](#)