



BRANDING AND PACKAGING RESOURCES

Helpful Resources to Help You Brand Your Shop and
Package Your Products on a Budget

RESOURCES

When it comes to branding, I would always recommend working with a professional over trying to DIY if you don't have design and/or graphic design skills. But I understand that when you are just getting started, you can't always afford it. This is why I have put together this list of resources: to help you find cheap but professional ways to brand your shop and products.

Remember this rule thought: **KEEP IT SIMPLE**. You can always hire a designer later on and get a more fancy design/branding together. But if you're doing this by yourself, please keep it simple. Simple always looks better.

For more info, [please read this article.](#)

LOGO

#1 Recommendation:

Simple typographic logo with a premium font from Creative Market (around \$15)
<https://creativemarket.com/fonts>

#2 Logo bundle + Fiverr combo (around \$50)

<https://creativemarket.com/templates/logos>
<https://www.fiverr.com/>

#3 (least favorite) Logo Generators:

<https://logomakr.com/>
<https://www.shopify.com.au/tools/logo-maker>
<http://www.onlinelogomaker.com/>
<http://www.freelogodesign.org/>

COLOR PALETTE

www.colors.co

Create a palette from a chosen image <https://color.adobe.com/create/image/>
Adobe Kuler themed palettes <https://color.adobe.com/explore/newest>

FONTS

Free Fonts:

<http://www.dafont.com/>
<https://www.fontsquirrel.com/>

Premium (but affordable) Fonts:

<https://creativemarket.com/fonts>

RESOURCES

PRINT DESIGN

By far my favorite resource for business cards, flyers, vouchers, stickers, and more is <https://www.moo.com/>

Number #2 would have to be www.vistaprint.com

PACKAGING

For boxes, bags, and all shipping needs:

#1 <http://www.uline.com/>

#2 <http://www.valuemailers.com/>

For pretty branded boxes:

#1 <https://packlane.com/>

2 <http://www.foldedcolor.com/>

For clear boxes and bags: <http://www.clearbags.com/>

For stamps: <http://www.rubberstamps.net/>

For ribbons: <http://reasonableribbon.com/>

For stickers:

<https://www.stickermule.com>

<https://www.moo.com>

www.vistaprint.com

For muslin bags: <http://www.statelinebag.com/default.aspx>

For glass containers/bottles: <http://www.sunburstbottle.com/>

For fabric label/clothing labels: <http://www.customclothinglabels.com/>

For small/clear boxes (beads, food, etc.): <http://www.creativebag.com/boxes/clear-boxes>

For smaller boxes (jewelry): <http://www.creativebag.com/boxes/jewelry-boxes>

Green, eco-friendly choices:

<http://greenpackaginggroup.com/product-categories/boxes>

<http://www.ecoenclose.com/>

RESOURCES

IMAGE DESIGN + EDITING

Advanced:

Adobe Creative Cloud: <http://www.adobe.com/au/products/catalog.html>

Easy to use, no design skills needed:

Canva: <https://www.canva.com/>

Picmonkey: <https://www.picmonkey.com/>

Fotofuze: <https://fotofuze.com/> (watch this video to understand what it does)

THANK YOU!

For further help, support and training to help you start, grow and profit from your handmade shop, check out Tizzit HQ



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- LIBRARY OF IN-DEPTH COURSES AND TRAINING
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- A SUPPORTIVE ONLINE COMMUNITY

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