

Branding Your Online Course

5 Easy Tips and Tricks



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CHAPTER 1:

Introduction



Many companies and instructors are **BRANDING** their online courses to match their company's colors and themes.

It is important that students can identify your course and presentation to be **YOUR OWN**.





Not *every* page of *every* element needs to be branded with your logo.”

REMEMBER: If you have multiple elements to your course (i.e. PowerPoint, video, handout, and test), not *every* page of *every* element needs to be branded with your logo.

Instead, consider branding the syllabus, and just the introduction slides to your presentations. The students don't want to be overwhelmed (and distracted!) by your company logo – they want to focus on the **SUBJECT MATTER** within your course.



When creating your online course, there are many different areas to consider, including, colors, visuals, font, formatting, and of course, **CONTENT**.

We've narrowed it down to 5 areas to consider when [branding your online course](#).



CHAPTER 2:

Color Schemes

Adding a **UNIFORM** color scheme to your course presentations is one of the easiest ways to brand your material.

Most companies have established color schemes, but you don't need to limit yourself to just those colors.



Accent colors can really draw attention and make it **POP**. Plus, adding an accent color can still make it look professional, without looking like a company **ADVERTISEMENT**.

Instead, consider adding one or two **ACCENT** colors, in addition to your company color schemes.



CHAPTER 2:

Fonts



Many times companies will have a few standard fonts used for annual reports, and/or **PRESENTATIONS**.

Again, don't limit yourself to just those select fonts. Instead, use a standard **FONT** for headings and use a new font for the main content.



The Great Escape
THE SKINNY
Honey Script
Throw My Hands Up in the Air
Sweetly Broken

One of the best ways to add a personal touch to your course is by using [handwritten fonts](#). Handwritten fonts can be used for captions, titles, or **CALLOUTS**.



CHAPTER 3:

Layouts and Themes



When it comes to creating a great **LAYOUT** or theme for your online course, the *sky is the limit*. Rather than using one specific layout for every course, mix it up a little bit.



Branding Your Course

Consider having 3-5 different layouts to rotate between courses. This would keep it **FRESH** and grasp your student's attention.



CHAPTER 4:

Quality Images



Does your company have a stockpile of images they've used in the past or photos they've taken themselves? Or maybe they have a **SUBSCRIPTION** to an online image library?



It is likely that you can tap into their image library and find some great [quality images](#) for your courses.

You always want to have quality images to keep your content looking fresh. There is nothing worse than a skewed or **PIXELATED** image to ruin a presentation.

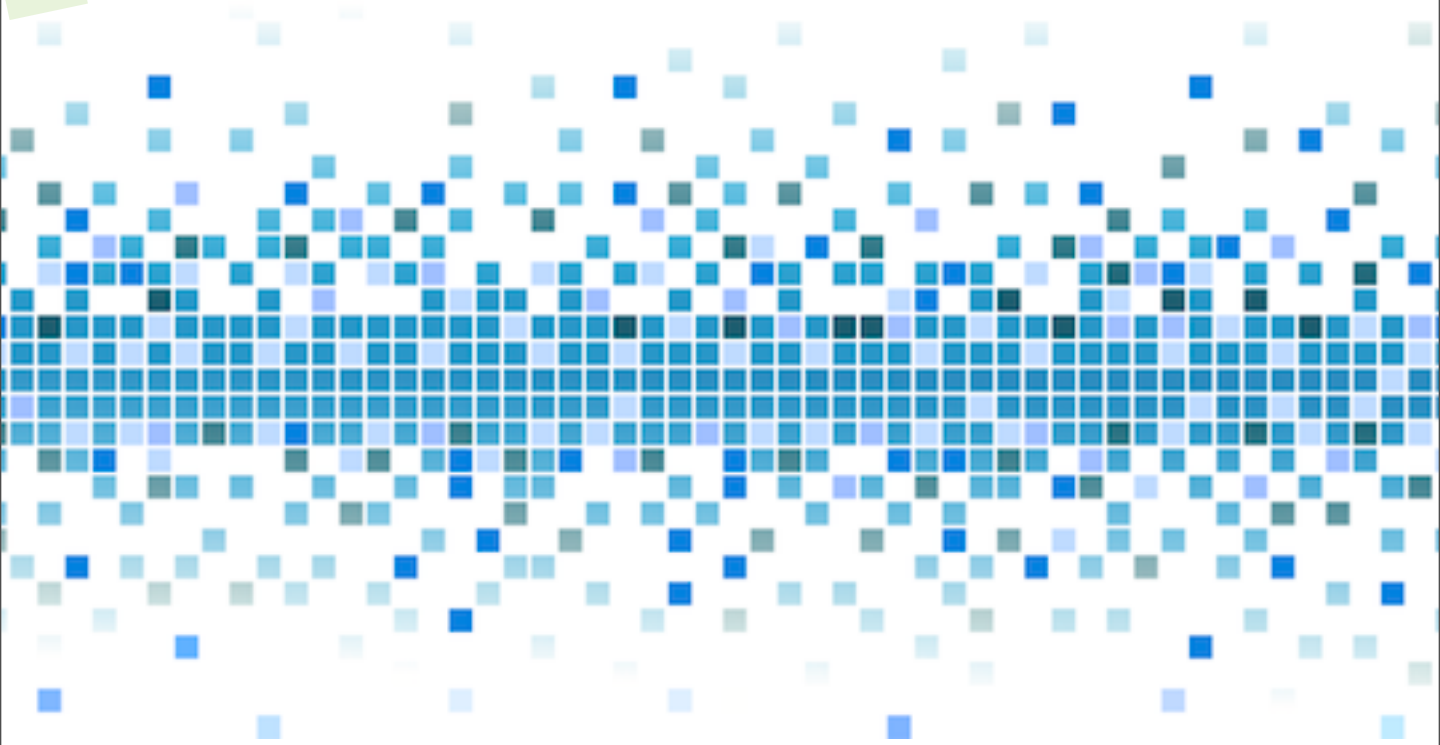


CHAPTER 5:

Company Logos

Be sure you always have a large array of company logos in **VARIOUS SIZES**, shapes, colors, and transparencies. Logos can be used throughout your course, especially if your logo has a **SYMBOL** within it.





By having various quality logos available, you can always keep your courses uniform. You never want to use **PIXELATED** images or logos.

Remember, you don't need to place a logo on every page or every slide of your course - instead, place your logo on just the **INTRODUCTION** slides and title pages.



It may seem overwhelming with all the many variables in creating a great online course, don't worry! All it takes is a little **PRACTICE**.



And remember, never create content that you can't **REPURPOSE** again, and again.

Be **CREATIVE** in creating your courses - add color, images, and a fun font. Keep in touch with your students and keep it personal.





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