

LOGOS

STARTING OWN LABEL/BRAND

LOGO -

Adobe illustrator

[Logomaker](#)

[Laughingbird](#)

[Brandcrowd](#)

[Placeit.net](#)

[Logomaster](#)

[Free logo design](#)

[Looka](#)

[Canva](#)

[Namecheap](#)

[Wix](#)

Get your Logos done with professionals for 5 dollars from [Fiverr.com](#)

Points to remember:

SIMPLE

Scalable

High Recall value

Versatile - Mockups

Relevant

DUAL Aspect

NICHE - Audience(Story)

Colour Psychology

Ever Evolving

Logo Should carry a Story(Vision, Mission, USP, Why u started it)

Mock ups

Attractive Font

3D look

Take inspiration from Big Brands

MOCK UP TOOLS

<https://www.mockupworld.co/>

<https://artboard.studio/>

<https://www.mockplus.com/blog/post/free-mockup-templates-for-designers>

Graphic Designing Tools

[Adobe photoshop](#)

[Sketch](#)

[Adobe Illustrator](#)

[Affinity designer](#)

[Adobe Indesign](#)

[Corel draw](#)

[Xara designer Pro max](#)

[GIMP](#)

[Gravit designer](#)

[InkScape](#)

[Vectr](#)

[Canva](#)

[PixTeller](#)

[Design wizard](#)

[Infinite Design](#)

[Adobe Comp](#)

[Crello](#)

[Instagram APP](#)

Point to remember:

Eye catchy - Creativity

Typography

Color Psychology

Emotion
Irresistible Offer (Words are important)
Visual Consumption
Keyword Stuffing
360 Photos
Make your Audience Feel
Followqwa The Trend - AI
Call to action

Video making Tools

Windows Movie Maker (In built)

[Avidemux](#)

[Openshot](#)

[Videosoftdev](#)

[NCHSoftware](#)

[Kdenlive](#)

[Blender](#)

[Blackmagicdesign](#)

[HITFILMExpress](#)

[Lightworks](#)

Invideo

Inshot

Filmora

Powtoon

Camtasia

Loom

Doodly

Toonly

Do not overdo with affects

Storyboard

Connect

VoiceOver (Tone is important)

Copyright is important

Keyword is a must
CALL TO ACTION
Collaboration
Emotional connect is important
PERSONAL BRANDING - Zero Competition

Storymaker - Mobile App
Visual Consumption

360 Photos are must

Tools for 360 degree images - <https://www.ptgui.com/>