

HOW TO CREATE

HIGH-IMPACT

5

**BRAND  
IMAGES**



**BIG** BRAND  
SYSTEM

## Ready to put the power of images to work for your business?

The five image styles here are easy to create — even if you’re not an artist. You’ll need a PicMonkey account to create and save the images. ([Here’s my affiliate link](#) so you can get a FREE PicMonkey trial and save money if you decide to sign up for a paid account.)

### 1. The colored overlay style



WHY USE THIS STYLE:

When you use your [your own colors](#) for the overlay, it keeps images “on brand.”

Colored overlays make it easier to place words on the image.

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TO APPLY  
THIS STYLE



## How to create the colored overlay style:

Log in to PicMonkey and choose Create New.

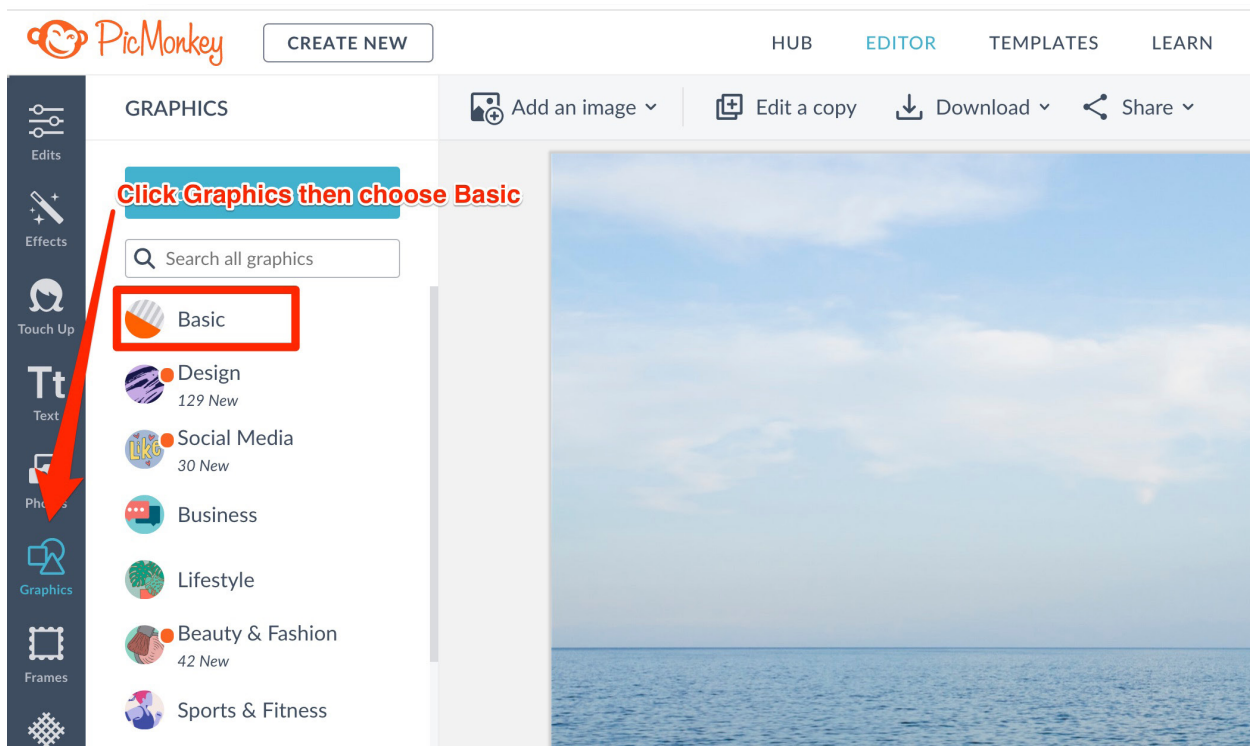


Import an image from your Computer, or choose Stock Photos to browse PicMonkey's free stock photo images.

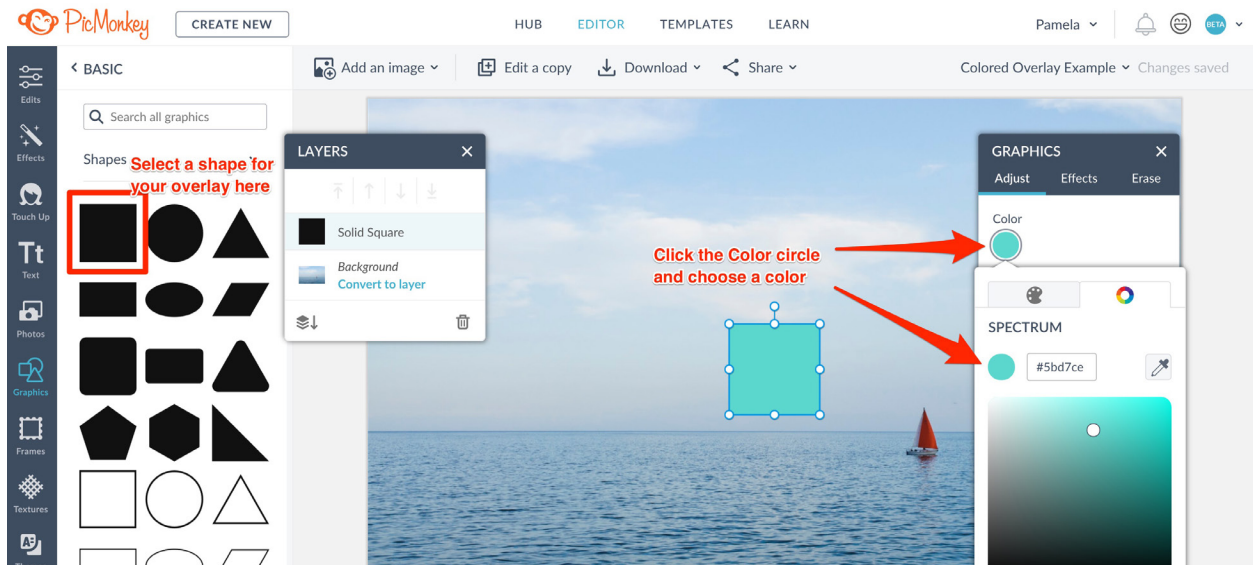
Edit an image from...



Choose Graphics in the left menu, then choose Basic at the top of the left sidebar.



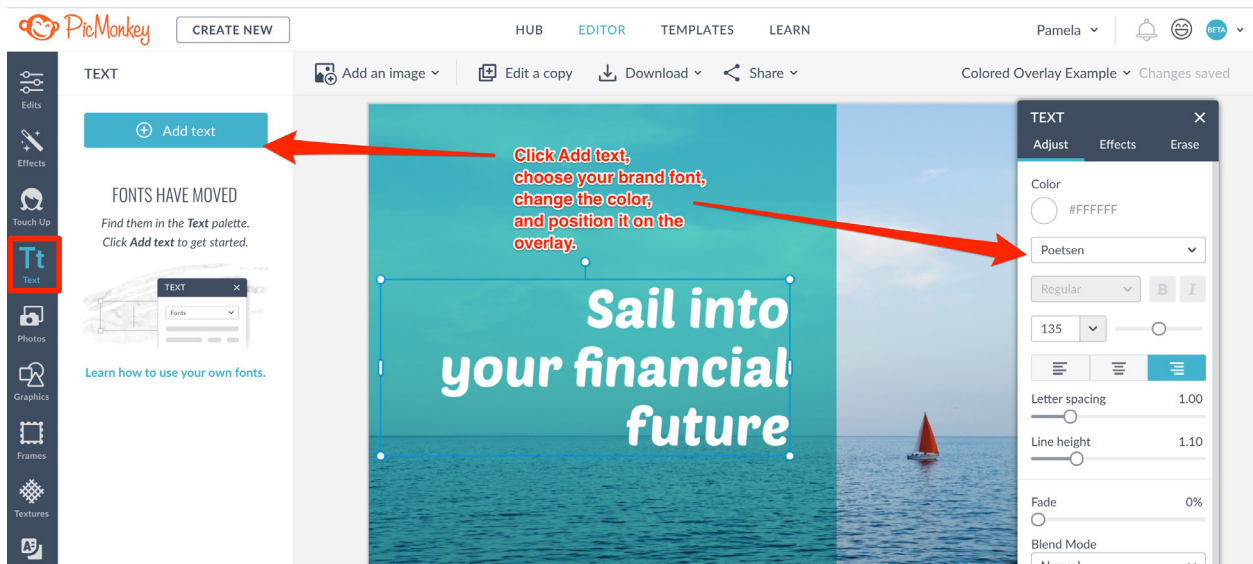
Choose a shape and change the color.



Position the square where you want to add text. Choose the Multiply effect in the Graphics palette if you want to make it transparent.

Now add text. Choose the Text tool, click the Add text button, choose your brand font, change the color if needed, and position it on the overlay.

When you're happy with the final image, click Download and save it to your computer.



## 2. The unifying filter style

**Before:** Images are taken from different points of view and completely different lighting.



**After Effect filter is applied:** Images seem more visually related because the same Effect filter has been applied to all of them.

WHY USE THIS STYLE:

It makes a collection of images hang together visually, especially if you are using images from different sources or of varying viewpoints and shapes.

It's an effective way to communicate the visual "mood" of a set of images: high-energy and vibrant; soft and gentle; historic "sepia"-style images, and more.

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THIS STYLE



## How to apply the unifying filter style:

Open PicMonkey and select Create New.

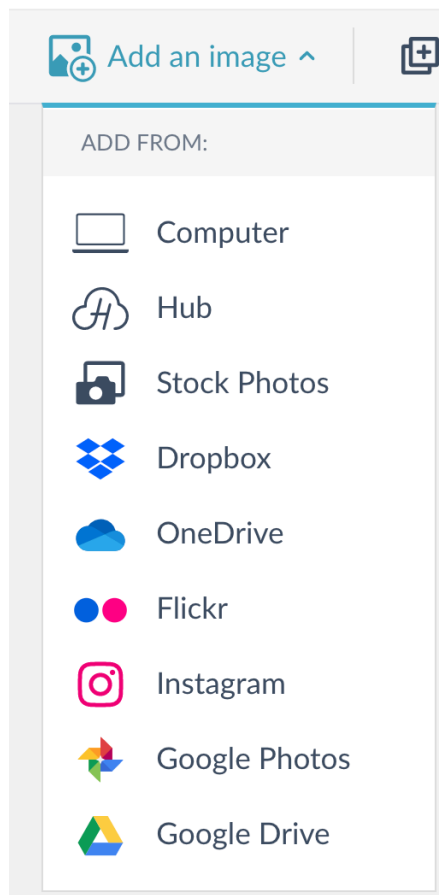


On the next screen, choose Blank canvas. Choose your canvas size.

Edit an image from...



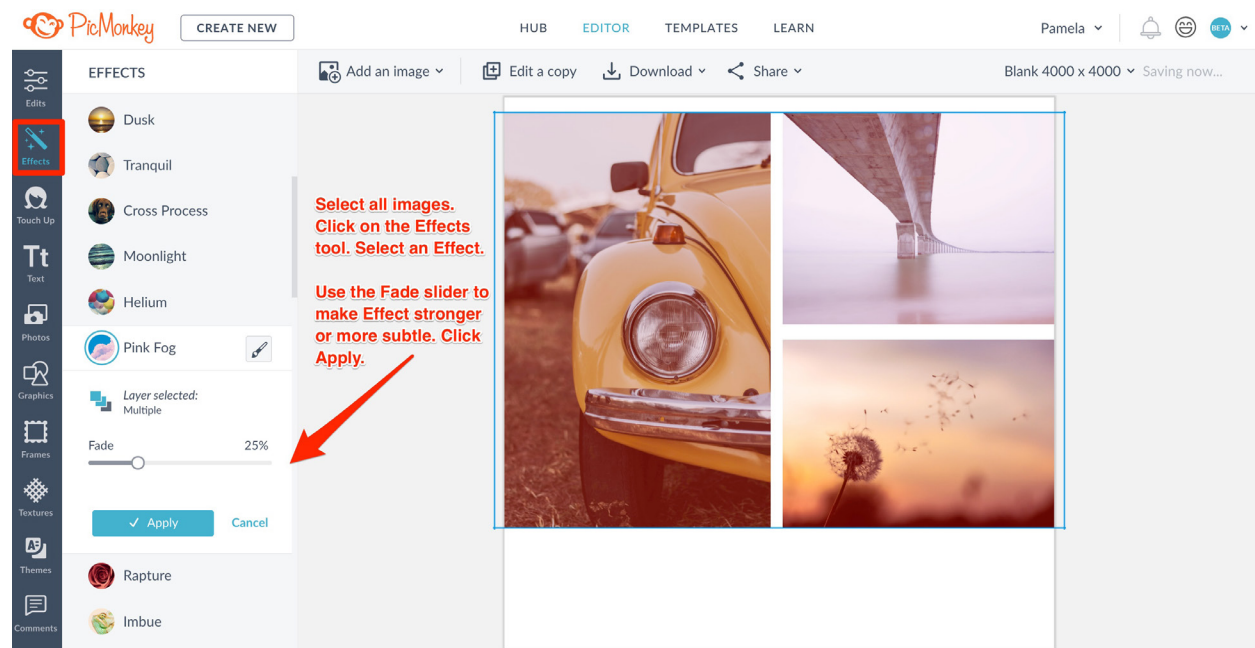
Click Add an image and import the images you want to combine.



Select all the images (hold down Shift and click on them).

Go to the Effects tab and select an Effect from the list. This applies the same effect to all the selected images.

Use the Fade slider to make the Effect stronger or more subtle.



Click Apply.

If needed, you can fine-tune the strength of the Effect on each image individually until they look cohesive.

Download and use your unified images!

### 3. The collage style



#### WHY USE THIS STYLE:

It's a compact way to display many images together in one main group.

It allows your viewer to take in a visual story in one glance.

Your visual story looks cohesive when you feature images with a similar style.

LEARN HOW  
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THIS STYLE



## How to create the collage style:

Open PicMonkey and select Create New.



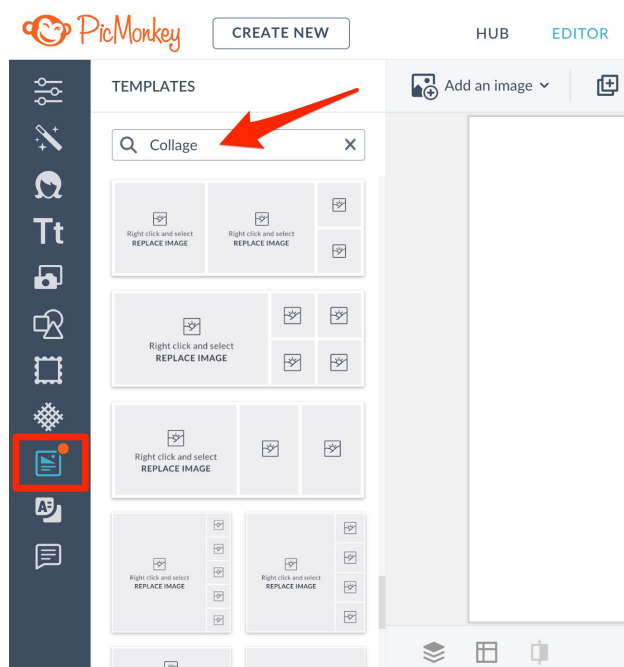
Select the Templates tool on the next screen:

Edit an image from...



Prepare your images: Choose a group of images that have a cohesive visual style.

Use the Color Overlay or Unifying Filter styles (image styles 1 and 2 in this ebook) to make images look visually related if they don't already.

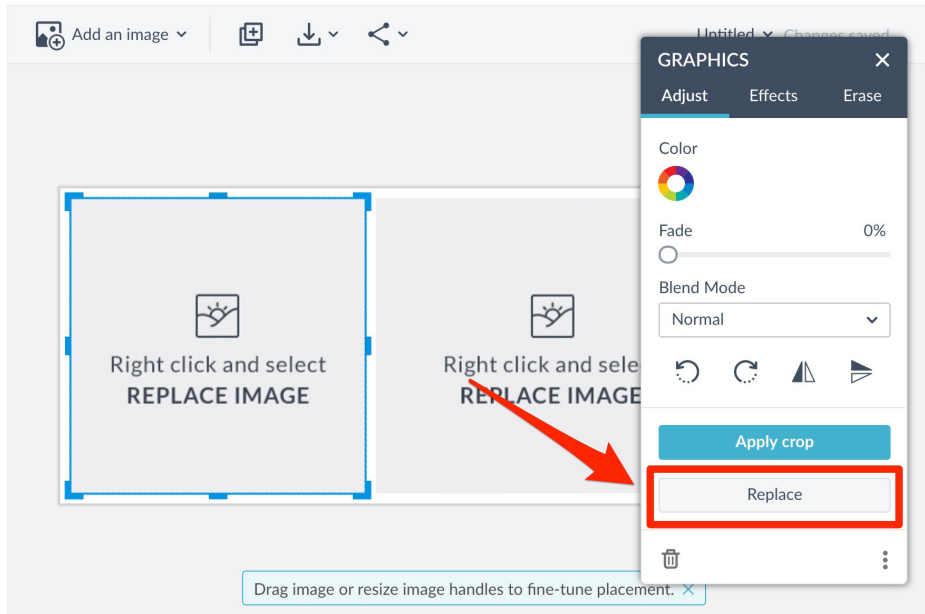


In Templates, use the search box and type in Collage.

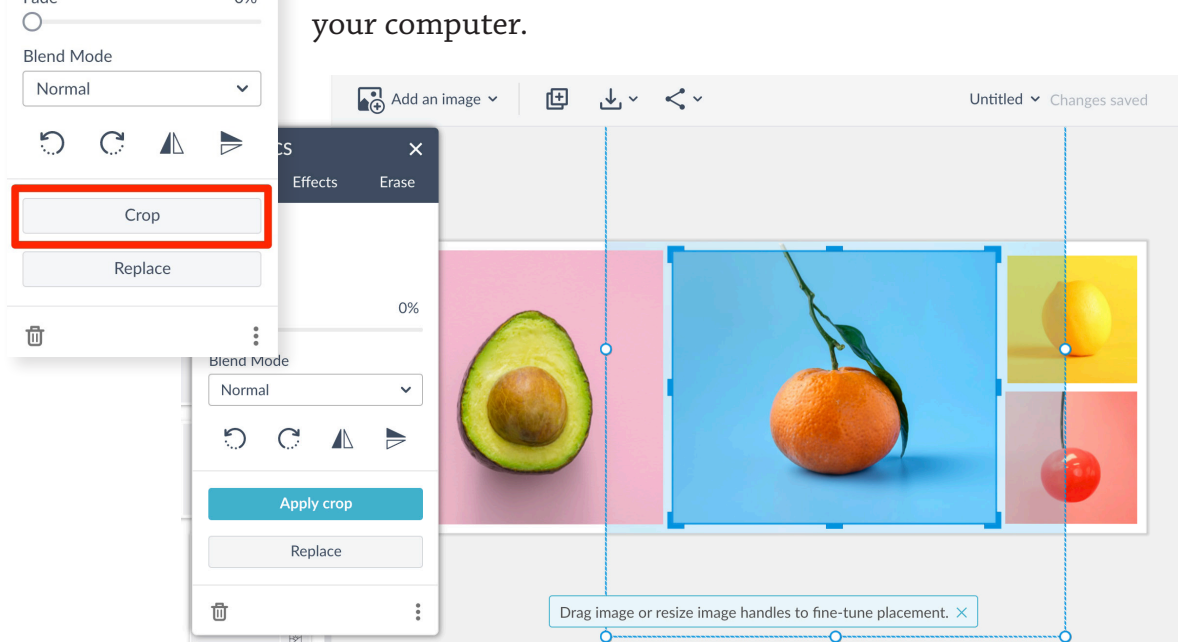
Scroll all the way to the bottom of the search results to find the blank collage styles.

Click on the style you'd like to use. You can choose a collage style with spaces for the number of images you'd like to feature.

Double-click the part of the collage where you'd like to add an image and click the Replace button to search for an image to import.



Once images are in place, you can adjust size, placement, and cropping by selecting the image and clicking Crop. The outer edges will appear and you can slide, enlarge, and re-position the image by clicking and dragging it. Download the final collage image to your computer.



## 4. The texture style



WHY USE THIS STYLE:

It's an easy way to customize boring images and add visual interest.

It's fast: You can apply an overall texture in just a few clicks.

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THIS STYLE



## How to create the texture style:

Log in to PicMonkey and choose Create New.

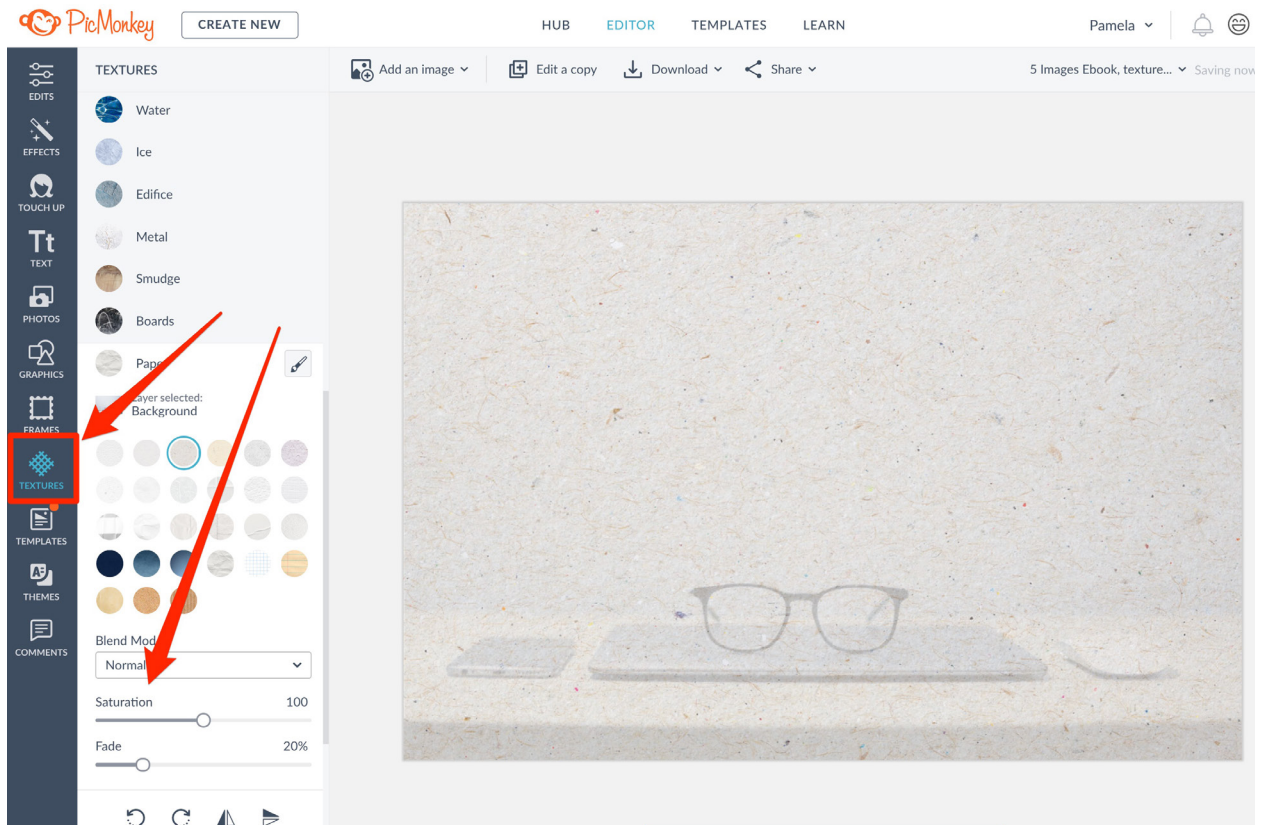


CREATE NEW

Import an image from your Computer, or choose Stock Photos to browse PicMonkey's free stock photo images.

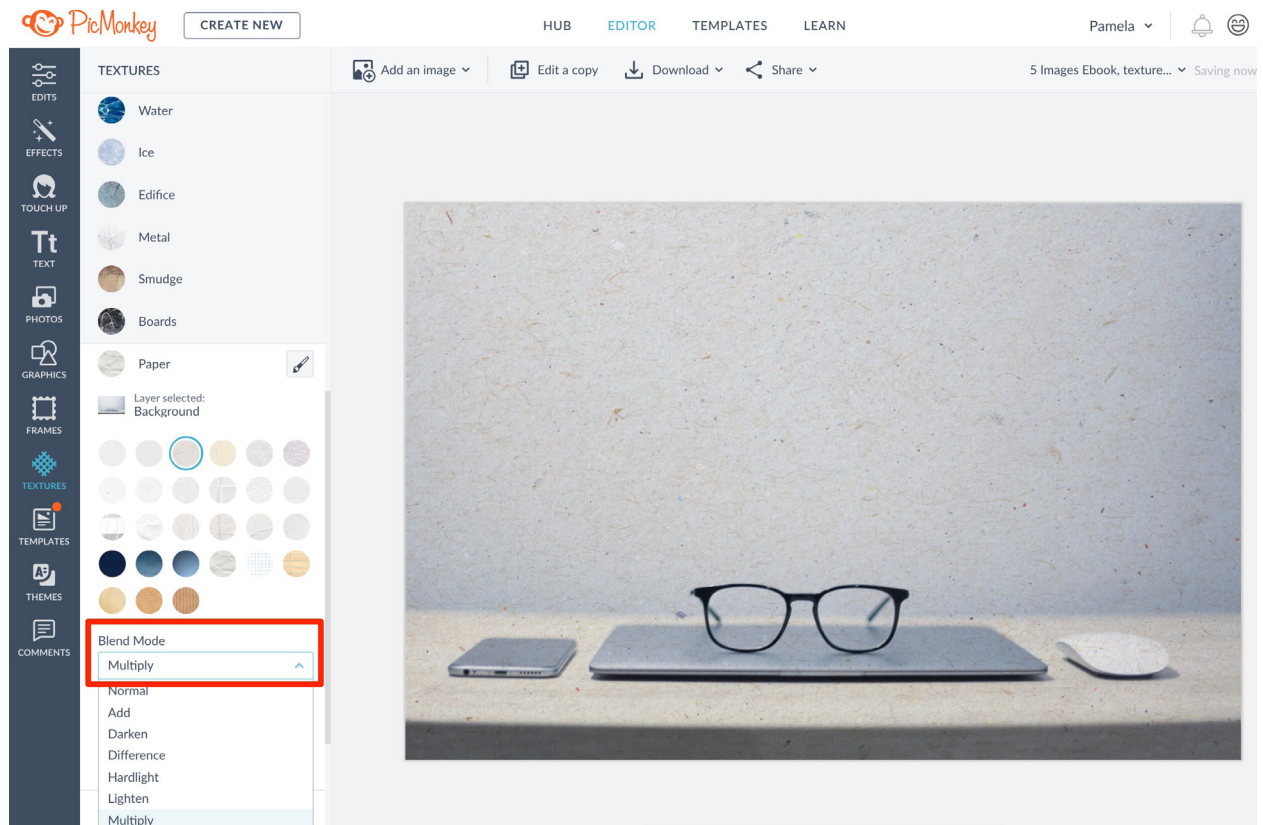
Choose Textures in the left menu, then select the style you want to try. The texture will lay on top of your image at first, obscuring it slightly. Don't worry! We'll fix that.

Use Saturation to remove or add color. Use Fade to modify how much the texture shows.



Under Blend Modes, select the Multiply from the dropdown. Multiply combines the texture and your image so the image shows through.

Click Apply, then Download the image to your computer.



## 5. The watermark — a perfect finishing touch



**This image has it all:** filters, texture, a collage, and a colored overlay.

When you spend this much time creating an image, make sure it works for your business by adding a watermark with your site URL like the one on the bottom left.

WHY USE THIS STYLE:

A clear watermark lets you to take credit for your image work!

The URL will direct people back to the source of the information — your website.

LEARN HOW  
TO APPLY  
THIS STYLE



## How to add a watermark:

The easiest watermark to create is the one you type right into your image software.

Create your image using all of the image techniques shared here: Colored Overlay, Unifying Filter, Collage, Texture.

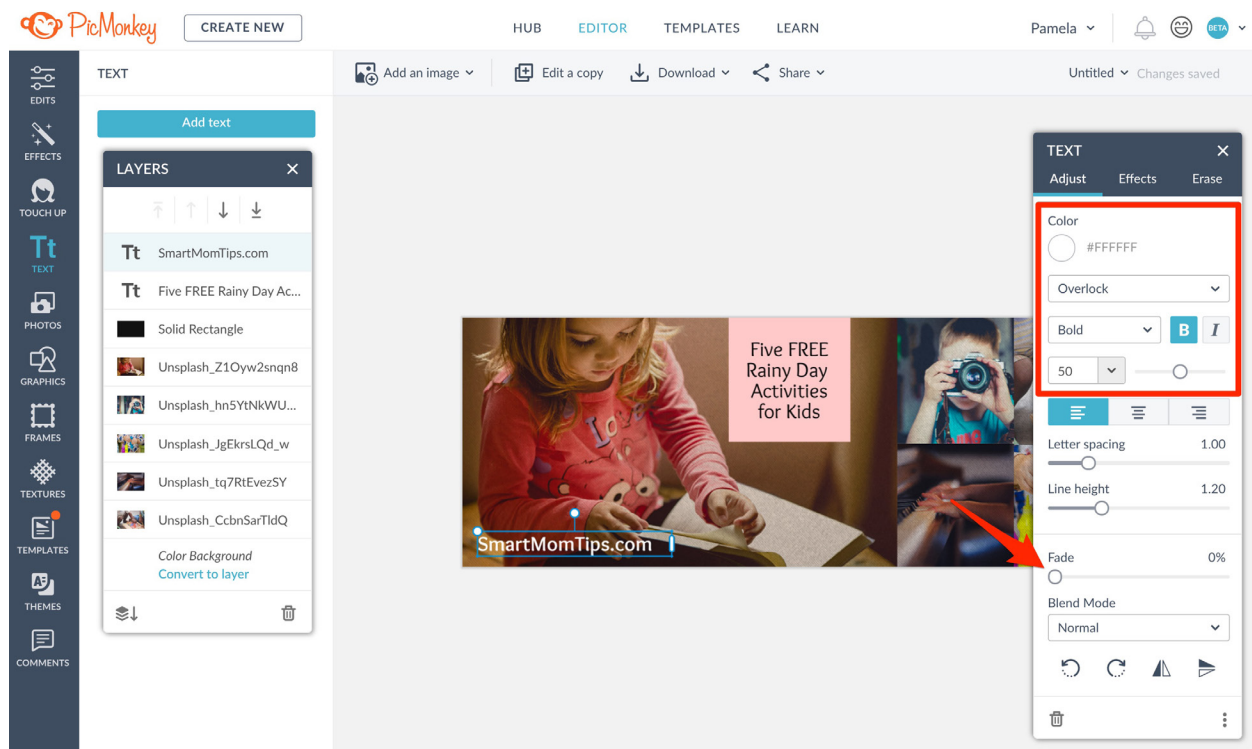
Then choose the text tool. Select the font that comes closest to a brand font you already use. Type your website URL.

Use the controls on the Text palette to change the size and color of the text — make sure it's clear and readable, even when reduced in size.

To give it a watermarked look, you have two options:

- For light color text, use Fade to make your watermark translucent.
- For Dark colored text, use Fade and choose Multiply under Blend Mode to allow your image to show behind the watermark.

When you're happy with the final image, Download it to your computer.



## Go forth and make images!



I'm Pamela Wilson of BIG Brand System.

Images are a crucial part of your brand's success. Our brains process images faster than words, which makes them an excellent way to tell their story of your business. I hope you'll follow the steps here to experiment with creating your own images.

You don't have to be a professional designer to harness the power of images. I've taught hundreds of non-designers how to master visual marketing. Click below to register for my free visual marketing workshop and I'll show you how it works!

*Pamela*

Pamela Wilson

BIG Brand System

WATCH THE FREE WORKSHOP

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