



BLC STUDIO
PRESENTS:

THE CREATIVE DIRECTION STARTER KIT

YOUR MINI BRAND KIT
FOR BUILDING A BOLD,
CONSISTENT ONLINE
PRESENCE — WITHOUT
THE OVERWHELM.



Welcome!

Hey there, creative!

WHETHER YOU'RE A MUSICIAN, ARTIST, DESIGNER, OR MULTI-HYPHENATE VISIONARY, THIS KIT IS YOUR FIRST STEP TO CRAFTING A BRAND AND ONLINE PRESENCE THAT FEELS LIKE YOU. INSIDE, YOU'LL FIND A CURATED TASTE OF THE TOOLS AND STRUCTURE I TEACH INSIDE STUDIO SESSIONS — DESIGNED TO HELP YOU GO FROM SCATTERED AND SELF-DOUBTING TO CLEAR, COHESIVE, AND CONFIDENT. LET'S GIVE YOUR VISUALS THE SPOTLIGHT THEY DESERVE.

What's Inside:

1. MINI BRAND KIT

- 3 COLOR PALETTES WITH HEX CODES
- FONT PAIRING (FREE-TO-USE FONTS!)
- SAMPLE BRAND MOCKUP

2. 5 REUSABLE CANVA TEMPLATES

- PERFECT FOR SOCIAL, ANNOUNCEMENTS, OR PROMOS
- SIZED FOR INSTAGRAM + EDITABLE IN FREE CANVA ACCOUNTS
- FULLY CUSTOMIZABLE WITH YOUR OWN BRAND COLORS, FONTS, AND CONTENT

3. CREATIVE DIRECTION PROMPTS

- THOUGHTFUL, BITE-SIZED QUESTIONS TO HELP YOU CLARIFY YOUR VISION, VOICE, AND VIBE
- DESIGNED TO GUIDE YOU TOWARD A STRONGER SENSE OF YOUR NICHE AND VISUAL IDENTITY

Let's Dive in! 

How to Use This Kit

- **START WITH THE PROMPTS.**
- **JOT YOUR ANSWERS DOWN — IN A NOTEBOOK, YOUR NOTES APP, WHATEVER WORKS FOR YOU. THESE ARE GOLD WHEN IT COMES TIME TO WRITE COPY, CHOOSE VISUALS, OR UPDATE YOUR SITE.**
- **APPLY YOUR BRAND KIT.**
- **USE THE COLORS AND FONTS ACROSS YOUR PLATFORMS: SOCIAL, EMAIL HEADERS, WEBSITE, EVEN CANVA DOCS. CONSISTENCY BUILDS TRUST.**
- **MAKE THE CANVA TEMPLATES YOURS.**
- **CLICK THE TEMPLATE LINK, DUPLICATE THE FILE, AND EDIT AWAY! SWAP IN YOUR IMAGES, TEXT, AND BRAND ELEMENTS.**

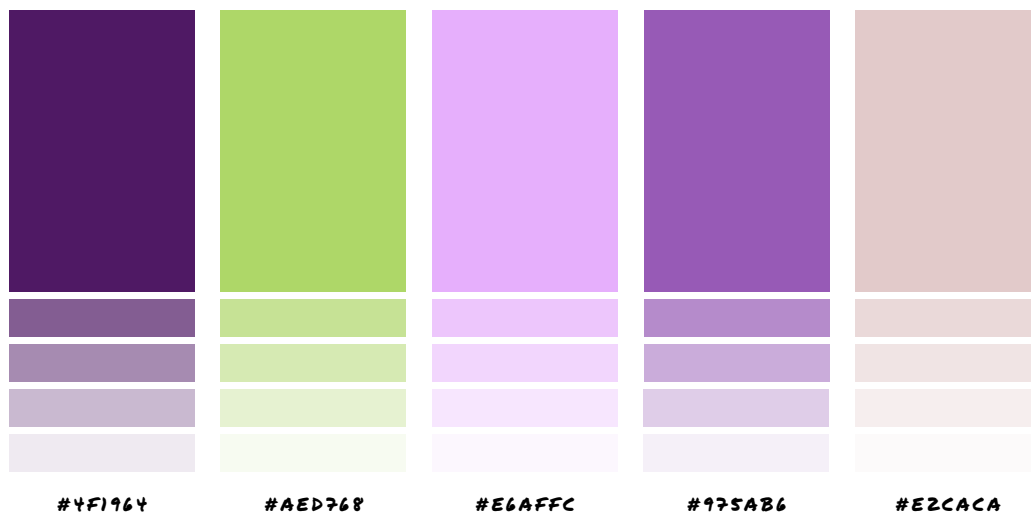


The Mini Brand Discovery Prompts

- **3 WORDS TO DESCRIBE YOUR DREAM AESTHETIC**
- **WHAT FEELING DO YOU WANT YOUR BRAND TO EVOKE?**
- **WHAT'S A SCENE OR METAPHOR THAT CAPTURES YOUR CREATIVE ENERGY?**
- **WHO ARE YOU HERE TO SERVE?**
- **WHAT DO YOU LOVE THAT YOU'VE NEVER SEEN IN ANYONE ELSE'S BRAND?**



The Color Palette #1 - The Prima Donna



-
- **VIBE:** BOLD, ELEGANT, AND EMPOWERED — CLASSIC MEETS MODERN
 - **INSPO:** VELVET CURTAINS, VINTAGE POSTERS, GOLD FOIL, DEEP JEWEL TONES
 - **PALETTE:** JEWELLED TONES — PURPLES, GREENS, PINKS
 - **FONTS:** ELEGANT SANS-SERIF + MODERN SERIF (OR A SCRIPT ACCENT)
- AUDIENCE FIT:** PERFECT FOR SOPRANOS, CONDUCTORS, ARTS EDUCATORS, AND VISUAL DESIGNERS

The Fonts - The Prima Donna

Title Font - Cormorant Garamond

Headings font - Cormorant Garamond Italic

SUB HEADINGS FONT - OPEN SANS BOLD

Paragraph font is open sans light font no extra spacing in between letters so it is easy to read since paragraphs have a lot more words than a headings would

Accent Font - Aniyah

NEXT: THE PRIMA DONNA BRAND BOARD

THE PRIMA DONNA

The Prima Donna

THE PRIMA *Donna*



TITLE

CORMORANT GARAMOND

HEADINGS

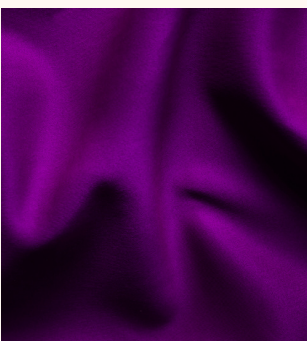
Aniyah the heading

SUBHEADINGS

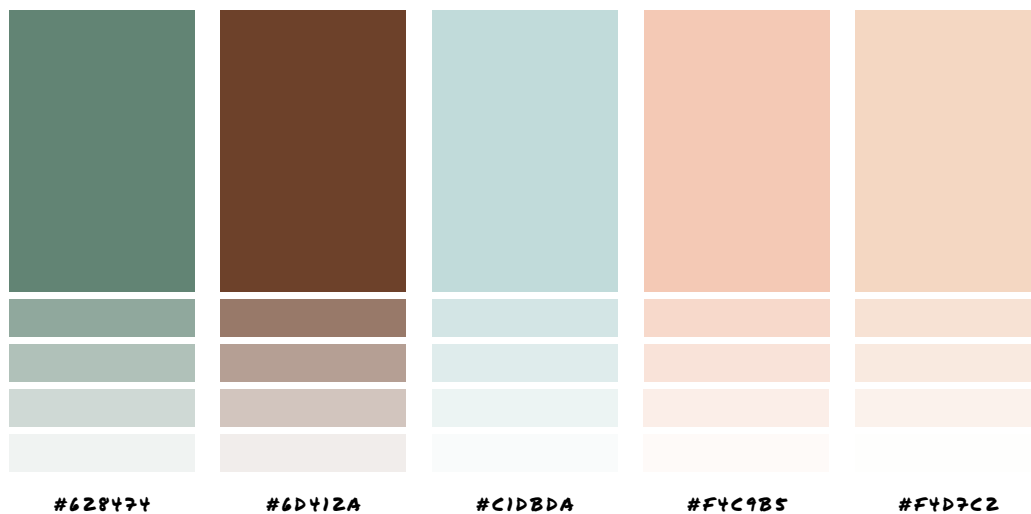
OPEN SANS

PARAGRAPH

This is lowercase and is the paragraph font and it will look like this paragraph here with the same spacing and font choice



The Color Palette #2 - The Muse



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- **VIBE:** WHIMSICAL, WARM, GROUNDED WITH A HINT OF BOHO
 - **INSPO:** WATERCOLORS, HANDWRITTEN NOTES, NATURE-INSPIRED TEXTURES
 - **PALETTE:** SAGE, CLAY, SOFT PEACH, CREAM, ESPRESSO
 - **FONTS:** CLEAN SANS-SERIF + HANDWRITTEN OR BRUSH SCRIPT
- AUDIENCE FIT:** SOULFUL SINGER-SONGWRITERS, TEACHING ARTISTS, CREATIVE COACHES

The Fonts - The Muse

Accent font - Caveat

Title Font - Playfair

Headings font - Playfair Italic

SUB HEADINGS FONT - POPPINS BOLD

Paragraph font is poppins font no extra spacing in between letters so it is easy to read since paragraphs have a lot more words then a headings would

NEXT: THE MUSE BRAND BOARD



7B7578



FFFFFF



CBC0B2



7C765A

PHOTOGRAPHS



LOGOS

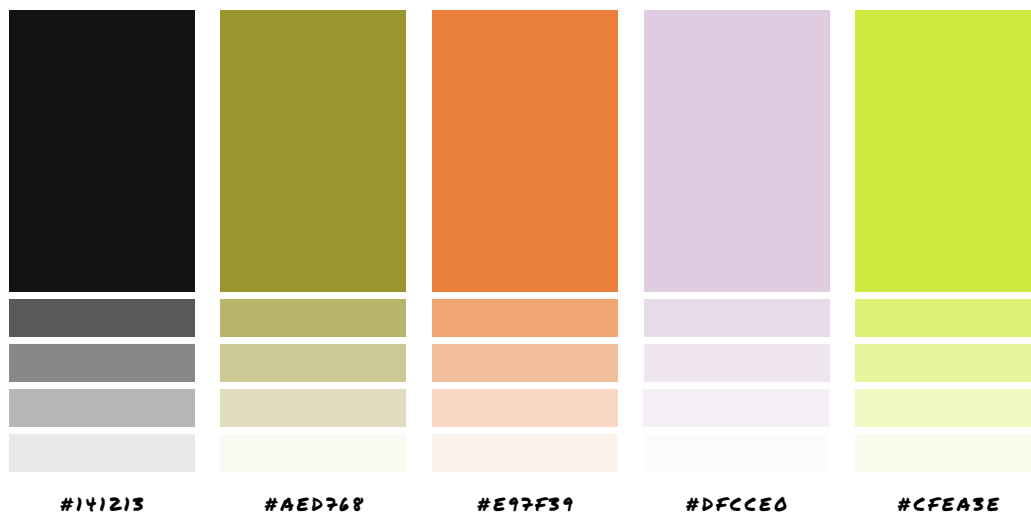
M

The Muse

The
MUSE



The Color Palette #3 - The Visionary



-
- **VIBE:** RETRO-FUTURIST MEETS CREATIVE REBEL
 - **INSPO:** 90S GRIDS, SYNTHWAVE COLORS, CHROME/IRIDESCENT GRADIENTS
 - **PALETTE:** INDIGO, LILAC, NEON GREEN, SILVER LILAC, BLACK
 - **FONTS:** MONO OR GEOMETRIC SANS-SERIF + BOLD ALL-CAPS HEADLINE FONT
 - **AUDIENCE FIT:** POP ARTISTS, BOLD PERSONAL BRANDS, NEW DESIGNERS, EDGY CREATIVES

The Fonts - The Visionary

TITLE FONT - SYNCOPEATE BOLD

HEADINGS FONT - INTER ITALIC

SUB HEADINGS FONT - INTER BOLD

PARAGRAPH FONT IS INTER FONT NO EXTRA SPACING IN BETWEEN
LETTERS SO IT IS EASY TO READ SINCE PARAGRAPHS HAVE A LOT MORE
WORDS THEN A HEADINGS WOULD

*Alt title font - Anton

NEXT: THE VISIONARY BRAND BOARD

THE VISIONARY

PHOTOGRAPHS



LOGOS

VISIONARY
VISIONARY
VISIONARY



IT'S THE
BRAND
YOU KNOW

Lights, Camera... Canva!

TO HELP YOU HIT THE GROUND RUNNING, I'VE INCLUDED 5 VERSATILE CANVA TEMPLATES DESIGNED TO MATCH YOUR STARTER BRAND KIT. THESE ARE PLUG-AND-PLAY GRAPHICS YOU CAN USE FOR INSTAGRAM, PINTEREST, OR WHEREVER YOU SHOW UP ONLINE.

THINK OF THEM AS YOUR OPENING NUMBER — POLISHED, EYE-CATCHING, AND READY TO MAKE A STRONG FIRST IMPRESSION.

WHAT TO DO:

✨ CLICK THE LINK BELOW DUPLICATE IT INTO YOUR CANVA ACCOUNT

💚💜 SWAP IN YOUR OWN CONTENT, BRAND COLORS, AND FONTS

📣 POST WITH CONFIDENCE KNOWING YOUR VISUALS ALIGN WITH YOUR CREATIVE DIRECTION NOW GO BREAK A LEG (AND THE ALGORITHM 😊)!

Get Your Free Canva Templates!

That's a Wrap (For Now)!

YOU'VE JUST TAKEN THE FIRST STEP TOWARD CREATIVE CLARITY – AND THAT DESERVES A STANDING OVATION. 🌟
WHETHER YOU'RE DREAMING UP A BOLD NEW BRAND OR FINALLY GIVING YOUR ONLINE PRESENCE THE SPOTLIGHT IT DESERVES, THIS KIT IS YOUR CUE TO CREATE WITH CONFIDENCE, CONSISTENCY, AND A DASH OF ✨ FLAIR.
BUT IF YOU'RE READY FOR MORE...

Enter “The Studio Sessions”

MY UPCOMING (REVAMPED) MENTORSHIP PROGRAM FOR MUSICIANS, ARTISTS, AND CREATIVE PROS WHO WANT TO STOP WINGING IT AND START BUILDING A BRAND + WEBSITE WITH INTENTION AND STYLE.

INSIDE, YOU'LL GET:

- 🎥 1:1 COACHING TAILORED TO YOU
- 🎨 TOOLS TO BUILD A BOLD, COHESIVE BRAND
- 💻 WEB DESIGN KNOW-HOW (WITH SHOWIT-SPECIFIC RESOURCES)
- 📁 ACCESS TO TEMPLATES, LESSONS, AND ONGOING SUPPORT

IT'S THE FULL PRODUCTION – AND YOU'RE INVITED.

✉️ JOIN THE WAITLIST TO:

- ✓ LOCK IN THE BETA PRICE (\$197 – THAT'S \$200 OFF!)
- ✓ BE THE FIRST TO KNOW WHEN DOORS OPEN
- ✓ GRAB BONUS PERKS, TRAININGS + MORE
- 🔴 JOIN THE STUDIO SESSIONS WAITLIST »

“Change is the canvas of innovation. Embrace it, adapt to it, and let your brand's evolution be the masterpiece of tomorrow.”