SMFA On-Brand Fonts, Colors, and Design

Please see page 158 (the chapter on **Your Online Presence**) of the 4th edition of *Self-Management for Actors: Getting Down to (Show) Business* for ninja tips on how to use these great resources for choosing the best colors and fonts for brand *you*, in our online presence. And if you need to hire out to have someone design your website for you, below is a list of ninja-recommended designers we've used multiple times (all of whom we know in real life—which means a lot in our **Web of Trust**). Sure, you can hire someone you've never met, but we've got history with these folks and strongly recommend them.
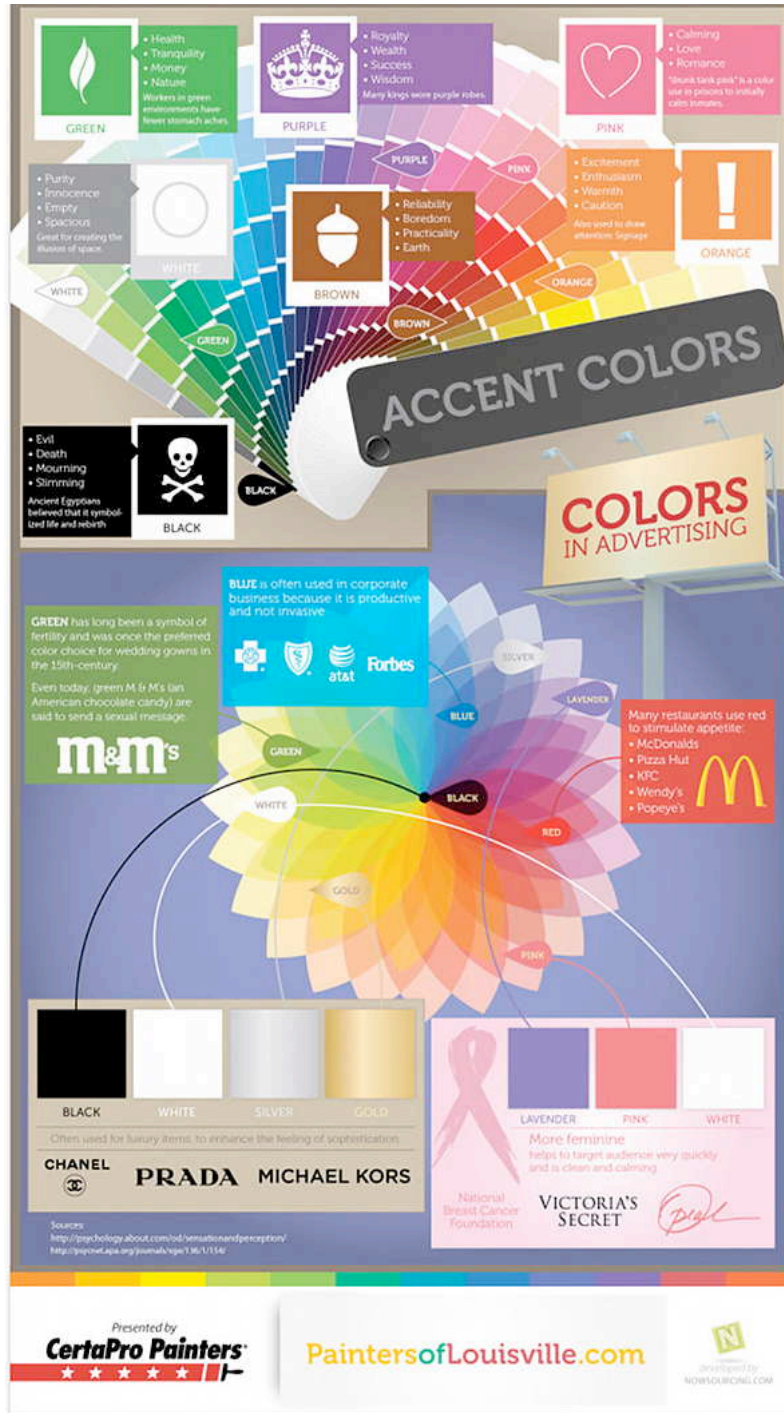
Color Pickers
https://color.adobe.com/create/color-wheel
https://www.creativebloq.com/branding/choose-colour-logo-design-8133973

The Psychology of Color

Bonnie Gillespie

Source:
https://www.entrepreneur.com/article/226791?hootPostID=e717ffbba0845e225590756163024c55

Bonnie Gillespie

Color Emotion Guide

Source: https://thelogocompany.net/blog/infographics/psychology-color-logo-design

Colors Used by Major Brands
http://brandcolors.net

Font Fun
https://fonts.google.com — the most universally accurate fonts, across browsers and OS platforms
https://www.dafont.com
https://www.fontsquirrel.com
https://freetypography.com
https://www.myfonts.com
http://yourfonts.com — make your own handwriting into a font

Bonnie Gillespie

Productivity Hacks
400+ Awesome Free Things for Entrepreneurs: http://growthsupply.com/free/all
60 Awesome Free Tools for Modern Storytellers: https://medium.com/thoughts-on-media/60-awesome-free-tools-for-modern-storytellers-5c8664f00427

Ninja Recommended Web Designers
Brian Wold https://brianwold.com
Deborah Smith http://webdesignher.com
Jason Vande Brake https://www.kindredla.com
Jen Losi http://jenniferlosi.com
Jill Molloy https://jillmolloy.com
Shannon Ames https://djshortee.com/shannon-ames/
Tamika Simpkins http://redrosedp.com
Verona Blue https://codebloo.com

As always, go forth and be ninja with your 24/7 brand manager: your online presence!

Come jam with us in the *SMFA* Ninjas Facebook group, pop the #SMFAninjas hashtag out on social media, or dive in at the Bonnie Gillespie instructional dojo to go deeper with this badassery.

Psst! If you find this or any other of these free resources of exceptional value, we'd love a tweet, a photo of you with your copy of *SMFA* for our awesome gallery, or even a nice review at Amazon!

Bonnie Gillespie