Marketing Resources

There are a wide variety of marketing tools, services and resources available to build your ideal marketing campaign and brand.

If you wish to create your event branding and marketing material in-house, the following online resources and tools are available to assist with this process. If you would rather work with a professional but still have a close hand in the creation, research local design firms and freelancers – it can make a big difference to talk to a real person if you are unsure of where to start.

Marketing option	Resource / Tool	Information
Logo design	**Canva**	A beginner-friendly online design tool that offers pre-made templates and easy customisation. Canva provides an array of fonts, colours, and design elements. You can create logos, social media graphics and print materials.
	Looka	An AI-powered logo maker that allows you to create a professional-looking logo in minutes. After entering your event name and preferences, it generates multiple logo options based on your inputs.
	Fiverr	Fiverr is a global marketplace for freelancers, many of whom specifically focus on branding creation and marketing asset design.
	99designs	A design marketplace where you can host a logo design contest. Professional designers submit ideas based on your brief, and you pick your favourite.
Colour palette	**Coolors**	A user-friendly colour scheme generator that lets you explore, generate, and fine-tune colour palettes for your event branding. You can lock certain colours or generate palettes based on images.
	Adobe Color	A tool for exploring different colour combinations based on colour theory. You can also upload an image and have the tool suggest palettes that complement the image.
	Paletton	An interactive colour wheel that allows you to generate harmonious colour combinations and experiment with different hues, tints, and shades.
Fonts	**Google Fonts**	A free and comprehensive library of open-source fonts. It's great for web and print use, with an easy-to-use interface that allows you to browse fonts by style and download or embed them directly into your website.
	DaFont	A massive archive of fonts, many of which are free for personal or commercial use. Great for finding unique or thematic fonts to match your event's branding.
	FontJoy	A font pairing tool that helps you find fonts that work well together. Useful when selecting different fonts for headings, body text and accent elements.
Design software	**Canva Pro**	The paid version of Canva with additional features like brand kits (upload your logos, set brand colours, and use custom fonts), advanced design tools and access to premium images and templates.
	Adobe Creative Cloud	A versatile design software suite that allows for high-quality image editing, vector graphics, film editing and more for creating and designing event materials. It's especially useful if you have a professional designer on your team.

	Affinity Designer	A powerful, low-cost alternative to Adobe Illustrator, great for creating logos, vector illustrations and other graphic elements for your event branding.
Visual style and image resources	**Unsplash**	A platform offering free high-resolution images. You can find event-specific photos (e.g., crowds, stages, food markets) and use them for your website or social media promotions.
	Pexels	Another free stock photo and video website, offering royalty-free imagery. It's great for finding diverse, high-quality images that align with your event's theme.
	Shutterstock	A paid stock photo and video service offering high-quality images, illustrations, and vector graphics. Ideal for professional branding with a vast selection of premium visuals.
Brand identify kits and style guides	**Frontify**	A tool for creating brand guidelines and managing all your branding assets (logos, colour palettes, fonts, imagery) in one place. It's great for ensuring consistency across all marketing channels.
	Canva Brand Kit	Available in the Pro version, Canva's Brand Kit allows you to store your event's logo, colours, and fonts for easy access while creating other branded content.
Icon design	**Noun Project**	A vast library of icons that can be used in your event branding. Icons can help visually represent different aspects of your event, such as activities, services or categories.
	Flaticon	Offers free and premium icons in various formats that you can use in event materials like maps, schedules or signage.
Brand messaging and content tools	**Grammarly**	A writing assistant that helps you create clear and effective messaging for your event's website, social media, and promotional materials. It helps ensure your tone, spelling, and grammar are on point.
	Hemingway Editor	A writing tool that improves readability by simplifying complex sentences and helping you write more direct, engaging content.
Online branding courses	**Skillshare**	Offers numerous classes on branding, logo design, colour theory, and other creative skills. You can learn how to build a cohesive brand for your event from industry professionals.
	Udemy	Another online learning platform that provides courses on event branding, graphic design and marketing. You can find both beginner and advanced courses.
	Coursera	A platform offering courses from universities and experts on branding, marketing and design. You can learn brand strategy and how to apply it to your event.
Collaboration and feedback tools	**Trello**	A project management tool that helps you collaborate with your team on different aspects of the event branding. You can assign tasks related to logo design, content creation and more.
	InVision	A platform for creating design prototypes and gathering feedback from your team. Perfect for refining your event's branding elements like logos, web layouts and marketing materials.