

Thanks again to everyone who attended my talk. I've put together a summary of the tools I recommended. Feel free to reach me through email [david@rockandbloom.com](mailto:david@rockandbloom.com) or through our instagram [@rockandbloom](https://www.instagram.com/rockandbloom). You could also connect with me on [LinkedIn](#) just mention that you watched my SIMA talk so I know you're legit :-)

## 1. Google Brand Sprint

Link: [Google Brand Sprint](#)

- The Google Brand Sprint is a condensed, three-hour exercise that helps businesses define and align their brand quickly. It's ideal for startups or companies that need to establish a brand identity in a short amount of time. The sprint focuses on answering key questions about your brand, such as what it stands for and how it should be communicated.

## 2. Business Model Canvas

Link: [Business Model Canvas - Wikipedia](#)

- The Business Model Canvas is a strategic management tool that allows you to develop and visualize your business model on a single page. It covers nine essential components, including customer segments, value propositions, and revenue streams, helping businesses design, describe, and challenge their existing or new business models effectively.

## 3. Google Fonts

Link: [Google Fonts](#)

- Google Fonts is a free library of over 1,000 web fonts that you can use in your website or digital projects. It offers a wide variety of font styles, making it easy to find the perfect typeface for your brand. The fonts are optimized for the web, ensuring they load quickly and look great on any device.

## 4. Coolors

Link: [Coolors](#)

- Coolors is a powerful color scheme generator that helps you create stunning palettes for your designs. It offers a simple interface to generate, adjust, and save color palettes, making it a go-to tool for designers and creatives looking to establish a strong visual identity.

## 5. Colormind

Link: [Colormind](#)

- Colormind is an AI-powered color palette generator that creates color schemes based on deep learning. It can generate palettes from scratch or from existing images, making it an excellent tool for finding harmonious color combinations for your brand or project.

## 6. Canva

Link: [Canva](#)

- Canva is a user-friendly graphic design tool that allows anyone to create professional-looking visuals. With its drag-and-drop interface and a vast library of templates, images, and fonts, Canva is perfect for designing everything from social media posts to business cards and presentations.

## 7. VistaPrint

Link: [VistaPrint](#)

- VistaPrint offers customizable printing services for a variety of products, including business cards, brochures, banners, and more. It's a popular choice for small businesses looking to create high-quality printed materials to enhance their brand presence.

## 8. StickerMule

Link: [StickerMule](#)

- StickerMule is a top destination for custom stickers, labels, and packaging. They offer a wide range of customizable products that are durable and perfect for branding or promotional purposes. StickerMule's easy-to-use platform makes it simple to upload designs and order in bulk.

## 9. ChatGPT

Link: [ChatGPT](#)

- ChatGPT, powered by OpenAI, is an AI language model that can assist with a wide range of tasks, from answering questions and drafting emails to brainstorming ideas and generating content. It's a versatile tool that can help businesses with creative writing, customer support, and more.



**David Molesky** (he/him) - Partner/Chief Creative Officer  
306.261.6433  
[david@rockandbloom.com](mailto:david@rockandbloom.com)

**Rock & Bloom**  
[rockandbloom.com](http://rockandbloom.com)

