



*Customization*  
Trail Guide



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<https://ruralmeanings.com>



# Customization Trail Guide



**Theme Trails**  
Choose your theme.



Choose your  
celebration or holiday.

**Style Summit**  
Choose your style.



**Font Falls**  
Choose your  
fonts, words, &  
phrases.



**Colour Canyon**  
Choose your colours.



**Charm Cove**  
Choose your elements,  
graphics, illustrations,  
clipart, & accents.



**Backroad Bridge**  
Choose your  
backgrounds &  
borders.



**Trail End**  
Assemble, review,  
download, & sell.

# TRAILHEAD SIGNPOST

Choose your celebration or holiday. Below is lists of holidays and celebrations. Add to the lists, circle your favourite, & then star the one you choose.

## Celebrations

- Anniversary
- Birthday
- Baby Shower
- Bridal Shower
- Christmas
- Father's Day
- Graduation
- Housewarming
- Mother's Day
- New Job
- Promotion
- Retirement
- Wedding

## Holidays

- Autumn Equinox
- Canada Day
- Christmas
- Easter
- Independence Day
- Halloween
- St. Patrick's Day
- Spring Equinox
- Summer Solstice
- Thanksgiving
- Valentine's Day
- Winter Solstice

# TRAILS & SUMMIT

Choose your theme and style. Below is lists of themes and styles. Add to the lists, circle your favourite, & then star the one you choose for theme & style.

## Theme Trails

- Adventure
- Books
- Camping
- Coastal
- Farmhouse
- Floral
- Food
- Modern Glam
- Party
- Seasonal
- Sports
- Whimsical
- Woodland

## Style Summit

- Cartoon
- Chalkboard
- Collage
- Elegant
- Geometric
- Line Art
- Minimalism
- Maximalism
- Retro
- Rustic
- Vintage
- Watercolor

# FONT FALLS

Choose your fonts. Will they be  
serif, **sans serif**, *script*, or decorative?

**Fonts**

**Words**

**Phrases**

# COLOUR CANYON

## Primary Colours



**Red**

**Yellow**

**Blue**

## Secondary Colours



**Orange**

**Green**

**Purple**

## Warm Colours



**Red**

**Orange**

**Yellow**

## Cool Colours



**Green**

**Blue**

**Purple**

# COLOUR CANYON

## Colour Meanings



**Red = Passion**  
Passion, energy,  
love, excitement,  
urgency, strength,  
courage, danger,  
& warning.



**Orange = Energy**  
Creativity,  
enthusiasm,  
warmth,  
friendliness, fun,  
adventure,  
energy, &  
sociability.



**Yellow = Happy**  
Happiness,  
optimism,  
sunshine, clarity,  
intellect, energy,  
& caution.



**Green = Growth**  
Growth, nature,  
health, renewal,  
balance, calm,  
prosperity, safety,  
& harmony.



**Blue = Trust**  
Trust, calm,  
stability,  
intelligence,  
professionalism,  
serenity, security,  
& peace.



**Purple = Luxury**  
Luxury, creativity,  
mystery,  
spirituality,  
sophistication,  
imagination,  
royalty, & magic.

# COLOUR CANYON

## Colour Meanings Cont.



**Pink = Playful**  
Love, compassion,  
nurturing,  
sweetness,  
romance,  
femininity, &  
playfulness.



**Brown = Warmth**  
Stability,  
reliability,  
comfort, warmth,  
earthy,  
wholesome, &  
grounding.



**Beige = Neutral**  
Calm, simplicity,  
neutrality, soft,  
warmth,  
understated,  
elegance, &  
reliability.



**White = Clarity**  
Purity,  
cleanliness,  
simplicity,  
innocence,  
clarity, peace,  
minimalism, &  
freshness.



**Black = Formality**  
Power,  
sophistication,  
elegance,  
mystery,  
authority,  
formality, &  
mourning.



**Gray = Balance**  
Balance,  
neutrality,  
sophistication,  
formality,  
stability, &  
practicality.

**Your Colours:**

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# CHARM COVE

Choose your elements, graphics, illustrations, clipart, & accents. (It is not necessary to include all of these).

## Elements & Graphics

- Elements may include shapes, lines, patterns, or other building blocks.
- Graphics may include photos, illustrations, charts, icons, or even text treatments.

## Illustrations & Clipart

- Illustrations may be realistic, stylized, or abstract. Story telling.
- Clipart is often playful, simple, and may be cartoon styled.

## Accents

- Accents are small decorative elements used to enhance a design. Includes flourishes, borders, icons, doodles, or subtle textures.

# CHARM COVE

Choose your elements, graphics, illustrations, clipart, & accents. (It is not necessary to include all of these).

## Elements & Graphics


## Illustrations & Clipart


## Accents


# BACKROAD BRIDGE

Choose your backgrounds & borders. Below is lists of backgrounds and borders. Add to the lists, circle your favourite, & then star the one(s) you choose.

## Backgrounds

- Celestial
- Chalkboard
- Confetti
- Doodles
- Floral
- Geometric
- Gradient or Ombre
- Marble
- Plaid
- Polka Dots
- Stripes
- Waves
- Wood Grain

## Borders

- Chevron
- Doodles
- 
- Floral or Leaves
- Geometric
- Gradient or Ombre
- Lines
- Polaroid
- Ribbon
- Seasonal Motifs
- Swirls
- Wavy

# TRAIL END

You've reached the end! Now assemble, review, download, & sell. Congratulations on customizing & transforming the PLR template!

## Assemble

- Celebration/ Holiday
- Theme
- Style
- Font, Words, Phrases
- Colours
- Elements, Graphics, Illustrations, Clipart, & Accents
- Backgrounds & Borders

## Review

- Spelling & Grammar
- Trademarks & Copyrights
- Consistency - Colours, Fonts, Style
- Clarity & Quality
- Readability & Usability
- Printer Friendliness

## Download

- Add Your Terms of Use
- Download as PDF, PNG, or JPG
- Check Quality of Download
- If Applicable Check that Links are Clickable

## Sell

- Name/ Title
- Description
- Features/ Benefits
- Specifications- Sizes, Format, Delivery
- Mockups
- Pricing & Licensing
- Calls to Action