Lesson: Brand your channel

Learn how to use visual elements on your channel to create a consistent brand that your audience will identify.

- Customize your channel
On YouTube, you have the opportunity to broadcast yourself—your interests, passions, personality, and more. The videos you produce will, of course, cover these things and in doing so, you can create a “brand” for your channel that your audience will recognize.

Your channel brand is the set of unique characteristics that separates your channel from the rest and communicates your key messages and content strategy.

It’s a good idea to make your branding:

- clear and representative so that people who find your channel will instantly understand what your videos are all about.
- as simple as possible. Think of logos or branding of products you like—they’re likely a singular image that sticks in your brain.
- something you’re proud of. Remember—your channel branding will become an extension of you, especially if you star in your channel.

Share your brand in 4 places
Your brand can be conveyed in various places across YouTube. Remember to keep each of these elements consistent with the others so that your channel looks like one cohesive brand.

1. **Channel icon** is your signature image or logo that represents your channel. It appears in many places—on your channel page, when you comment, and on the bottom right of videos in most playback modes. It’s best to upload a square or round image. See design guidelines.

2. **Channel art** is a larger banner space for you to show what your channel’s about. A lot of creators include their upload schedule here. We recommend banners be at least 2560x1440 px to achieve the best display on all devices. You can create this in your favorite photo editing software. Canva is a popular resource for making banners.

3. **Channel description** in the “About” tab gives viewers an overview of what they can expect from your channel. It could describe the types of content you will produce, include your upload schedule, and note who is starring in your videos. You can also include links to your website, contact info and/or social media accounts.

4. **Channel trailer** is a quick video that lives on your channel page and displays to unsubscribed viewers. You can use it to give your audience a preview of what to expect on your channel and encourage them to subscribe. Note: your channel trailer may evolve as your channel grows.

Once you have a handful of videos on your channel, other tools to consider are cards, end screens, sections and playlists.

See it in action
Producing an effective channel trailer

The YouTube Creators channel trailer shares what types of videos viewers can expect to see on the channel in less than one minute.

Try it

Describe your channel's brand in 5 words.

List out where else you will use your channel branding. Social media? Website?

Check your knowledge

Branding is important because

- It always conveys to viewers when you post new videos to your channel.
- It communicates to viewers what they can expect on your channel.
- It allows you to seamlessly post your channels on various social media outlets.
- It improves upload time.

Sign in to save your answers.
Sign in first if you want to save your results.