

28 Classic & Elegant Serif Fonts

August 3, 2021 by [Jacob Cass](#)

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*“There are now about as many different varieties of letters as there are different kinds of fools.” **Eric Gill***

Choosing a font for a project isn't always easy, but this list of professional, **classic**, and **elegant serif fonts** will make the task a little easier. When it comes to design and aesthetics, your font can convey the overall tone of your message.

When it comes to **typography**, the beauty is in how well it expresses your voice. Serif fonts have a lot to offer in terms of simplicity and elegance. These fonts always add flair to your typography, helping it stand out.

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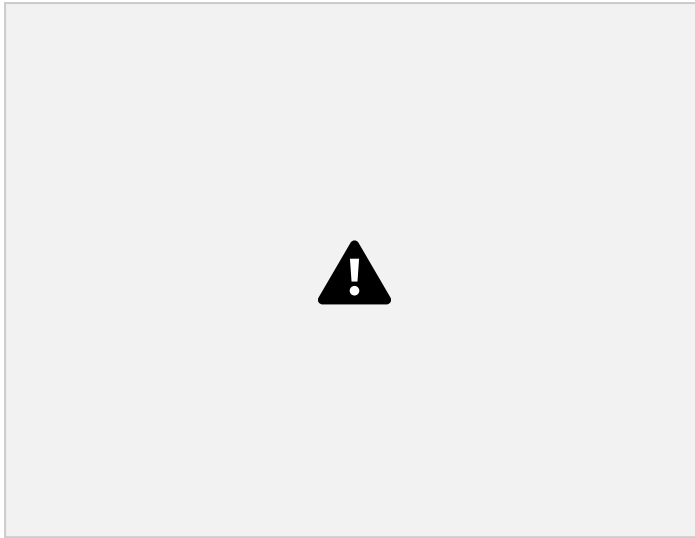


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28 Classic & Elegant Serif Fonts

1. [Nimbus Roman No 9](#)



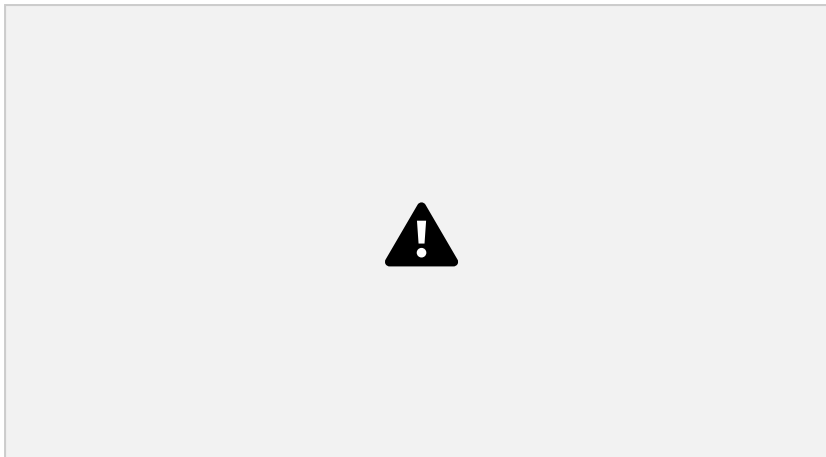
Nimbus Roman No 9, Image source:

MyFonts

The **Nimbus Roman No 9** is a classy and elegant font that can work really well for more sophisticated projects. Created by URW Studio in 1987, it looks very similar to the Times New Roman font and generally carries the same overall tone.

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2. ITC Garamond Light



ITC Garamond. Image credit:

MyFonts

Created by Tony Stan in 1975, **ITC Garamond Light** has ITC's signature house style. Much like most serif fonts, it works for serious and elegant messaging. As the name conveys, Claude Garamond's typography work inspired this font.

3. Minion

ABCabc1БДЖ2ΦΩφω

ABCabc1БДЖ2ΦΩφω

ABCabc1БДЖ2ΦΩφω

ABCabc1БДЖ2ΦΩφω

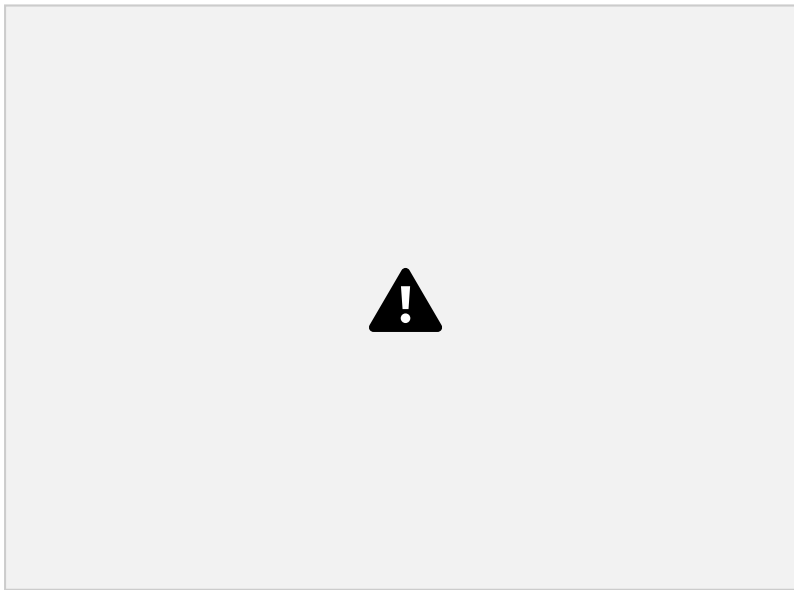
ABCabc1БДЖ2ΦΩφω

Minion.

Image credit: MyFonts

Minion was created in 1990 by Adobe Systems, inspired by the late-renaissance era. Designed by Robert Slimbach, it's intended for body text, keeping legibility uppermost in mind. Minion is a balanced and clean font that can be great when used to convey more serious messaging.

4. **URW Antiqua**



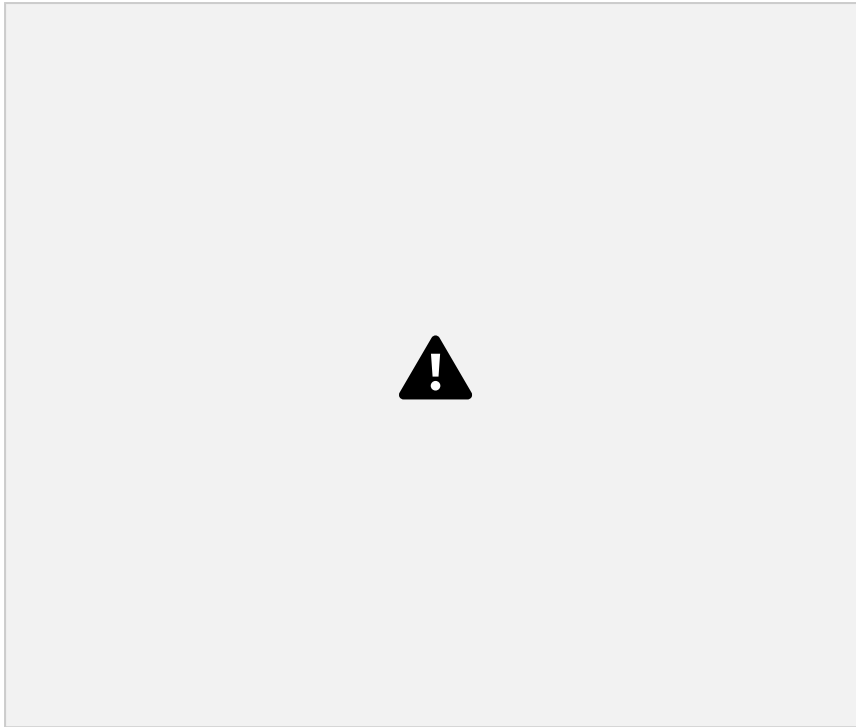
URW Antiqua. Image credit:

MyFonts

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URW Antiqua was designed by Hermann Zapf in 1985, alongside URW Grotesk — a sans serif font that goes well with it. The font by itself is great for conveying more elegant themes.

5. **Times**

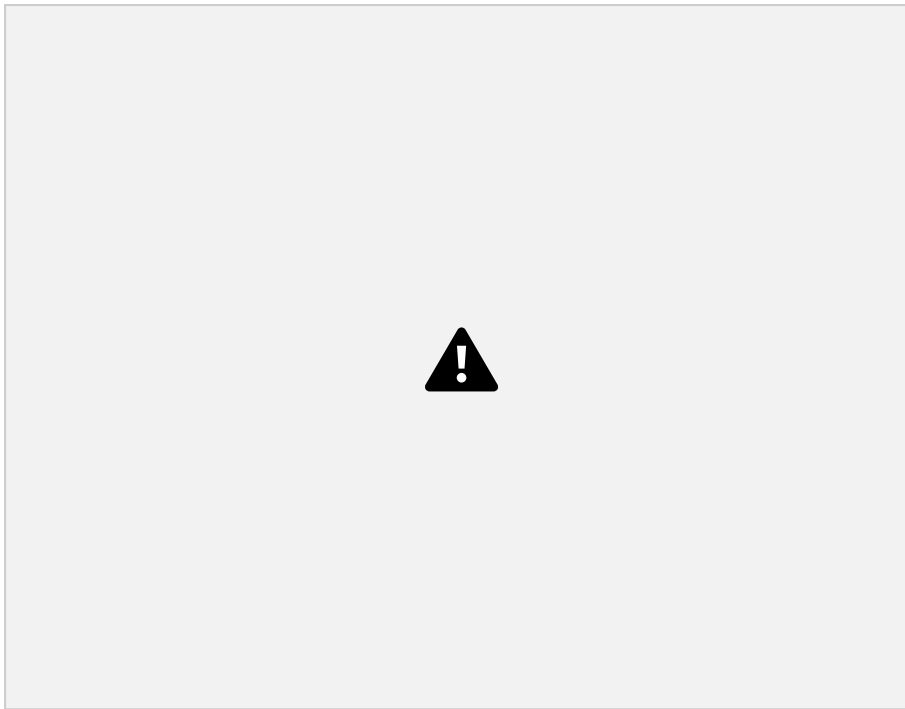


Times, Image credit:

MyFonts

The **Times** font is from the same font family as the more popular Times New Roman font. This font is great for conveying a serious and academic voice. There are several variations of this font available, but the Times font is in a class all its own.

6. **Baskerville**

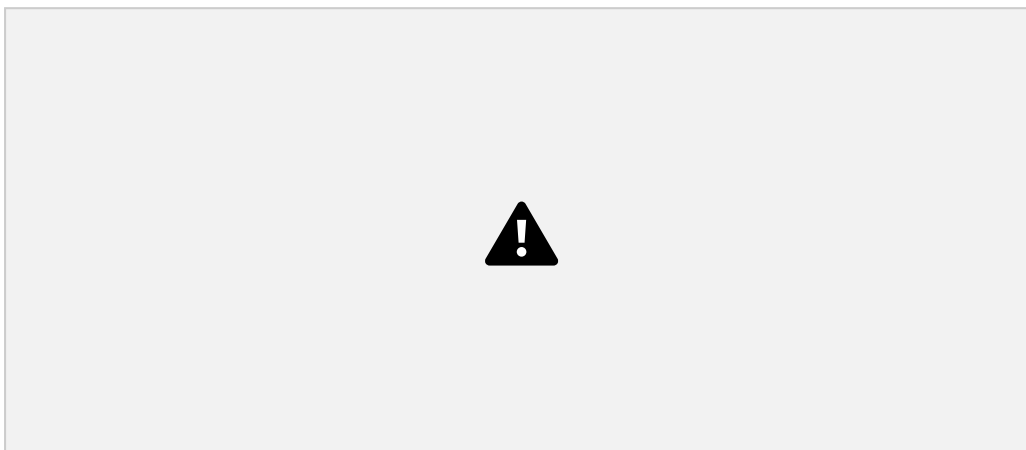


Baskerville. Image

credit: MyFonts

Baskerville, a typeface created by John Baskerville in the 1750s, and characterized by its more circular strokes, is used often for marketing messaging. Popularized presently by Microsoft, this font, like most serif fonts, is sophisticated and bold.

7. **Baskerville No. 2**

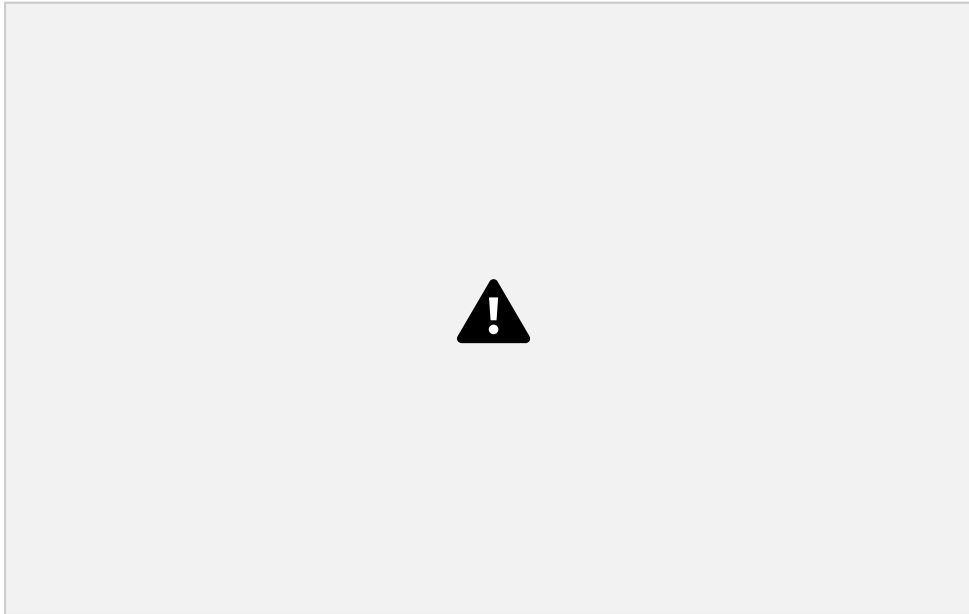


Baskerville

No 2. Image credit: MyFonts

Created by the URW Design Staff in 1980, the above typeface served as the inspiration for this font. Characterized by its thin, **more** circular, and sophisticated strokes, the **Baskerville No. 2** is an iteration of the popular Baskerville font.

8. Mrs Eaves

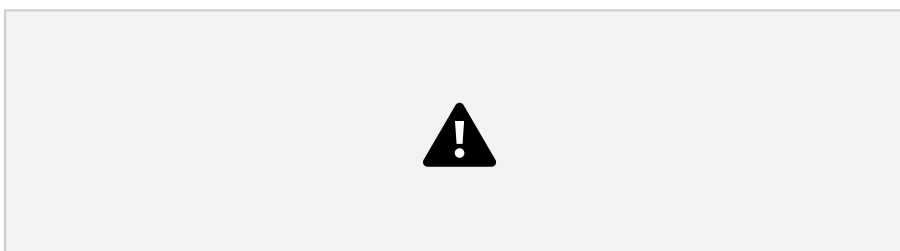


Mrs Eaves.

Image credit: MyFonts

Mrs Eaves is a font designed by Zuzana Licko in 1996. It's a transitional serif typeface that is used in display contexts such as book descriptions and titles. This font can convey elegant and fanciful messaging and titles.

9. Cheltenham Old Style No 2



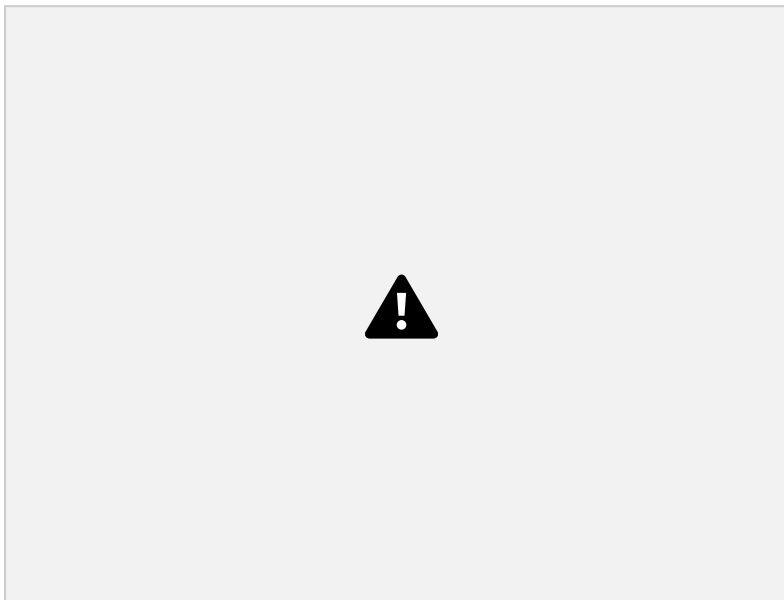
Cheltenham Old Style

No 2. Image credit: MyFonts

URW Type Foundry produced the **Cheltenham Old Style No 2**. For body copy in books and magazines, this typeface works beautifully. It is based on the Cheltenham font that architects Bertram Goodhue and Ingalls Kimball created in 1896 for the Cheltenham press. This font has a strong, memorable style.

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10. **Cushing Std-Book** (added updated link)



ITC Cushing Book. Image credit:

MyFonts

The **Cushing Std-Book** typeface was created by Vincent Pacella and is trademarked by the International Typeface Corporation. This is yet another great typeface for presswork and body copy that keeps things interesting and elegant.

<https://www.myfonts.com/collections/cushing-font-itc?rfsn=662484.62ed8f>

[h](#)

11. **Aldine 721**



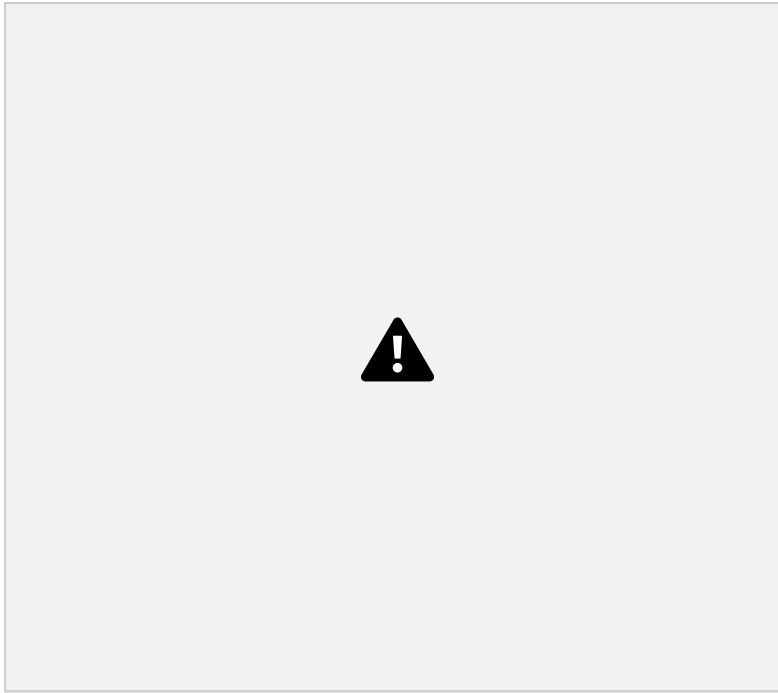
Aldine 721. Image credit:

MyFonts

(added link in this image).

Initially designed by the font designer Frank Hinman Pierpont, this font was later adapted for digital printing and used by Bitstream. **Aldine 721** is great for legibility and sophisticated overtones.

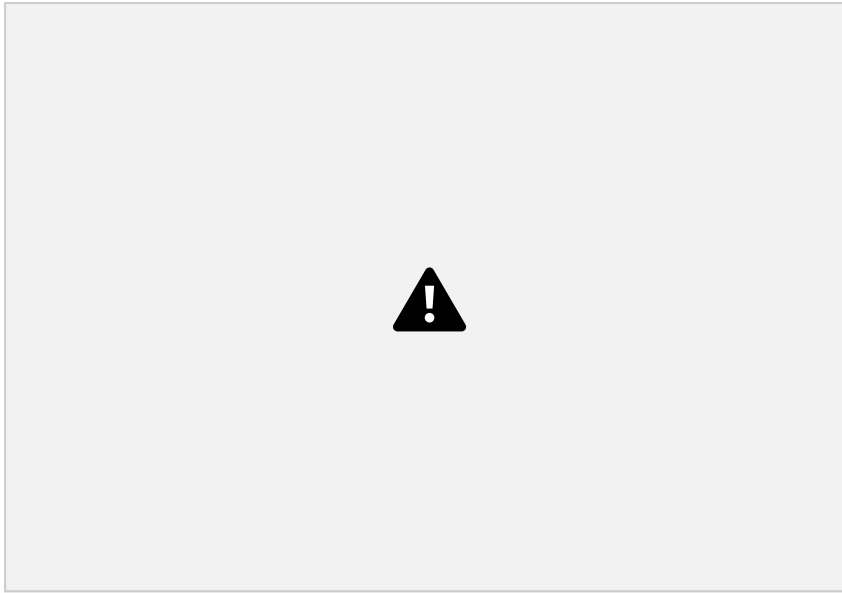
12. **Plantin Std**



Plantin. Image credit: MyFonts

Named after the 16th Century printer Christophe Plantin, this typeface was the predecessor to the Times New Roman — and was the basis for this typeface. **Plantain Std** is a modern-day variation of this font. The font is great for magazine text and anything that requires substance and class.

13. **Sabon**



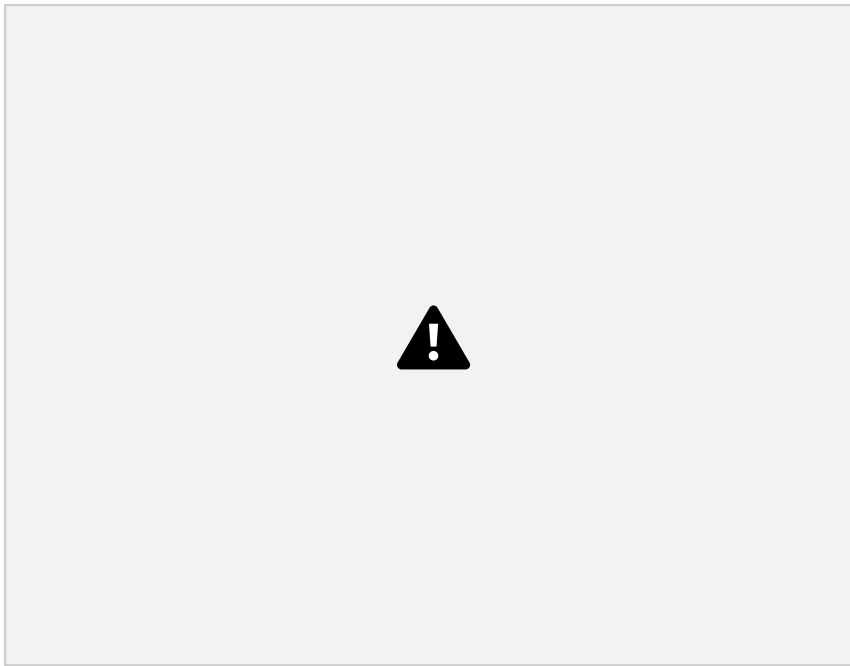
Sabon. Image credit:

MyFonts

Originally designed by German-born designer Jan Tschichold, this old-style serif font was later digitized by Linotype. **Sabon** is a slender and legible typeface that is great for book covers, poetry, quotes, and even posters. Like most serif fonts, it conveys ~~an overall~~ a sophisticated feel

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14. **Arno Pro**

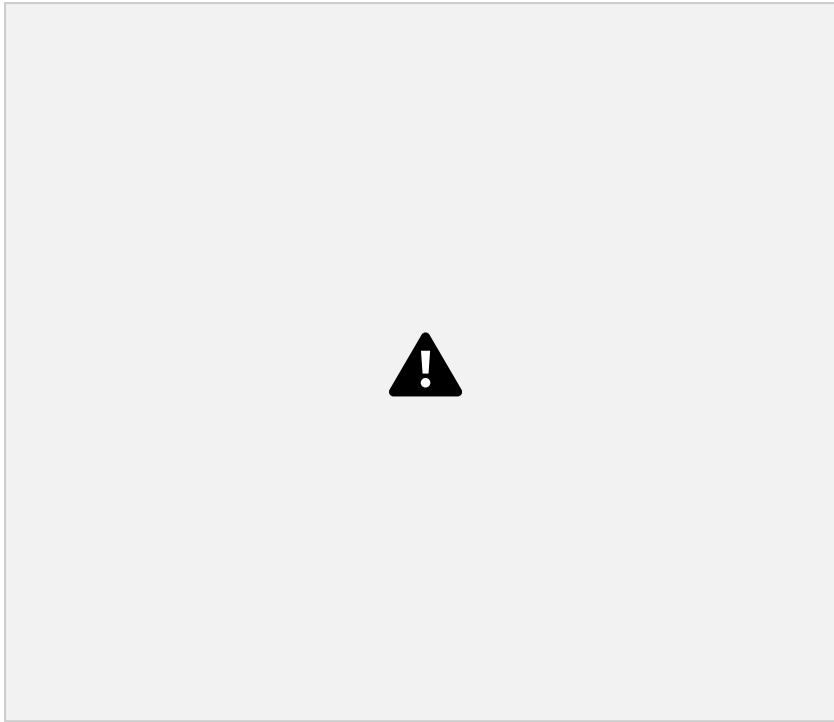


Arno. Image credit:

MyFonts

Arno Pro is a serif font created by Robert Slimbach from Adobe Type for professional use. Heavily inspired by Italian renaissance texts, this font is great for book design, even earning a winning entry in the 2007 Type Design Competition.

15. **Palatino**

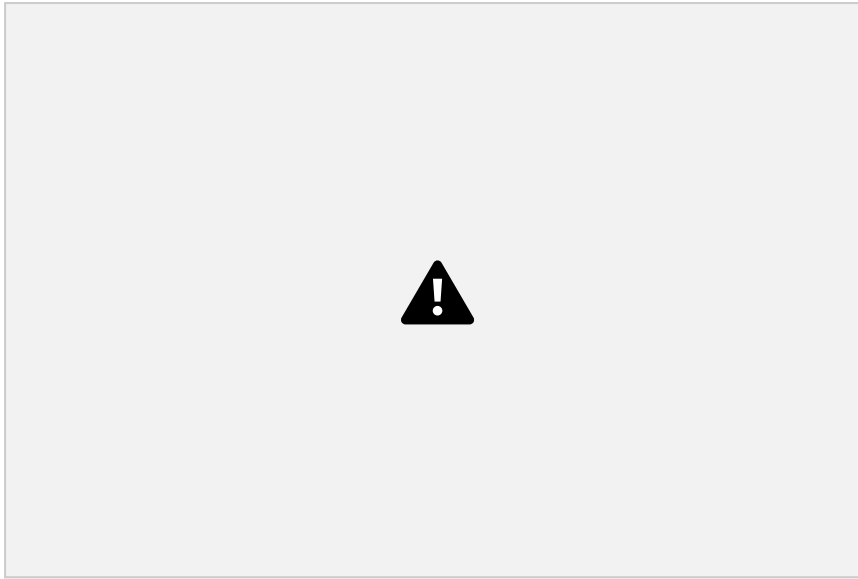


Palatino. Image credit:

MyFonts

This old-type serif font was created by Hermann Zapf in 1949 and later published by Linotype. **Palatino** was later licensed to Adobe and Apple, which made it a pre-installed font, increasing the popularity of this elegant typeface. This font family has 20 styles and family package options.

16. **Centaur MT Std**

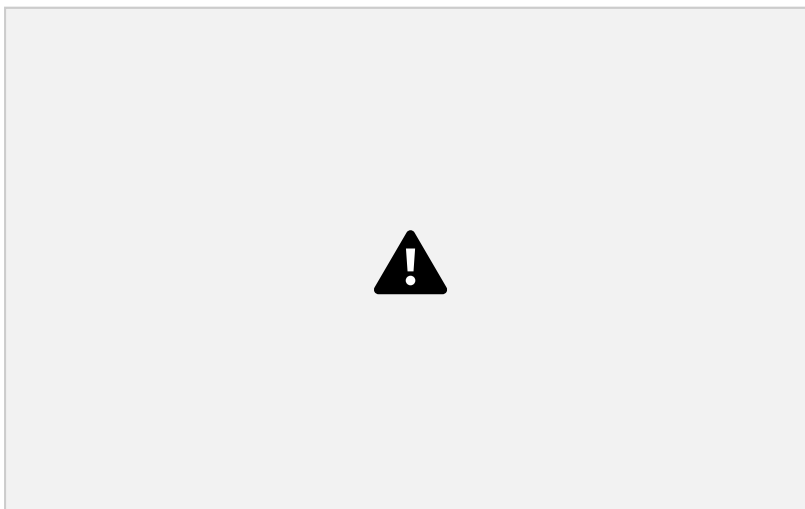


Centaur. Image credit:

MyFonts

This serif typeface was created by Bruce Rogers and **was later** released in 1929. Also known as Metropolitan, this font variation was digitized and licensed by Linotype. Inspired by renaissance printing in the 1470s, **Centaur MT Std** conveys a scholarly tone.

17. **Bookman Light** (updated the link)



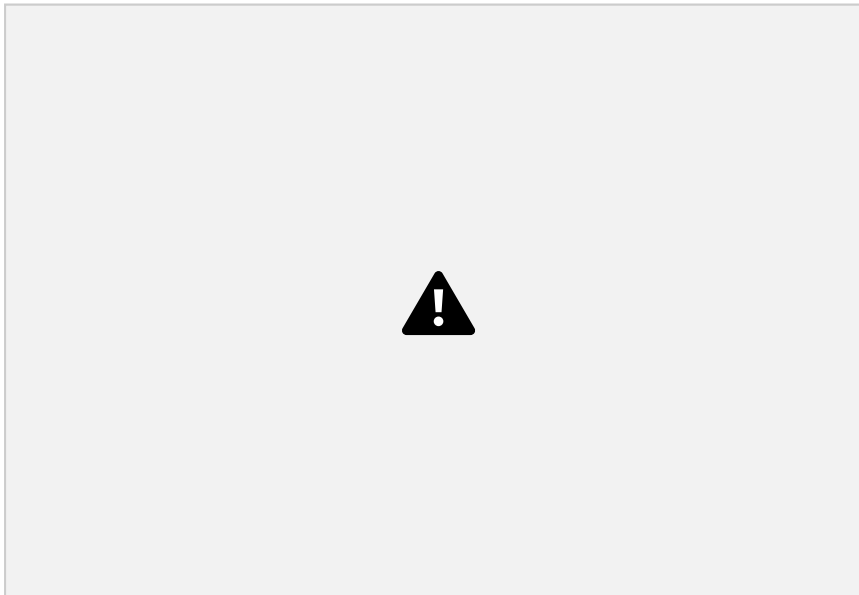
ITC Bookman Light. Image

credit: MyFonts

This old-style serif font was inspired by Bookman Old Style which was created in the 1860s. It rose in popularity in the 1960s and 1970s for its legible and classy characteristics.

Bookman Light can give an impression of reliability without heaviness.

18. Perpetua Std

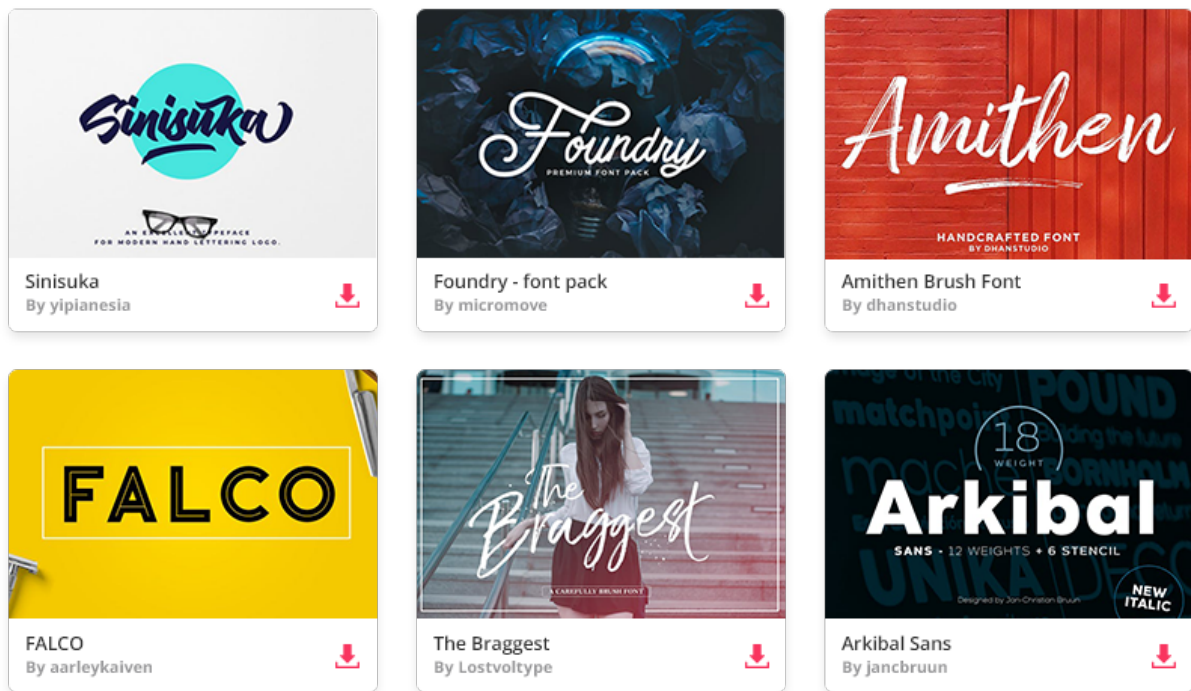


Perpetua. Image credit:

MyFonts

The **Perpetua** font was designed by Eric Gill in the 1920s. This font was published by Monotype and comes with 22 styles in this package. Perpetua has a delicate and crisp font structure and is very similar, similar to 18th-century British fonts like Baskerville.

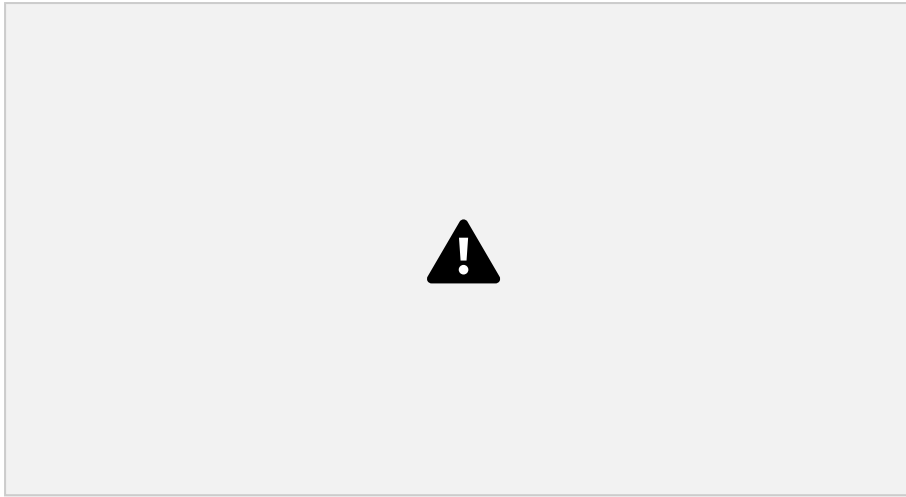
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19. New Century Schoolbook Roman



New Century

Schoolbook. Image credit: MyFonts

New Century Schoolbook Roman was designed by Morris Fuller Benton in 1919. The transitional serif typeface was created to improve textbook readability (from where it derives its name). Later published by Linotype, this font retains its sophisticated and informative aesthetic.

20. **Berthold Baskerville Book Regular**

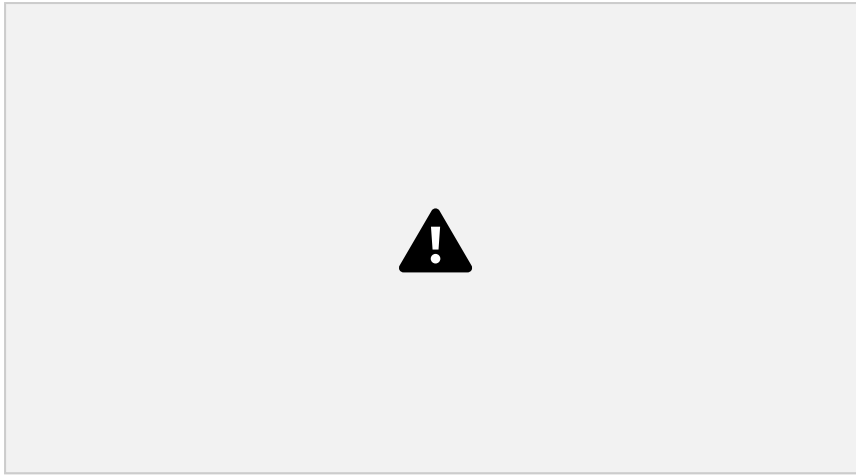


Berthold

Baskerville Book Regular. Image credit: MyFonts (Added link to this image)

Berthold Baskerville is a reinterpretation of the classic Baskerville typeface from Berthold Type Foundry in the 1800s along with several other font variations. Most of the Baskerville typeface's original features are still present in this font. The typeface is bolder and has sharper lines, which is one of the most obvious differences.

21. **Scala Pro-Regular**

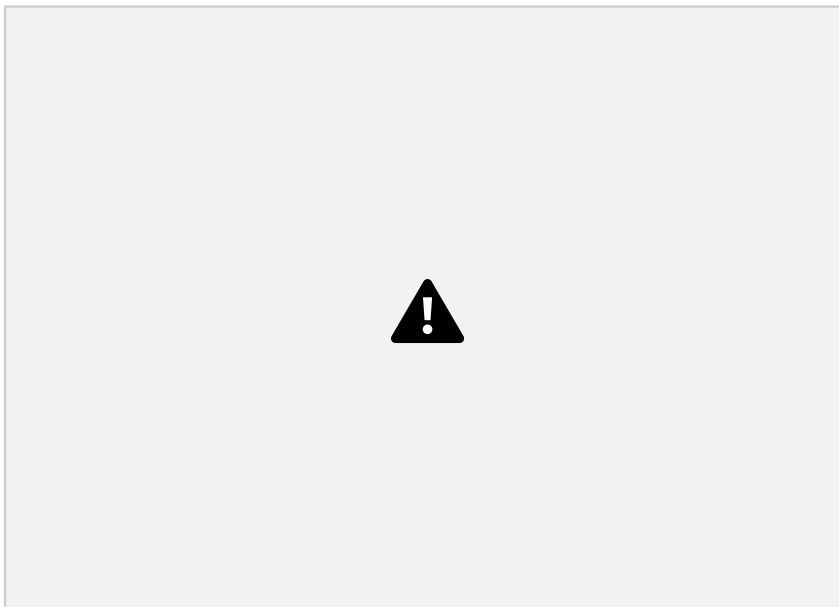


Scala Pro, Image credit:

MyFonts

Created by Martin Majoor in 1991, this font is an old-type **serif** published by the FontFont Foundry. This font ~~has an emphasis on~~ **emphasis** clarity and is also very calligraphic in italics. Generally, it conveys a clear and crisp overall tone.

22. Garamond Premier



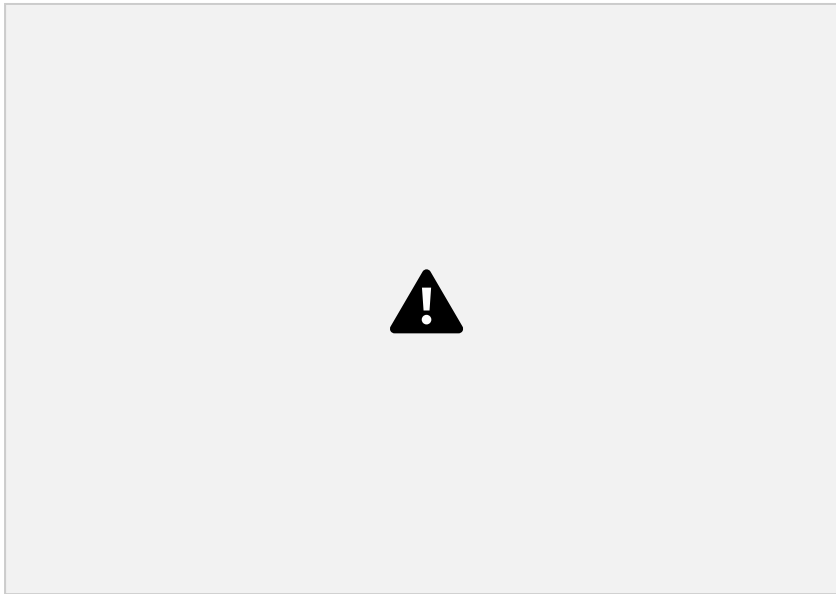
Garamond Premier. Image

credit: MyFonts

This font was created by Robert Slimbach for Adobe and is described as a more restrained and modernized approach to the classic Garamond font. Garamond fonts were

re-envisioned by Slimbach to meet the business requirements of the time. **Garamond Premier** has a sophisticated, minimalistic appearance.

23. Bembo

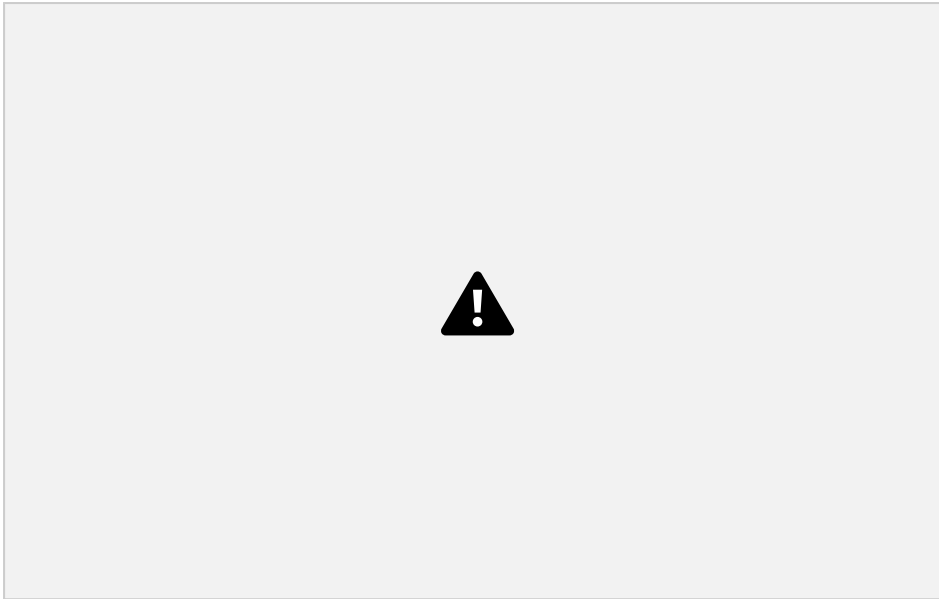


Bembo. Image credit:

MyFonts

Created by Monotype, this font is based on one used by the Venetian printer, Aldus Manutius. **Bembo** is an old-type serif font that rose in popularity because of its ~~overall sleek look and its~~ sleek look and ability to remain consistent in color. This font has an elegant and clean aesthetic.

24. Times New Roman MTStd

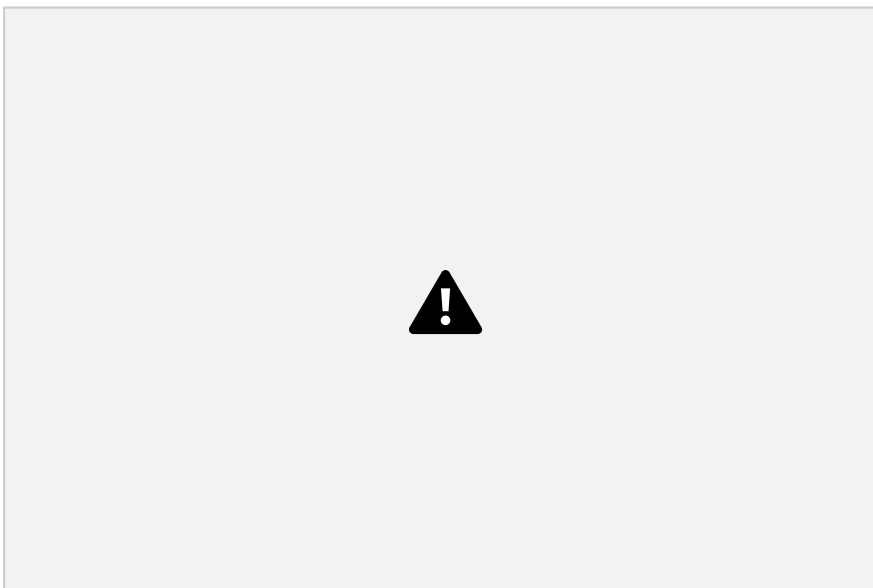


Times New Roman

MT. Image credit: MyFonts

Times New Roman by Monotype was designed by Stanley Morison and Victor Lardent. To date, this font is, for many, the golden standard for academic writing and the publishing of important information. The font is bold, legible, and leaves an official impression.

25. **Caslon**

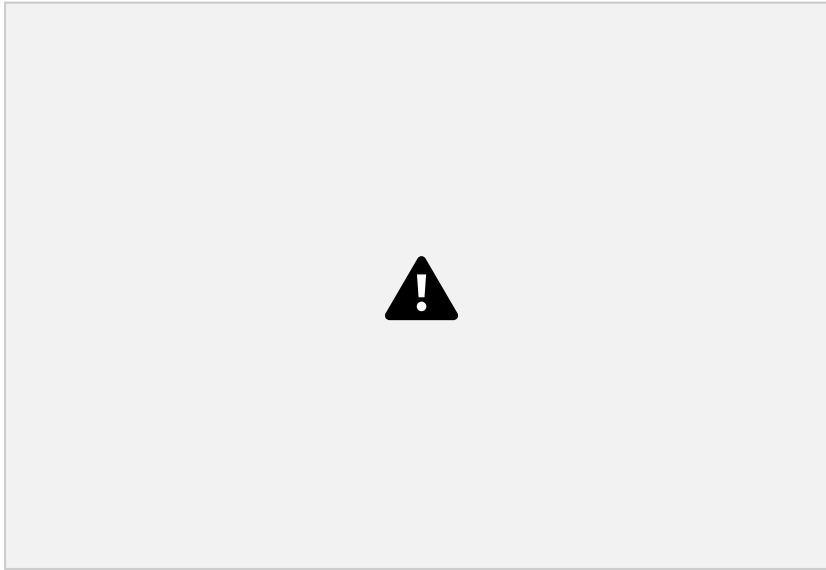


Caslon. Image credits:

MyFonts

Adobe Caslon was created by Carol Twombly and William Caslon for Adobe. This font was inspired by the Caslon font, designed by William Caslon in the 1600s. This old-type serif font looks sophisticated and has an overall clean look.

26. Bodoni

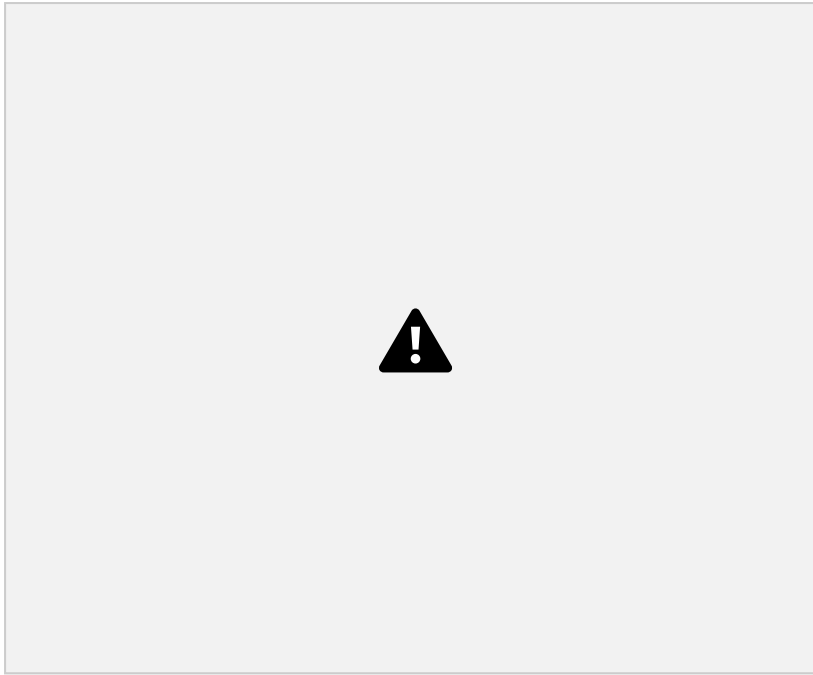


Bodoni. Image credit:

MyFonts

The **Bodoni** typeface is based on similar ones created in the 1800s by Giambattista Bodoni. Many of Bodoni's fonts draw inspiration from the same design movement as Robert Baskerville. As a result, there is a slight similarity to the Baskerville typeface. The font's exquisite appearance is enhanced by using alternate thin and broad strokes.

27. Goudy 38



Goudy 38. Image credit:

MyFonts

Goudy 38 is a typeface by Red Rooster Collection based on Goudy Old Style. Goudy Old Style was particularly famous in advertising circles for its ~~overall~~ boldness and eligibility. The Goudy 38 retains this quality and adds a slightly whimsical touch to it.

28. **Goudy Trajan Pro**

MONOTYPE BASKERVILLE STD ROMAN

MONOTYPE BASKERVILLE STD ROMAN

MONOTYPE BASKERVILLE STD ROMAN

Goudy Trajan Pro is “Fonts favored by Hollywood movies” by [Frederic W. Goudy](#) and [Jason Castle](#). This font comes in three different styles and is similar to the [Gowdy 38](#). If you want to give your project something different and unique, then go for this serif font.

Frequently Asked Questions:

1. How To Tell If A Font Is Serif Or Sans Serif?

Sans-serif font strokes lack decorative strokes, while serif font strokes feature decorative strokes.

2. What Do Serif Fonts Convey?

Serif typeface fascinates readers and inspires confidence in the truthfulness of all claims made in blogs and other projects.

3. List out Most Popular Serif Fonts?

The most widely used serif typefaces are Didot, Times New Roman, Georgia, and Garamond.

Wrapping Up

The Classic serif font is perfect for creating any project or document where you can expect readers will read it because it accentuates the ends of strokes. Serifs are not merely decorative, though. They serve a practical purpose as body copies. I hope you find this blog helpful, if so, please let me know which serif font you prefer in the comments.

25+ Free Branding Templates and Mockups

June 14, 2021 by [Jacob Cass](#)

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Hello, friends. Below is a collected roundup of free branding mockups and **templates** full of different categories and styles.

They all come in several formats, such as PSD, AI, ID, and their styles go from photorealistic to minimalistic and fashionable. All of them were curated recently and are ready to download. Remember to share with your friends!

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When it comes to bringing ideas to life, designers are some of the best people to help you realize your vision. Not only are they packed with creative juices, but they also come skilled with the abilities to help you physically picture out how your products and services can look like in the flesh.

Today, mock-ups are design concepts people pay good money for since they aid in visualizing how your graphics will appeal to your audience, what adjustments should be edited, and if your logo will look just as stunning on real-life objects.

Thankfully, we now have Envato, a global platform that fosters creative assets, talent, and tools. With their vast selection of templates and digital commodities, freelancers, leaders, and founders of all kinds will find it much easier to build projects and get inventive work done faster. That said, those looking to create mock-ups will also find the online marketplace to be a superb resource since there are virtually hundreds of mock-ups anyone can choose from.

For this blog post, we're jotting down the most profitable mock-ups creatives utilize on the platform.

Also, see our post on the best branding mockups, the best brand style guide templates, and the best [logo design kits & branding templates](#).

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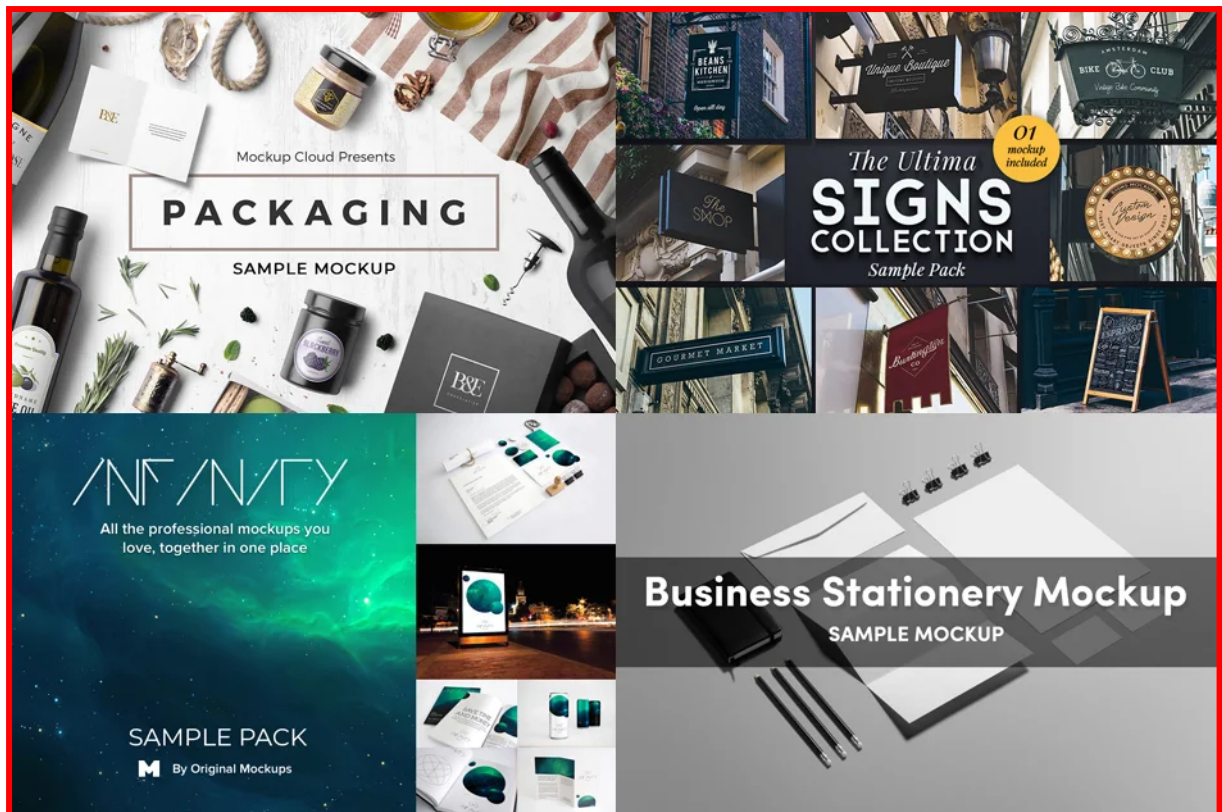
Top 25 Free Branding Templates & Mock-Up Graphics

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- [Craft Branding Mock-up](#)
- [Cosmetic Mock-up 6](#)
- [Polo Shirt Mock-up](#)
- [T-Shirt Mock-up Set](#)
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- [Business Card Mock-Up](#)
- [50 Signs Mock-ups](#)
- [Mug Mock-up](#)
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Top 25 Free Mock-Up Templates for Branding, Logo Design, Packaging

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Craft Branding Mock-up

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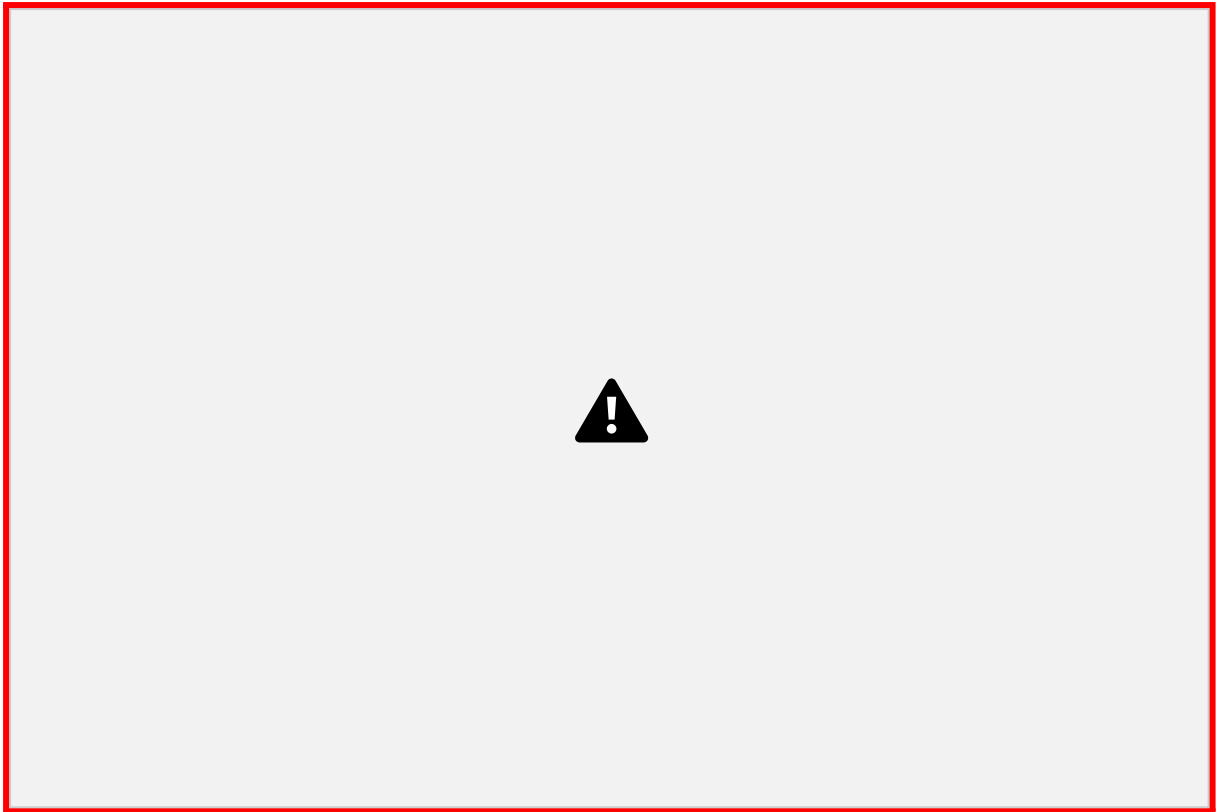


(Added link)

If you're looking for a professional stationery mock-up mock-ups, let the platform's Craft Branding Mock-up selection be your primary choice. Packed with ten template files and changeable backgrounds, this bunch is perfect for creatives thinking of creating wedding invitations, handouts, media kits, and other similar marketing collateral.

[Download Now](#) (Added link)

Cosmetic Mock-up 6

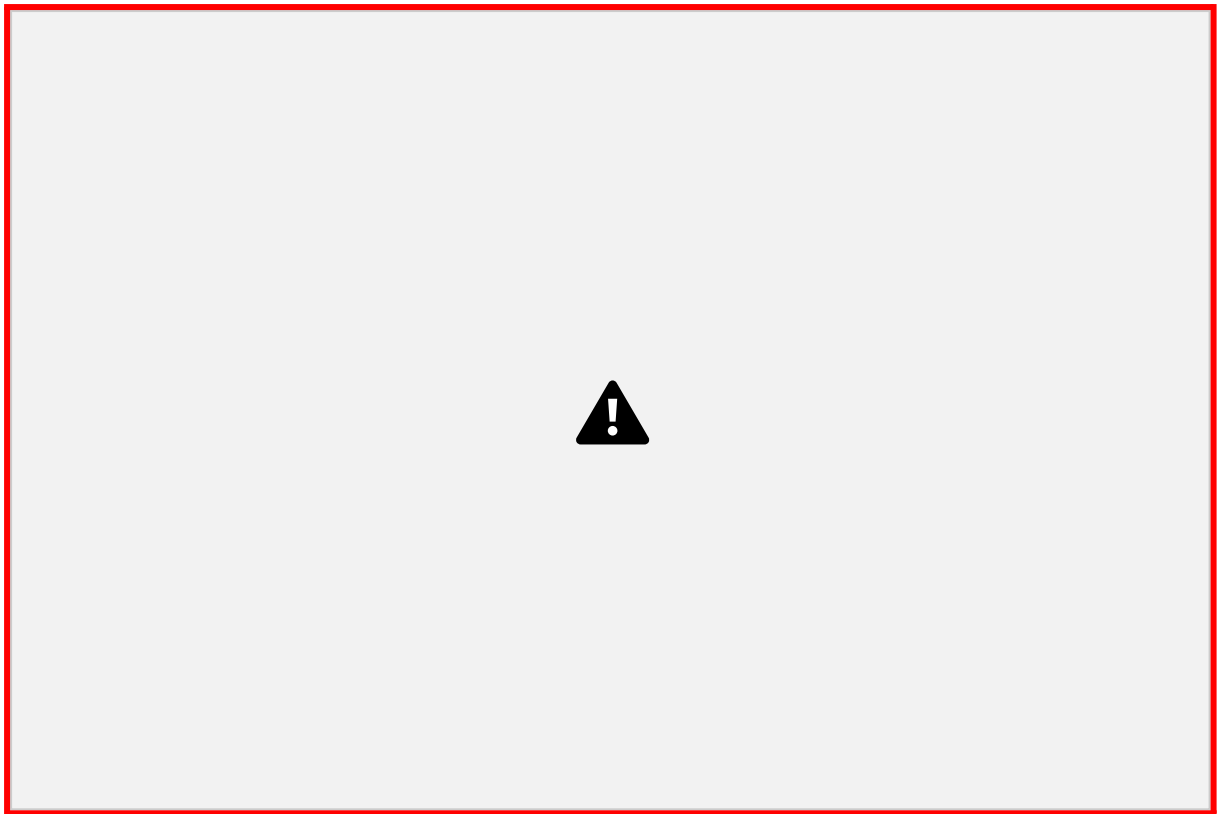


(Added link)

The cosmetics industry is worth trillions of dollars, so it's understandable why entrepreneurs aren't shying away from entering that corner of the business industry. That being the case, Envato's Cosmetic Mock-up 6 is a classy set of graphic designers **that** can utilize to check out how their product designs fare in actuality. With eight photorealistic presentations, designers can choose which containers they'd need to envision their products.

[Download Now](#)

Polo Shirt Mock-up



(Added Link)

Whether you're an employer looking to provide uniform polo shirts to your staff members or are a digital personality thinking of producing brand merch, Envato's Polo Shirt Mock-Up delivers a realistic look at how your clothing project could look like. Edit the labels and backgrounds, and feel free to develop seven photorealistic presentations. The sky is the limit with these graphics.

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T-Shirt Mock-up Set

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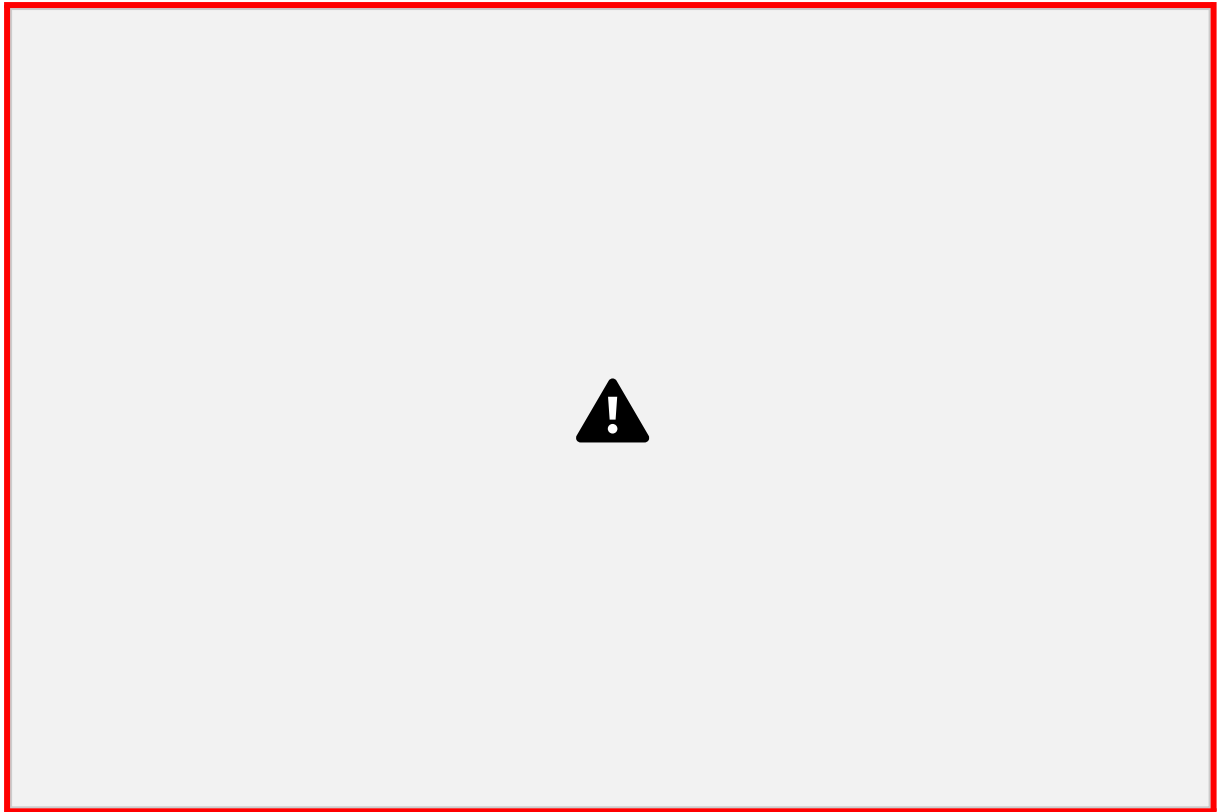


(Added Link)

Envato's T-Shirt Mockup Set is an equally lucrative collection of mock-ups. These mock-ups are excellent examples of how actual t-shirt designs might seem. It makes perfect sense why this set is a favorite among the crowd, given that more people are advancing their ideas through t-shirt printing. Designers can create any apparel designs they think appropriate using any body type with the ability to select a v-neck or crew neck.

[Download Now](#)

iPhone X Mock-up



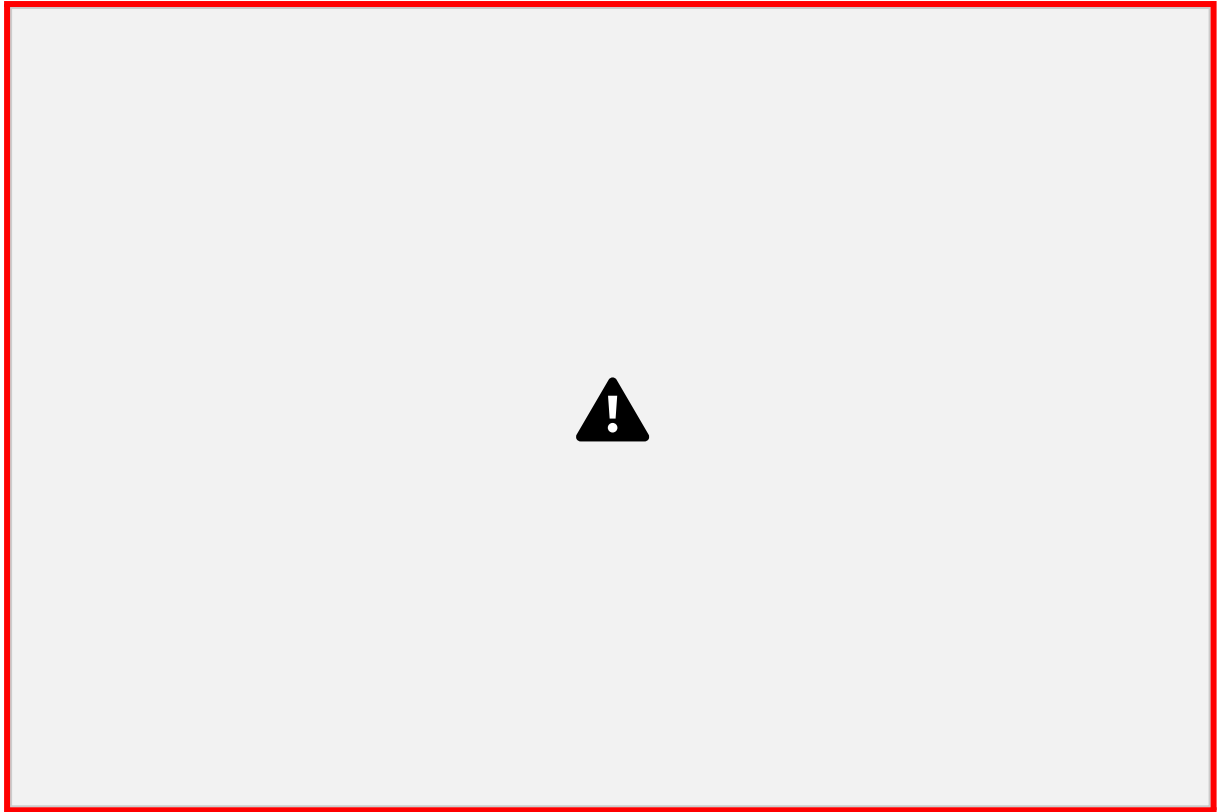
(Added Link)

As the digital world continues to thrive, more leaders are leaning toward developing their own web apps and websites. As a result, the need to envision how digital products look **like** on smartphones has become more apparent. But don't take our word for it; check out Envato's third-most used mock-ups. The iPhone X is one of Apple's most popular phones in that this particular smartphone offered a fresh rear design with a notched bezel in front. That said, creatives continue to use this mock-up to capture a premium look, displaying their product.

[Download Now](#)

Water Frame Mock-up

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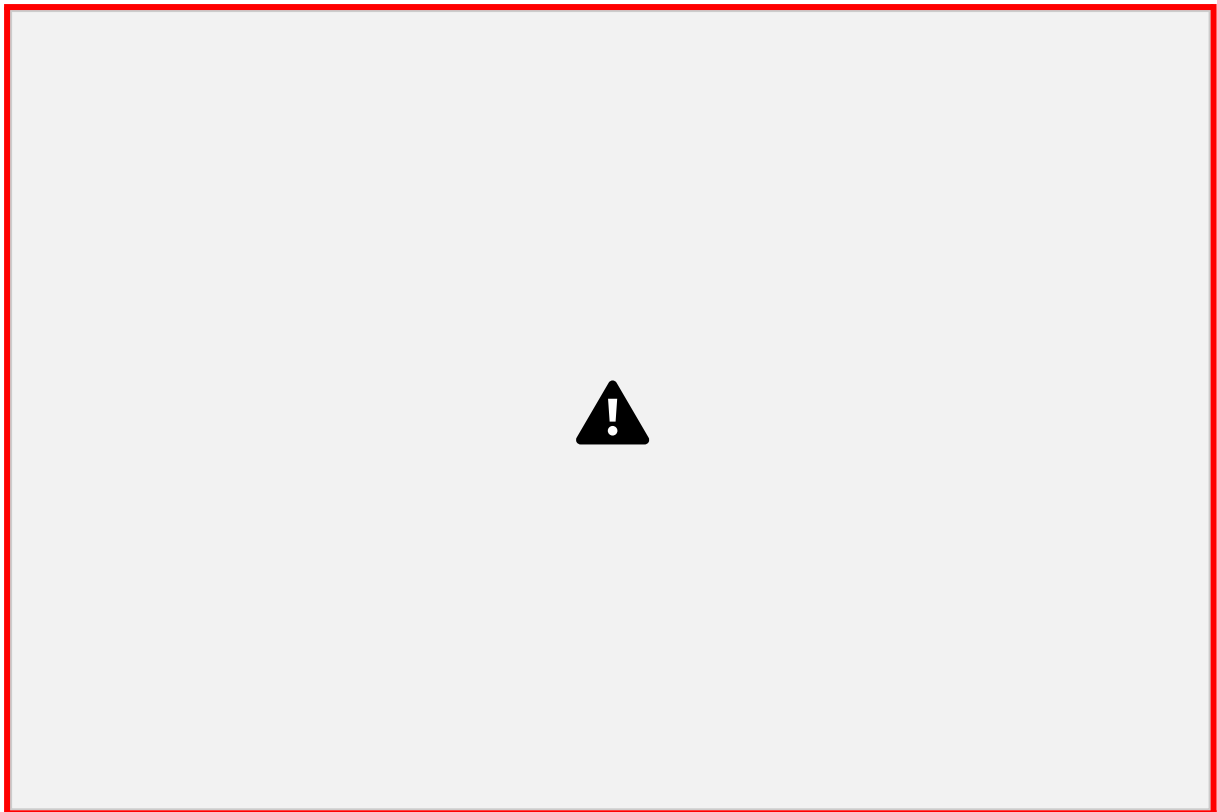


(Added Link)

A popular set of graphics for product photographers, the platform's Water Frame Mockup helps achieve a dynamic water splash painted against another focal subject. From cosmetic items to frozen goods, countless products look much more attractive in print and online when drips and splashes are present in a picture. Check out this Envato favorite for yourself, and see what you can do with these mock-ups!

[Download Now](#)

3D Desktop Screen Mock-ups

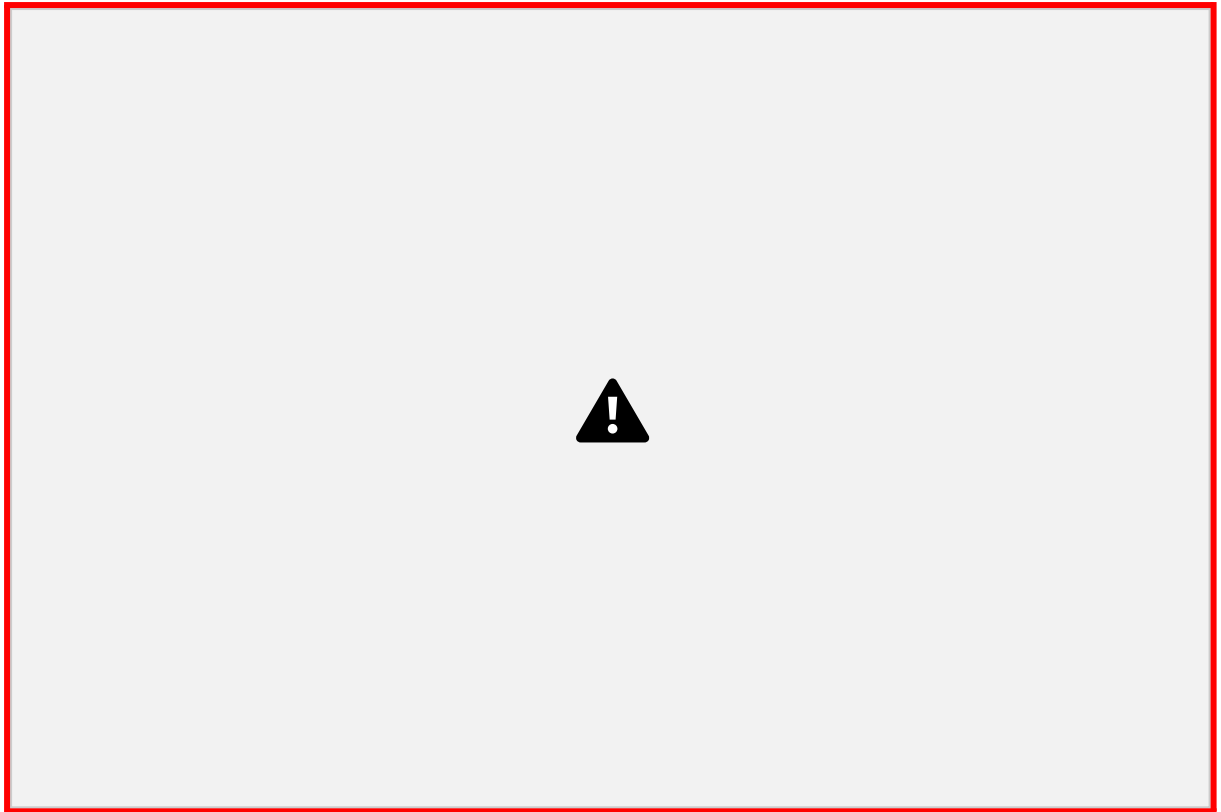


(Added Link)

The internet shows no shortage at all when it comes to emphatic websites and robust digital platforms. As a result, startup founders and creative visionaries are optimizing 3D Desktop Screen Mockups to capture how their online projects look on computer screens. If you're about to launch a spanking new web app or blog site anytime soon, impress investors, and instantly improve your design portfolio with this Envato gem.

[Download Now](#)

Men's T-Shirt Fit On-Model Mock-ups

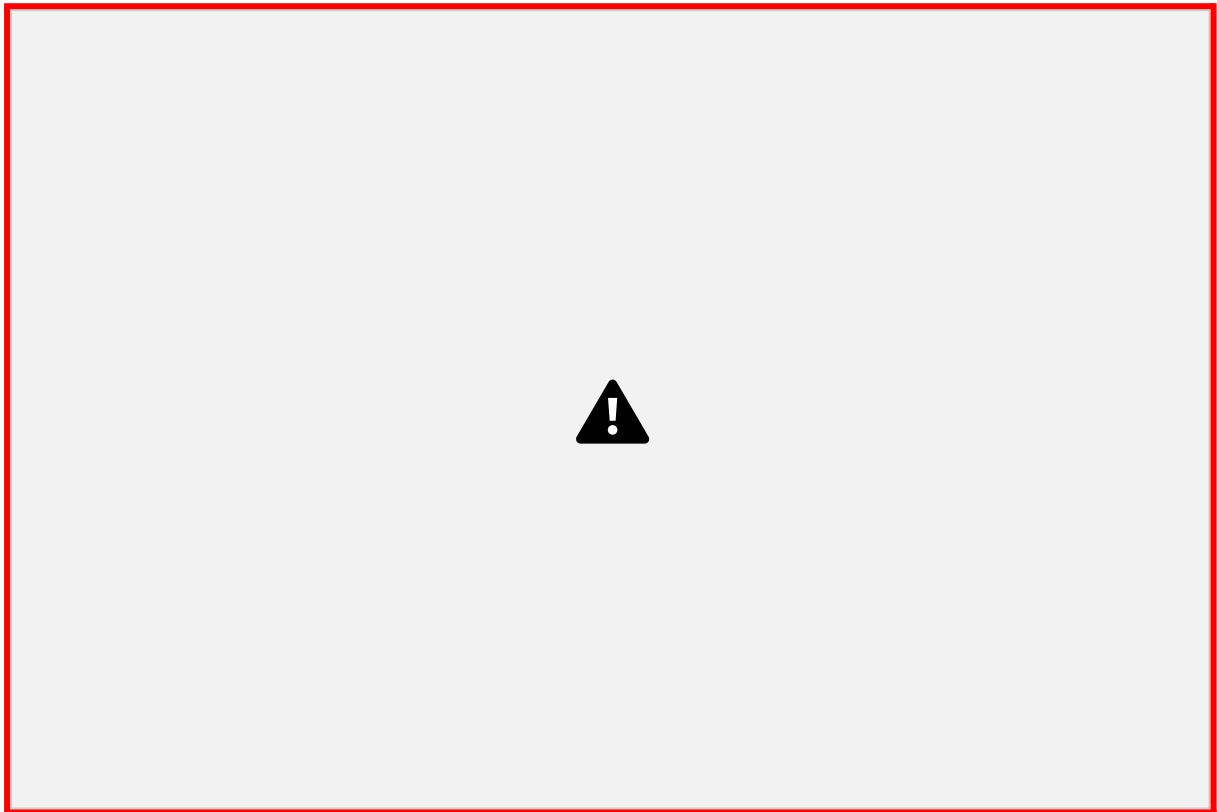


(Added Link)

Clearly, the fashion industry is a bankable space, as confirmed by Envato's 6th leading mock-up template. As the name suggests, Men's T-Shirt Fit On-Model Mockups feature designs of potential t-shirt graphics. From shirts worn by male figures to shirts on hangers, the selection is particularly abundant for this category of mock-ups. It doesn't matter what you're designing a shirt for; if you're looking for a realistic picture of how a t-shirt might look like on a guy, these graphics are for you.

[Download Now](#)

T-Shirt Mock-ups

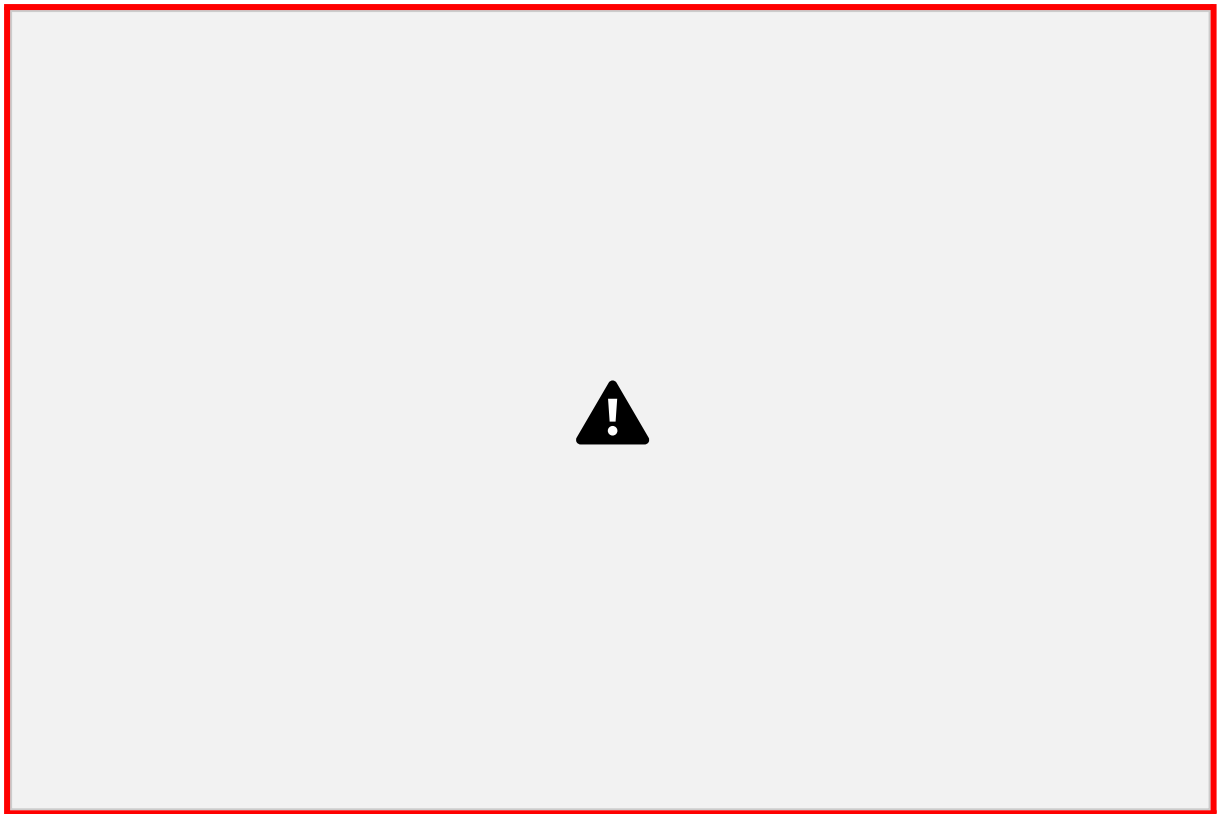


(Added Link)

T-Shirt Mock-Ups are a well-liked category that designers can't get enough of, just as the second and sixth sets on this list. It's reassuring to know that designers have a wide range of possibilities in the t-shirt mock-up area, even though the differences from the initial set of designs of its sort are not astronomically different. These specific t-shirt mock-up mock-ups are guaranteed to assist you accurately in anticipating whether your shirt designs are promising or require more development. They include eight unisex T-shirt templates.

[Download Now](#)

Urban Poster Mock-up

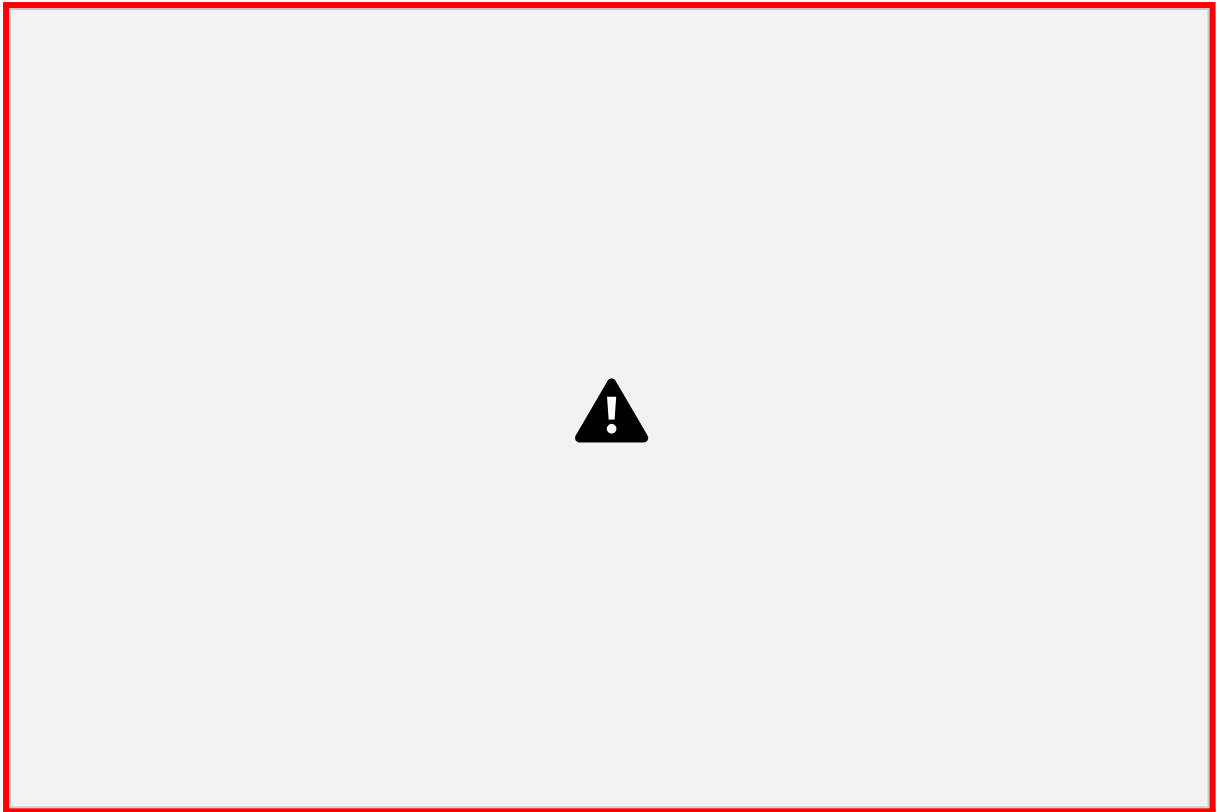


(Added Link)

Designing a poster? Check out Envato's Urban Poster Mock-up. With options to paste your posters on the wall or let them lie unevenly on concrete, you can picture ~~out how~~ your design fare in person. Whether you're producing a film or opening a business, these mock-ups are a sure bet to creatives coming up with something big.

[Download Now](#)

T-Shirt Mock-up



(Added Link)

The last T-Shirt Mock-up set on this list offers an equally extensive selection of how worn shirts look outside. Best for designers looking to envision clothing projects made for the great outdoors, creatives are sure to find realistic-looking pictures that make visualizing their designed shirts much easier.

[Download Now](#)

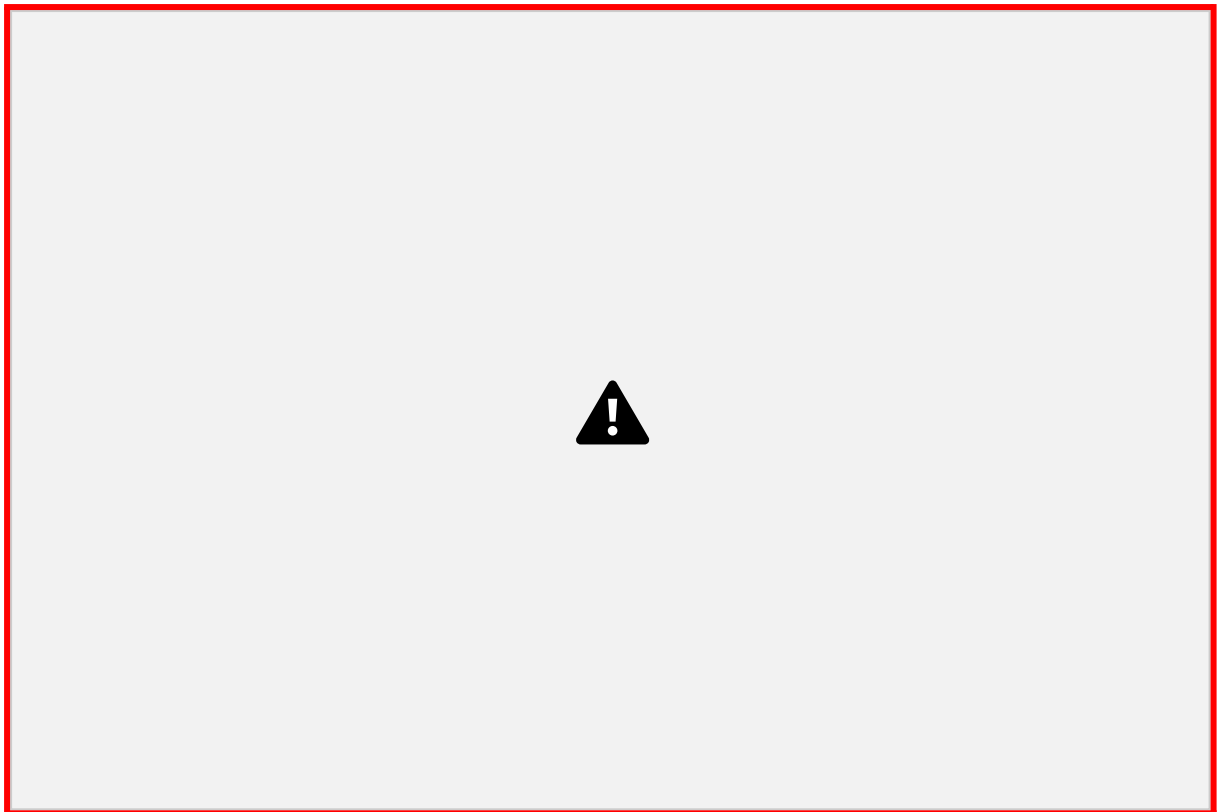
Responsive Device Mock-Up



Another mock-up for the aspiring website and web app founders is the Responsive Device Mock-Up. This set is perfect for leaders looking to sell their services online with options to display digital products on mobile devices and desktops. From copywriters to web designers and graphic artists to online lecturers, tons of visionaries can make good use of these graphics.

[Download Now](#)

Business Card Mock-up



(Added Link)

Despite the irreversible domination of digital technology, business cards will never go out of style. As they're a powerful emblem of credibility, leaders looking to grow their networks and impact as many people as possible still utilize these cards. That said, it isn't surprising why Envato's 11th most popular mock-up is the Business Card Mock-Up. If you're starting an agency or simply looking to connect to more people, hoping they remember you when the need arises, check out this set and see **what** your potential business card looks like in person.

[Download Now](#)

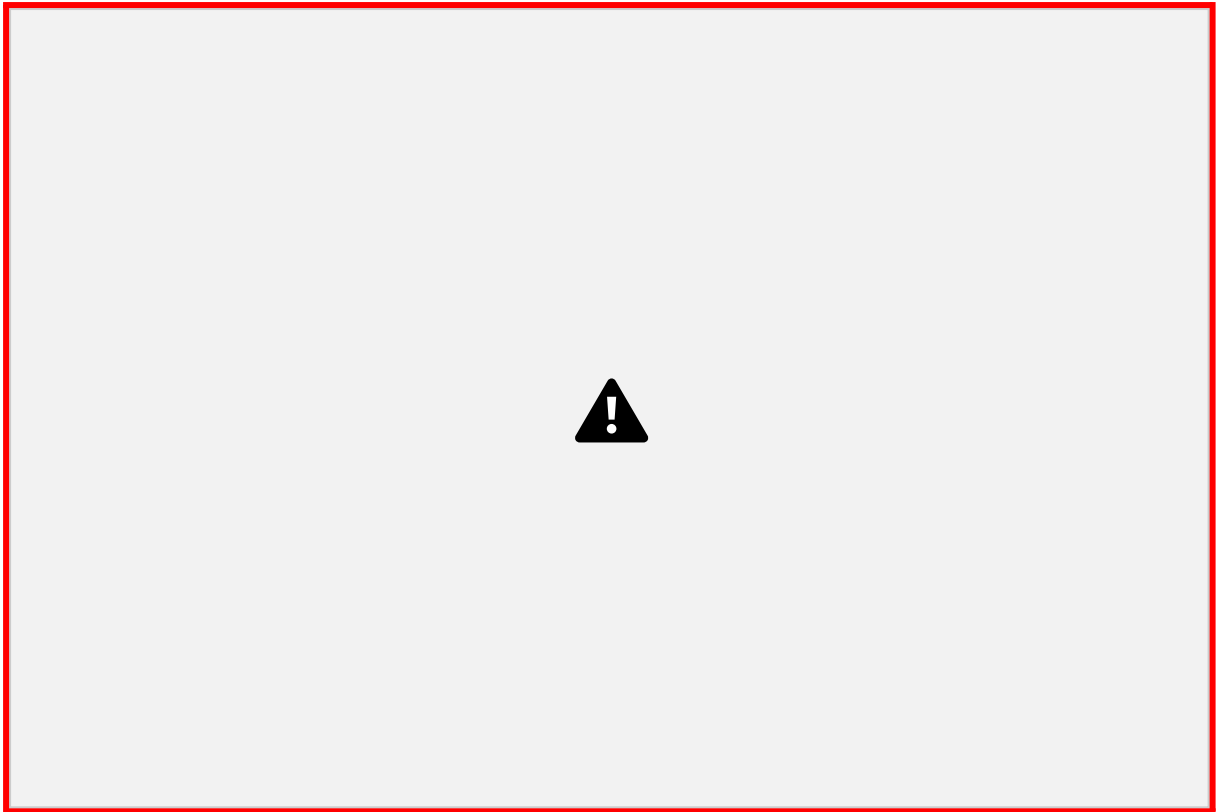
50 Signs Mock-ups



As the name implies, 50 Signs Mock-ups is a wide selection of store sign selections that allow business owners to envision how their shop signages and logos would look like at a physical location. Whether you're opening a pastry shop or launching a salon, 50 Signs Mock-ups is the perfect set of graphics to turn to when you're brewing something big.

[Download Now](#)

Mug Mock-up

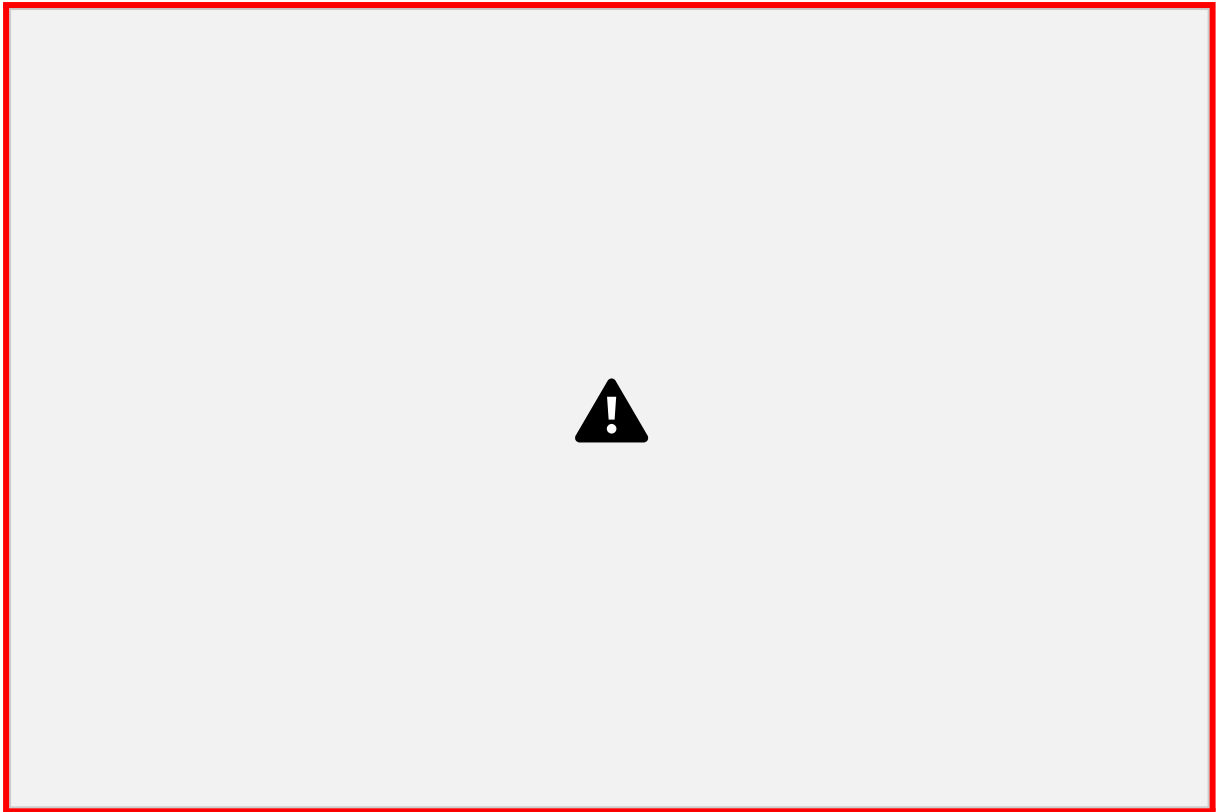


(Added Link)

Mugs are a staple giveaway both for companies and for influencers looking to hand out merch. And why wouldn't they be? They're essential kitchen items that make waking up in the mornings much more meaningful. Whatever your reason is for developing a mug logo, feel free to use these graphics.

[Download Now](#)

Hatchback Mock-up

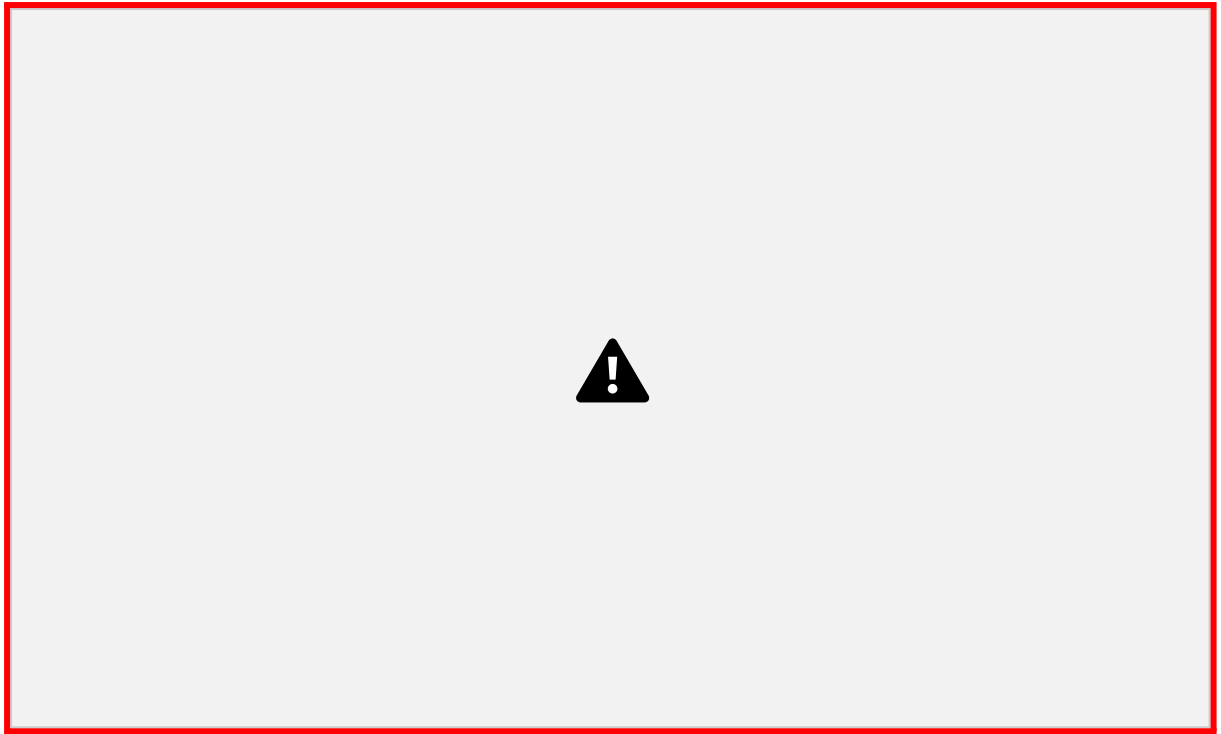


(Added Link)

Some companies go all out with their advertising efforts. Want proof? Envato's Hatchback Mock-Up mock-ups is a popular selection for many creatives and business leaders alike. Perfect for those looking to customize their hatchbacks' designs, your chances of going wrong with these graphics are 0.01%.

[Download Now](#)

Restaurant and Bar Mockups

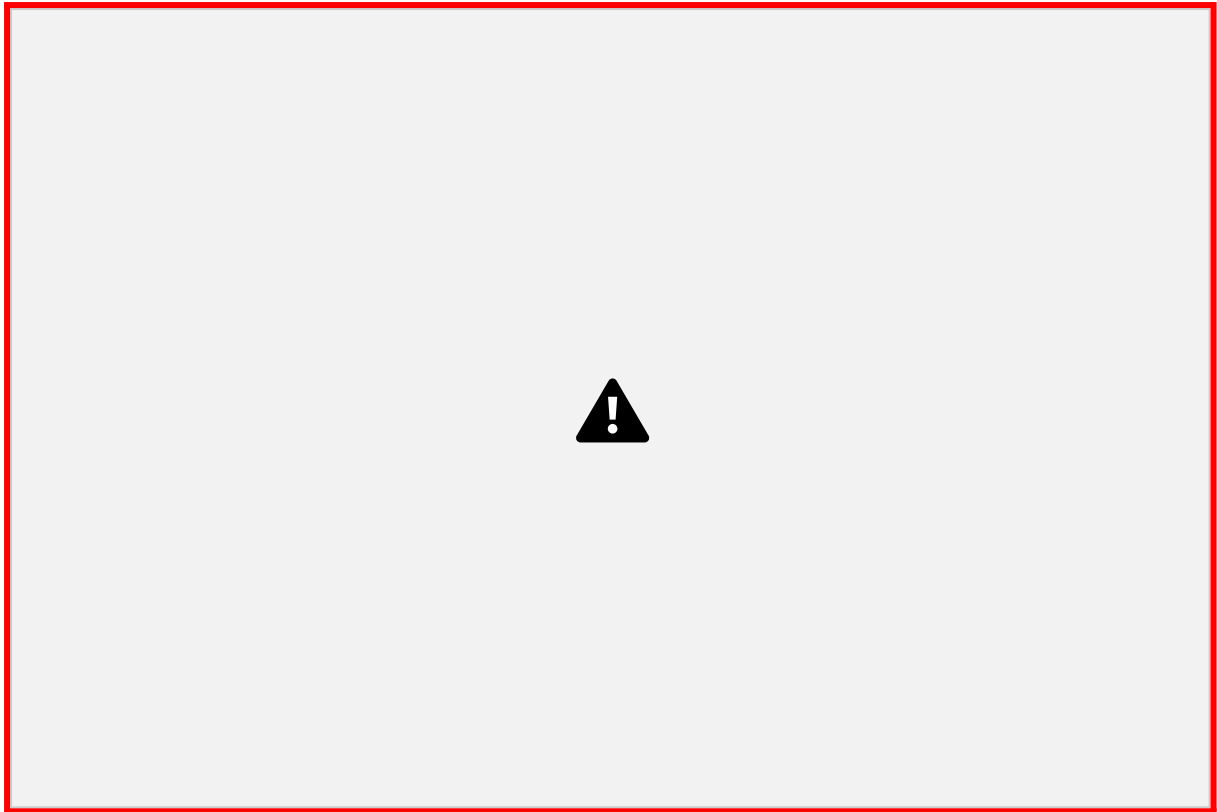


(Added Link)

This is a rocking couple of mockups for restaurants and food services related businesses displaying not only business cards but notebooks. This mockup contains envelopes and menus for the perfect scenario. Show your good taste using the provided PSD files.

[Download Now](#)

Stationery Mockup Art and Craft



(Added Link)

This is a trio of intriguing fashion mockups featuring Apple gadgets. This mockup features a hipster style and a business card in a scenario with numerous small elements, such as a camera lens and a cigar. You may use the PSD smart objects to integrate your ideas into these striking settings. This collection is available for both private and public enterprises.

[Download Now](#)

Branding Stationery Mockup

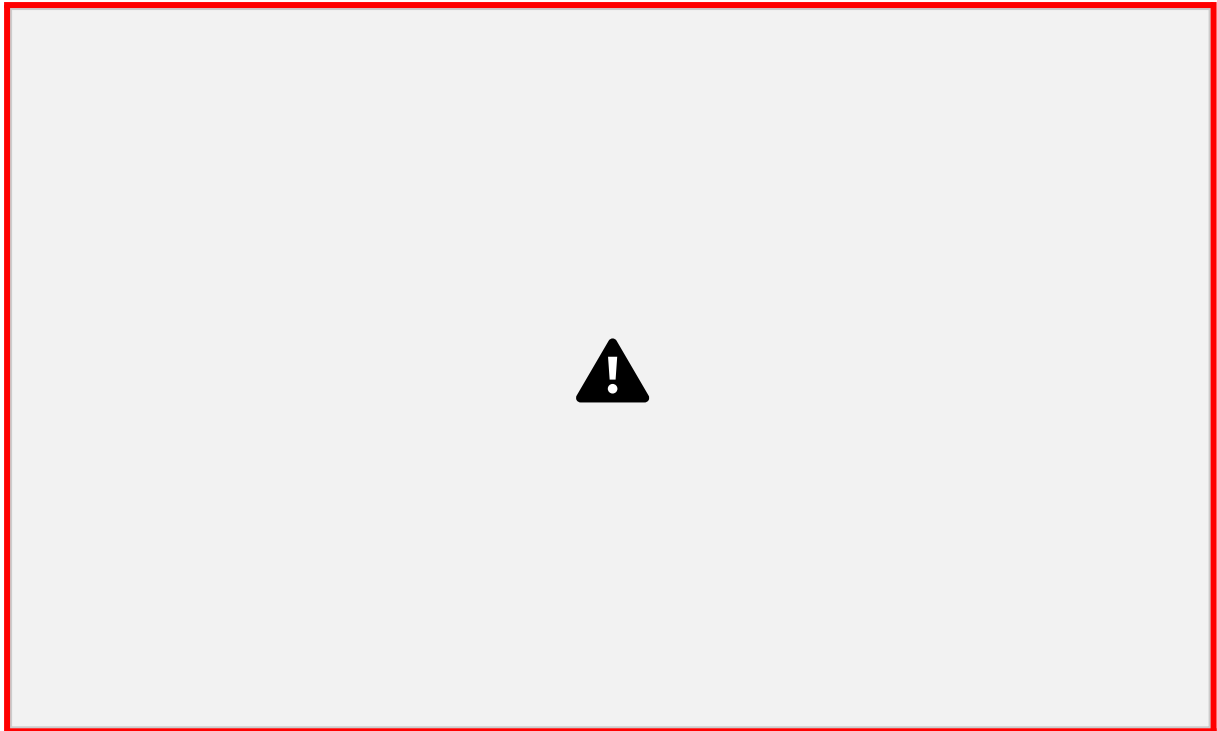


(Added Link)

It is quite an interesting dark mockup for stationery and branding, and it includes a business card, folder, letterhead, and a cd with its cover, plus some office supplies for ambiance. Use the PSD file as a template or just a mockup for free. For personal or commercial use.

[Download Now](#)

Print-Ready Branding PSD Template

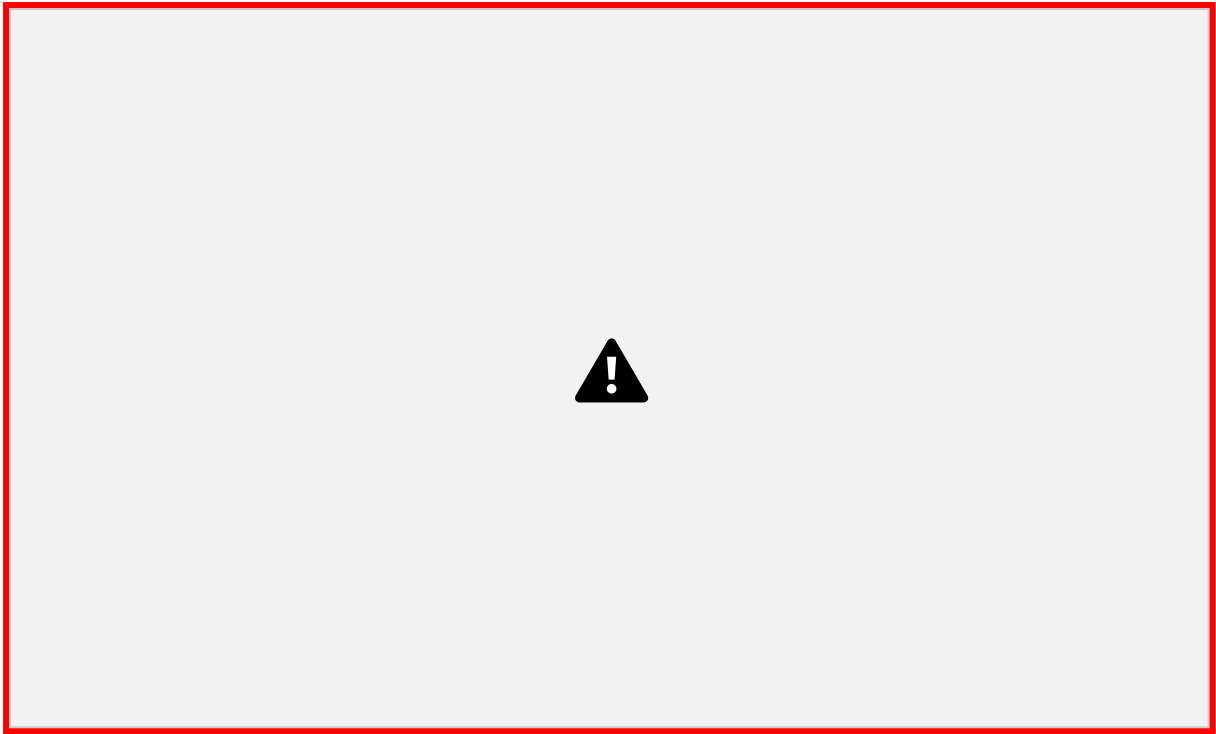


(Added Link)

Templates of stationery and branding pieces covering all the must-haves, including an iOS app icon. All of them are CMYK and full resolution PSD print-ready files, except for the iOS icon. They are totally free for both personal and commercial projects.

[Download Now](#)

Branding Mockup Vol. 18

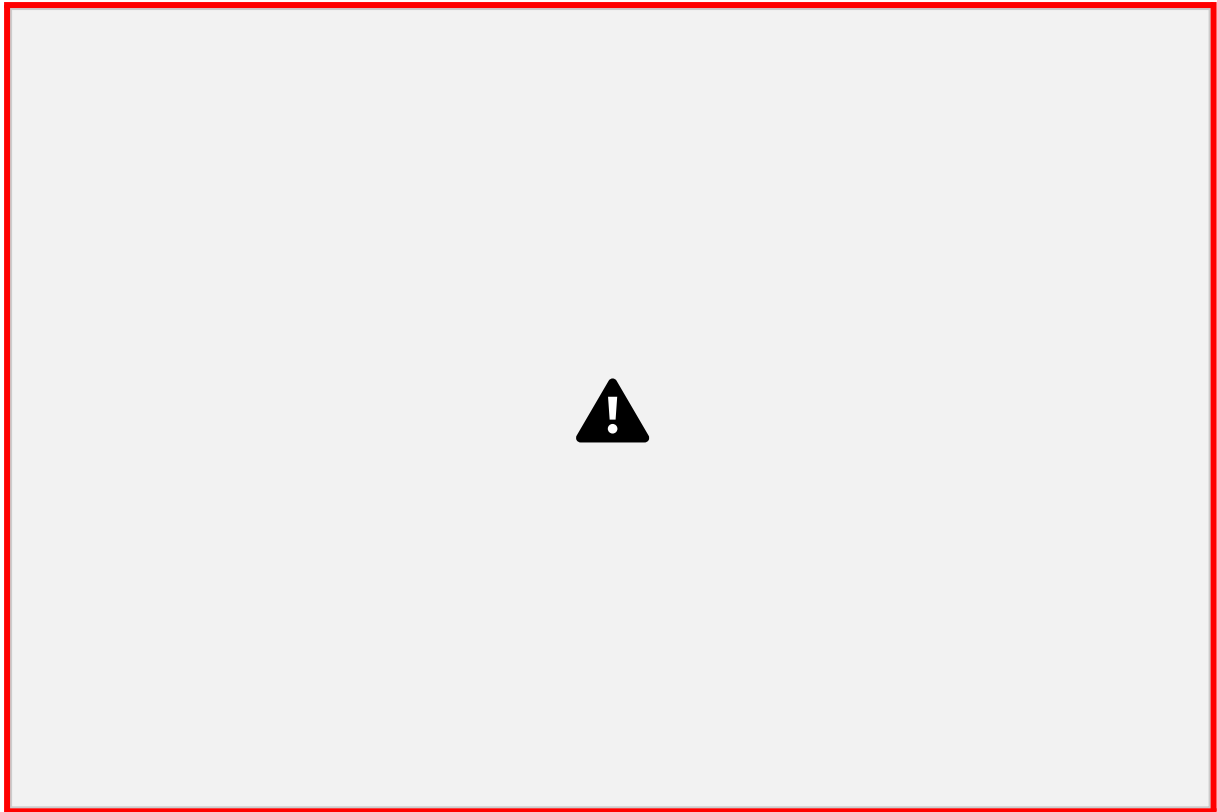


(Added Link)

This pack of mockups includes four different layouts of letterhead, booklet, folder, and business cards (combined). Each one of them in different PSD files, plus a proposed background which you have to place manually. The files are released freely for personal and commercial use.

[Download Now](#)

Stationery Device Mockups

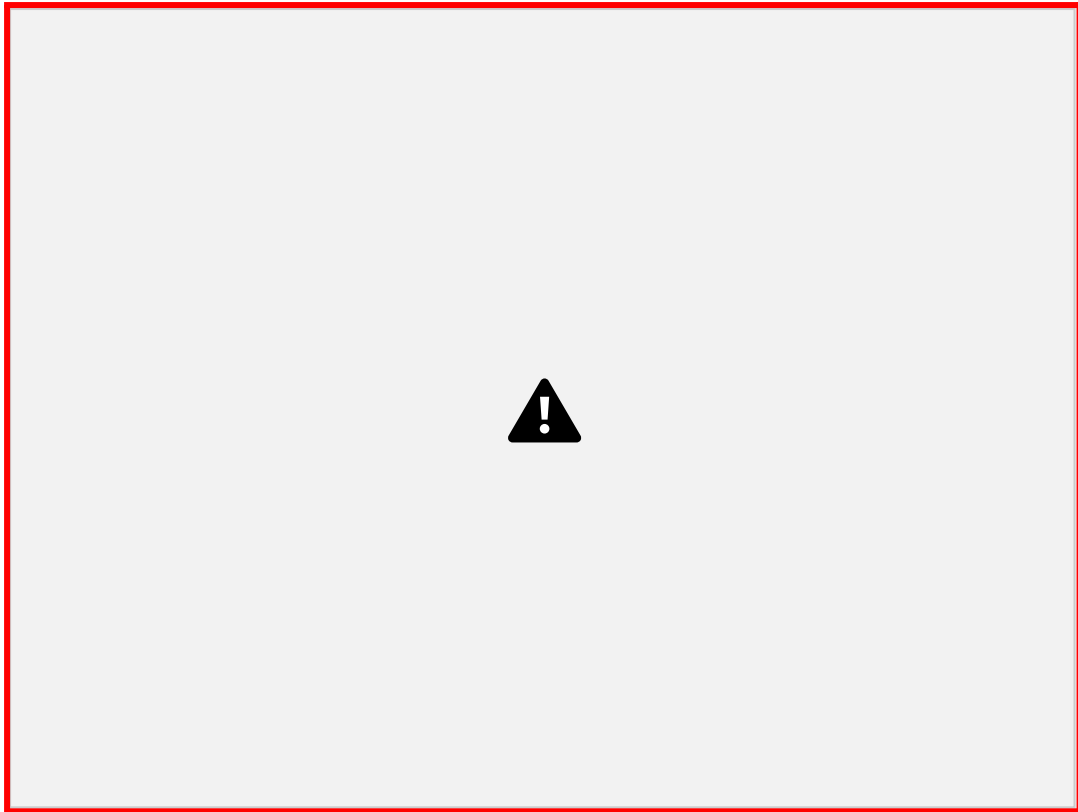


(Added Link)

Three interesting fashionable mockups with Apple products. Designed with a hipster style this mockup has a business card in a scene full of details, including a camera lens and a cigar. Use the PSD smart objects to put your designs in these eye-catching scenes. This collection comes for personal or commercial projects.

[Download Now](#)

Branding Stationery Mockup Vol. 6

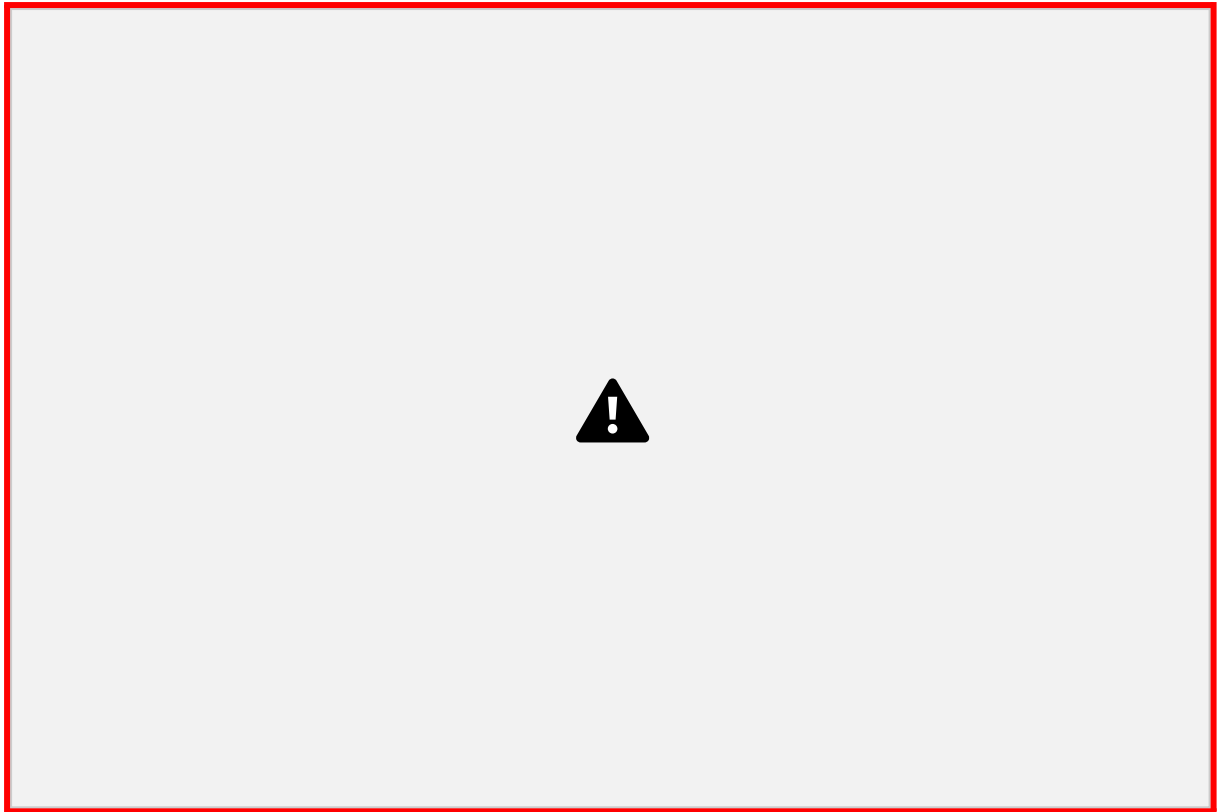


[\(Added Link\)](#)

One mockup scene containing a letterhead, cover, business card, and envelope to portray a company's main identity elements in a very clean way. Editable through smart objects in a Photoshop PSD file. Free for both personal and commercial use.

[Download Now](#)

Tablet Free Mockup VOL. 2

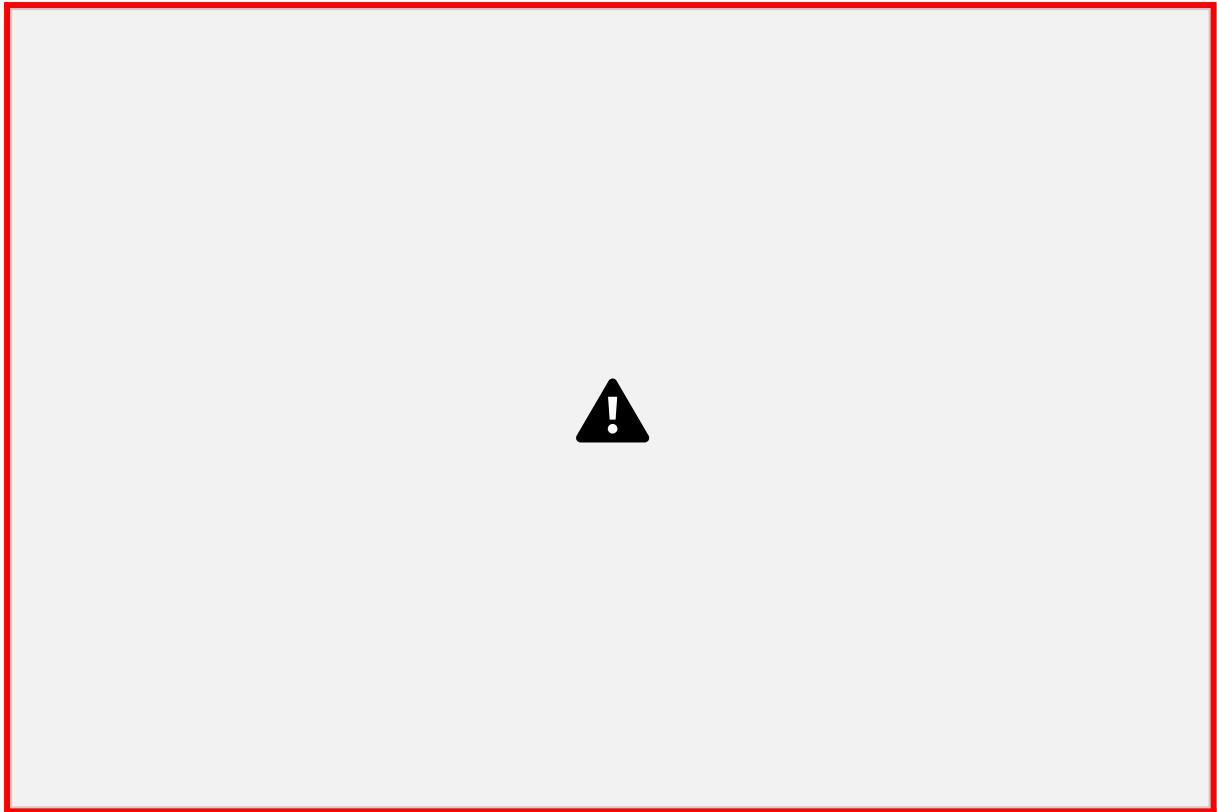


(Added Link)

A set of nine very appealing and elegant business card and tablet mockups with eye-catching camera angles and beautiful wooden surfaces. The files are in high resolution and free for both personal and commercial use.

[Download Now](#)

A4 Horizontal Brochure Mockup

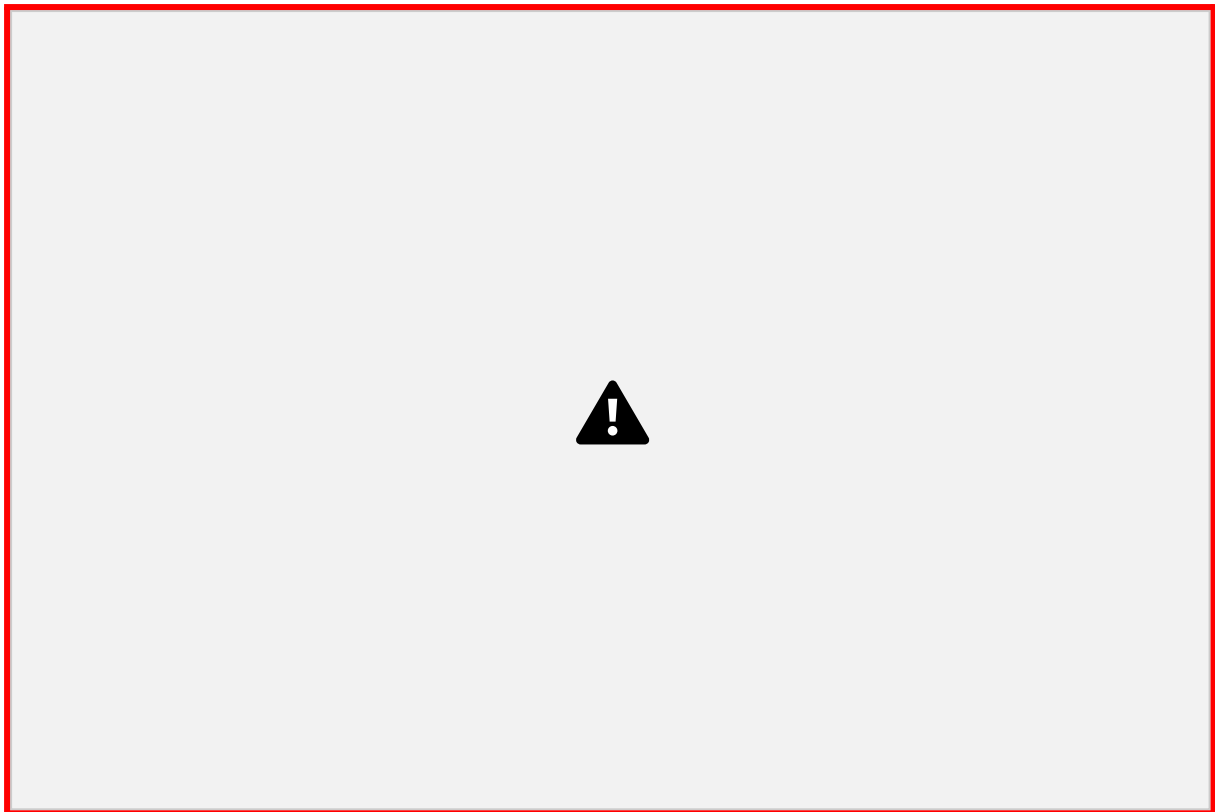


(Added Link)

A very complete and thoroughly organized mockup for a landscape-oriented brochure. This pack contains 14 angles, portraying front, back, and inner pages, independently allowing lighting adjustments for each shading effect independently. Made with smart objects for easy editing. Enjoy this beautiful PSD file that's available for free for personal and commercial projects.

[Download Now](#)

Free Customizable Newspaper and Advertising Mockup



(Added Link)

This free broadcast newspaper ad mockup is the latest addition to this awesome library of newspaper ads. This is exclusively free for download. 3 half-fold newspapers stacked on top of each other, with an opened broadsheet newspaper (12.4" x 22.5") showing a 1/2 page of advertisements. Simply open the appropriate smart object layer, add your newspaper page design and ad design, and your photorealistic presentation will be done in no time. It's a sophisticated PSD mockup that lets you modify the background and adjust the lighting and shadows thanks to layers that are kept distinct from one another. Enjoy using this free newspaper mockup to showcase your newspaper advertisement designs.

[Download Now](#)

Frequently Asked Questions

1. What are branding mockups?

Mockups for branding consist of unified elements such as business cards, documents, posters, etc. They are used to demonstrate your brand identity design concepts. They provide a mock-up of the finished item so your client may better comprehend your vision.

2. How do you build a brand mockup?

Steps:

1. You can create a custom mockup from scratch.
2. Create utile mockup templates.

3. Start creating your brand logo.

3. What is the difference between a template and a mockup?

A photo template would be used for something like a Facebook timeline, or perhaps a photo book, portfolio, or anything that would highlight just images. A mockup would be for a buyer to show off their goods, like a poster or stationary.

Conclusion

A customer can view how their new logo might look in the real world or how a color matches the packaging before approving the final design. Anything can be displayed with digital mockups, and designers have access to an infinite number of high-quality mockups. Check out these 25+ mockups and let us know your favorite mockup template in the comment below.