



*Training Course:  
Creative Brand Design*

*14 - 18 October 2024  
Amsterdam (Netherlands)  
Grand Hotel Amrâth Amsterdam*

## Training Course: Creative Brand Design

Training Course code: SC234858 From: 14 - 18 October 2024 Venue: Amsterdam (Netherlands) - Grand Hotel Amrâth  
Amsterdam Training Course Fees: 5775 € Euro

### Introduction

The creative Brand Design training course is designed to help you go from robust strategy to a unique visual identity as efficiently as possible, this training course covers both strategy and design including coaching and support to help you implement what you learn.

By the end of the program, you'll be able to:

- Offer a creative full-stack solution
- Work faster
- Advise clients on strategy
- Sell with confidence

### Target Audience of Creative Brand Design

Anyone wishing to develop conceptual branding and visual communication skills in an experimental, practical, collaborative environment.

### Training Objective of Creative Brand Design

- Create an authentic personal or commercial brand
- Receive expert advice and guidance to encourage experimentation and development of your practice
- Develop your branding and identity skills for portfolio or professional development
- Explore the creative process while working collaboratively with others
- Know the strategy behind branding and fully comprehend it.

### Training Course Outlines

#### Closing a Brand design project

- The Value Of a Strategic Brand Design Process
- The Discovery Call
- Pricing & Scope
- Proposals & Negotiation

#### Strategy

- Understanding & Developing Brand Strategy
- Defining Business Purpose: Vision & Mission

- Defining Customer Persona
- Defining Market Position
- Finding The Big Idea
- How To Run a Successful Strategy Session
- Developing The Strategy & Gaining Insight
- Presenting The Strategy
- Strategy Case Studies

## Creative Direction in Branding

- What is Creative Direction?
- Finding Inspiration & Doing Research
- Designing Moodboards
- Presenting Moodboards To Clients
- Creative Direction Case Studies

## Designing Logos

- What Makes a Good Logo
- Logo Types & Terms
- Sketching Ideas
- Vector Techniques For Logos
- Refining The Logo And Composition
- Logo Case Studies

## Designing a Visual Identity

- Developing a Design Concept
- Working With Type
- Working With Color
- Broadening Your Identity Design
- Applying The Brand Online & Offline: Doing Mockups
- Putting It All Together: The Presentation
- Handling Feedback
- Visual Identity Case Studies

## Delivering the new brand

- Wrapping Up The Project
- Creating Brand Guidelines
- Delivering Files And Assets

## Advanced Branding Topics

- Brand Architecture
- Naming
- Rebranding

## Registration form on the Training Course: Creative Brand Design

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

Telephone / Mobile: .....

Personal E-Mail: .....

Official E-Mail: .....

### Company Information

Company Name: .....

Address: .....

City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....

Position: .....

Telephone / Mobile: .....

Personal E-Mail: .....

Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.