The Branding Masterclass

</> Course code	GDBR01
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🔗 Link to Course	www.skillshare.com/en/classes/the-branding-masterclass-for-graphic-designers-the-entire-process/1232538736
🕐 Duration	08h23m
🏷 Content tags	Branding Graphic Design
🏷 Subcontent tags	
⚙ Status	In progress
📅 Starting date	@November 21, 2025

The Branding Masterclass for Graphic Designers: The Entire Process

Elements that compose a Brand:

- Logo
- Colors
- Language (Voice)

   ** Message and visuals go hand-to-hand

- Fonts

Brand Design is multi-faceted.

- Product Presentations

- Packaging

- Brand Assets

- Brand Guides

  ** Structure

- etc.

Research/Inspiration

- Good branding requires:

  - Industry research

    → Competition

    → Know your target audience

  - Asking the right questions

    → Questionnaire

  - Receiving feedback

  - *Uniqueness?*

This is all very important for gathering information, which takes away the guessing. And creates a solid starting point.

You can be in one of two situations:

1. Client Brief has already been provided

1. Your client doesn't have this information yet

> "You have to listen do the client too"

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- ☐ Watch all lessons
- ☐ Take notes

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- ☐ Download the material
- ☐ Save to files
    - ☐ GitHub repository
    - ☐ PC files
    - ☐ Drive (Google)

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- ☐ Complete the Class Project
- ☐ Leave a Review