

Olumide
Emmanuel

GRAPHIC DESIGN FOR BRANDS

P R E S E N T A T I O N

Olumide
Emmanuel

GRAPHIC DESIGN FOR BRANDS

P R E S E N T A T I O N

Content

- 1 Why Graphic Design**
- 2 What is a Brand**
- 3 The Design Process**
- 4 Introduction to Pixellab**



WHY GRAPHIC DESIGN

Why Graphic Design

The Purpose Of Graphic Design

01

Why Graphic Design ?

**Graphic Design is Visual Problem Solving.
It helps brands speak, stand out, and sell.**



Graphic Design is Visual Communication.

It's more than just putting text and images together it's a powerful tool that helps us communicate ideas clearly and creatively through visuals. Whether you're announcing an event, preaching a message, or building a brand, design helps you make it understood, attractive, and memorable.

The Purpose Of Graphic Design

1. To solve problem visually.

Every design is created to address a specific need:

“How can I attract people to this program?”

“How do I make this announcement stand out?”

Instead of using words only, graphic design solves it by combining layout, color, text, and images.

The Purpose Of Graphic Design

2. To Attract Attention.

We are in the age of distraction - Instagram, Tiktok, Whatsapp Etc... -
Everyone is scrolling fast.

A good design makes people stop, look, and engage with your message.
Without design, even powerful content can go unnoticed.

The Purpose Of Graphic Design

3. To Strengthen Branding.

Your design reflects your identity your excellence, seriousness, and professionalism.

Whether it's fellowship, business, or personal brand, consistent and quality design builds trust.

The Purpose Of Graphic Design

4. To Communicate Emotions.

Fonts, colors, and layout all evoke feelings.

For instance, a revival flyer with fire element speaks passion, while a healing program might use soft colors to communicate peace and restoration.

So design is not Just “nice” It sets the tone before a word is even read.

The Purpose Of Graphic Design

5. To Improve Understanding.

People understand visuals faster than text. A well-designed graphic explains information quickly - dates, venues, theme, speakers.

Think about how you know it's a crusade flyer even before reading - The design tells you.

The Purpose Of Graphic Design

6. To Influence Decisions.

Great design can inspire someone to click, register, attend or share. It's persuasive. It silently tells the viewer: "This is worth your attention".

WHAT IS A BRAND

What Is a Brand - Key Ideas

The Elements of a Brand

02

What is a Brand ?

**A Brand is the way people perceive a business, product, or individual.
It includes visual identity, tone, and overall message.**

What is a Brand ?.

A brand is not just a logo, name, or color – it's the entire perception people have about a business, person, or organization. It's how you make people feel, think, and remember you.

Think about brands like Apple, Nike, or even a local church or fashion house – it's not just their name, it's their reputation, style, and voice.

Key Ideas:

1. A Brand is a Perception.

It's how people see and experience you or your organization.

Whether you're intentional or not, you're already building a brand. so, good design helps shape that perception positively.

Key Ideas:

3. A Brand is Emotional.

Brands connect with emotions: joy, trust, power, peace.

Think about - When people see a flyer, do they feel excitement? calm? Urgency?.

Your design plays a role in setting that emotional tone.

Key Ideas:

3. A Brand is Consistency.

Branding is not one-time. It's repetition using the same colors, font style, and tone again and again until people recognize you without seeing your name.

For example, When people see yellow + red + "M" - they think McDonald's. ?
That's branding in action.

Key Ideas:

4. A Brand is Your Identity.

It answers: Who are you? What do you stand for?

For a fashion brand, it could be luxury, uniqueness, culture, or elegance.

Design gives those values a visible form.

Key Ideas:

5. A Brand Is a Promise.

When someone interacts with your brand, they expect something.

Example: If your flyer looks sharp and excellent, they expect an excellent event.

If your brand always delivers, people trust it and that's how influence is built.

ELEMENT OF A BRAND

Name

Logo

Colors

Fonts / Typography

Message

Element of a Brand

Think of a brand like a person. Just like a person has a **name, style, voice, and personality**, so does a brand. These are the **core elements** that define and express a brand consistently across all designs and communications.



Element of a Brand

1. Name.

The name is one of the most important element of a Brand. It's the first Identity the world the wprld interacts with. A good brand name is Memorable, Meaningful, and easy to say.

Tips: When designing, the way you present the brand name also affect how people feel about it.

Element of a Brand

2. Logo.

The logo is the face of the brand. it's the symbol or word mark that identifies your brand at a glance.

It could be a simple icon, text-based, or a combination of both.

A good logo is simple, memorable, and relevant to the brand's purpose.

Key Ideas:

3. Colors (Color Palette).

Colors speak emotionally. Each color carries meaning and can influence how people feel about your brand.

Red = energy, passion, urgency.

Blue = trust, calm, professionalism.

Gold = luxury, royalty, quality.

Every brand should have a set of 2-4 main colors that are used consistently. These colors should appear in your backgrounds, texts, shapes, and borders.

Tip: Avoid random color changes. Let your colors become your signature.

Key Ideas:

4. Fonts (Typography).

Fonts represent the tone of your brand.

A bold, modern font shows strength.

A script or serif font may express elegance or tradition.

Consistency in font usage helps people recognize your brand even without seeing your logo.

Choose 1–2 primary fonts and use them throughout your designs.

Tip: Don't use too many fonts in one design – it looks messy and unprofessional.

Key Ideas:

5. Message (Brand Story or Core Purpose).

What is the heart of the brand? What's the mission or value?

Your designs must always reflect the “why” behind the brand.

Is it to inspire? To sell? To educate?

The message gives direction to every design – flyers, logos, banners, everything.

Tip: Let every design answer this: “What do we want people to understand or feel?”

THE DESIGN PROCESS

Understand the Brand

Research and Inspiration

Sketch ideas

Choose Your Tools

Design and Refine

Review and Feedback

Export Correctly

03

The design process

1. Understanding the Brand.

Before you design anything, you need to know:

What does the brand stand for?

Who is their target audience?

What feeling or vibe are they trying to give?



Pro Tip: Ask for a brand brief or even send them a small questionnaire.

The design process

2. Research and Inspiration.

Check what others are doing in that niche.

Use sites like Pinterest, Behance, or Dribbble for inspiration
(not to copy, but to spark ideas).

Look at color trends, font styles, layouts.

The design process

3. Sketch Ideas (Don't Skip This !).

Use a pen and paper to draft concepts.

Focus on structure, not decoration.

Choose 2–3 strong ideas to develop digitally.

The design process

4. Choose Your Tools

Here are tools beginners can start with (and grow into):

For Beginners:

Canva – Easy to use, free, perfect for flyers and social media.

Photopea – Free online Photoshop alternative.

Pixellab (mobile app) – For quick text-based designs.

For Intermediate to Pro:

CorelDRAW – Great for print, logos, and layouts.

Adobe Photoshop – Best for photo editing, layered designs.

Adobe Illustrator – Best for logos, vector graphics.

Figma – For web and UI design (collaborative tool).

The design process

5. Design And Refine

Work on layout first before adding effects.

Stick to the brand colors, fonts, and feel.

Keep your design balanced use grids and spacing.

The design process

6. Review And Feedback

Step back and ask: Does this speak the brand's message?

Get feedback from another designer or your client.

Be open to adjustments.

The design process

7. Export Correctly

Export in the right format:
JPG/PNG for social media.
PDF for printing.
SVG/AI/CDR for logo files.

INTRODUCTION TO PIXELLAB

Introduction to Pixellab

Interface Tour

Simple Design Demo

Quick Pro Tips For Clean Design

04

Introduction To Pixellab

“Pixellab is a mobile design app that lets you create stunning graphics directly from your phone—no laptop needed.”

It's perfect for beginners, students, business owners, and content creators.

What You Can Do with Pixellab:

- Add and edit text
- Use shapes and icons
- Add background images
- Remove background
- Export in high quality



Introduction To Pixellab

Interface Tour

- 1.Text Tool – Add, edit, and style text.
- 2.Fonts – Change fonts, bold, italics, spacing.
- 3.Color Tool – Text and background color control.
- 4.Shape Tool – Add rectangles, circles, lines.
- 5.Import Tool – Add images (logos, backgrounds).
- 6.Remove Background Tool – Useful for clean designs.
- 7.Layer Panel – Arrange objects (front, back).
- 8.Export Tool – Save as PNG or JPG.

Introduction To Pixellab

Simple Design Demo

STEP-BY-STEP DESIGN GUIDE (PIXELLAB)

1. Set Your Background
2. Create the Image Grid Layout
3. Add the logo and text (Top Area)
4. Service Description(Middle Bottom)
5. Footer Section (Contact and Social)
6. Final Touches

Introduction To Pixellab

Simple Design Demo

STEP 1: SET YOUR BACKGROUND

1. Open Pixellab
2. Tap on the "Background" tab
3. Choose a gradient background:

Use deep red fading into orange

You can tap "+" > "Gradient" > Edit the color points

Introduction To Pixellab

Simple Design Demo

STEP 2: CREATE THE IMAGE GRID

2.1 Add the 4 Rounded Squares (Image Holders)

1. Tap “+” > Shapes > Square
 2. Tap Edit to round the corners – set radius to about 30-40
 3. Change the color to white or keep it transparent
 4. Tap Relative position and align it top-left
 5. Duplicate it 3 times and place in a 2x2 grid
- > You should now have 4 rounded boxes in a square shape.

Introduction To Pixellab

Simple Design Demo

2.2 Insert Nail Photos

1. Tap “+” > From Gallery and select the first nail image
2. Resize and place it over the top-left rounded square
3. Tap “Texture”, and Import the image
4. Repeat this step for the other 3 images

2.3 Add the Middle Circle Photo

1. Tap “+” > Shapes > Circle
2. Make it a perfect circle, then position it in the center of the 4 squares
3. Change fill color to white (or keep it transparent)
4. Tap “+” > From Gallery to insert the central nail photo
5. Use “Texture” again

Introduction To Pixellab

Simple Design Demo

STEP 3: ADD THE LOGO AND TEXT (TOP AREA)

3.1 Add the Hand Line Art

1. Tap “+” > From Gallery
2. Import the hand drawing icon
3. Resize and place at the top-left

3.2 Add “Classic Nailz” Text

1. Tap “+” > Text
2. Type: Classic and then another text: Nailz
3. Use Any font
4. Change text color to white
5. Position it to the right of the hand icon

Introduction To Pixellab

Simple Design Demo

STEP 4: SERVICE DESCRIPTION (MIDDLE BOTTOM)

4.1 Main Title Text

Tap “+” > Text

Write: In to different kinds of nails

Position under the image grid

4.2 Description Block

1. Tap “+” > Shapes > Rectangle

2. Change color to mustard yellow

3. Add text on top:

Acrylic nails, 3D nails, Gel nails/ Polish, Marble and umbre

4. Set text color to dark brown or deep red

Introduction To Pixellab

Simple Design Demo

STEP 5: FOOTER SECTION (CONTACT & SOCIALS)

5.1 Create the White Footer

1. Tap “+” > Shapes > Rectangle
2. Stretch it to cover the bottom like a footer
3. Change fill color to white

5.2 Add Contact Text

Tap “+” > Text

Write: Contact for a booking session. 09045717555, 08054676794

Use red font, bold

Align it left inside the footer

Introduction To Pixellab

Simple Design Demo

5.3 Add Social Media Text

Tap “+” > Text

Write:

Follow us on all social Media platforms

@Classic Nailz

Color: Deep red

Align it right inside the footer

Introduction To Pixellab

Simple Design Demo

7. Final Touches

Align all elements neatly (use guidelines)

Make sure the text is legible and colors contrast well

Use “Lock” feature to avoid shifting completed elements

Export your design in high quality (PNG or JPG)

Olumide
Emmanuel

THANK YOU...

O L U M I D E
E M M A N U E L