



# CREATING A LOGO & VISUAL IDENTITY

## DESCRIPTION

LEARN THE IMPORTANCE OF BRANDING YOUR BUSINESS. GO THROUGH THE PROCESS OF CREATING A LOGO AND COLOUR SCHEME TO ENSURE THAT BUSINESS CARDS, LETTERHEAD, PRINT MEDIA AND WEBSITES ALL FOLLOW YOUR VISUAL IDENTITY GUIDELINES. TO CREATE YOUR LOGO, YOU CAN MODIFY A PRE-DESIGNED LOGO TEMPLATE, OR CREATE A NEW LOGO FROM SCRATCH ON A BLANK CANVAS.

## OBJECTIVES

BY THE END OF THIS WORKSHOP YOU WILL BE ABLE TO:

- IDENTIFY A STEP BY STEP GUIDE ADHERED TO BY ALL GRAPHIC DESIGNERS THAT CREATE CURRENT AND FUTURE MARKETING MATERIALS FOR YOU.
- UNDERSTAND THE NEED FOR CONSISTENCY IN PRINT.
- TO LEAVE THE WORKSHOP WITH A LOGO THAT REPRESENTS YOUR BRAND.

## TARGET AUDIENCE

THIS HANDS ON INFORMATION BASED WORKSHOP IS INTENDED AS AN INTRODUCTION TO A VISUAL IDENTITY AND LOGO DESIGN SESSION. IT IS AN EXCELLENT WORKSHOP TARGETED TO THE SMALL BUSINESS MINDED PERSON, WITH A NEED TO DEVELOP A STRONG PRESENCE IN MARKETING THEIR BUSINESS.

## CONTENT

- ◆ CHOOSING A TYPEFACE
  - SANS-SERIF
  - SERIF
- ◆ MULTIPLE VERSIONS OF LOGO
- ◆ COMPANY IMAGE
  - COLOURS
  - COLOUR SCHEMES
  - IMPACT ON COMPANY IMAGE
- ◆ CONSISTENCY
  - COLOURS
  - TYPEFACE
  - STYLE TYPE
- ◆ CREATING A VISUAL IDENTITY GUIDE
  - RGB
  - CMYK
- ◆ VISUAL AIDE COLOUR INDICATOR
  - FOR SCREEN
  - FOR PRINT
  - FILE FORMATS AVAILABLE
- ◆ CREATE A LOGO
  - OBJECT
  - COLOUR
  - TEXT