



Branding & Logo Design Mastery: Create Powerful Brand Identities & Logos



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Course Overview

Design Brands That Speak, Influence & Last

A logo is not just a symbol – it's the face of a brand. This **Branding & Logo Design Mastery Course** by **SkillUpgrades** teaches you how to go beyond visuals and create entire **brand systems** with clarity, strategy, and creativity.

Learn how to build memorable brand identities with **typography, colors, moodboards, and storytelling**, and master logo design using **Adobe Illustrator and Canva Pro**. Perfect for graphic designers, freelancers, and marketing professionals.

What You'll Learn

- The fundamentals of branding & brand strategy
- Visual identity design principles
- Typography, color psychology & logo anatomy
- Creating brand moodboards and style guides
- Logo design process from concept to final delivery
- Using Adobe Illustrator, Canva Pro, and Figma



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www.skillupgrade.in



info@skillupgrade.com



+919358021230



- Types of logos: wordmarks, symbols, abstract, mascots
- Brand positioning, voice, and storytelling basics
- Designing logos for different industries
- Portfolio creation and client presentation tips

Who Should Enroll

- Aspiring graphic and logo designers
- Freelancers and creative entrepreneurs
- Marketing professionals and brand builders
- Small business owners wanting to DIY their brand
- Design students looking to build a portfolio

Requirements

- No prior design experience required
- Laptop with design software (Canva, Illustrator, or Figma)
- Creative mindset and willingness to practice



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Course Modules – Branding & Logo Design Mastery (45 Days)

Module 1: Branding Fundamentals

- What is branding? Brand vs logo
- Brand personality and brand voice
- Understanding your target audience
- Case studies of powerful brands

Module 2: Visual Identity Design

- Elements of visual branding: typography, colors, icons
- Color psychology and font pairing
- Creating brand moodboards and inspiration decks
- Building a style guide

Module 3: Logo Design Process

- Types of logos and industry best practices
- Logo design stages: research, sketch, refine
- How to brainstorm and translate brand values
- Grid systems, spacing, and scalability



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Module 4: Tools & Software for Logo Design

- Adobe Illustrator basics for logo work
- Designing logos in Canva Pro (for quick setups)
- Figma for collaborative design & layout
- Exporting files for print, web, and branding kits

Module 5: Brand Application & Portfolio

- Applying your logo to real mockups: packaging, stationery, social media
- Preparing a client presentation and brand identity deck
- Building your personal portfolio with real projects
- Freelancing tips and client communication basics

Course Highlights

- 100% practical design-led training
- Learn both strategy and software
- Industry-relevant logo & branding projects
- Certificate of Completion
- Branding portfolio development support



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