

Logo Design Training

Introduction to the Logo Design Training

This training introduces you to the fundamentals of logo creation, a cornerstone of any brand identity strategy. Through a structured and hands-on approach, you will learn to design logos that are coherent, impactful, and aligned with a brand's core values.

Understanding the Fundamentals of a Logo

- Definition and role of a logo in brand communication
- Graphic styles: visually delivering the right message
- Principles of layout and visual balance
- Anatomy of an effective logo

Core Components of a Logo

- Typography: choice, legibility, and impact
- Colors: psychology and strategic combinations
- Illustration: relevance and visual consistency
- Stylization: visual transformation and simplification

Stylization in Design

- Definition of graphic stylization
- Professional simplification techniques
- Essential aesthetic principles
- Creating distinctive brand identities

Key Terms in Visual Identity

- Logotype
- Visual signature
- Symbol
- Acronym
- Monogram
- Emblem

Construction Lines

- Definition of construction lines
- Use in logo structure and alignment
- Techniques for creating grids and guides

Graphic Standards Guide

- Logo variations (color, black & white, etc.)
- Clear space and visual protection rules
- Recommended fonts
- Corporate color palette and usage

Training Wrap-Up

By the end of this training, you'll be able to design a professional logo, master its variations, and ensure consistency through a visual standards guide – a key asset for any brand looking to strengthen its identity.