



London TDM

Marketing and Communication Training Courses

Course Venue: United Kingdom - London

Course Date: From 18 January 2026 To 22 January 2026

Course Place: London Paddington

Course Fees: 6,000 USD

Introduction

The "Visual Branding and Design Principles" course is designed for marketing professionals, graphic designers, and brand strategists who wish to deepen their understanding of how visual elements influence brand perception and consumer behavior. This course will equip participants with essential design principles and branding strategies to create visually compelling and effective brand identities. Throughout the five days, participants will engage in theoretical discussions, practical exercises, and collaborative projects to enhance their visual branding skills.

Objectives

- Understand the core principles of visual branding and their impact on consumer perception.
- Learn essential design principles and how to apply them to brand development.
- Explore typography, color theory, and imagery as tools for effective branding.
- Develop skills to create cohesive and consistent visual identities across various media.
- Critically assess and improve existing visual branding strategies.

Course Outlines

Day 1: Introduction to Visual Branding

- Overview of Branding vs. Visual Branding
- The Role of Design in Branding
- Key Elements of Visual Identity
- Case Studies: Successful Brands
- Workshop: Analyzing Brand Logos

Day 2: Design Principles

- Understanding Balance and Alignment
- Contrast, Emphasis, and Hierarchy
- Unity and Consistency in Design
- Proximity and Space Management
- Workshop: Designing a Brand Mood Board

Day 3: Typography and Color Theory

- The Psychology of Fonts and Typography
- Choosing the Right Typeface for Branding
- Color Theory and Emotions
- Building a Brand Color Palette
- Workshop: Typographic Logo Design

Day 4: Imagery and Media Application

- Selecting Images for Brand Consistency
- Utilizing Visual Media for Brand Storytelling
- Infographics and Visual Data Representation
- Digital vs. Print Media Design Differences

- Workshop: Creating Brand Imagery Guidelines

Day 5: Developing a Visual Branding Strategy

- Components of a Visual Branding Strategy
- Integrating Visual Elements Across Channels
- Evaluating and Evolving Brand Design
- Crafting a Strong Brand Narrative
- Final Project: Presenting a Cohesive Visual Branding Plan