



# INTRODUCTION

Welcome to Brand Designer Academy



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**“Your company’s most valuable  
asset is your BRAND”**

Chris McCarthy

**BRAND**  
**DESIGNER**  
— ACADEMY —

**Hello!**, my name is Chris McCarthy.

For over 20 years, I have worked with some of the world's most well known and successful companies, helping them develop their brands, design their visual identity, and build their online marketing platforms.



**TOYOTA**



Over the course of the past 2 decades, I have developed the 7 Brand Principles that every business **MUST** follow, and consistently implement, in order to attract the right audience, create brand awareness, generate more revenue, and increase brand equity.

In this comprehensive training course I will explain each of these 7 Brand Principles in detail, and walk you through, step-by-step, the process of developing, designing, and effectively implementing a powerful, recognizable, and effective brand strategy.

You will learn everything you need to know, from the ground up, to elevate your brand and become the industry leader in your space.

This course is purposefully structured into 9 stages, and over 40 individual training modules.

**Notes:**

# 1

## In STAGE 1 you will learn:

- The basics of branding.
- The 3 key functions of a brand.
- The brand ideals that every business must uphold.
- The importance of brand equity.
- How to create a brand hierarchy within your organization.
- The benefits of branding.
- Why investing in your brand will be your most lucrative business initiative.
- When to start the branding process.
- How to initiate and execute a corporate rebrand.

# 2

## In STAGE 2 you will learn:

- How to recruit and retain top talent.
- The role your creative team will play in the branding process.
- Who you will need to hire, and what positions to fill.
- What skills they will need to possess.
- How to effectively lead a creative team.

# 3

## In STAGE 3 you will learn:

- How to develop your brand strategy.
- Why you need a brand strategy.
- Why some brands fail, and how to avoid it.
- How to maintain positive brand status.
- How to conduct an internal brand audit.
- How to position your business for success.

# 4

## In STAGE 4 you will learn:

- How to define your Brand Purpose.
- How to define your Brand Vision.
- How to define your Brand Mission.
- How to define your Brand Values.

# 5

## In STAGE 5 you will learn:

- How to position your brand in the marketplace.
- How to find and target your ideal customer.
- How to beat your competition.
- How to speak to your customers.
- How to name your brand.
- How to find and communicate your brand's personality.
- How to craft the perfect descriptive tagline.
- How to find your brand's voice and language.

6

**In STAGE 6 you will learn:**

What is Visual Identity.  
The importance of great design.  
How to design your logo.  
How to choose the best color palette for your brand.  
How to use typography that engages with your audience.  
How to develop a consistent graphical style.  
How to create brand guidelines for your creative team.

7

**In STAGE 7 you will learn:**

How to implement your brand strategy across all consumer touchpoints.  
How to write a creative brief.  
How to design a branded website.  
What design and development resources you will need.

8

**In STAGE 8 you will learn:**

How to build a system to manage your brand.  
How to analyze what is working and what is not working.  
How to complete a brand refresh.  
How to stay relevant.

9

**In STAGE 9 of this comprehensive training course you will join me for an interactive case study.**

**In this case study you will look over my shoulder, while I walk you through the entire process of designing a brand's visual identity.**

# Let's Get Started!

## Action Questions:

What is your name?

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What is the name of your business?

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What is your role?

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How many years have you been in business?

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Do you currently have a brand strategy in place?

☐

Yes

☐

No

☐

I don't know

Do you currently have visual brand guidelines?

☐

Yes

☐

No

☐

I don't know

If you have a brand strategy and guidelines, are they consistently implemented?

☐

Yes

☐

No

☐

I don't know

What are the biggest challenges in your business right now?

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