

Domestika – Basic Principles of Brand Design

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Domestika – Basic Principles of Brand Design: Unlock the secrets to crafting an innovative and inspiring brand identity through the seamless fusion of branding and design. Join this transformative course where you will delve into brand design principles, as practiced daily at the renowned SmartBrands branding consultancy, led by its founder and CEO, Juan Carlos Otoyá.

How can we master the creation of intelligent and impactful brands?

You can use the course "Domestika – Basic Principles of Brand Design."

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Discover the methodologies that have empowered SmartBrands to enhance the expressions of well-known companies in Colombia, including Inkanta, Jeno's Pizza, Project Design, Airplane, Dhems, and RadioTiempo. Since 2009, they have also left their mark on significant brands like Wingo, Carulla, Flowers Of Colombia, Ding, Parking, Viajala, and Frisby, among many others.

What You'll Learn in this Online Course:

- 13 comprehensive lessons
- Access to 12 downloadable resources

Course Project: Revamp the visual identity of an existing recognized brand. Take on the challenge of elevating the brand's expression using method, instinct, and practical design principles.

Who Should Enroll in this Online Course: Ideal for graphic design students and designers eager to master designing intelligent, impactful brands.

Requirements and Materials:

- Basic graphic design skills are necessary; prior exposure to branding concepts is advantageous.
- Proficiency in Adobe Illustrator, Photoshop, Keynote, or PowerPoint is essential.
- A computer with installed Adobe Illustrator, Photoshop, Keynote, or PowerPoint.

Join us in this course and gain insights into the strategies that have propelled SmartBrands to create resonant and successful brand identities. Elevate your graphic design skills and embark on a journey towards designing brands that leave a lasting impression.

What is Domestika – Basic Principles of Brand Design?

The course promises to provide insights into the strategies employed by SmartBrands to create resonant and successful brand identities. It emphasizes elevating graphic design skills and designing brands that leave a lasting impression.



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