



MFE-IT

Reference: MFE-IDG

Create Your Graphic Identity Training Course

Design a complete, professional graphic identity

Duration: 5 days | Hours: 35 h

Remote • Sessions guaranteed from 1 registrant • 60% hands-on practice

DESCRIPTION

This training guides you through creating a complete, professional graphic identity: logo, visual world, brand style guide and variations. Over five highly practical days, you learn to formalise a positioning, design a coherent logo, define colours and typography, then produce a style guide and ready-to-use materials. By the end, you have a solid identity and clear rules to apply it everywhere.

LEARNING OBJECTIVES

By the end of this training course, participants will be able to:

- Formalise a positioning and a creative brief
- Design a legible, adaptable logo
- Define a colour palette and a typographic system
- Build a clear brand style guide
- Roll out the identity across materials (print and web)
- Prepare mockups and ready-to-use files

PREREQUISITES

- Be comfortable with the computing environment
- Some basics in a graphic design program are a plus

TARGET AUDIENCE

- Entrepreneurs, freelancers, communication managers, junior graphic designers and anyone wishing to create or redesign a professional visual identity.

DETAILED PROGRAMME

The training alternates between theoretical input and hands-on practice (approximately 60% of the time). The modules are built around practical exercises based on real-world use cases.

Module 1 — Positioning and brief

- Understanding the stakes of a brand identity
- Analysing the target audience and competitors
- Writing a creative brief
- Building a moodboard

Module 2 — Logo design

- Research and concept sketches
- Vector construction of a logo
- Variations and versions (colour, monochrome, favicon)
- Sizing rules and clear space

Module 3 — Colours and typography

- Choosing a coherent, accessible palette
- Defining a typographic system

- Pairing and prioritising styles
- Contrast and legibility

Module 4 — Brand style guide

- Structuring a clear, usable style guide
- Rules for using the logo and colours
- Iconography and visual style
- Templates and layouts

Module 5 — Variations and mockups

- Rolling out the identity on print materials (card, stationery)
- Rolling out on web and social media
- Creating presentation mockups
- Preparing and delivering the final files

COURSE HIGHLIGHTS

- Focused on practice with around 60% guided exercises
- Option to work on your own files or projects
- Small group of 1 to 3 participants for personalised support
- Led by an expert trainer
- Certificate of completion provided

TEACHING METHODS

Format and Delivery

The training is delivered remotely via an interactive virtual classroom. It can also be delivered on-site, with content customised to match the needs of your professional project. The theory/practice split is approximately 40%/60%.

MFE-IT Ultra-Personalised Format

Each session accommodates between 1 and 3 participants, ensuring highly individualised support. A preliminary interview allows us to tailor the content to each participant's profile. Inter-company sessions are guaranteed from just 1 registrant (no risk of postponement except in cases of force majeure).

Skills Assessment

Throughout the training, the trainer assesses participant progress through multiple-choice questions, role-playing exercises and hands-on work. At the end, a certificate of achievement is issued to each participant.

Post-Training Support

For one month following the training, each participant can contact MFE-IT trainers with questions about implementing acquired knowledge. A response is provided by email or telephone within 48 working hours.

Accessibility

MFE-IT is committed to welcoming people with disabilities. Contact: contact@mfe-it.com.

PRACTICAL INFORMATION

Trainer Resources

- Structured demonstrations aligned with the detailed programme
- Exercise briefs and solutions throughout the training
- A ready-to-use technical environment for practical workshops
- Trainer validation of acquired knowledge at the end of each workshop
- Digital reference documents

Certification and Validation

At the end of the training, a certificate is sent by email specifying the objectives, nature, duration and assessment results. A completion certificate can also be provided on request.

Benefits for Participants

- Train from your workplace or home, with no travel required
- Benefit from an expert trainer-consultant on the subject
- Enjoy an ultra-personalised format (1 to 3 participants)
- Continue training even in the event of unforeseen circumstances

Benefits for the Organisation

- Optimise the training budget by reducing travel and accommodation costs
- Offer quality training to all employees, regardless of location
- Reduce absence time linked to travel
- Support team upskilling in all contexts