



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Corporate Identity Graphic Design Solutions Development Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117631 · NQF Level 6 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips learners with the skills to design and develop comprehensive corporate identity graphic design solutions that align with organisational branding strategies. Participants will learn to apply design principles, manage client requirements, and produce professional visual identities for corporate use.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117631
Accreditation	SAQA Accredited · NQF Level 6 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply design principles and elements to create cohesive corporate identity solutions.
- Analyze client briefs and organisational requirements to inform design decisions.
- Design logo systems, stationery, and brand collateral using industry-standard software.
- Evaluate corporate identity designs for consistency, impact, and alignment with brand strategy.
- Implement final designs across various media, ensuring technical accuracy and brand integrity.
- Demonstrate the ability to present and justify design solutions to stakeholders.

WHO SHOULD ATTEND

- This course is ideal for graphic designers, marketing professionals, and communication specialists seeking to specialise in corporate identity design within a South African business context.

COURSE OUTLINE

Day 1: Foundations of Corporate Identity

- Introduction to corporate identity theory
- The business case for strong corporate identity
- Core elements: logos, typography, colour, imagery
- Relationship between identity, branding, and marketing
- Ethical and legal frameworks (SA context)
- Case studies of effective corporate identities
- Introduction to the design brief
- Overview of the 7-day course structure

Day 2: Research and Strategic Analysis

- Research methodologies for identity projects
- Stakeholder identification and engagement
- Market and competitor analysis techniques
- Target audience profiling and persona development
- Analysing company vision, mission, and values
- Translating research into design strategy
- Writing a comprehensive creative brief
- Workshop: Analysing a case study brief

Day 3: Conceptual Development and Logo Design

- Creative ideation and brainstorming techniques
- Design principles: balance, contrast, hierarchy
- Logo types: wordmarks, lettermarks, pictorial, abstract
- Sketching and digital conceptualisation
- Developing logo variations and application rules
- Creating mood boards and concept presentations
- Presenting and defending design concepts
- Practical session: Logo concept development

Day 4: Typography and Colour Systems

- Typography fundamentals and terminology
- Typeface selection for brand attributes
- Creating typographic hierarchies and scales
- Colour theory and psychology in branding
- Developing primary and secondary colour palettes
- Accessibility and colour contrast considerations
- Creating typography and colour usage guidelines
- Practical session: Building a colour and type system

Day 5: Visual Language and Imagery

- Developing a visual language framework
- Photography style: composition, treatment, subject matter
- Illustration styles and custom graphic elements
- Iconography design and implementation
- Pattern, texture, and layout principles

- Imagery usage guidelines and restrictions
- Integrating visual language with logo, type, and colour
- Practical session: Creating visual language assets

Day 6: Application and Implementation

- Stationery design: letterheads, business cards, envelopes
- Digital applications: email signatures, presentations, templates
- Environmental branding: signage, office interiors, vehicles
- Packaging and merchandise applications
- Advertising and marketing material adaptation
- Consistency checks and quality assurance
- File preparation for print and digital delivery
- Practical session: Designing a full application suite

Day 7: Guidelines, Delivery, and Professional Practice

- Structure and content of brand guidelines manuals
- Final artwork preparation and file organisation
- Professional presentation techniques and storytelling
- Client handover processes and training
- Implementation support and rollout planning
- Brand management and evolution strategies
- Portfolio development for identity designers
- Course review and assessment preparation

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 31,000.00	R 31,000.00
1	In-House	R 40,400.00	R 40,400.00
1	On-Campus (Pretoria)	R 46,500.00	R 46,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	17 Aug 2026	On-Campus	Mauritius
10 Aug 2026	18 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	20 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	21 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	21 Aug 2026	On-Campus	Mauritius
14 Aug 2026	24 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	25 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 117631) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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