



Adobe Corporate Branding Course: Illustrator, InDesign and Photoshop for Brand Identity Systems



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Introduction:

Adobe corporate branding with Illustrator, InDesign and Photoshop for brand identity systems is a 1-week course for in-house designers, marketing and corporate communications staff, ending with a Corporate Brand Toolkit of logo files, guidelines, templates and a shared asset library. Many organisations lose brand consistency because logos, colours and layouts are rebuilt by each team and agency, files arrive in the wrong formats and print jobs come back off-colour. Nominees already use Adobe applications at work, and teaching is by hands-on lab work on a fictional organisation's identity. CoreConcept Training Center delivers this Adobe corporate branding course.

Course Objectives:

- Build vector logo, icon and pattern systems in Illustrator with global swatches, symbols and artboards for every required variant
- Set up colour management with ICC profiles so that brand colours stay consistent across print, screen and social media
- Create InDesign brand templates with parent pages, paragraph, character, object and GREP styles for bilingual Arabic and English documents
- Retouch, composite and colour-correct brand photography in Photoshop using non-destructive layers, smart objects and actions
- Preflight and export print-ready PDF/X files and correctly sized digital assets for web, presentations and social channels
- Govern shared brand assets through Creative Cloud Libraries and written brand guidelines

Target Audience:

- In-house graphic designers responsible for corporate identity and campaign material
 - Marketing staff responsible for brochures, reports and digital campaign assets
 - Corporate communications staff responsible for publications and internal communication design
 - Brand coordinators responsible for guidelines, approvals and agency briefs
 - Digital content staff responsible for social media and website imagery
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Course Outline:

Day 1: Brand Identity Systems and Adobe Workflow

- Brand Identity System Components and Usage Rules
- Brand Audit of Existing Logos, Colours and Templates
- Adobe Illustrator, InDesign and Photoshop Role Mapping
- Creative Cloud Libraries for Shared Brand Assets
- File Naming, Versioning and Brand Asset Folder Structure

Day 2: Logo, Colour and Typography Systems

- Illustrator Logo Construction With Grids and Clear Space
- Global Swatches, Symbols and Icon Set Production
- ICC Colour Profiles for Print and Screen Brand Colours
- Bilingual Arabic and English Typography Pairing Rules
- Brand Pattern and Graphic Device Creation in Illustrator

Day 3: Templates, Layouts and Brand Imagery

- InDesign Parent Pages and Grid Systems for Brand Templates
- Paragraph, Character, Object and GREP Style Sets
- Right-to-Left Layout Settings for Arabic Publications
- Photoshop Non-Destructive Retouching With Adjustment Layers
- Smart Objects and Actions for Batch Image Production

Day 4: Production Quality, Output and Problem Cases

- InDesign Preflight Profiles and Package for Print
- PDF/X Export and ISO 12647 Print Process Expectations
- Digital Asset Export Sizes for Web and Social Media
- Off-Brand Artwork Diagnosis and Correction Methods
- Agency Brief and Artwork Approval Checklist Design

Day 5: Lab Work and the Corporate Brand Toolkit

- Lab Exercise Building a Logo and Colour System
 - Lab Exercise Producing a Bilingual Annual Report Template
 - Lab Exercise Creating a Social Media Campaign Asset Set
 - Brand Guidelines Document Layout and Peer Review
 - Corporate Brand Toolkit Completion and Library Publishing
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Skills You Will Gain:

- Brand Identity Design
- Vector Logo Production
- Colour Management
- Bilingual Typography
- Template Design
- Image Retouching
- Print and Digital Output
- Brand Asset Governance

Why Attend This Course:

- Deliver a Corporate Brand Toolkit with logo files, guidelines, templates and a shared library to the marketing manager and the communications director
- Decide which logo variant, colour profile and export format each print, screen or social channel needs
- Avoid inconsistent branding, reprints and agency rework caused by rebuilt logos, wrong colour settings and unchecked files
- Equip colleagues with the templates, styles and library assets produced during the lab

Conclusion:

Back at work, the participant gives the Corporate Brand Toolkit to the marketing manager, the communications director and the agencies that produce branded material. They use it to approve artwork, brief suppliers and decide which templates each department must use. After the first major campaign or publication, the organisation should review reprints, off-brand submissions and template use against the toolkit and update the guidelines and library where gaps appear.

Frequently Asked Questions FAQ:

What should participants know before an Adobe corporate branding course?

Participants should already use Illustrator, InDesign or Photoshop for everyday design tasks. Bringing their organisation's current logo files, guidelines or a typical publication helps them apply the lab exercises to their own brand.

How does an Adobe corporate branding course differ from a general graphic design course?

General graphic design courses cover design principles, layout and art direction. This course concentrates on building and governing a corporate identity system across three Adobe applications, from logo and colour systems to templates, output and a shared asset library.

Why does colour management matter in Adobe corporate branding?

Brand colours shift between printers, screens and social platforms unless colour profiles and export settings are controlled. Consistent ICC profiles and PDF/X output keep the brand recognisable and reduce costly reprints.

What do participants take back from the Adobe corporate branding course?

Participants take back a Corporate Brand Toolkit with a logo and colour system, brand guidelines, bilingual InDesign templates, campaign assets and a Creative Cloud Library ready to share with their team.