Path Unbound



Course Syllabus

Brand Design and Strategy

Brand Design and Strategy

Learn to build complete brand identity systems, from strategy and logo design to the brand guidelines clients expect, and offer branding as a professional service. You finish with a full brand guideline for a real startup, a plan for your own branding work and a refined personal brand.

9	10	6	4	3
Units	Projects	1:1 Sessions	Months to Use Your Sessions	Branding Case Studies

WHO IT IS FOR

Add Brand Identity to the Services You Offer

This course assumes you already design and know your design tools. It teaches you to deliver brand identity as a professional client service, from the first research to the final guideline. If you are new to design, start with Visual Design Foundation.

1 **UI/UX Designers Asked to Do Branding Too**

Clients keep asking about brand. Learn a structured, professional process so you can say yes and charge for it.

2 **Designers Ready to Offer More Services**

Take on brand identity projects with a formal framework you can repeat for every client.

3 **Freelancers Who Want to Raise Their Rates**

Brand identity commands higher project fees. Build the skills and the portfolio proof to justify yours.

4 **Designers Who Want a Stronger Personal Brand**

The last unit applies everything to you, so you graduate with your own brand refined.

WHAT YOU LEARN

Lead a Brand from Strategy to Guidelines

Think Like a Brand Strategist

Understand the difference between brand, identity and logo, and lead a client through the process with confidence.

Direct AI Without Losing the Brand

Use AI for research, concepts, imagery and mockups, and keep every result true to the brand.

Build a Full Identity System

Design logos, color palettes, typography and photography guidelines that work as one system.

Bring the Brand to Every Touchpoint

Apply the identity to social, ads, decks, web, email, print and packaging, with templates your team can reuse.

Run Branding Projects for Clients

Scope and price the work, present your concepts, handle feedback and deliver files clients can use right away.

Build a Branding Business Around a Niche

Choose your route, pick a niche clients can repeat, turn the brand audit into a paid first offer and brand your own business.

HOW YOU LEARN

Take 1 Brand from Strategy to Launch Kit

Read Self-Paced Lessons

Every unit is a set of lessons with real examples and a project brief, and you keep access to the lessons for life.

Review Your Work 1:1

Book one-hour sessions with your instructor to go through your projects and hear what to change before you move on.

Build on 1 Fashion Brand

Units 1 to 4 take 1 sustainable fashion brand from strategy to launch kit, so every project builds on the last.

Use the Tools You Choose

The strategy work needs no special tools. For the logo, identity and templates, use Figma or Illustrator, and pick your own AI image tools.

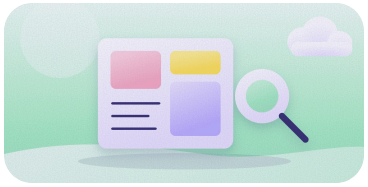
1:1

Choose the instructor who teaches you. Pick a senior working designer from companies like USA Today, Capital One and Microsoft, and start any day. Meet the instructors

CURRICULUM

Follow 9 Units from Strategy to Launch

You build 1 fashion brand from strategy to launch kit along the way.



UNIT 1

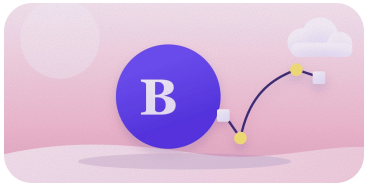
Brand Strategy, Voice and Naming

Research the market and competitors, audit a brand, define its story, personality and tone of voice, and explore names.

WHAT YOU COVER

- What Is Brand Identity?
- Research the Market and Competitors
- Audit an Existing Brand
- Define the Brand Story and Personality
- Write the Tone of Voice
- Explore and Test Names
- Create Mood Boards

Project 1: Plan a sustainable fashion brand



UNIT 2

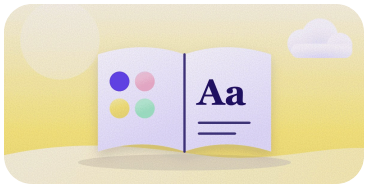
Logo Design

Design letterform marks, pictorial marks and emblems, with variations that scale for real-world use.

WHAT YOU COVER

- What Makes a Logo Successful
- Letterform Marks
- Pictorial Marks and Emblems
- The Logo Design Process
- Logo Variations and Responsive Scaling

Project 2: Design its logo



UNIT 3

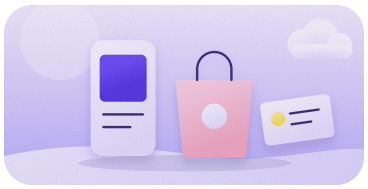
Brand Identity System

Build the color, typography, imagery and icon rules around the logo and put them together as brand guidelines.

WHAT YOU COVER

- Choose Brand Colors With Intention
- Pair Typefaces for a Brand
- Set Photography and Illustration Rules
- Design Icons, Patterns and Graphic Elements
- Assemble Brand Guidelines

Project 3: Design its visual identity



UNIT 4

Apply the Brand Across Touchpoints

Bring the identity to social posts, ads, decks, web pages, email, print and packaging, and hand off templates your team can reuse.

WHAT YOU COVER

- Map the Brand Touchpoints
- Design Social Posts and Ads
- Design Decks and Web Pages
- Design Email, Print and Packaging
- Build Reusable Templates
- Hand Off a Brand Kit

Project 4: Create its launch kit



UNIT 5

AI in Brand Design

Use AI for research, naming, concept rounds, imagery and mockups, keep every result on brand and learn the rights questions to ask.

WHAT YOU COVER

- Use AI for Brand Research and Naming
- Run an AI Concept Round
- Keep AI Imagery and Mockups on Brand
- Ask the Rights and Ownership Questions

Project 5: Run an AI concept round



UNIT 6

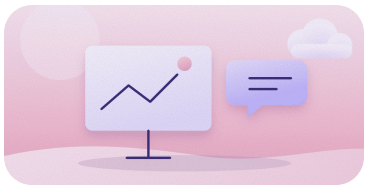
Branding Case Studies

Study how T-Mobile, McKinsey & Company and Starbucks built their brands, and compare a rebrand that worked with one that failed.

WHAT YOU COVER

- Case Study 1: T-Mobile
- Case Study 2: McKinsey & Company
- Case Study 3: Starbucks
- Compare 2 Rebrands

Project 6: Compare 2 rebrands



UNIT 7

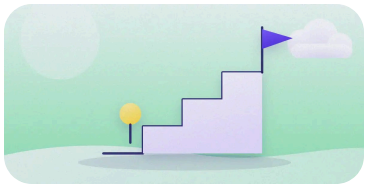
Running Branding Projects for Clients

Position yourself, run the discovery call, scope and price the work, present your concepts and deliver the final files.

WHAT YOU COVER

- Position Yourself as a Branding Specialist
- Run the Discovery Call
- Scope and Price a Branding Project
- Present Concepts and Handle Feedback
- Deliver the Final Files

Project 7: Scope and price a project



UNIT 8

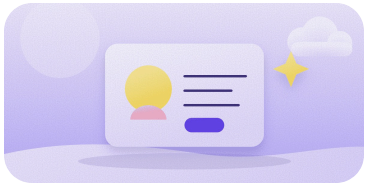
Build a Branding Business Around a Niche

Choose a brand role or your own studio, pick a niche clients can repeat and build an offer that starts with a paid brand audit.

WHAT YOU COVER

- Specialize in Branding While AI Makes Visuals Cheap
- Choose Your Route Into Branding Work
- Pick a Niche Clients Can Repeat
- Turn the Brand Audit Into a Paid First Offer
- Build Your Offer in 3 Steps
- Grow Your Studio

Project 8: Define your niche and branding offer



UNIT 9

Brand Your Own Business or Yourself

Run the brand strategy on yourself, tell your story, write your bio and design your own logo, palette and type guide.

WHAT YOU COVER

- Brand Your Own Business or Creative Practice
- Tell Your Story and Write Your Bio
- Design Your Own Logo, Palette and Type Guide
- Put Your Brand on Your Portfolio

Project 9: Build your brand book



FINAL PROJECT

Complete Brand Guideline

Choose a startup, your own business or your employer's brand, create its full guideline and launch kit, and present the before and after the way you would to a client.

WHAT YOU COVER

- Choosing the Brand
- Auditing the Current Brand
- Building the Full Guideline
- Creating the Launch Kit
- Presenting the Before and After

Project 10: A client-ready case study

PROJECTS

Finish with a Brand System, a Personal Brand and a Client-Ready Case Study

Your instructor reviews your work with you in one-hour 1:1 sessions along the way.

1

PROJECT 1

Plan a Sustainable Fashion Brand

Research the market, then define its story, personality, tone of voice and name.

2

PROJECT 2

Design Its Logo

Design the mark and the variations that scale from a sign to a social avatar.

3

PROJECT 3

Design Its Visual Identity

Build the color, type, imagery and icon guides into brand guidelines.

4

PROJECT 4

Create Its Launch Kit

Apply the identity to social, ads, a deck, web, email, print and packaging.

5

PROJECT 5

Run an AI Concept Round

Explore directions with AI and keep every result on brand.

6

PROJECT 6

Compare 2 Rebrands

Compare a rebrand that worked with one that failed, and write what you learned.

7

PROJECT 7

Scope and Price a Project

Scope and price a branding project the way you would for a real client.

8

PROJECT 8

Define Your Niche and Branding Offer

Choose your route, write your niche and map an offer that starts with a paid audit.

9

PROJECT 9

Build Your Brand Book

Refine your own brand, from your bio to your logo, colors and type.

10

FINAL PROJECT

A Client-Ready Case Study

Create a complete brand guideline and launch kit for a real startup and present the before and after.

SAMPLE SCHEDULE

Finish in 4 Months at a Steady Pace

You set your own pace. This is one way to finish in 4 months, and you get a 1-month grace period on top if life gets busy.

Week 1	Unit 1: Brand Strategy, Voice and Naming.	
Week 2	Plan your sustainable fashion brand.	Project
Week 3	Review your brand plan with your instructor. Start Unit 2: Logo Design.	1:1 Session
Week 4	Design the brand's logo.	Project
Week 5	Review your logo. Start Unit 3: Brand Identity System.	1:1 Session
Week 6	Design the brand's visual identity.	Project
Week 7	Review your visual identity. Start Unit 4: Apply the Brand Across Touchpoints.	1:1 Session
Week 8	Create the brand's launch kit.	Project
Week 9	Unit 5: AI in Brand Design. Review your launch kit and AI concept round.	1:1 Session Project
Week 10	Unit 6: Branding Case Studies. Compare 2 rebrands.	Project
Week 11	Unit 7: Running Branding Projects for Clients. Scope and price a project.	Project
Week 12	Review projects 5 to 7. Start Unit 8: Build a Branding Business Around a Niche.	1:1 Session
Week 13	Define your niche and branding offer.	Project
Week 14	Unit 9: Brand Your Own Business or Yourself. Build your brand book.	Project
Week 15	Choose the brand for your final project and build its guideline and launch kit.	Final Project
Week 16	Present the before and after, plus your niche plan and brand book.	1:1 Session Final Project

ENROLLMENT OPTIONS

Choose How You Want to Learn

Every option includes all 9 units and 10 projects. The difference is how much 1:1 feedback you get from your instructor.

Low Entry Price

Self-Study

$349

One-time payment

- Every lesson and project brief
- Book a 1:1 session for $80 whenever you want feedback
- Lifetime access to the lessons

Best Value

Full Program

$799

One-time payment

- 6 one-hour 1:1 sessions to review your projects
- 4 months to use your sessions, plus a 1-month grace period
- Lifetime access to the lessons
- Feedback on every project from a senior working designer

You Save $100

With Portfolio School

~~$3,999 if bought separately~~

$3,899

or 5 monthly payments of $779.80, no interest

- This course plus Portfolio School
- 22 one-hour 1:1 sessions across both
- Add Visual Design Foundation and save $200 in total

Keep Your Sessions on Track

If you don't use all your sessions in time, you can restore your leftover sessions once for $60 and use them within 60 days. After that, single sessions are $80 each.

Ask Your Employer to Pay for It

Many companies cover training through a learning budget. Download the approval letter on the course page. After you pay, your invoice is in your dashboard, and you can add your company details, VAT number or PO number.

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NEXT STEPS

Start Building Brands

Enroll in the course, try a few lessons for free first or talk through your goals with our team on a free call.

Enroll Now →

Try Free Lessons →

Book a Free Call →

Questions? Write to **hello@pathunbound.com** or visit **pathunbound.com**.

Path Unbound, LLC. Prices and details are current as of November 2026 and can change.