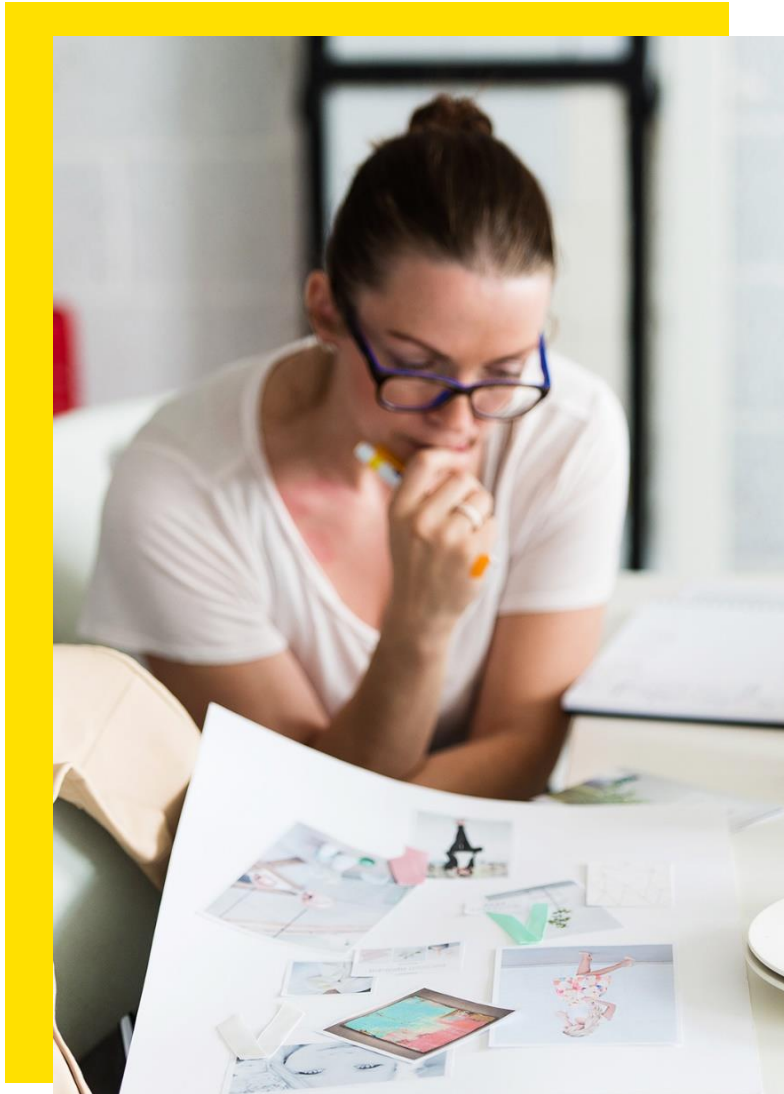


Visual Branding Workshops

with

Victoria Silber & Silber Consulting

SILBER
CONSULTING



Expect an **experience**, not just another class

The Silber Consulting workshops are **distinctive, immersive, and utterly inspirational.**

You can host my workshops for your organization, contacts, and clients.

I have a range of predesigned classes but I am always happy to refine the content based on your specific needs and desired outcomes.

I look forward to working with you!

The workshops I offer

1. Visual psychology in branding

Day 1 learning material. We will go deep into the psychology of visuals in branding – what types of colors, typefaces, images, and patterns give what kind of impression? You will learn to identify the rules that help to attract the right audience and look professional. We will create mood boards and color palettes! And we talk about the value of visual branding and how it influences our revenue.

2. Create your brand board

It is a practical day built on the knowledge of the basics of visual branding, and here we will turn it into brand boards that participants can take into use right after the class. Perfect workshop on its own, but also as a day two material.

3. Designing your website

Transfer your brand colors, fonts, and photo style to your website, portfolio, or online shop. We will learn the basics of visual branding, but I recommend this workshop as a day 2 or 3 learning content.



Included in **every** workshop

Expect a workshop packed with **color, creativity, and practical exercises** that'll make the time spent memorable and productive.

Inspirational handouts. No photocopied printouts of slides or boring sheets of A4 text! Every participant will receive beautifully designed, inspirational handouts and tools for the workshop.

A simple pre-course exercise that prepares your team for a day of fun, creativity and learning, and gets them excited about the day of learning!



“Healthy beverages, snacks and lunch make the day complete!”



What you gain from my workshops

My visual branding workshop is a creative, inspirational, and incredibly useful introduction into Visual Psychology. Visual psychology is something that every creative team should have in their tool kit. It's game-changing.

Thinking of revamping your website, creating a more distinctive social media presence, or having a new logo designed? What you learn will give you a deeper understanding of your brand so that you can identify the fonts, colors, illustrative styles, and patterns that will work for your business.

Struggling to find your distinctive style? Whether you're an artist or florist, a garden, interior, or graphic designer you'll find everything falls into place after you've taken this class. It'll be easier to streamline your portfolio, work out what makes you unique, and communicate in a way that's irresistible to your ideal clients.

Perhaps you're a designer working hard to find your place in an overcrowded market? This class will enable you to capture the essence of your clients' business or brief and create work that resonates.

Visual psychology helps you:

Untangle a brief, gain clarity, find cohesive focus and get your next project off the ground quickly and efficiently.

Translate a set of brand values into tangible design elements efficiently, and productively.

Evaluate creative work more objectively, efficiently and harmoniously.

Create an **emotional connection with your customers** or readers and grow your business.

Use **color** to communicate more powerfully. Gain a deeper insight into your brand and communicate with clarity and confidence.





An eye-opening experience!

"Kickstart your branding" workshop opened my eyes, giving me absolutely new abilities for the usage and combination of colors. Victoria Silber knows how to talk about styling, doing it clearly and in an inspiring way. Attending her workshop gave me motivation to start my own rebranding process as well as gave me inspiration in my daily work as a graphic designer.

Anna-Marie Møller
Graphic designer
Graphic Care

Fashinating!

Victoria has a unique combination of talent, passion and experience when it comes to brand design and color psychology. Victoria provided tremendous help to dozens of Georgian startappers, micro and small entrepreneurs to rethink and improve their brand design with her fascinating color psychology workshops.

Givi Kupatadze
Head of Model Risk Management
TBC - თბილისი



Your investment

My workshops are charged at 9.750 DKK + MOMS or, 1300 USD + VAT per person, or a flat rate we agree on. There is room for a minimum of 10, and a maximum of 20 participants. This rate will cover my time preparing the workshop, the delivery, and also my workshop expenses.

You will need to cover the cost of the venue. Travel expenses would be additional and would be agreed upon with you in advance.

My standard terms are 50% upon booking the workshops to hold your dates and the reminder within 14 days of workshops.



A brief background



I am a long-time educator, mentor, and motivator.

I've spent over ten years working with businesses: teaching digital marketing, creating, and managing corporate eCommerce websites and running workshops for business development centers in Denmark, Mexico, Germany, Estonia, and Georgia.

I have a knack for capturing the essence of a business, finding clarity in a contradictory brief, and translating commercial goals into visual assets.

I'm looking forward to working with you!

victoria@silber-consult.com

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