







# How TO BUILD YOUR BRAND?



Experience the birth and transformation of your brand in this interactive workshop led by Jerry Ghazal.

Build your brand from the ground up by creating your logo, defining your style, and designing packaging

All while aligning with social media best practices and proper photography, crafting your story, and ensuring consistency and a strong reputation.

-  **Dates:** 13, 15, 20, 22, 27 & 29 May 2025
-  **Time:** 5:30 pm till 8:30 pm
-  **Modality:** in-person at USJ
-  **Training fees:** 450\$
-  **Number of hours:** 18
-  **Language:** English & Arabic

**Mr. Jerry GHAZAL**, is a multifaceted Lebanese artist: actor, writer, and entrepreneur.

Ghazal's career took off in 2014 when he began co-hosting the popular TV show «Hashtag» on MTV Lebanon. He quickly transitioned to producing and presenting news segments and launched a successful blog, «Bicaswad», which later became a bestselling book.

In addition to his literary pursuits, Jerry has established himself as a prominent actor in Lebanese and regional dramas. His performances in series like «Emm El Banet», «3a Esmak», «Shatti Ya Beirut», «Beirut303» and «Loabat Hob» have earned him widespread recognition.

He later launched «Hob w Aktar» and «Ayloul» books which went out of stock few weeks after their release.

Beyond his artistic endeavors, Ghazal has also ventured into entrepreneurship with the launch of his luxury jewelry and concept brand «Jerry Ghazal.» The brand's focus on quality, craftsmanship, and personalized experiences has widely resonated with customers in Lebanon and across the world.



**EARLY BIRD DISCOUNT**

400\$ (before April 23, 2025)



**Register here**

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## BRAND CREATION & IDENTITY

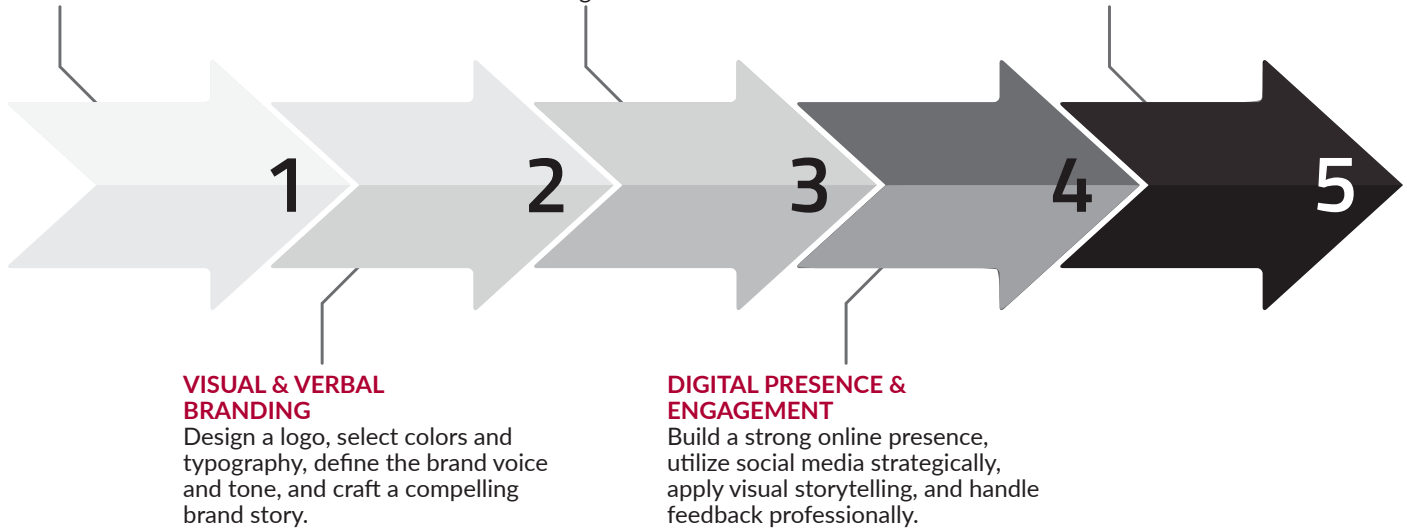
Choose a brand name, develop a brand identity, and establish the mission, vision, and values.

## MARKETING & COMMUNICATION

Develop taglines, messaging, marketing materials, and packaging while effectively communicating the brand.

## MARKET AWARENESS & GROWTH

Understand market needs, analyze competitors, and learn the basics of product photography and brand expansion.



## PROGRAM OUTLINE



### DAY 1 (3 HOURS): UNDERSTANDING BRANDING

- Defining the blocks of a brand: Target audience, brand identity, and brand voice
- Building the mission, values, and style guide
- Creating a USP



### DAY 2 (3 HOURS): THE STEPS OF BUILDING A BRAND

- Determining the brand personality
- Choosing the business name



### DAY 3 (3 HOURS): WRITING YOUR BRAND STORY

- Understanding brand physique, personality, and culture
- Defining the brand relationship, reflection, and self-image



### DAY 4 (3 HOURS): CREATING A BRAND STYLE GUIDE

- Choosing the colors
- Selecting the fonts
- Using graphic elements
- Understanding typography mistakes



### DAY 5 (3 HOURS): UNDERSTANDING BRAND ASSETS

- Defining logo types
- Discussing the brand persona
- Going through logo evolutions
- Creating a mood board
- Discussing brand collaborations



### DAY 6 (3 HOURS): IDENTIFICATION AND ESTABLISHMENT

- Creating a brand guideline
- Going through brand trends
- Understanding the basics of photography
- Applying social media strategies
- + Final Presentation



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