



Domestika – Corporate Typography

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Domestika – Corporate Typography: Lean to select and implement appropriate typography to ensure effective and consistent business communications.

The course Bauertypes, which has over 100 years of experience in distribution, typography, and consultancy, will show you how to choose and use a typeface to promote the brand you want to promote.

Learn from Bauertypes their secrets to develop a solid and consistent brand identity according to the requirements of your business and to convey the company's values. It will also help you establish the technical specifications for its use and determine the type of license you require.

What’s the course's assignment?

Implementing a corporate font for an event like a Music Festival is necessary. Following a specific outline, it is necessary to create a logo and select the corporate typography (one for headlines and another for block text) according to the values of communication and technical specifications required. You must know what to select and also the proper licenses.

Then, you'll create an aesthetic set, an assortment of icons for the Festival to be added to your company's typography later.

Who do you think this online course is for?

For illustrators, designers, and all creatives who love typography and branding.

Materials and requirements

You'll have the essential prerequisites if you're an artist or graphic designer and love letters. Also, you'll require a computer that supports Illustrator and InDesign.



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