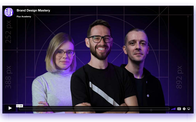
SIGN UP & GET 15% OFF YOUR FIRST COURSE

LAND YOUR NEXT BIG CLIENT WITH A FULL BRANDING SOLUTION

Enroll Now



ADDING BRANDING TO YOUR SERVICES MEANS CREATING MORE VALUE AND CHARGING MORE.

But even though it sounds like a smart business move, you haven't figured out how to make it work for you.

- Potential clients approach you for branding but **solve conversations fluke out** because you don't know how to connect the dots between goals, and they can tell.
- Or worse, you aren't sure what you're supposed to deliver for a branding package so **you don't even attempt to sell it to clients.**
- Adding branding to your services feels ridiculous even if you're confident in creating it unofficially because **your brand feels so amateur.**
- You know you should be looking for clients but you **feel unable to piece together a process** that you can then **confidently start** to track.
- Even when a client does you trying **deep brand identity, you** get **stuck in endless loops of feedback and revisions because they don't trust you enough.**

You don't want to pull muddle through client projects like an amateur.

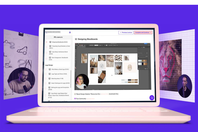
You want to follow a complete, tried and tested roadmap, knowing you aren't missing or skipping any steps.

You want to work with bigger clients, do what you love full time, and build a stable business.

With the right processes, timelines, and professional feedback, you can deliver more value to your clients, earn more money, and have more fun in the process.

THAT'S WHY WE CREATED...

BRAND DESIGN MASTERY



EVERYTHING YOU NEED TO SELL AND DELIVER FULL PROFESSIONAL BRAND DESIGN AS A SERVICE

Brand Design Mastery is an online course designed to help you **go from «Non» strategy to unique visual identity** confidently as possible.

It's the only program available that covers both strategy and design with ongoing coaching and support to help you implement what you learn.

Enroll Now

BY THE END OF THE PROGRAM, YOU'LL BE ABLE TO...

OFFER A FULL-STACK SOLUTION

No more leaving money on the table because you're not sure how to charge when your clients need more. You'll create more value for your clients and earn more money per project.

WORK FASTER

Stop wasting time making mistakes that can be prevented with a clear, step by step process. We'll show you how to go from strategy to visual identity while creating life-changing assets for yourself and your clients.

ADVISE CLIENTS ON STRATEGY

Clients will trust you more and pay more when you're able to confidently advise them on what's best for a company and use that understanding to define a strategy that supports your client's business goals.

SELL WITH CONFIDENCE

Stop self-doubting and hesitating when it's "sell-staging" time. Our structured roadmap and ongoing coaching can quickly improve your branding skills. Before long, you'll be able to confidently deliver high quality work and charge accordingly.

MEET YOUR INSTRUCTORS

RAN DEGALL

Ran Degall has been creative web designer for 17 years—3 of those as a full-time business owner.

He perfected his career at big advertising and branding agencies, and as a freelancer, has served clients in many industries, including Fortune 500 companies, startups, and nonprofits. By developing high-value skills, he scaled his freelance web design business to over $250k in yearly revenue.

Since 2015, Ran has been sharing his learnings on his YouTube channel, Fun + the very foundation of Flux Academy.

RACHEL MURRY

Rachel Harris is the founder of Make Brand Studio, an independent design studio specializing in Strategy, Brand and Website Design.

In 2021 she joined Flux Academy as a Web Design and Freelancing Coach.

Her formal training is in brand identity design and has a decade of experience working with brands, teaching and creating content & coaching for Flux, designing for clients all over the world and being a mom to the cutest 2 year old.

MATT BRUNTON

Matt Brunton is a designer, strategist, and creative director from the north of England.

He began working full time as a graphic designer in 2004 and has, since then, worked with multinational corporations, startups, and in in-house creative and leadership roles.

Today he sits his time between creating educational content with Flux, his own branding studio, and freelancing on high-profile campaigns with some of London's leading advertising agencies.

HERE'S WHAT YOU'LL LEARN

Chapter 0
WELCOME

Chapter 1
CLOSING A BRAND DESIGN PROJECT

Chapter 2
STRATEGY

Chapter 3
CREATIVE DIRECTION IN BRANDING

Chapter 4
DESIGNING LOGOS

Chapter 5
DESIGNING A VISUAL IDENTITY

Chapter 6
DELIVERING THE NEW BRAND

Chapter 7
ADVANCED BRANDING TOPICS

Chapter 8
CONCLUSION & WHAT'S NEXT

WHEN YOU JOIN, YOU GET:

INSTRUCTIONAL VIDEOS BY 3 EXPERT INSTRUCTORS

You'll learn from Rachel, Matt, and Ran. With over 12 hours of video content including theory, examples, and demos, we're going deep.

COURSE PROJECTS

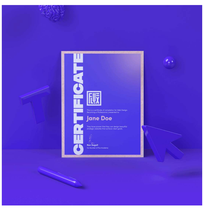
You'll get to apply what you learn and develop transferrable skills by working on a fictional client branding project and a project for your own brand identity.

TEMPLATES & RESOURCES

To help you work more efficiently, we're sharing all our hard-earned swipe files, templates, strategy sessions, and creative presentations. We've also made recommendations for further reading and resources.

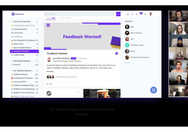
GRADUATE WITH THE...

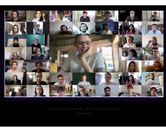
THE FLUX CERTIFICATE



AS AN ADDED BONUS, YOU GET...

12 MONTHS OF ACCESS TO OUR COMMUNITY





WHAT STUDENTS SAY:

AIKO TAKEMURA

The course has a very good blend of theory and practice. I especially love being able to learn from 3 experts with different backgrounds and perspectives. Even though I'm still new to the field, I have already started to implement the learnings for my client. The brand strategy goes hand in hand with web design so I am excited to add it as part of my offerings!

CHRISTIAN LARSEN

I've been a member of Flux Academy for maybe a year - there's a world of difference between learning something on your own and being able to reach out for help and getting answers within a day or so. And that's what this community is. These people are very helpful and they're always there and if you're on the fence, I suggest giving this a shot because it's legit. Good luck.

ADRIANO REIS

Since I finished the course, I was able to charge $8,000 for my last project, a package of a logo and a website together - which before I used to charge about around $2,000 a website and maybe like $500 for a logo. That was a huge step for me!

OR SHAHAR-MÜNCH

What I love about the Brand Design Mastery is that it really focuses on the process and not just on the skills. It gives the participants everything they might need to offer branding. Following this process gives me the confidence that I can provide high-quality service and improve my abilities fast.

INVEST IN YOUR FUTURE

THREE-MONTH PAYMENT PLAN

$278/MO

Pay in three affordable installments. You'll receive lifetime access, plus all future updates.

Enroll Now

SINGLE PAYMENT

$695

Pay up-front and save $139! Enjoy lifetime access to the course and all future updates.

Enroll Now

Every course includes a no-questions-asked, 30 day money-back guarantee.

START OFFERING A FULL STACK BRAND & WEB DESIGN SOLUTION

THE FULL STACK DESIGNER BUNDLE

Offer your clients a full solution with a branding and a website project by taking our 2 flagship courses: Brand Design Mastery & Web Design: Becoming a Pro

Learn more

Excellent

Rated 4.7 / 5 based on 114 reviews on Trustpilot

Showing our 2, 3, 4 & 5 star reviews

Alway John Rallos, October 11
I think it's a bang for the buck
I think it's a bang for the buck. I don't have the time to learn about Webflow

Reply from Flux Academy
5 days ago

Read more

Saral Kumar, October 7
Great Course, Amazing Mentors
The course was in-depth and complex topics were taught in a very easy-to-

Reply from Flux Academy
October 9

Read more

LUCKY, October 7
This is one of the best webflow courses...
This is one of the best webflow courses out there....most importantly the flux community is so helpful go ahead and buy the webflow masterclass

Reply from Flux Academy
October 9

Read more

Patrick Yeboah, October 4
This is the best course i've ever...
This is the best course i've ever learned from it's well structured and it helped me improve in even the aspects i didn't know were necessary. Thank you so much Ran and the Flux Academy team

Reply from Flux Academy
October 9

Read more

FREQUENTLY ASKED QUESTIONS

- Is this course just for web designers?
- What format is the course in?
- What accessibility features are available?
- What are my payment options?
- What kind of software and tools do I need to take this course?
- I already offer brand design as a service. How much will I learn from this course?
- For how long will I have access to the course?
- What kind of access do I have to the instructors?
- I want to enroll in Brand Design Mastery and Web Design Pro. Can I get a discount?
- I'm a beginner web designer. Is this course right for me?

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