OMEBLY.

OMEBLY ACADEMY · COURSE PACK

Brand Strategy

Build brands people remember and trust. Positioning, identity and brand voice, from research to brand book.

From **USD 699** | 3, 6 or 12-month tracks | Live with a mentor | Certificate within 3 days

Course module · Tracks and payment · Student portal · Certificate

Omebly Academy, Kolkata, India · omebly.com

2026 edition

ABOUT THIS COURSE

Build brands people remember and trust.

Positioning, identity and brand voice, from research to brand book. Live, mentor-led classes, weekly one-on-one reviews, and projects you can show employers and clients.

FROM	TRACKS	FORMAT
USD 699	**3, 6 or 12 months**	**Live with a mentor**

REVIEWS	LEVEL	YOU FINISH WITH
Weekly one-on-one	**From the basics**	**Projects + certificate**

Who it is for

- ✓ Founders building their brand
- ✓ Designers moving into strategy
- ✓ Marketers who want deeper brand skills

Projects for your portfolio

- ✓ Brand strategy for a local café
- ✓ Rebrand of an existing small business
- ✓ Personal brand kit
- ✓ Brand book for a startup

Tools you will use

- ✓ Figma
- ✓ Miro
- ✓ Notion
- ✓ Illustrator
- ✓ Google Forms (research)
- ✓ Canva

Paid software licences or subscriptions are not included in the course fee. Where a tool has a free version, that is what we use in class.

COURSE MODULE

Month by month, step by step

Every month ends with work you can show. Longer tracks go deeper and add bigger projects.

MONTH 1

Month 1

Brand foundations, market and competitor research, positioning.

HANDS-ON Weekly practice tasks reviewed one-on-one by your mentor, building towards your capstone projects.

MONTH 2

Month 2

Brand identity: naming, logo direction, colour and typography systems.

HANDS-ON Weekly practice tasks reviewed one-on-one by your mentor, building towards your capstone projects.

MONTH 3

Month 3

Brand voice and messaging, brand guidelines, launch planning.

HANDS-ON Weekly practice tasks reviewed one-on-one by your mentor, building towards your capstone projects.

6-MONTH TRACK

Months 4 to 6 (Professional and Career tracks)

Brand architecture, rebranding, brand storytelling across channels.

12-MONTH TRACK

Months 7 to 12 (Career track)

Brand measurement, workshops with clients, and a full client-style brand project.

TRACKS AND PAYMENT DETAILS

Pick the pace that fits your goal

One clear price per track, paid in full before the course starts. No instalments and no hidden fees.

CORE TRACK

USD 699

3 months

- ✓ Months 1 to 3 of the syllabus
- ✓ 2 capstone projects
- ✓ Live classes and weekly one-on-one reviews
- ✓ Omebly certificate

PROFESSIONAL TRACK

USD 1,199

6 months

- ✓ Everything in Core
- ✓ Brand architecture, rebranding, brand storytelling across channels.
- ✓ 4 capstone projects
- ✓ Mock interviews and portfolio review

CAREER TRACK

USD 1,999

12 months

- ✓ Everything in Professional
- ✓ Brand measurement, workshops with clients, and a full client-style brand project.
- ✓ A live client-style project with the Omebly team
- ✓ Unlimited mentor reviews and placement assistance

How payment works

- ✓ First, review this module and choose your track.
- ✓ Next, agree your class timings with our team.
- ✓ Then pay the full fee for your track before your first class.
- ✓ Your student portal login is shared once payment is confirmed.

Good to know

- ✓ Payment methods and account details are shared by the Omebly team in writing when your schedule is agreed.
- ✓ Please pay only to details sent from info@omebly.com or our official WhatsApp +91 70444 33991.
- ✓ Paid software licences, hardware and internet are not included.

HOW ENROLMENT WORKS

From first look to certificate

A simple, clear process, so you always know what happens next.

01
Review the course module
Read this course pack: what you will learn, month by month, and the three tracks.

02
Agree to the module and choose a track
Tell us which track suits you (3, 6 or 12 months) and that you are happy with the plan.

03
Fix your class timings
We discuss and agree a class schedule that suits you and your mentor.

04
Pay the full course fee
The full fee for your chosen track is paid before the course starts, as per the agreed schedule.

05
Get your student portal login
You receive your own login ID and password for the Omebly student portal.

06
Learn with your mentor
Live sessions on the agreed timings, with one-on-one reviews, study materials and theory books in the portal.

07
Receive your certificate
After you complete the course, your certificate is issued within 3 days and can be checked on the verification portal.

STUDENT PORTAL, CERTIFICATE AND CAREER SUPPORT

Everything in one place

Your learning, your certificate and your next step, all supported by Omebly.

Student portal

- ✓ Your own login ID and password, provided by Omebly
- ✓ All study materials for every month
- ✓ Theory books to read and revise
- ✓ Your projects and progress in one place

Certificate

- ✓ Issued within 3 days of completing the course
- ✓ Lists the course, your track and your projects
- ✓ Has a unique certificate ID
- ✓ Anyone can check it on Omebly's separate certificate verification portal

LinkedIn profile building

- ✓ Help writing your headline, about section and skills
- ✓ Showing your course projects as a portfolio
- ✓ Adding your certificate to your profile

Job search support

- ✓ CV review and tips for applications
- ✓ Mock interview practice
- ✓ Guidance on where and how to apply

We support your job search but cannot guarantee a job. Results depend on your effort and the job market.

Contact Omebly Academy

WHATSAPP
+91 70444 33991

EMAIL
info@omebly.com

WEBSITE
omebly.com/training

OMEBLY.

CERTIFICATE ID: OMB-AC-2026-000123
ISSUED: 15 JANUARY 2027

OMEBLY ACADEMY

Certificate of Completion

This certifies that

Student Name

has successfully completed the course

Brand Strategy

Professional track · 6 months · 4 portfolio projects

SAMPLE

Nazmul Hussain

Nazmul Hussain
Managing Director & Technical Head, Omebly

OMEBLY
ACADEMY
VERIFIED

Verify this certificate
Enter the certificate ID on the Omebly certificate verification portal