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A style guide, also known as brand book or brand guide, is essentially a set of rules and standards that explain how your brand works. These brand guides influence marketing campaigns, messaging, communication, and advertising. They are strategic guides covering all aspects of your brand.

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Brand guidelines, also known as a brand style guide, govern the composition, design, and general look-and-feel of a company's branding. Brand guidelines can dictate the content of a logo, blog, website, advertisement, and similar marketing collateral. Picture the most recognizable brands you can think of.

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And, lucky for us, many of these companies post their brand manuals online, giving us an inside look at how they do what they do: what fonts, logos, inspirations, and philosophies they consider essential to their brand. The following list is our picks for ten great brand guidelines. 1. Nike Football.

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Medium, an online publishing platform, has a beautifully designed style guide that outlines every element of their brand in great detail. Right off the bat, they highlight their purpose, which will keep employees encouraged about promoting a positive brand.

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the market. You give it this character that would allow people to create a mental image every time they hear the name of the brand or anything else associated with it.

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To this end, an effective style guide will: Provide logos and regulations for how they're used. Offer guidance into logo and color use across different channels. Establish standards for typography and image usage. Identify editorial standards, including compliance to a broad manual style and brand-specific exceptions.

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Now, every brand may be a little different, but in my experience, there are really only 10 things you want to focus on when it comes to your copy style guide: (1) Mission statement (purpose) (2) Tagline (positioning) (3) Values. (4) Brand role. (5) Brand muse. (6) Personality traits. (7) Tone of voice qualities.

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Your visual style dictates the look of your brand and marketing. A basic visual style guide includes rules for your logo, typeface (s), and color palette. Medium's visual brand skews toward a dark logo over light, pastel colors.

Brand Guidelines: How to Create a 'Minimum Viable' Style Guide

A memorable brand style guide is defined by a powerful brand story and a distinct voice. It has the ability to grow and evolve with the brand, and each part of the style guide contributes to the overall identity of the brand. A great style guide is also easy for designers, writers, and marketers to apply

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