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What is a brand
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brand style guide is
a quick reference
visual guide that

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communicates not only the look and feel of your brand, but also provides basic specifications for your brand assets (logo, colors, fonts, patterns). Below are some examples of the style guides I put together for my branding clients.

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Guide. At the very least you need to include these three things on your sheet: Your logo. Color palette with Hex numbers. Primary and secondary fonts. Why ...

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This fictional style guide is as meticulous as any real deal, it explains and deconstructs its ' primary logo, signatures and sub-brand logos in an informative and explanatory way. Topped off with a simple but beautiful

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elements are used

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one, one hundred
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sand five hundred

eighty-seven •

Spell out casual
expressions. –

Example: A

thousand times no!

– Example: Thanks
a million! O offline:

one word online:

one word opt-in:

two words,

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