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Brand manuals • Brand Guidelines

An identity manual is a document, which can be printed or

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digital, where a set of rules or visual guidelines for a brand are compiled. The manual describes the use of all graphic signs and their possible variations such as color, size, typographies, iconography, patterns, and textures associated with a brand.

What Is A Brand Identity Manual And What Should It Include ...

This Brand Manual features: A4 size : 210×297 mm + 3 mm Bleeding. US Letter size : 8.5×11 inch + 3 mm Bleeding. CMYK @ 300 DPI – Print-ready. Adobe InDesign for CS4, CS5, CS6 and CC (.idml, .indd) High Resolution. Paragraph and Text styles included. Layered Templates : 44 Pages overall. 6 EPS Files included with the Stationery Mockups for

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Brand integrity is a fragile thing, so it needs to be treated as such. Brand guidelines are, in essence, your owner's manual on how to "use" your brand. These guidelines will be referenced by everyone who touches your brand, internally or externally, and will often be partially reused in future brand identity revisions.

36 Great Brand Guidelines Examples - Content Harmony

Brand guidelines, also known as a brand style guide, govern

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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.

21 Brand Style Guide Examples for Visual Inspiration

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