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See the full brand guide here. 2. Wolf Circus Jewelry. Wolf Circus Jewelry's product is all about appearance.

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brand guidelines, creating one is a great way to help flesh out your visual brand.

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Subtlety may be one of their strengths, but they went purely bold throughout

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all of their brand guidelines. 8.

Macaroni Grill. Company: Macaroni Grill // Agency: Superbig Creative.

Click here to see Macaroni Grill's brand guidelines. The way Superbig Creative laid out the brand guidelines reads like a book – it's beautiful.

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Rethink (above) Mash Creative were
commissioned by ICON magazine to
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part of the magazines ongoing feature.
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customizable and easy to use pages,
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Style guides (or brand bibles) contain all the necessary information to create whatever your company needs.

Whether it be a website, advertisement, internal memo, or whatever else, this little document will make your life a breeze.

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~~Create a visual style guide for your brand~~

Your style guide should provide examples of how your logo should look as well as any approved variations. For example, you may have a large logo for advertisements and webpages, and a smaller logo for

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business cards and browser tabs.

Consider including examples of how not to use your logo.

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2 brands with awesome style guides.

Here are two brands we all know that

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have first-class style guides and highlights on what makes them special. MailChimp. MailChimp's style guide thoroughly prepares any contributor to create on-brand content. Check out its style guide if you're looking to create a guide with a lot of detail.

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View the full brand guidelines here. 2.
Skype . Taking a huge step away from
the brutalism of Nike's branding
guidelines, Skype is whimsical, clever
and subtle, with a dry joke in the fine

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print below a bigger joke. They're every bit as controlling—they're not allowing their pleasant and affable copy to water down their brand—but they convey the message with a wink and a grin: "We're not a rules and regulations kind of company, nonetheless here are some examples

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of what we think is cool ...

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Macaroni Grill developed a beautiful, hands-on brand style guide. The delivery of their guide aligns with their industry , where good aura and strong

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sensory experiences define success. The design details are high-level and their messaging is spelled out clearly from end to end.

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Hand-picked collection of brand style

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For example, take a look at Zendesk's brand style guide. Their style guide covers ...

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Here at Tailor Brands, we have a clear set of brand style

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guidelines—especially when it comes to defining our logo. For example, our logo should appear red on a white background, and should appear white on a background of any other color. This consistency is important for building our brand's authority and recognition.

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~~How to Create a Killer Brand Style
Guide With Examples ...~~

Brand style should be a reflection of what a business stands for, ensuring that the tone and visual feel of corporate assets are indicative of the company's core identity and priorities.

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What is a style guide? A style guide will provide all of the necessary details for consistent branding in one central document.

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