


## Visual identity manual examples

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The Brand Style Guide is an important tool for businesses that gives clear guidelines on how to communicate effectively with the brand. It details the style, voice and intended audience of the company, which provides consistency in all its communication channels. We just sent you your first lesson. Who benefits from the brand style guide, you ask? Almost all sections of the company can benefit from, from its development team to marketing and creative departments. Overall, a company needs to be through what is accepted and what is not accepted when presenting its brand to an external audience, and brand style leadership can help make these rules clearer. But while brand style leadership is so responsible, it doesn't have to be boring. Over the years, we have seen a wide range of standard style guide brands that do not compromise their ultimate goal of informing. Some remain true to the company's branding, decorating its pages with a colored brand theme, while others display key inspirational images to confirm the company's vision and mission. Whatever choice, there is a brand style guide for everyone! Here are 30 best style guide brands and why they work so well: Use an inspirational image as your brand guide focal point - sometimes an attractive brand guide doesn't need much. Some brand style guides use key inspirational images to confirm the voice and brand theme. Think about the images you may have collected at the beginning of the design process - these may be key images you found or your client shared with you. Use these images to help you tell the story of the brand. One way to incorporate such an image is by using it as a striking background for some pages of your brand guide. This helps anchor important pages for the audience so they always know where they are in the brand guide: Truth's brand style guide uses on brand images as the background of certain pages to celebrate their importance. For example, the names of the brand leadership sections are marked with background images, and the content page 8. This brand guide for three communication ants effectively uses the image of high-rise buildings as the brand logo's background for a strong finish to the overall reading experience. According to orangejuice. Using the island image as a backdrop for the logo brand and the four key themes pull it all together. Asha7 brand style guide. In addition, a focal image can be used as an effective highlight of what a particular brand is all about, automatically know the image personifies the brand: The image of an exotic place suggests that it is a travel blog and that the writer may have personally accepted it Yourself. Julie World brand style guide flavia2767. In this example, the image function serves as a dual function: both a repetition of the brand, and a learning image to show the audience the best logo/branding placement. Fitmeal.me brand style guide samples by Cat. Working Lunch Co. brand style guide Sarah Crawford Image of a clean and tidy workspace represents what the company is a service provider: project management. Legent Inc. brand style guide eyereen. Restaurant D brand style guide to HA. Gin keep it simple - Whitespace can go a long way. You don't need a lot of detail to get a point across: simple and clean projects turn out to be clear winners regardless of the nature of the business. There are several reasons why adding whitespace to a brand style guide is beneficial to the audience. First, it focuses them on what is most important in leadership. The empty space around a certain element in the brand guide encourages the audience to think that this is a highlight and they should pay attention. In the examples below, you can see that the entire empty space page is dedicated to one or more elements (logo or key brand image). But it works because it allows them to take center stage and demand the attention of the audience. Haus Brand's production style guide to 3whales Studio WorkBites brand style guide by Vuk N.Clever and quill brand style guide by Max M. Second, Whitespace acts as a separator between different parts of the information. This ensures that the audience can breathe properly before moving on to the next piece of information and follow the intended flow guide. In the following examples, the space around the text becomes an effective separator between images that are full of texts and the fact that without space they would otherwise look confused and busy. LifeVault brand style guide Terry BogardThe letter 'D' (which essentially acts as a branding on the page) allows you to breathe with the white space around so that it is not confused with the image and text to the right of it. SOUND UK brand style guide to I Want Design. Root and River Brand Style Guide Pace Creative Design Studio Adding details to trim on the brand - Staying on the brand well, but staying on the brand with style? Even better. Think about how to add brand details to certain pages of brand management that will lift it into the stratosphere. These designs play around with the layout, as well as adding shapes and colors that call back to the brand to personalize the overall look of the guide. As shown in the following examples, the result is a cohesive branding bible everyone will be happy to turn to at any time. In this brand style guide for SwitchRCM, designer about including the brand logo on each page to subtly replicate the branding throughout the viewing. Terry Bogarde Jim Youngblood Brand-Style guide on guide to the corporate style of Terry Bogarde.Pima on the style of weapons™. The following guide to Brandstar's Machine brand style™. Nuudle's brand style guide from E'the're'al On each page of the Paytronage brand guide, the designer will call back the brand from the top left to mark every page and name of its section. According to YogiArt-DesignsCampus' brand guide deftly uses the geometric square of its logo in the frame heading of each section of the title. This successfully returns to the brand style and periodically reminds the audience, only whose brand guide they are viewing. Through MultiAdaptor.Not only airBnB brand guide to call back on your brand by incorporating its logo on each page, it also includes a content table to remind their audience where they are in the manual. Through DesignStudioFrugally a sustainable brand guide returns to the brand, using its key mustard-yellow color as a background color for some pages. By EilyFish Let Your Brand Style Flow - Sometimes the audience needs that extra helping hand to keep them focused on what they see. It's especially nice to see your reading stream visualized in attractive graphics. The following projects use elements to saddle several pages of brand guidance to convey a sense of continuity. For example, the kvikup brand guide below uses cursory lines to gently guide an audience from one page to another. Result: they are subconsciously reminded that they are considering the brand quikup and reinforce the brand effect in their minds every step of the way. A brand style guide for the company Kvikkuup, which has the right flow. Via MultiAdaptor. Olio is another example of what uses the flowing line in its brand guide to emphasize its brand. A decorative colorful line is repeated on the logo to remind the audience whose brand guide they are viewing. By Library Designs Another way to visualize your stream reading brand guide is to strategically place items on two pages at a time. The following brand style guides place on brand image and text between pages and successfully create a cohesive reading experience. NASA's Danne and Blackburn Style GuideThe peeking bike to the left of the page shows that this is a continuation of previous reading material and that the audience needs to put them together. Through Hello.In the Guardian, the designer purposefully plastered parts of the company's name psychologically to trick the audience to turn to the next page to continue the story. Through The Guardian.Gordons Gin Brand Style Guide Together Design Do you have an idea for your brand guidelines? - Remember that the sole purpose of the guidelines is always informing your audience about how to effectively communicate with the brand. We love seriously attractive brand style guides, but at the end of the day, if it doesn't do its job properly then quickly loses its value. Check out your newly developed brand guide with the different layers of company you are designing it for. After all, they all need to benefit from it and clearly understand how to represent your brand, so make sure your creative talent doesn't put your equally important communication skills in the way. Want to know more? Here are our best branding tips and here's how to create a solid brand identity for your business. How do you go about using brand assets properly? Once you or your contractor has spent a significant amount of resources developing your company's visual identity, it makes sense to come up with a set of guidelines that ensure that the assets you create are preserved and used effectively. And that's exactly what a strong style brand guide does: the current rules and tips that anyone who works with your brand's assets can follow to make sure that personality is conveyed in a close-knit way. Throughout this article, I will introduce 30 excellent examples of brand style guides, also called guidelines, brand books, or brand guides. Marvel Style Guide Marvel simplifies design, prototyping and collaboration for designers. As a web company, their brand requires detailed digital specifications that are covered in this always up-to-date style guide. Jamie Oliver is expressive, fresh and deliberate - these guidelines are just like Jamie Oliver's cooking philosophy. Shopify Another web first style guide. Shopify is fully integrated with their own product components library: Polaris. It's hard to believe that these futuristic brand guidelines were created in 1975. NASA's brand book remains an inspiration to designers of all ages and skill levels. Aeromexico Moreso than other types of companies, airlines must embrace diversity and flexibility in their brand communications. There are so many potential identity applications, going from napkins to full-size airplanes, that every design choice is particularly challenging - so that's much more exciting. Instagram When your brand houses millions of creative photos and designs, you want to make sure that the user experience remains clear, unobtrusive and consistent. That's exactly what Instagram's public brand guidelines are trying to maintain: cohesion. Bacardi It's always fun to take on branding projects where there is a rich heritage to draw inspiration from. So it is in the case of Bacardi Rum, where Here Design relied on the story of the original family of founders to offer a set of iconic characters and reliable guidelines. City of Toledo How do you go about finding flowers for an urban brand? For the team outside toledo, it was fine art. Distinctive artists like Greco can be an excellent starting point for color studies, and these guidelines show what such a process might look like. Barney Barney Barney York is one of the most iconic fashion retailers in the United States, and these brand guidelines do a great job of presenting this position to those who are working with the company for the first or 100th time. Glenfidich Inspired by the founder's handwriting, the team behind the Glenfidich brand has created Founder's Script, a custom font that embodies dynamism, imagination, innovation and confidence - traits they also attribute to the company and the product. These brand guidelines succeed in explaining how this custom family type is used. Ben and Jerry What makes Ben and Jerry's guidelines particularly interesting as they deal with the cohesion around hand-drawn assets. Many of their icons, fonts and images choose to rely on handwritten aesthetics that can be difficult to maintain. The Asana Asana style guide goes beyond a set of instructions and becomes a complete set for an effective brand image. The standout aspect is how they fill these seemingly internal documents with a random voice that matches their brand personality. Example: We call the space around our logo a red zone. Please don't put things in it. FIFA FIFA, as a brand, has its own corporate guidelines, but how do you go about maintaining visual cohesion events? The World Cup™ is undoubtedly one of the largest, if not the largest, sporting events on Earth. These guidelines address the challenge of uniformly informing them. Medium-sized brands emphasize different aspects of their visual identity depending on how connected they are to their core business. For Medium, a platform that has reworked the online reading experience, pressure to enhance typography and maintain superior layout standards. This style of leadership is the result of this effort. Netflix Being everyone's best friend on weekends is not an easy feat - you have to dress up the part. In their own words, with an arc of vintage CinemaScope and Netflix's signature red, (their) wordmark is iconic. And these guidelines are the same. WeWork WeWork presented we work here as a brand promise in these guidelines. They carefully define the meaning of this expression in the context of signage, spaces and brand identity. Red Cross Is an easy way to share the story of your brand's storytelling, visual symbols, and voice is to create a Brand Poster as it is one of the Red Cross. It summarizes the key points so that team members and partners can quickly address them when necessary. Fandango Simple, magnetic, and definitive are just a few of the words Fandango uses to define its brand voice. Excellent link guide style if your product/service is to convey Personality. Macaroni Grill Brands in the hospitality industry provide a unique opportunity to go for bright photos and innovative materials. With this strong style guide, Macaroni Grill ensures that its brand doesn't just taste Looks delicious. The new School Of Design School means that observers will keep you to higher visual standards. The new School OF DIY Services section is a great resource to ensure that brand material is cohesive no matter where it comes from: both internal and external staff can download all kinds of visual assets to optimize their workflow. Yale In another example of contemporary design inspired by the brand's heritage, Yale has created a custom font that reflects its original values and identity. This online guide shows how to properly use a family of types in conjunction with color and supporting images. Canada Canada's direction is intriguing and refreshingly different from what you would expect, and the brand appointment guidelines were supposed to reflect just that. Kate shovel, like the rest of the design industry, fashion comes with a set of high expectations. Kate Spade has developed a brand book that is full of vibrant moodboards, bold quotes, and inspiring images throughout. FIU Launching more than 3,000 websites requires compliance with a robust but flexible set of rules that represent your brand in the most cohesive way. This was the challenge that the FIU intended to address with this digital style guide. Children's Cancer Institute Cause Marketing has become very popular in the last decade, given the democratization of communication channels and new ways of attracting audiences with initiatives like crowdfunding. Realizing this, the Children's Cancer Institute has created a dynamic guide full of examples of graphic style and useful applications. Montreal Olympic Park After the 1976 Olympic Games, Montreal was left with an amazing park that became a tourist attraction in its own right. This playful brand book captures a vibrant, colorful identity place that welcomes visitors from all over the world. Campus Energetic layouts, patterns and textures make this set of guidelines particularly appealing. The campus is a global network of Google Space Coworking, and this visual identity was supposed to reflect the intense level of creativity in its premises. BBC Stories BBC Stories is a young, socially-first format video brand. This active set of characters allows the brand to attract attention and social actions. The University of St. Louis is further proof that higher education brands can look formal without presenting a boring or soft identification system. NYCTA Another classic, this original New York Transit Authority style guide is a must for any branding enthusiast. It perfectly displays all kinds of graphic standards for branded applications unique to the New York subway.

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