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Brand guidelines template envato

All the elements /Graphic patterns / Love this item? Subscribe to unlock this item as well as millions of creative assets with unlimited downloads. Already a member of Envato? Get in there. Love this item? Subscribe to unlock this item as well as millions of creative assets with unlimited downloads. Already a member of Envato? Get in there. The Brand Guide template is Sharp and a professional template used to develop brand, brand design and marketing, product packaging and other brand promotions. Downloading the file will allow you to access your professionally designed, Brand Guideline. The template can be easily customized to your liking and includes all the necessary files for quick customization. Remove or add whatever you want to in the document, change the colors or just keep the original design. Features: Easy to edit/tune - Add company name/your services/and more details, etc. Both U.S. emails and A4 templates included comes in IDML format, INDD format and INDT format for Adobe CC Detailed Instruction guide included the process: Add this list to the shopping cart. Once purchased, the listing will be available immediately for download. Read the help guide. Download and install the fonts used. Open the file in Adobe InDesign. Fill your own information into a template. Feel free to change colors, add or delete sections, etc. Print at home on the paper of your choice or take it to a professional printer. Or create in pdf versions and send it via email. See moreBusiness Flyer and AdSee magazine moreInDesign magazine Template Interested in this item? Get unlimited access to Envato Elements from 14.50 euros per month. All the elements /Graphic patterns / Love this item? Subscribe to unlock this item as well as millions of creative assets with unlimited downloads. Already a member of Envato? Get in there. Love this item? Subscribe to unlock this item as well as millions of creative assets with unlimited downloads. Already a member of Envato? Get in there. Description No. 22 pages of high-end printing ready A4 and A5 Indesign Brand Guidelines II Pattern No--- Included 22pp Indesign Document 2 sizes: A4 and A5 letter compatible with Adobe Indesign CS4, CS5, CS5.5 CS6 Includes. IDML File Paragraph and Character Styles Edited Tables Edit brand colors through a palette aligned with 12 Column Grid Master Pages Images, text and background on selected layers Uses free Help File fonts not included fonts (free) interested in this item? Get unlimited access to Envato Elements from 14.50 euros per month. Related searches: brandingbrandbrand handmade brand identitybranding mockupSort by RelevantPopularNew Related Searches:brandbranding presentationfreeSort RelevantPopularNew Page 2 Tags: adobe xd, android, app, fashion, furniture, ios, leather, shoes, shops, ui kit, ux, wood, xdSee all tags on coder themes in RetailPerfect for shoes and furniture companyUnique - Modern XD TemplateCustomizable - Organized LayerTags: adobe xd, android, android fashion, furniture, ios, leather, shoes, shops, ui kit, ux, wood, xdAdd for CartTags: Ajax, blog, career, color, company, creative site, design, iPad, iphone, jquery, subway, phonegap, portfolio, TypographyView all tags theunexpected1 in MobileTags: Ajax, blog, career, colors, company, creative site, design, ipad, iphone, jquery, subway, phonegap, portfolio, line shopPrevig: brand, Ajax, handbags, clothing, sizes, shop, woocommerceSee all tag : brand, ajax, handbags, clothing, colors, digital, e-commerce, e-commerce, fashion, fast, shoes, stores, sizes, Shop, woocommercePreview Tags: adobe xd, android, app, fashion, furniture, ios, leather, shoes, ui kit, ux, wood, xdSee all tags on themes-coder in RetailPerfect for shoes : adobe xd, android, app, fashion, furniture, ios, leather, shoes, shops, ui kit, ux, wood, xd , colors, company, creative website, Design, iPad, iphone, jquery, subway, phonegap, portfolio, typographySee all tags theunexpected1 in MobileTags: Ajax, blog, career, color, company, creative site, design, iPad, iphone, jquery, subway, phonegap, portfolio, print shopPrevation One of the most valuable things that can now have a succession of all channels. But maintaining a consistent brand is easier said than done, especially when your employees are scattered around the world or working from home. That's why having strong brand guidelines are important right now. Branding guidelines give everyone in your organization or outside of your organization a help document if they have a question about using colors, fonts, and more. With well-stated guidelines, branding mistakes from your own designers and external creators should be a thing of the past. Now, if you need to make your brand guidelines a little more effective this year, I'd recommend checking out some of these 70 brand template guidelines, real-world examples and design tips for inspiration. Table Content Want to Learn How to Create Your Own Brand Style Guide? Download a copy of this free e-book we created with our friends at HubSpot. Examples of One Page brand recommendations Sometimes you don't need a multi-page brand guide to talk about your company's colors, fonts, or other design elements. A lot of the time, you can distill this information down to one page, as in the examples of the brand guide below. I like these simple guidelines on one page because they are very actionable and easy to share with your team to ensure consistent branding. You can also save like this on your yours or save it on Google Drive for easy access. Also, anyone can create a quick but comprehensive brand guide using our templates and online editor, even if you're not a designer. White One Page Brand Guidelines Pattern USE THIS STYLE GUIDE TEMPLATE Although you need to have a more complete guide to branding, it's a lot for people to sift through every time they have a question. That's where a simple crib will do its thing. The brand guidelines template above outlines some of the most important aspects of your visual brand. This condensed version of the brand style guide is easy to anchor in the workplace. Black One Page Brand Poster Guidelines I may be a little biased here because black is my favorite color, but I think it makes a great backdrop for many brand guidelines templates. This is because colors and text can really pop against a dark background. For example, see how bright the colors and text are in the Egotype example above. The basic color palette of the Brand Guide Pattern IS STYLE GUIDE TEMPLATE Not every designer uses exactly the same programs or ideas when creating something. There are also hundreds of applications that can be used to develop like Venngage for business. And even more ways to create the same type of design work. Some brands may use an internal team or outsource it to another company. You should have all this in mind when creating a single page of brand guide. Especially when laying out your color palettes. It's a good idea to include Hex, RGB, CYMK and Pantone codes of all your colors, as in the brand guidelines template above. The Modern Color Palette Brand Guidelines Example Every Brand will incorporate its company colors into its brand guidelines. It's almost given, but what they don't show is how they chose these particular colors. In this simple example of a brand guide from Fight To Breathe, they go the extra mile and show the origins of their colors. In this case, it was an image that must have spoken to them and, in turn, influenced their entire brand. You can use the same approach to outline how your brand colors, fonts or other elements fit into your brand, voice and tone mission. Modern Tech Brand Guide Example As you can see in this example of brand guidance for Crypho, a fake crypto company, they included a branded gradient that people can use. This can be extremely useful, especially if it's part of your company's design language. One page of the Font Font Use Guidelines pattern USE THIS STYLE GUIDE TEMPLATE Be sure to outline where each of your branded fonts should be used, as in this one-page brand guide. should not guess which is the headline or font of the body when the time comes to use them. If your company has a ton of different fonts make sure to specify when and where they should be used. Even if you only have two fonts, it doesn't hurt to include specific specific to use them. Creative One Page Brand Guidelines Example In this example of a brand guide for Maison Iggy, they show exactly how to use your logo on different backgrounds. As you can see, the main color of the font changes with each background to help ensure the logo can be seen. Modern One Page Brand Guide Principles Example You can have a simple color palette with two or three branded colors already selected, but it can always be added! Try to choose at least five colors that represent your voice brand for a more robust color palette. Especially if your content will be viewed on a bunch of different platforms, channels or social media networks. Just like in this example of a brand guide created by a designer for the Skyscanner brand. Five colors are different, but they all complement each other. If you can't come up with five, at least pick three and fill the other two spots with some neutral colors. Creative One Page Brand Guide Pattern USE THIS STYLE GUIDE TEMPLATE Make sure your employees know what weight each of your fonts should have. In some places you may need a bold font, medium or minimal font, but they won't know that if you don't tell them. One page Brand Positioning Guide template USE THIS Brand GUIDELines TEMPLATE It is very important these days to have a single brand message or voice coming from all your employees. Having a bunch of random messages, ideas or visual effects coming from people working for the same company is never good for consistency. Especially when consistent branding leads to a 23% increase in revenue! To make sure everyone is on the same page from day one, I would recommend creating a brand positioning document before working on full brand guidelines. Obviously this should not replace your brand guidelines, but instead be complementary to it. As you can see in the style guide template above, they set out their slogans, competitors, the market and more. Management like this is probably not required for smaller teams, but large companies should already have something like this drawn up. Simple Recommendations for Brand Examples If you want to create full brand guidelines, you'll probably need a little more space to outline your branding. These simple brand guidelines are ideal for companies that don't have tons of brand rules and regulations. Or just brands that take a very minimalist approach to design and branding. With one of these templates, you can quickly map out brand fonts, color palette other requirements for a high-end brand. Now that you have a lot more room to work, you can explain why certain colors or fonts were chosen. This approach can help you tell the story of your brand to new employees as part of them on board or people outside the company. Company. may include it as part of your employee management. Simple Business Brand Guidelines Pattern USE THIS BRAND GUIDELINES TEMPLATE I talked a lot about how brand guidelines should help explain the tone and feel of your brand. An easy way to illustrate this to readers is by including the signature section, as in the brand guidelines template above. From the outset, this company outlines how to achieve this feeling in all design work. Minimalist Cafe Brand Guidelines Example One of the easiest ways to expand your official brand colors also include branded shades and shades. This is a great way to make a few simple colors go a long way. We recommend using muted colors to expand your brand's color palette this year. They're very fashionable! But with so many options out there you should probably make a list of approved colors. Otherwise, you'll have too many official colors to keep track of. In this example of a brand guide to History, they include five official variations of their official colors. This would take guesswork out of using shades and shades in the future as well. The example of the Creative Brand Style Guide Creating an effective design language in your company should be the main goal of your new brand guidelines. Many examples of brand guidance that I came across while writing this article only used hex codes to name their brand colors. But I don't think it's very practical, especially for people outside the project team. It's much easier to call the color Pave or Forest, as in this example from Jungle House, instead of remembering a bunch of hexagonal codes. I recommend using both to facilitate communication between all teams. Simple White Brand Poster Guidelines As you can see above, this brand guide was designed to be printed out and hung up. Even if your employees forget there is a handy poster they can consult instead of sending your marketing team another email. Also, these elements and ideas will be in front of their mind when they think of a new project or graphic! In this example of Little Free Radical's brand guide, they make sure their values are exhibited throughout their guide. From custom icons and font to brown paper pattern, it all screams Homemade with love. Small Business Brand Guidelines Examples of Small Business Needs will be much different from a corporation or nonprofit organization. Not only do the brand guidelines reflect the mission or goals of your business, but it also needs to emphasize how your brand differs from all other small businesses in your space. In addition to breaking down visual branding, take the time to explain why you, chose these visuals. Some visuals can only be used for social media marketing, direct email campaigns, or your blog. Be sure to include And. People also love reading about the origins of history, so try to include some information about how your small business was started. Or some fun facts about the founders that may have influenced your current visual brand. Bold Blue Restaurant Brand Guidelines Template USE THIS brand guidelines should spell out exactly what your brand stands for. Not just a list of visual effects, logos and colors that your brand uses. It should include the values of the company, your motto or the words you want people to associate with your brand. One of the easiest ways to draw attention to these values or keywords is to highlight them, as in the brand guide template above. As you can see, designers used white font to make a few key phrases jump off the page. This has been strategically enabled so that the reader will associate this brand with escape, community and refuge. And if that's the only thing they remember seeing this page, then the designer should call it a victory! One Page Photography Brand Guidelines Example If your brand or company has a very sophisticated logo, it might be a good idea to create a simplified version of it. I know you've spent a lot of time and effort developing this logo, but it doesn't work under any circumstances. Especially if the main logo is very long horizontally or vertically, as in this example of brand management. A simplified logo can use a simpler font or just the initials of your company's name. It looks like Erin Paris has decided to use only their initials for their simplified logo. This gives creators, designers and the press more flexibility to use their logo in many situations. You can create a simplified version of your logo using our logo. Colorful Small Business Brand Guidelines Pattern USE THIS BRAND GUIDELINES TEMPLATE I am a huge fan of adding content spreadsheets for any design project that is over a few pages long. From presentations to annual reports and even, as you can see above, brand guidelines. This will not only help the reader navigate your content. It also gives them a preview of what they are going to find in your brand guidelines! Small Business Infographic Brand Style Guide You really have no idea who will use your brand guide these days. It could be a new designer, or a reporter writing an article about your company. Generally speaking, it is a good practice to include a paragraph or two to introduce readers to your brand. On the other hand, you can show what your brand is all about as ALC did above. Every image they use helps convey values and items of their brand. Someone will be able to quickly get what their visual brand is about by just looking at these photos. As with the compelling page title, they set the tone for their style of leadership very early on. Muted Photography Brand Style Guide To Some Use a photo to tell your story exceptionally well. When you see a photo of companies like this, you know instantly it came from them. To achieve this level of recognition, they typically use the same camera settings on each photo. That's why I really like how the brand guide is an example for Full Circle included these settings. To simplify it tremendously, it's like giving someone the hexagonal code of your brand's color, but for photography. Check out our post on how to incorporate stock photos into your designs for more tips. Simple Restaurant Brand Style Guide Pattern USE THIS BRAND GUIDELINES TEMPLATE At the heart of every small business founders and employees, no matter what industry you work in. For a while to introduce yourself or your employees to your branding guidelines. In this template of brand guidelines, they use the whole page just for that! Not only will your brand feel a lot more authentic, these people are an important part of your brand history. The minimalist Interior Design Brand Guide Sample font used in this example of the brand guide from Anna Vanderiet is simply incredible. It jumps off the page and grabs your attention in an instant. And when it's paired with minimalist guidance, the font looks even better. Creating a font guide like this also shows that some fonts are important in maintaining consistent visual branding. White Boutique Brand Style Guide Example As you've probably noticed, most colors are presented as circling or square palettes in brand guidelines. This makes a lot of sense because most design programs organize colors in a similar way. But if you want to break away from the crowd you can really use any form or graphic you want. Like a triangle. Designers over at Lovelytique went with this shape actually, as you can clearly see. Triangles that fit together show how the colors will interact. Modern Fitness Brand Guidelines Example Personal Statement can go a long way in helping your audience understand your brand. This statement is especially useful for entrepreneurs or founders, but small brands can also use it. For example, this example of Lauren Sambataro's brand guide uses a large section of the manual for this statement. I also like how prevalent this is in design, which also shows that they take this statement very seriously. Creative Small Business Brand Style Guide Example In this example of the brand guide from Bash and Butter they have done something very interesting with their official color palette, including the official texture of gold. This one The T element of their visual brand helps make their content different from other brands. Also, for a company that deals in a niche like food, adding a tactile element to their visual branding will appeal to their audience. Creative Brand Guidelines Examples If you work for an extremely creative brand like Venngage, your guidelines should reflect that. It would be a bit confusing if a creative brand like Adobe or Nike had very bland and boring brand guidelines. That's why I would recommend including a lot of information and visuals on why some brand decisions were made. Explain why the font was chosen, where the inspiration for this color of the brand was found and more. If your designers have drawn inspiration from other creators or artists, you can add them to their branding guides or guides as well! These pieces of information can really help tell the story of your brand both inside and outside the company. The muted business brand Guidelines pattern USE THIS BRAND GUIDELINES TEMPLATE Over the past few years, many brands have created their own custom fonts. These unique fonts help them stand out from their competitors and rise above the noise on social networks. This approach also allows companies to enter their brand voice into all aspects of their marketing. If you are one of those companies, I would recommend using your custom font throughout your brand guidelines as well. Don't just list the name of the font on one of the brand guide pages, actually use it! In the brand guide template above, the corporate font is used in each page title. This ensures that the font is the first thing the reader or press will see on every page of the creative brand guide. And whether it's serious or playful, they can set that tone from the start. Bold Fashion Brand Style Guidelines Pattern USE THIS BRAND GUIDELINES TEMPLATE Your logo is one of the first things people will associate with your brand. When people see that graphic in the world they should immediately think about your company. Now, most companies only have a small section for their logo in their brand guides. Sometimes they even dedicate a page to show how you shouldn't use their logo. But as you can see in this fashion brand template the guidelines above, they plaster their logo on the entire page. Creative Minimalist Brand Guide Example If there are certain models or swatches you want designers to use in your graphics be sure to incorporate them into your brand guide. This brand guide from Lotus Design determines exactly which models they want to be associated with their brands. Creating these small choices will help you present a consistent brand to the world. Bold Collage Brand Style Guidelines Example In this example of the brand guide from Nordic Design, they use the mood board to visualize the feeling that they want the content to leave. Now, even if you don't put the mood or inspiration board in your brand principles, creating one great way to help flesh out your visual brand. Additional Colorful Brand Guidelines Example Using Color to help readers move from section to section is a classic design hack. It shows them that they are reading a new piece of information without setting it out it Their. It also allows you to break down a large document, like brand recommendations, into smaller sections very easily. Campus designers have used this design hack to help organize their brand guide effectively. With 5 basic colors breaking down a somewhat long guide in manageable pieces of information. Fun Illustrated Branding Guidelines Example Over the past few years, there has been a huge increase in brands using hand-drawn illustrations. They've already taken over Silicon Valley and social media. And now brands are starting to add them to their official brand, as it did above Fabled. Not only are

illustrated icons and symbols throughout their brand guidelines, they have officially sanctioned several branded illustrations as well. These official illustrations are a fantastic way to set your company apart from your competitors. Simple One Page Color Palette Guidelines This company probably has more color palettes than they know what to do with. In this example of the brand guide from yelo, they actually have more formal colors than we have seen with any other guide, about 90 different colors. Corporate Brand Guidelines Examples When your company is distributed around the world, with thousands of different employees in hundreds of offices, your brand guidelines should be very clear and easy to understand. Otherwise, the strong visual brand that you have created can fall apart due to inconsistent branding. Below is a large cross-section of various corporate examples of brand guidelines. We believe that we have outlined basically everything you need to include in your brand guidelines. Spotify Logo Brand Guidelines Example Spotify, and many other examples in this collection have used a full page, or two, in their brand guidelines to outline how not to use your logo. Well, when your logo appears on anything from presentation deck custom T-shirts to hundreds of companies, it can easily be wrong. With a section like this in their brand guidelines it will hopefully help those many creators use it properly. You can use this accurate approach in brand guidelines to make sure your brands are used correctly as your internal team too. Bold Brand Style Guide Pattern USE THIS BRAND GUIDELINES TEMPLATE Set the tone of your brand from the beginning with a great front page like in this template. These designers prefer to use bold photography that feels very serious and professional. In addition, throughout this brand guide template, they include examples of images that fit their mission. This can help give and writers have a clear idea of what to aim for. Green Bold Brand Guidelines Example is a solid example of bold brand guidelines coming from Homestar. As you can see above, each page uses a font that readers can't miss to give them some important information. Information. their brand colors motto and even the blanks of each page. All this information can probably be posted on one page, but this approach does not correspond to their brand. For them, the more the better. Healthcare Brand Style Guide Ebook Pattern USE THIS BRAND GUIDELINES TEMPLATE You can tell the reader a lot about your brand just from the font you use in your branding guidelines. This year, serif fonts are extremely popular because they can be used both professionally and for trust. For a brand that works in a very hectic industry like healthcare, building that initial trust is very important. That's why I think designers choose the serif font to use on every page of this brand guidelines template. Ideame Branding Guide Example There is nothing worse than seeing your beautiful logo pitched against another graphic on the page. The wrong distance can really ruin any visual in an instant. To avoid this fate, you should definitely include a section that shows how to properly space the graphics. In this example, brand management from Idea.me they decided to do just that. Showing that nothing should come within the 4px logo, or else. Logo Development Brand Style Guide You Honors in the Market is one of the main reasons that you create a visual brand in the first place. But if the branding you choose is too close to your competitors, all this work will be a waste. Before deciding on any fonts, colors or graphics I would like to take a look at what your competitors are doing in the first place. As you can see, Mobingi took this advice quite seriously when designing its logo. You can include this section in the brand guide if you like, especially because it explains how you chosa a particular logo. Airbnb Brand Assets Guide Example Your Brand Guidelines obviously should include a good collection of authorized company visuals or images. But if you dump all these visuals into one folder, regardless of the content, it can be difficult for your team and then click to find the images they are looking for. Instead, try organizing official images by theme or using, as Airbnb does. Lonely Planet Icon Using the Brand Style Guide If you work for a company like Lonely Planet that publishes a ton of guidebooks and content, creating your own custom icons is a must. Be sure to outline all these custom icons in your brand guidelines as they did above. Consistent use of icons is probably very important to them because it helps readers or recognize and use their content instantly. The Orange STIHL Business Brand Guidelines Example, created by Stephen Arnold, the directions in this unique example of a brand book are so simple and simple that everyone can follow them. They make sure to include examples of its use in the real world, and and visuals to lead home the point. Although this is a fake brand book example for STIHL, I guess it's better than the real one. Classic Professional Law Brand Guidelines Pattern USE IT BRAND GUIDELINES TEMPLATE You've probably heard about using white space in your designs or graphics in the past. If not, it's basically an open space around icons, text or other design elements. White space is one of the most important things that many new designers forget about. In this brand style guide template, they use the white space very well. Nothing feels grouped and even if there is a ton of information, you can easily move through it. So when designing your own brand guide, be sure to use enough white space around your items. Technology Brand Guidelines Examples of Tech Brands are in a unique situation when it comes to creating brand guidelines. They need to not only make sure that branding works on a ton of digital platforms, but also in the real world. A logo that has been optimized for social media can look awful on a poster hanging on the wall. Or the hexagonal code for one of your brand's colors doesn't show up correctly in the video editing tool. Now this means that your leadership style may be a little more detailed than some of the other companies that we've looked at. But it's worth it in the long run because inconsistent branding will cost your company revenue and trust. Modern Colorful Brand Guidelines Pattern USE THIS BRAND GUIDELINES TEMPLATE Most color palettes are presented in a similar way. They are either shown in circles, squares, or in other simple forms. And there's nothing wrong with that! But this innovative style brand guide has decided to shake up these conventions with their bold color palette. First, they dedicate a whole page to their signature color schemes, which show how important these colors really are to them. Overall, this is one of my favorite examples of a truly ingenious branding guide! Mailchimp Logo Brand Guidelines Example Not every company is lucky enough to have a mascot as recognizable as Mailchimp's. His name is Freddie, if you're interested. Because of this value to the company, they need to make sure that the likeness is used correctly. So in their branding guide, they have a section dedicated to using the monkey properly. Mailchimp Title Using Brenda Guidelines Example These days, many brands are made up, missing letters or mashup a few words. If your has an obscure or made up name like Mailchimp, be sure to show the public how it should be used in reality. This includes showing which letters should be capitalized and if the name includes any spaces. Netflix Brand Guidelines Site As you can see in this example, Netflix has organized its entire brand brand to the boarding page. In my search for great examples for this article, I found that a handful of major brands used this idea as well. Besides giving your brand a guide to your own website, you show the public that you really care about what it says. Yelp Advanced Color Brand Color Guidelines Sample Colors will interact differently if they are used on a mobile device. Something may look amazing on your massive monitor, but when seen on a small phone screen it's much less impressive. So to make sure it doesn't happen to your brand, try copying what Yelp did. Every color in their palette has been approved for use on the device, or not, with a smart icon. Web Summit Conference Brand Guidelines Example Get extra specific with your guidelines as a consistent brand is worth its weight in gold these days. Especially when your company has spent so much time creating a strong visual brand. In this example from WebSummit, they show what colors to use with each font. It may seem a bit much, but I think it helps to show exactly how your branding should be used. Do not leave any of the other possibilities for interpretation if you can, because then mistakes will be made. Especially if you work with a large or distributed team. Mozilla Big Color Palette Brand Guidelines Example If you took a quick look at the official brand colors from Mozilla you'll probably be able to figure out which were the basic and secondary colors instantly. This is because they created a visual hierarchy using different circles sizes. Visitors can quickly learn about their basic and secondary colors thanks to this simple trick. Dropbox Brand Guidelines Example the huge trend we've seen taking over 2020 has been a blast of muted brand colors. Dropbox was one of the first major companies to fully adopt this trend. As you can see above, instead of using their old blue trademark, they expanded their brand color palette significantly to include some muted colors. These rather massive changes have been undertaken to position the company as something that connects the creativity of the world. I think they've done a great job with rebranding. Dribbble Color Palette Brand Style Guide Example to keep all your designs, departments and sub-brands straight, try color coding them. Dribbble uses this tactic in its brand leadership, with the hired, teams and other teams in his company getting their own official color. This can be useful when creating internal documents, such as marketing plans or reports, blogs, presentations and more. Disqus Creative Brand Style Guide Sample There are words out there no matter how many times you read it, you will still never know how to pronounce it correctly. For me it was quinoa for a while until I made fun of and corrected it. But for some words like Disqus, you're not going to have a friend to say say how to pronounce it. So people over at Disqus decided to create a short video that shows the perfect way to pronounce your name. Envato Brand Tone Guide Is an example of creating a brand voice or tone guide as this example from Envato will help your employees or designers avoid calling the same thing a few random other names. Not having a consistent brand voice just leave the reader confused and can even lead to the loss of a customer. This is extremely useful for such a large and fairly diversified company as Envato. Frontify Interactive Brand Guidelines Example Why not show exactly how the font will look in all colors of your brand with one click? This is exactly what the Frontify team has done to help people visualize different aspects of its branding. This was one of the only interactive examples of brand leadership that I've seen, but I think it's very helpful. I hope more companies will follow suit with a large or distributed team. In this example from WebSummit, they show what colors to use with each font. It may seem a bit much, but I think it helps to show exactly how your branding should be used. Do not leave any of the other possibilities for interpretation if you can, because then mistakes will be made. Especially if you work with a large or distributed team. Mozilla Big Color Palette Brand Guidelines highlight them because they have done a great job of creating and maintaining visual identity. These examples can help you maintain a very consistent brand identity in social media as well. As I mentioned with corporate brand guidelines, there is a big risk for inconsistent branding when your company expands. But these social networks have been able to keep very consistent branding throughout the growth process. Instagram App Brand Style Guide Example If you really want to show your product or app in the best light, include some high quality product screenshots. Not only will it make your product look amazing, it will help your brand control the visual narrative around it. For example, if Instagram's guidelines don't include these screenshots, journalists will have to make their own. Then they could create a screenshot of really nothing, instead of using the perfect brand should already be made. Obviously for internal brand guidelines you should include more than just a few screenshots as well. An example of LinkedIn guidelines When you work for a company as big as LinkedIn, you'll probably have a few brand colors to choose from. With thousands of projects and small companies under their control, it makes a lot of sense to have an extended color palette to choose from. You may not need a ton of individual colors, but having a few sanctioned can not hurt. Facebook Brand Guidelines Example This advice may not apply to every company, but many groups may have multiple sub-brands under their umbrella. Even in Venngage we have a beam and a few other projects have their own branding. I don't think it's earth-shattering anyone to find out that Facebook has a bunch of sub brands under the umbrella too. This means that every smaller brand will need its own set of brand guidelines. Make sure they are easy to find, as Facebook brand guidelines are made above. Facebook Media Using Brenda Example is an easy way to ensure that your branding is used correctly by affiliates to show how not to use that content. Whatever you do, if it makes creating consistent visuals easier for some people it's definitely worth it. Pinterest Brand Guidelines Example Like any piece of content, you don't just want to go straight into the middle of your brand guidelines. Summarize some of your brand values and ideals in useful introduction instead. That's why I really like how the Pinterest guidelines not only used a brief introduction to their brand guidelines, but also the Basics section. The intro section sets out all the simple rules and guidelines for using your brand. Reddit 101 Brand Guidelines Example For some people Reddit is a true secret, I didn't really even get what it was until a few years ago. I'm guessing that new users, or journalists, may be confused about how it works as well. That's why I like the way they laid out all the most important information in this Reddit 101 example brand guidelines. In a minute or so you can understand how the whole platform works! It also effectively spells out terms such as subreddits and AMA, which are unique to Reddit but may be new to the user. Twitter Culture Brand Guidelines The example of company culture is incredibly important to both of your teams. People want to know that their company stands for the right things and will feel safe working there. How do you convey your company's culture to potential employees and fans of your brand? If you include a culture section in your brand guidelines, as Twitter did, you can show how branding goes beyond design, it's also thinking. An example of youTube brand recommendations If your brand has come up with any words or phrases, include a dictionary in your brand's guidelines. For example, the word YouTuber was not intentionally created by Youtube, but has become synonymous with their brand. So they don't have the time to explain how the word should be used in the official youTube brand guidelines. The nonprofit Brand Guidelines Examples For the last section of this long article, let's take a look at some non-profit examples of brand leadership. Depending on the size of your non-profit organization, you may just simple brand guidelines. But if you work for a multinational nonprofit, the guidelines should be a little more detailed. Especially since a consistent brand is very important if you hope to raise money or win the trust of new volunteers. In this space, the consistency of a brand can or break your organization. In addition, volunteers working for your brand may not be as aware of your branding or how important it is to your mission. So be sure to take the time to outline your brand recommendations, so there is no confusion. Also, be sure to read our full guide to non-profit marketing for more tips and templates. Modern Non-Profit Brand Style Guide Pattern USE THIS BRAND GUIDELINES TEMPLATE If you are going to submit your branding recommendations to people outside of your nonprofit organization, be sure to make it very attractive or interesting. This brand guide template uses a ton of visual content to tell compelling stories about both the company and its goals. Sometimes it's best to show your employees, stakeholders and the public the good things that your nonprofit organization does, instead of just telling them. Not only will it outline exactly how visual branding should be used, it can give some insight into the history or culture of the company. Set a book like this from the Museum of Humanity on every table, or in every boardroom, so everyone can take a look if necessary as well. Colorful Recommendations for Brand Examples When you are a multinational organization like ILGA, it makes sense to use multiple logos and colors. Different countries may have different design trends and preferences. Although their logos are diverse, they are still similar enough that they build a special brand. You don't have a logo yet? Our logo maker can help! But first, check out our post on what logo styles consumers trust the most. Girl Scouts Brand Guidelines Examples Infographics are one of the best ways to present information in a visually appealing way. That's why I'm excited to include this amazing example from Girl Scouts in the collection. They have masterfully created an infographic of their brand guidelines, which outlines many aspects of their branding. Overall they took what usually has a very hard pattern, and turned it upside down to make the information more attractive. Learn how to repurpose content into infographics and other visuals with our handy guide, or review our non-profit infographics. Data Viz Brand Guidelines Examples of Data Presentation in an effective, consistent and beautiful way a little more complicated sometimes. That's why it's important to set out how your company visualizes the data in your guidelines In this incredible brand recommendation from the truth, they spend two full pages telling their employees how they should visualize the data. If you have a ton of teams working on different projects, this brand guidelines should help them present a united front. Almost like each of them came from one (overwork) (overwork) New to visualize data? Our data visualization guide is a great place to start. Create your own brand of Congratulations guidelines! You've finished in one part. If you want to learn more about building a brand guide from scratch read our guide to building a brand style guide from scratch. But before you go let's consider some of my favorite tips: Create a simple handout or crib to break the color palette of HEX, RGB and CMYK codes Print out your brand recommendations and hang it in the office highlight your brand's signature feel Start with a useful intro or frequently asked questions section of The Design Infographic, as the brand's guide to expand the brand's colors to fit any situation or need to illustrate How not to use your logo, shades and shades Let your written voice be heard Follow these tips to create brand guidelines that are comprehensive, easy to follow, and that represents the personality of your brand. Want to learn how to create your own Brand Style Guide? Download a copy of this free e-book we created with our friends at HubSpot. What are the brand recommendations? Your brand guidelines indicate everything that plays a role in your brand's view. While the most basic brand guides may include company colors, fonts and logos, there is a lot more you can incorporate to ensure brand consistency. From personal statements, branded photos, spelling, your mission statement and more. In this article, I'm going to give you 65 tips on how to plan, design and submit your own brand guidelines. I will also give you TON examples of how other brands have approached their brand recommendations. With clear brand guidelines, your brand will be presented consistently from presentation designs to blogs and business cards. Cards.