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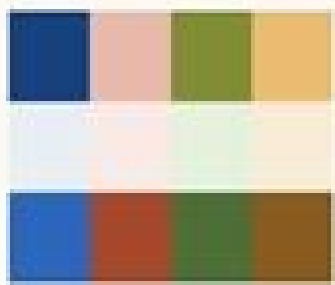


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36 great brand guidelines examples



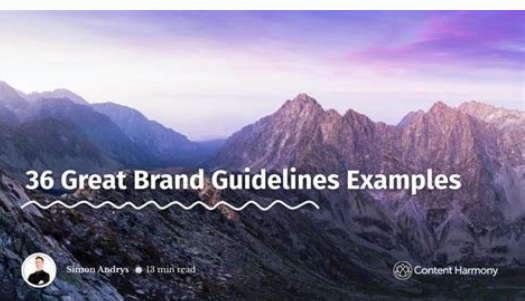
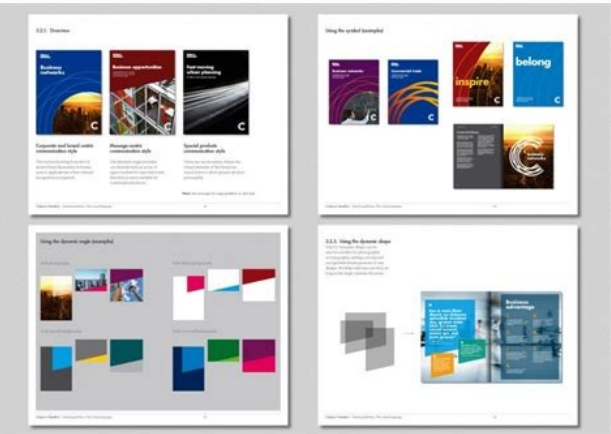
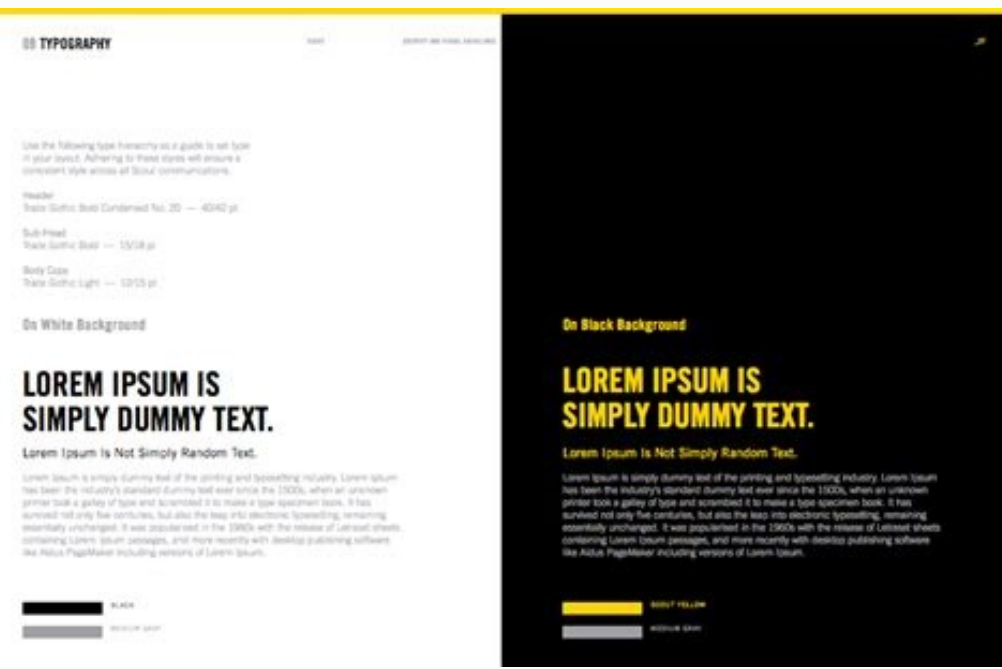
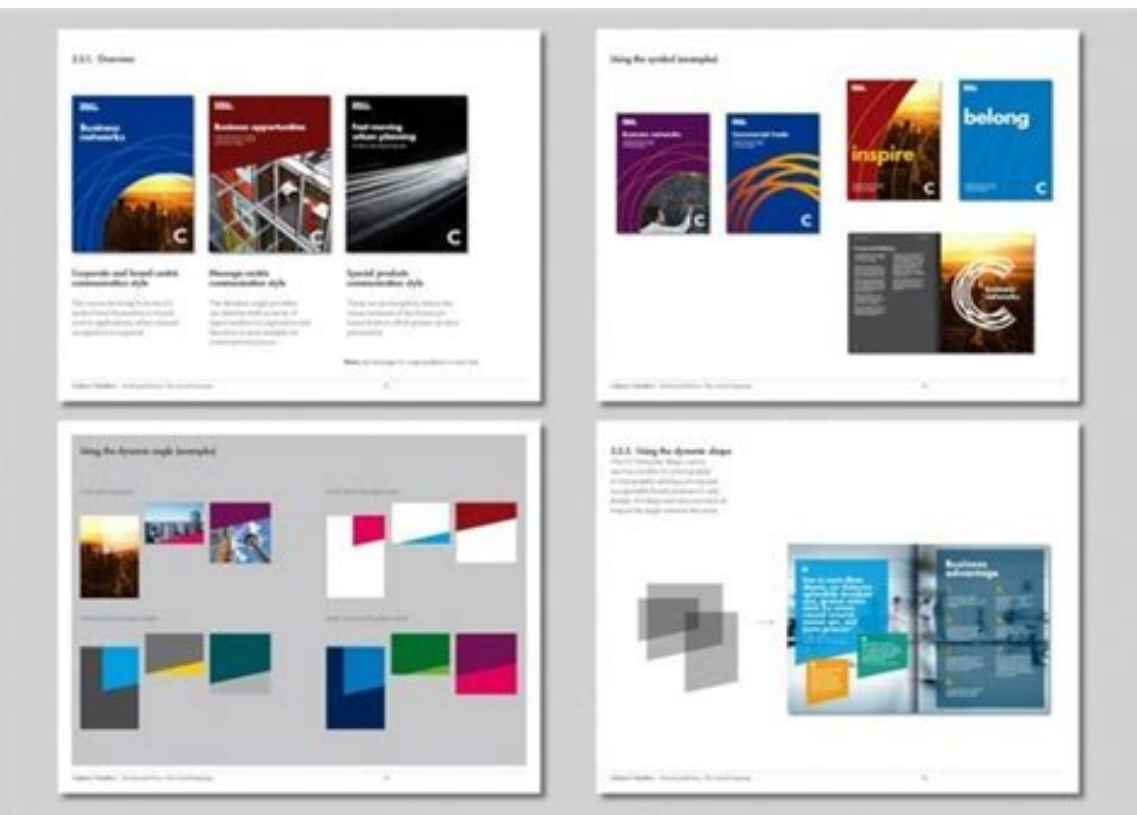
Our illustration shows people connecting in the interactions that take place every day.



Our color palette is warmer and more approachable. Blue now complements the palette instead of dominating it. Accessibility was a guide post for all our decisions.



Our logo is now just one color instead of three. It's simpler, more modern, and helps our name to read as one word.



Grid-Based Brand Guidelines7. Who knew color-coding could be innovative?25. Because of that, it's important that you define enough of the guidelines to keep your brand consistent, but keep them short enough that contributors can actually digest all of the rules. With that in mind, I've gathered some of the best publicly available brand guidelines that I could find in order to help you brainstorm what should go into your own brand guidelines. Also, once the user clicks on the desired portion, those pages are very clean and visually legible.17. VanveroCompany: Vanvero // Agency: Brendan LaneClick here to see Vanvero's brand guidelinesBrendan Lane trimmed all of the fat, and replaced it with beautiful imagery to reiterate what the brand does - creates digital camera accessories to allow photographers to capture incredible footage. So, to help parents and leaders maintain the brand integrity it's important to demonstrate the appropriate usage. District CircleCompany: District Circle // Agency: BASICClick here to see District Circle's brand guidelinesThe Golden Ratio, and copy guidelines - BASIC built a great unit of measurement for District Circle to follow. They have one of the cleanest brand guidelines I have come across - full of resources, even downloadable print and web color palettes to import when designing new collateral.3. JEGSCompany: JEGS // Agency: Origo BrandingClick here to see JEGS' brand guidelines [2]Even if you've never heard of JEGS, you can tell what industry the company is in based on the visual cues they use throughout their brand guidelines. If you click on Sean's link, you will see the versatility of the logo through the images and colors he applies. Kudos.24. When you're ready to expand beyond that, Graham "Logo" Smith provides us with a free 14-Page Brand Identity Guidelines Template to get you started. Overall, the brand guidelines were jam packed full of information and enjoyable to go through - as some can seem like pulling teeth.13. People will have questions, they always do. Please feel free to follow the links I have provided to the either the companies or agencies to see some other amazing projects. If you're just getting started with your brand guidelines, take a look at my last article, How To Produce Your First Brand Style Guide. Calgary Chamber of CommerceCompany: Calgary Chamber of Commerce // Artist: Ianca BarbarasaClick here to see the Calgary Chamber of Commerce's brand guidelinesUsing branded elements to carry throughout all of your brand collateral reiterates brand stability. Boy Scouts of AmericaCompany: Boy Scouts of America // Designer: BSA - InternalClick here to see the BSA's brand guidelinesBecause the nature of BSA's operating platform is based upon small community membership, funding isn't always a luxury. If anything, you can walk away with ideas of how to control the way your UX is designed, and some simple .gifs included in your brand guidelines .pdf is a great solution. Minimalist Brand Guidelines16. Subtlety may be one of their strengths, but they went purely bold throughout all of their brand guidelines.8. Macaroni GrillCompany: Macaroni Grill // Agency: Superbig CreativeClick here to see Macaroni Grill's brand guidelinesThe way Superbig Creative laid out the brand guidelines reads like a book - it's beautiful. OntraPortCompany: OntraPort.com // Agency: StudioJQClick here to see OntraPort.com's brand guidelinesThe bold use of navy page dividers and large section numbers makes and easy use of referral for the team to use internally. Destination CanadaCompany: Destination Canada // Agency: DDB Group CanadaClick here to see Destination Canada's brand guidelinesTable Design? Companies often separate their products from their brand guidelines, but Superbig Creative found a seamless way to combine everything into one. My goal with this article was to show you a collection of some brands that are doing it right. These are just a few of the many brand guidelines that I found interesting available on the internet. 104 pages later, I get it - I officially know how to market Canada.14. These are very forward-thinking, financial-based brand guidelines that many conservative companies can use as a jumping-off-point.35. One way to speak to that is to include a great Q&A at the end with internal contact information.34. In this example Asana also goes into the ratio and origin of where the three dots come from (hint: it's the counter of the "a" in Asana). MohawkCompany: Mohawk Fine Papers // Agency: PentagramClick here to see Mohawk's brand guidelinesMohawk and their products have become more dynamic, so why not their identity too? Just great content marketing resources. Thank you - thank you, SkypeCompany: Skype // Designer: Skype - InternalClick here to see Skype's brand guidelinesGiving great branded examples throughout your brand guidelines really shows "how" everyone should be presenting the brand. Pentagram did an incredible job reflecting their brand through the products. 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. This is a great use of industry concepts to build coherence throughout their brand guidelines.4. AsanaCompany: Asana // Designers: Asana - Internal & Moving BrandsClick here to see Asana's brand guidelines (ZIPs)It's one thing to list a bunch of adjectives describing your brand, but it's better to help everyone understand "Why?" they describe the brand. So, it only makes sense that their voice and tone would be supportive and uplifting. University of DaytonCompany: University of Dayton // Designer: University of Dayton - InternalClick here to see University of Dayton's brand guidelinesEven though the University of Dayton has incredibly conservative brand standards, they managed to find a coherent way to market themselves in a way that is relatable to their market. Maybe one that you worked on? Leave a note in the comments for others to check it out! Whoa. The use of duotone photos has become a huge trend, courtesy of companies like Spotify. TBSCompany: TBS // Agency: Sean HeislerClick here to see TBS's brand guidelinesOh, the simplicity. It's remarkable how the design team was able to transfer the heavy line design throughout the Olympics, from the stadium design to apparel design.Company: Demand Media // Agency: Manual CreativeClick here to see Demand Media's brand guidelinesManual Creative found a great way to repurpose Demand Media's logo to break up their print and web formatting. Inter Miami FCCompany: Proposed Inter Miami FC // Designer: Diego GuevaraClick here to see the Conceptual Inter Miami FC's brand guidelinesThis a fictional brand, created by a fan in hopes of a new MLS soccer team coming to Miami. Kansas State UniversityCompany: Kansas State University // Designer: K-State - InternalClick here to see Kansas State University's brand guidelinesYou may think you have hit all of the nails on the head, but remember how many swings it took to do so. ESPNCompany: ESPN // Agency: Dalma Design Inc. Click here to see ESPN's brand guidelinesAt 45 pages long, Dalma Design gave ESPN's brand guidelines links to each section for easier use. Optus is a cellular services provider in Australia, so you may not be familiar with their name or brand. Fandango has 4 main branded words their using, and next to each word the present get examples of just what they mean, and how to use them. You need to make sure you're saying "the right thing." Using a CTA depends on the product and where you're advertising, and Amazon went as far as giving examples of both on-site and off-site ads in the brand guidelines.23. As a result, take this as a great opportunity to explore a new brand without bias.Company: LinkedIn // Designer: LinkedIn - InternalClick here to see LinkedIn's brand guidelinesEven though LinkedIn is primarily a website and mobile app, they make sure to cover any print materials. Inspirational Brand GuidelinesBrand integrity is a fragile thing, so it needs to be treated as such. This is a great example of speaking to those reading your brand guidelines like a human. They clearly went through and extensive process to lay their ground rules: so much so, that they color-coded their voice guidelines. With large examples of company logos, typography, icons, and more, OntraPort definitely set up for success.20. Just add a few pages to talk about your voice, show some examples of brand usage, and add a Q&A at the end. Do you know of a great brand guidelines document out there that we missed? Don't worry, we won't bug you with junk. Including the Golden Ratio is something I wouldn't have thought about, but it's clear (especially in the lower left layout) how much of a difference it can make. Inspirational Brand Guidelines32. He went through a very thorough branding process just to show how well the city of Miami could be represented by a new addition. // Agency: SocioDesignClick here to see Truth.'s brand guidelinesTruth, as a branding agency, shows just how good they are at what they do. This is a very straightforward example, and honestly, it doesn't need to be more complicated than this.7. Truth.Company: Truth. These brand guidelines really get the point across by explaining the meaning behind every shape and line - that's a step often overlooked in many brand guidelines.33. Cohesive Brand Guidelines2. This post may contain affiliate links, meaning when you click the links and make a purchase, we receive a commission. He also laid out all of the necessary examples of logo and wordmark do's & don'ts: as well as, voice, about, color, typography and more, into just 13 pages.18. So, I can't help but feel like I had something to do with it - but, in reality, when I read the article about the new branding I had to give them a nod. Now that Mohawk Fine Papers has adapted to the digital work with Mohawk Connects, this new brand identity literally pops off of the paper, and the screen - see what I did there?15. KAECompany: KAE // Agency: SocioDesignClick here to see KAE's brand guidelinesThere are only 9 pages in the brand guidelines for KAE, so it's clear that typographic expression is a major identifier for the brand - big enough to take up an entire page. Stay light-hearted, because that's what you're known for, not just a big man stuffing himself down your chimney in the middle of the night. Typographic Brand Guidelines6. Upon further review of their website, I don't see this particular logo being use, nor the grid - but it would be incredible to see what they could come up with from the grid.30. Creating a custom font isn't easy, it needs its own style guide, and that's just what was done for Macaroni Grill.9. Beats by DreCompany: Beats by Dre // Agency: R/GAClick here to see Beats' brand guidelinesSometimes it's better to "hit them over the head" with simple examples.10. Rather than shrinking and dissecting their logo, they blew it up to create unique negative space that would be hard to conceive otherwise.29. GandourCompany: Gandour // Agency: SocioDesignClick here to see Gandour's brand guidelinesNow this grid is a bit extensive, but you can see why the designer went as far as they did for the sake of symmetry. Even after you've made your in-depth brand guidelines, please make a one-sheeter for everyone within your company.Voice & Tone Guidelines21. 1. That's a technique I hadn't seen before. Gretel has some beautiful transitions mixed with textures, lines, photos and text in their case study. Take a look at the following demo video they put together with some of Content Harmony's design styles: Capture styles from your existing website. Customize the assumed defaults inside of IBrand. ScoutCompany: Telenav's Scout // Designer: Telenav - InternalClick here to see Scout's brand guidelinesLet's face it, your brand's text won't always appear on white backgrounds, so Scout shows us how to prepare for alternate colors. The easier that you can either make things to use or readable, the better it is for your users.12. Also of note, SocioDesign did an excellent job creating a rich brand presence through bold serifs and copper colors via web, and foil via print. Extensive Brand Guidelines11. Typographic Brand Guidelines3. Jones Soda Co Company: Jones Soda Co. // Agency: Superbig CreativeClick here to see Jones Soda Co's brand guidelinesIdentifying your products as specific brand colors is another great cohesive branding style. Sort of a has a mid-80's MTV feel, fast-forward to today.31. DFW AirportCompany: DFW Airport // Agency: InterbrandClick here to see DFW's brand guidelinesI was traveling through DFW Airport when the new branding launched. Although this event may be known for something else, this branding identity won't soon be forgotten, because of the bold brand identity of the Olympics. 1968 Mexico City OlympicsCompany: 1968 Mexico City Olympics // Designer: Lance WymanClick here to see the 1968 Mexico City Olympics brand guidelinesYou cannot create and identify like this without a grid. UberCompany: Uber // Designer: Uber InternalClick here to see Uber's brand guidelinesThe way their branding subdomain is set up allows the user to only see what they need; rather than, having to rifle through a few dozen pages. IT Job Board (now Dice)Company: IT Job Board (now Dice) // Agency: Ragged EdgeClick here to see IT Job Board's brand guidelinesTaking the step to further promote your brand voice with reminders around the office is a great cue to take from IT Job Board (now known as Dice).26. You may think that the basic "do's and don't" are enough, but they can still be misconstrued and used incorrectly - it just makes a sound brand presence.22. CentricCompany: Centric // Agency: GretelClick here to see Centric's brand guidelinesBranding a television channel is an interesting task. In Jones Soda's case, they are using this as a guide to show the three primary color IDs (Pantone, CMYK, and RGB) to help maintain the branding across all of their brand mediums. Red CrossCompany: Red Cross // Designer: Red Cross - InternalClick here to see Red Cross's brand guidelines posterA brand "one-sheeter" is an excellent quick, desk-side reference. FandangoCompany: Fandango // Agency: GelcommClick here to see Fandango's brand guidelinesBreak it down. AmazonCompany: Amazon // Designer: Amazon - InternalClick here to see Amazon's brand guidelinesUsing the correct voice, even layout, in advertisements is crucial. They even wrote an in-depth Medium article about the process and symmetry of the three dots.5. *Santa*Company: *Santa* // Agency: QuietroomClick here to see *Santa*'s brand guidelinesAlthough this is a "concept", and not an actual brand, Quietroom showed us one important thing with *Santa*: If you're a fun brand then you should show it - with everything you do. ChempointCompany: Chempoint // Agency: Hornall AndersonClick here to see Chempoint's brand guidelinesHornall Anderson went with a very simple black, white, and blue branding. There's nothing like getting a big ol' slap on the back from your software. Grid-Based Brand Guidelines27. Extensive Brand Guidelines4. Brand guidelines are, in essence, your owner's manual on how to "use" your brand. By the way, their institutional brand guidelines are 46 pages long, and it doesn't even include their athletic marks - impressive.36. Minimalist Brand Guidelines5. MailChimp - Voice & Tone GuideCompany: MailChimp // Designer: MailChimp - InternalClick here to see MailChimp's voice & tone brand guidelinesMailChimp is a great SaaS email platform that makes email marketing way easier (it's our go-to tool). Save and share your new brand guidelines with your team, vendors, etc. Give it a shot at IBrand.co.OK, now back to the brand guidelines examples. Cohesive Brand Guidelines1. OptusCompany: Optus // Designers: VariousClick here to see Optus's brand guidelinesWhen your brand identity goes as far as your mascot on shopping bags as your customers walk out the door - I think you're doing pretty well. Thus, it's very simple and translates well across all media, so there's not much hand-holding to do.19. Voice & Tone Guidelines6. Whether you're looking to produce a document that's fairly straightforward, or complex and in-depth, you should find a resource in this list. Editors Note, 2019-11: Our services team at Content Harmony was always putting together quick one-off brand guidelines to support content marketing clients, so I'm excited by this new tool launched by our friends at IBrand that automates the process of building basic brand guidelines.

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