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The scrupulously detailed brand guidelines cover all the bases for a campaign that represents the whole state of New York and not just New York City. There's a mission statement and brand pyramid, consistency and typography guidelines, plus a whole load of thematic logo treatments and logo usage guidelines to follow.

Brand Style Guide — 3 Simple Examples of Powerful Brand ...

Brand guidelines take many forms, so rather than telling you exactly what you need to include in your brand guidelines, I'll share what we include in our own, not because ours are authoritatively the best around, but because we do this for a living and they will at least get you thinking (plus I do actually think they're pretty good).

Examples: What Do Great Brand Identity Guidelines Look ...

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is the essential tool for businesses that gives clear guidelines on how to communicate a brand effectively. It details the style, voice and the intended audience of a company that ensures consistency across all their communication channels.

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