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also known as a brand style guide govern the composition design and general look and feel of a company's branding brand guidelines can dictate the content of a logo blog website advertisement and similar marketing collateral what are brand guidelines how to create them and 5 great examples companies need to develop comprehensive brand guidelines to present a recognizable brand identity and improve the consistency of their content build your brand guidelines with frontify schedule a demo brand guidelines are rules a business creates for how it presents itself to the public including its voice tone and design aesthetic consistent branding helps customers have the same experiences wherever they interact with the business brand guidelines also include elements like mission statement brand values and brand story brand guidelines sometimes referred to as brand identity guidelines are a document that you can use to help identify build and grow your brand when your company works on a new branding project or goes through the rebranding process you should be given your shiny new brand guidelines on completion of the project the phrase brand guidelines refers to a set of rules that define how a brand's identity is represented from your logo and color scheme to the way your typography and images look these guidelines keep everything consistent whether it's on a billboard your website or a social media post align with your teams on how to communicate your brand's verbal and visual identity customize free brand guidelines templates and set your brand style guide with tools and features from canva docs define your voice set image guidelines and more download for free learn more jump to what brand identity is brand identity examples importance of brand identity creating a brand identity what is brand identity what are brand guidelines brand guidelines also called a style guide are a set of rules about how to represent your brand across channels and assets they include color 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