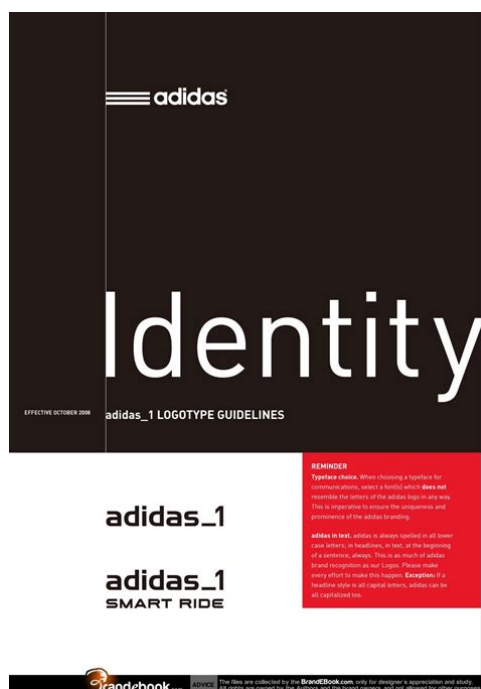




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forgotten, because of the bold brand identity of the Olympics. It's remarkable how the design team was able to transfer the heavy line design throughout the Olympics, from the stadium design to apparel design. Rather than shrinking and dissecting their logo, they blew it up to create unique negative space that would be hard to conceive

otherwise. <http://greenwich9.ru/UserFiles/cpisra-classification-manual.xml>

If you click on Sean's link, you will see the versatility of the logo through the images and colors he applies. Sort of a has a mid80's MTV feel, fastforward to today. 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. He went through a very thorough branding process just to show how well the city of Miami could be represented by a new addition. People will have questions, they always do. These are very forwardthinking, financialbased brand guidelines that many conservative companies can use as a jumpingoffpoint. 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. Companies often separate their products from their brand guidelines, but Superbig Creative found a seamless way to combine everything into one. Please feel free to follow the links I have provided to the either the companies or agencies to see some other amazing projects. 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. Maybe one that you worked on Simon obtained his B.A. in Graphic Design from Minnesota State University. Thanks for featuring my work on your site! It includes a series of readymade folders where you can upload and share logos, layout instructions, executive team photos, and other brand related assets. So gonna use this! Its very informative post. I really appreciate. Brand Identity Recently came across too. It's very informative and inspiring. Asana definitely sticks out as the best one for me. I love the color palette they chose. Post Comment. Here are some for reference. Website Style Guide Resources. Corporate Identity Portal. Thanks so much for sharing. Definitely bookmarking it. Thanks. But I was wondering if anyone here charges additionally for the style guide.

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