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1 design a brand logo and create guidelines for placement and usage 2 pick a brand color palette 3 choose brand fonts that reflect your unique identity 4 select branded iconography that represents your niche 5 set photography style guidelines and provide a library of brand approved photos and images 6

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there are 6 key elements of a brand style guide brand story brand voice logo imagery color palette typography before we dive in to the details of each it s important to first understand why you need a brand style guide every business needs a brand style guide to establish the consistency of their brand s image

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how to style your brand is perfect for new business owners starting out on their journey seasoned entrepreneurs embarking on a rebrand and brand designers stylists and marketers looking for inspiration packed with process how to s and examples from more than 60 businesses around the world

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