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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

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brand guidelines also known as a brand style guide are standards that companies use to remain consistent across channels these guidelines ensure that no matter

where you see a brand you can recognize it and trust that it came from the company brand guidelines comprise the following

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