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I have always been interested in brand standards and style guides. At what level of a brand do you think this is necessary to include with a logo design? All cases? I feel like the company paying for the branding has to want it.

Toastmasters International -Brand Manual

There's a brand for just about everything in today's world, and

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just as was mentioned before, wherever there's a brand, there should be a brand manual. The City of Melbourne has a distinct and flexible branding, where the 'M' brand mark is given new patterns and colours to suit various applications.

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The BSA's brand manual, therefore, offers a lot of hand-holding,

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as it might be the only brand manual these volunteers will ever see. There is more to this manual than just guidelines about font size and color palette, though. The book explains marketing terms that the average scoutmaster or den mother might not be familiar with.

Service design and branding agency | Brand Manual

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