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And there is a large amount of fribble and flummery in their clip art (four-armed businessmen, camels erupting in magic and sparks) to enhance the Skype layouts. Overall, the Skype brand identity guidelines read as a how-to for creating a dream-like, positively charged user experience—one that is controlling of the brand but gives permission to play.

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Brand Guidelines - Skype

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Skype Brand Identity Book and Guidelines are another example of corporate identities done right. Some argue that this set of guidelines could have easily been condensed to much less than the 39 pages. That may be so, but I agree with the practice of spacing out each specific area of the brand identity.

Skype Brand Identity Book and Logo Design Guidelines

The Skype tone of voice is unique. As a company built around our users, the Skype voice is always plain-speaking and human. Our products are always explained in the simplest terms. If your mum couldn't understand what is being written, then it's not the Skype voice. Humour is an important part of the Skype voice.

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The scrupulously detailed brand guidelines cover all the bases for a campaign that represents the whole state of New York and not just New York City. There's a mission statement and brand pyramid,

consistency and typography guidelines, plus a whole load of thematic logo treatments and logo usage guidelines to follow.

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Broadcast Terms of Service Agreement - Skype

See Skype's branding guidelines. Skype has done a fantastic job of showing how it want designers to use its illustrations and photography. It has examples of the subtle differences between good and bad usage. The whole guide is beautiful and well worth a look.

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Create some guidelines for imagery (photos, illustrations, charts, infographics, etc.) to include in your brand style guide. What might these guidelines look like? Well, Trello loves to feature custom illustrations, but knows it can be hard for different artists to produce illustrations with a cohesive style.

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The purpose of a brand style guide is to ensure your company is promoted in the most homogeneous way on all platforms. It creates an understanding among employees as to how the brand is portrayed and perceived.. A brand style guide, which is also known as a brand manual, brand standards, or brand guidelines, is a document shared in-house with the rest of your organization that describes what ...

A Simple Brand Style Guide—3 Examples of Easy-to-Use Brand ...

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Brand editorial guidelines are often sorely lacking compared to publishers', when they exist at all. Sure, we have rules and guidelines for our content to tell guest bloggers or our CEO to follow when contributing content. We know our "brand personality" and can explain it easily.

The Best Way to Document Your Brand Voice Guidelines ...

Without a guiding document, the Brand can spin out into an inconsistent set of representations. In an attempt to slow that process, Marketing Departments often develop Brand usage guidelines. These guiding documents have a lot of names: Brand Book, Brand Guidelines, Brand Bible, Identity Guidelines, etc., etc., etc.

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