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Creating a Style
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imitate the
typographic style of
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Apple Identity Guidelines

With a logo design style guide, a client can make sure the fonts on the website or publication match or complement the fonts in the logo. The client can match the website or publication colors to the logo

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Colors. In short, a logo design style guide allows the client to integrate the rest of their design styles with the logo to create a unified appearance. Logo and Brand Font Family. The first element of a logo design style guide is the font and font family.

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What is a Logo
Design Style Guide?
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Guide
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is a simple and
compact manual
that details the
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which is also worn
by personnel. The
guide walks through

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You must not incorporate any of the Skype brand assets, or variations of them, into your own product features, product names, service names, trademarks, logos, company names, domain names, or social media accounts unless otherwise

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permitted by the
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Trademark & Brand
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any other features
that are confusingly
similar to the Skype
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Brand Guidelines -
Skype

What is a brand

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style guide? A brand style guide is a quick reference visual guide that communicates not only the look and feel of your brand, but also provides basic specifications for your brand assets (logo, colors, fonts, patterns). Below are some examples of the

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Style Guide I put
together for my
branding clients.

What you need to
include. At the very
least you need to
include these three
things on your
sheet: Your logo.
Color palette with
Hex numbers.
Primary and
secondary fonts.

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