

# Adidas Brand Identity Style Guide

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*Adidas Brand Identity Style Guide*

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## AMARIS PETERSON

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### HOW TO CREATE A KILLER BRAND MANUAL OR BRAND STYLE GUIDE

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The best way to learn about style guides is to copy what others are doing and make it your own. For this post I've scoured the web to find some beautiful examples of corporate brand style guides.. For those of you who don't know: a style guide outlines your brand ID.

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A brand style guide takes the heart and soul of your brand—your mission, vision and values—and translates it into design. It also tells everyone exactly how to communicate your brand. So how do you create a brand style guide? We'll show you how in five steps! What is a brand style guide? Key components of brand identity

#### ADIDAS - STRATEGY

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.

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