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Icons and web logo guidelines - Adobe Inc.

Clear space & minimum size Clear space
Minimum size .5x X .5x 9.525 mm
(0.375") .5x .5x The horizontal logo The horizontal logo should ONLY be used in very small spaces such as on pens to retain legibility. 7 Adobe Corporate Brand Guidelines | Adobe Confidential | 25 October 2010. Which logo do I use?

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Brand Guidelines by Sectors - Creative Branding Ideas

Brand identity guidelines purpose : The goal of brand guidelines is to protect the strength of your brand so that it continues to create value for your company. Brand guidelines achieve this by explaining the importance of your brand and describing how to use the elements of the brand, such as corporate identity and the brand name.

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template on Behance

Using an Adobe InDesign template, you can create a useful style guide, which not only sets down the rules for using a business' 'brand assets', including logos, colors and fonts, but also injects life into your brand, and makes visual branding a joy, not a chore!

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