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# **Company Style Guide Examples**

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

**A style guide is a set  
of editing and  
formatting  
standards for use by  
students,  
researchers,  
journalists, and**

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**other writers. Also known as style manuals, stylebooks, and documentation guides, style guides are essential reference works for writers seeking publication, especially those who need to document their sources in footnotes**

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**, endnotes ...**

**Brand Style Guide —  
3 Simple Examples  
of Powerful Brand ...**

**Click here to see  
OntraPort.com's  
brand guidelines.**

**The bold use of  
navy page dividers  
and large section  
numbers makes and  
easy use of referral  
for the team to use**



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**internally. With large examples of company logos, typography, icons, and more, OntraPort definitely set up for success.**

**50 meticulous style guides every startup should see before ...  
Whichever way you shake it, the more examples the better**

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**when it comes to color in your brand style guide.**

**Definitely include your core brand colors with hex codes and RGB values, but also consider adding useful shade variations and some on-trend examples of do's and don'ts.**

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**12 magically  
meticulous design  
style guides |  
Creative Bloq**

**A good example is  
the (now off-the-air)  
Meerkat Manor, a  
show that, through  
clever screenwriting  
and narration, turns  
a nature  
documentary into a  
soap opera full of  
intrigue, romance,**

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**and betrayal.**

**Steal From These  
Style Guides. Your  
Content Will Thank  
You.**

**Throughout this  
article, I'll introduce  
30 great examples of  
brand style guides,  
also called  
guidelines, brand  
books, or brand  
manuals. Marvel**

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**Style Guide Marvel makes design, prototyping, and collaboration easier for designers.**

**How to create a brand style guide - 99designs**

**A company style guide is an outline of how you will present and promote your**

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**company and build your brand. The guide encourages consistency in writing and design, which gives a connected and unified feel to your company's identity. It gives employees and clients a common understanding of the look and**

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**personality of your company. The style guide is often referred to within companies as the “Brand Bible.”**

**How to Create a Brand Style Guide Like These Top Tech**

...

**Look internally at possible common problems, and**

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**address those  
upfront in your style  
guide. For example,  
UNC—an elite and  
credible  
institution—called  
out a possible pitfall  
for writing in some  
hubris, right off the  
bat: “Don’t let pride  
come across as  
arrogance,” their  
style guide says.**



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## **21 Brand Style**

### **Guide Examples for Visual Inspiration**

**The answer is a well-maintained brand, thanks to a meticulous set of style guidelines.**

**This guide for official Apple product retailers is just one example of how detail-oriented Apple is (in case**

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**you weren't already aware). With concise and detailed explanations on how to use just about every Apple asset,...**

**Brand identity style guide documents | Logo Design Love**  
**A brand style guide is a rulebook that explains how an organization**

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**presents itself to the world through its logo, font and color selections, photography and much more. Put another way, it's a reference tool that helps maintain consistency in what a brand looks, feels and sounds like.**

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## **Company Style**

### **Guide Examples**

**The brand's style guide includes the company's mission statement, product details, typeface, logo variations, a color palette, and a separate set of guidelines just for advertisements. See the full brand guide here. Source: Issuu.**

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**3. Olo. Olo is so into color and typography, it turned its style guide into a game.**

**65+ Brand Guidelines  
Templates,  
Examples & Tips For**

**...**

**The purpose of a brand style guide is to ensure your**

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**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**

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**guidelines, is a document shared in-house with the rest of your organization that describes what ...**

**30 Brand Style  
Guide Examples to  
Inspire Yours -  
Laura Busche**  
**A style manual, or  
style guide, is a set  
of standards for the**

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**design of documents, website pages, signage, and any other form of other brand identifier. The reason for their existence is to ensure complete uniformity in style and formatting wherever the brand is used. They cover everything from how**



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...

**Corporate Style  
Guide and Brand  
Guidelines**

**Every company out there should have brand guidelines (also known as a style guide). First things first... What are brand guidelines? Your brand guidelines**

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**specify everything that plays a role in the look and feel of your brand.**

**10 Examples of Great Brand Guidelines | Lucidpress  
19 Minimalist Style Guides. For those of you who don't know: a style guide outlines your brand**

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**ID. The colors, layout, tone, use case examples — the personality and execution of the brand. This is so other designers and can easily interrupt the look and feel of a brand and continue the brand strategy in a cohesive manner.**

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**Brand Style Guide  
Examples, Hand-  
picked by Saijo  
George**

**I'll offer some  
examples of how a  
design can be used  
in context, but  
hardly any of my  
projects need a  
guide the size of  
some of these.  
Generally, the  
bigger the company,**

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**the greater the need,  
because more  
people will want a  
say in how the  
design is  
implemented.**

**Style Guide: Writing  
for Your Brand  
The ValleyView Style  
Guide is a guide for  
individuals and  
departments  
preparing**

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**documentation for internal and external purposes consistent with the ValleyView corporate style.**

**Note: This Style Guide does not apply to ValleyView's specialised publishing function. Topics are listed in alphabetical order.**

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**STYLE GUIDE FOR  
COMPANY  
DOCUMENTATION  
Corporate Style  
Guide and Brand  
Guidelines ... When  
using “Control4” to  
refer to the  
company, which is  
named Control4  
Corporation,  
Control4 may be  
used as a noun, and  
need not be**

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**followed with the circle R symbol. ... • The logo should not be recolored, redrawn, or used on a patterned background (see examples).**

**36 Great Brand  
Guidelines  
Examples - Content  
Harmony  
Hand-picked**



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**collection of brand style guide examples, pattern libraries and design system for inspiration. Find all the best style guides in one place. Maintained by Saijo George, find me on Twitter or LinkedIn.**

**19 Minimalist Brand Style Guide**

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**Examples | Branding**

...

**More Specific Information that may be found in a style guide include: Your mission statement (the foundation of your content)**

**Business background. Copy and tone of voice. Iconography. Photography.**

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**Patterns and textures. Employee badges/clothing.**

**Create a Company  
Style Guide |  
QuickBooks**

**A brand style guide is a holistic set of standards that defines your company's branding. It references grammar,**

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tone, logo usage, colors, visuals, word usage, point of view, and more. A brand style guide references grammar, tone, logo usage, colors, visuals, point of view, says @SashaLaFerte.

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