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Skype Brand Manual

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Brand Guidelines - Skype

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This is a guide to the basic elements that make up Skype. Have a read, it will help you get to know us a little better. Our logo Our typeface Our colours

How we look. - University of Montana

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Skype Trademark & Brand Guidelines

This is a guide to the basic elements that make up Skype. Have a read, it will help you get to know us a little better. 04 Our logo 08 Our typeface 12 Our colours 14 Our strapline 18 Clouds 22 ...

Skype Brand Manual by Lukasz Kulakowski - Issuu

Whereas other brand manuals are rife with photography, Skype focuses first and foremost on type and imagery (it even has a whole section about how to draw clouds, if you choose not to use the already cloud-like logo).

10 Examples of Great Brand Guidelines | Lucidpress

Brand guidelines are, in essence, your owner's manual on how to "use" your brand. These guidelines will be referenced by everyone who touches your brand, internally or externally, and will often be partially reused in future brand identity revisions. ... 21. Skype. Company: Skype // Designer: Skype - Internal.

36 Great Brand Guidelines Examples - Content Harmony

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Skype's brand manual does just this, interjecting a little humour, and a colloquial and friendly tone into the explanations through instructions that are worded like "Never abuse our logo, it doesn't have arms so it can't fight back (our lawyers however, are another story)." Figure out your brand's tone and consider introducing this ...

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Skype Brand Manual - outervalue-lifestyle.com

One of the most important things about creating a brand is making sure everything is cohesive. Once a brand pinpoints their values and how they'd like to be perceived, they have to make sure all their touchpoints refer back to these values. What's of extreme importance is the look of a brand. In ...

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The Abridged Brand Manual was created to give you a brief overview of the Toastmasters brand. The visual brand guidelines were created to help you communicate and implement the Toastmasters International brand ...

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