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Nintendo's logo has a simple font and

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almost no imagery, but the use of red makes it stand out. Netflix too employs the power of red; its logo is a simple rectangle with bold lettering. Retailers like K-Mart and Target also use red; red's sense of urgency may compel people to buy, especially when a sale is in its last hours.

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## *Image Reference Guide | Creative Services*

The Pima County logo must appear with exact color reproduction in all applications. Follow these color

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standards; do not match color to pre-existing logos, which may be inaccurate or faded over time. Pima County Logo: Quick Reference Guide For assistance or more information, contact Communications Office 520.724.3312 or [logo.help@pima.gov](mailto:logo.help@pima.gov)

*Brand identity style guide documents |*

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This handy guide will teach you everything you need to know to design the perfect logo for you and your business. From defining your brand's identity and understanding what makes a great logo, to making the right design choices and navigating the design process, read on to learn how to design

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Commodore C64 Manual: Commodore  
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(1983)(Commodore)

*Reference Examples - APA Style*



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## LOGO USAGE QUICK REFERENCE GUIDE

Cuyahoga Community College (Tri-C®) has introduced a mascot: the Triceratops. A recognizable symbol that will strengthen feelings of pride, loyalty and belonging among our students, alumni and faculty, it also serves as a strong visual identity for the College's athletics programs.

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## *Resources - Fitwel*

That way if there's an issue, you can refer them to the style guide and show where it clearly states how the logo can and cannot look. If your company has multiple logos it uses you can condense the pages down and include all of the above information in single pages, or

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have pages dedicated to each logo, which you can see in the example from FedEx's style guide below.

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and Logotypes (Corporate Identity Book,  
Branding Reference for Designers and

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Branding Reference for Designers and  
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*Pima County Logo: Quick Reference*

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It's helpful to see the grids, layouts, and details included in brand style guides prepared by designers. Here are 80+ guideline documents for reference.

*Logo: The Reference Guide to Symbols and Logotypes ...*

A brand style guide is a rulebook that

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explains how an organization 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.

*Harvard Referencing Guide - University*

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Our comprehensive guide to CSS grid, focusing on all the settings both for the grid parent container and the grid child elements.

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Branding Reference for Designers and  
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