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logos are grouped according to their focal form, symbol and graphic associations in to 75 categories such as crosses, stars, crowns, animals, people, h and written, illustrative type, etc. To

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— A brand style guide is a rulebook that 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.

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LOGO REFERENCE GUIDE

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Logo - Laurence King US

The logo reference guide, this book provides graphic designers with an indispensable reference source for contemporary logo design. It has more than 1300 logos according to their focal form, symbol and graphic associations into 75 categories. Groups such as crosses, stars, crowns, animals, people, handwritten, illustrative type, etc.

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world and build people's understanding of what makes MIT Sloan a special place.

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