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in this manual.

A Brand Style Guide will help you consolidate your brand identity and help you more easily manage your brand. The exercise of creating a detailed Style Guide will also help you assess if your current visuals still match your brand's values and the image you want to portray to your stakeholders.

Everything you need to express the brand, including files, artwork,

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templates and supporting material may be found at ... If you have any questions with regard to the content of this Brand Style Guide or additional branding queries, please contact me at 781-736-5206 or [parillo@brandeis.edu](mailto:parillo@brandeis.edu) . Thank you for your ongoing commitment to, and support of,

A logo isn't a brand, it is a symbol that represents a brand. A brand is everything we do and say. A brand is an opinion that is formed through experiences, a reputation. We are all LSC brand

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ambassadors cultivating the Lone Star College reputation. Some brand terms we like: • Brand (noun) = our reputation, combined with our promise

Our brand This document is a guide to the brand communication style for Kew. It explains what our brand stands for, how it's expressed, and how the creative elements fit together in all our communications. The guide should be followed when commissioning, designing or delivering any kind of

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communications.

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Brand Style Guide or additional branding queries, please contact me at 781-736-5206 or [parillo@brandeis.edu](mailto:parillo@brandeis.edu) . Thank you for your ongoing commitment to, and support of, the Brandeis IBS brand. –

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**Matt Parillo, Director of Marketing and Communications**  
**introduCtion to tHe BrandeiS iBS Brand Style Guide**

**Our brand This document is a guide to the brand communication style for Kew. It explains what our brand stands for, how it's expressed, and how the creative elements fit together in all our communications. The guide should be followed when commissioning, designing or delivering any kind of communications.**

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that damages the brand, including but not limited to: removing or  
altering the hexagon symbol or full-stop, changing the typography  
or applying an off-brand colour (see page 8). Do not change logo  
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instances including promotions, invitations, and announcements,

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