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Brand guidelines, also called a brand style guide, are essentially an instruction manual and rule book on how to communicate your brand. They lay out all the visual details, as well as important notes about the company ' s voice, tone, and messaging.

Brand Appearance - Audi

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Audi recently redesigned its corporate identity with a goal to go digital first. This

Audi brand guidelines is probably the most exhaustive of all. The Audi brand

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Audi Brand Guidelines by Lukasz Kulakowski - Issuu March 6, 2018 12:44 pm. Audi has

made the brand guidelines for its new visual identity, which was launched last year, freely

available to the public in a bid to be " open " and " accessible to everyone " .

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Visible, tangible, perceptible: our brand inspires people with progressive

premium mobility. We combine perfection and quality with the will to go one

step further. For us this means Vorsprung, it ' s what drives us at Audi. Our

passion for progressive premium is something people should be able to sense

in our brand at every moment – which is why we have further developed the

design of our brand appearance.

Brand Identity Guidelines Audi - mitrabagus.com

German marque Audi has announced its new brand identity which will redefine the meaning of ' Vorsprung ' (head start or advance in English). The company says that reorientation of the brand shall...

[Redefining Progress - Audi](#)

Audi sets a clear statement for Vorsprung. Our attitude of progressive premium is conveyed

through a high degree of flexibility and the bold use of basic elements that shape our brand.

The Audi CI Portal is a direct, uncomplicated way for the creative handling of our brand.

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Brand New, is a division of UnderConsideration, displaying opinions, and focusing solely, on

corporate and brand identity work. More... UnderConsideration is a graphic design firm

generating its own projects, initiatives, and content while taking on limited client work. Run

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Audi also has identified itself how it plays the " modern " corporation. It

identifies itself apart in this sector from other brands such as Mercedes or

BMW. These companies are consider just as Audi as a premium brand,

however are traditionally oriented. Audi is a premium brand but moreover than

its competitors a modern brand.

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Strichpunkt designed a brand site for Audi, which makes the design guidelines for the

rebrand freely accessible online, running through everything from typography, Page 3/10.

Audi has made the brand guidelines for its new visual identity, which was

launched last year, freely available to the public in a bid to be " open " and

" accessible to everyone " . How Audi's " digital-first " identity looks to make

branding ...