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| --- | --- | --- | --- |
| Name: |  | Period: |  |

Adobe Digital Design

**Brand Style Guide Comparison**

**Brand 1:**

|  |  |  |  |
| --- | --- | --- | --- |
| Brand 1: |  | Type of Brand: |  |
| Link to Brand Style Guide: | |  | |
| First Impressions of the Guide: | | ­­ | |
| What inspired you for your own guide? Be specific | |  | |
| What would you change? | |  | |
| Overall Ranking (1 to 10) & why: | |  | |

**Brand 2:**

|  |  |  |  |
| --- | --- | --- | --- |
| Brand 1: |  | Type of Brand: |  |
| Link to Brand Style Guide: | |  | |
| First Impressions of the Guide: | |  | |
| What inspired you for your own guide? Be specific | |  | |
| What would you change? | |  | |
| Overall Ranking (1 to 10) & why: | |  | |

**Brand 3:**

|  |  |  |  |
| --- | --- | --- | --- |
| Brand 1: |  | Type of Brand: |  |
| Link to Brand Style Guide: | |  | |
| First Impressions of the Guide: | |  | |
| What inspired you for your own guide? Be specific | |  | |
| What would you change? | |  | |
| Overall Ranking (1 to 10) & why: | |  | |