

Style or Branding Guide

Savvy Winner

Embrace Wellness Style Guide

Gwinnett County, GA

Judges' Comments

"I love how this looks and how the different pillars have their own sub-branding. Everything is clearly defined so that there is no question on how things should look. Very crisp, and clean design. I definitely will be borrowing some of the layout elements of the style guide for our own guides for the future. Great work! The style guide is very easy to follow and understand. The guide is also extremely detailed in the best way. Anyone that needed help on what to do should be able to find what they are looking for in the guide. It would be great to see how some of the end products turned out if there were physical ones."

Silver Circle Winner

Meck Co. Park and Recreation Visual Guidelines

Mecklenburg County, NC

Judges' Comments

"The layout of the document is user-friendly and well-organized, making it simple to navigate and locate specific information when using the guide. I also enjoyed the green swirl used in all the photos."