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Step Guide to Creating Brand Guidelines | Building Better Brands | Episode 4 *Designing a Complete Brand Identity with Sydney Michuda - 1 of 2*
Brand Style Guides - I will design professional brand style identity and brand book *Nicer Tuesdays: Eric Hu How To Use Brand Archetypes For Brand Personality*
5 BRAND STORYTELLING EXAMPLES (What is Brand Storytelling?) / EP 16

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If you use Instagram marketing to promote your brand, you probably already know the power of Instagram Stories. In ...

Instagram AR Filters: A Complete Guide to Using Filters in Your Marketing Strategy

Nike is making sure Team USA athletes have the keys to success — on their feet.

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Ahead of the Tokyo Olympics' start next week, the company launched a new Games-specific colorway meant to ...

Nike Says 'Revolutionary' New Tech Will Set Track and Field Athletes Up for Success at Olympics

You'll find branding agencies in all niches and price ranges, so they're not just for the likes of Nike and McDonalds. A branding agency specializes in graphic design, visual identity ...

Branding Basics For Building a Brand That Rocks

As secondhand fashion gains more traction among consumers, digital resale platforms have emerged in full force. Platforms like Depop, Farfetch, Poshmark, and The RealReal are not only posting

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record ...

Resale Marketplace Advice: 7 Challenges and Solutions To Overcome Them
Little Black Book, Curly director Chris shares his love of Nike's cheesy 'The Mission' and the projects that make him envious ...

The Work That Made Me: Chris Chung
Global sportswear brand, Nike announced the launch of its app in a continued bid to accelerate its digital transformation in Southeast Asia and India (SEA&I).

Nike launches app to accelerate its digital run in SE Asia & India
Independent agency Sibling Rivalry developed the new visual identity for the

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BET Awards, which aired earlier this week. This year's show marked its return to a live, in-person broadcast, and it ...

Sibling Rivalry Gives BET Awards On-Air Look A Makeover

The Biscione has changed its skin – with Inter's 2021/22 Home jersey celebrating the club's new visual identity. Inter and Nike have today unveiled the new Home jersey for the 2021/22 season, the first ...

THE NEW SKIN OF MILANO: INTER UNVEIL 2021/22 HOME JERSEY

The Arizona Diamondbacks unveiled their long-awaited Nike MLB City Connect Series uniforms on Sunday. Seven MLB teams are unveiling the special uniform this season, with the Diamondbacks being the ...

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Arizona Diamondbacks unveil Nike MLB City Connect Series 'Serpientes' uniform for 2021

Michael Avenatti, 50, was sentenced in a Manhattan federal court on Thursday for trying to extort Nike for \$25 million.

Michael Avenatti is sentenced to 2.5 years in prison for Nike extortion

As India enters its 100th year of participation at the Olympic Games this July, Thums Up has set out to celebrate the historic feat and salute the real heroes – the athletes who overcame tremendous ...

Thums Up's Olympics 2020 campaign celebrates hope and resilience

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Nike's stock (NYSE: NKE), a company designing, developing, and marketing footwear, apparel, equipment, and accessory products, is scheduled to report its fiscal fourth-quarter (ended May ...

Will Nike Stock's Fiscal Q4 Results Beat Consensus?

Nike annual profits soar 196% over last year and 42% over 2019. Revenues for the fiscal year ... [+] increased 19%. (Photo by Stephanie Keith/Getty Images) Nike announced its fourth-quarter (Q4 ...

Nike Annual Profits Soar 196%, Best In Company History

Nike's shares are soaring before the opening bell Friday, as the footwear and clothing company posted record fiscal fourth-quarter sales in North America and

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gave a better-than-anticipated full ...

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