

# Download John Lewis Brand Identity Guidelines

Following extensive testing and research, and by integrating their founding core principles, we created new digital brand guidelines, dynamic email templates and other digital assets. John Lewis Food Hall London ... the creation of brand guidelines for their whole ... The project involved creating a new The project involved creating a new brand identity, John Lewis Brand Identity Guidelines Chapter 1 : John Lewis Brand Identity Guidelines John Lewis & partners is a chain of high-end department stores operating throughout the United Kingdom. John Lewis had gorgeous PDFs for their brand guidelines, but were struggling to find a way of displaying these in a way that was both super easy to use and highlighted the importance of the PDFs.