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A brand book (also referred to as a brand guide, visual identity guidelines, brand manual, style guide, brand identity book or brand toolkit) is an official corporate document that explains the brand's identity and presents brand standards.

Travel Guide Book Brands

We think they're the best travel guide books for newbie travelers. These books can be quite expansive though, so after studying up in trip prep, it might be best to buy Frommer's "day to day" series, which highlights local walks, special interest tours, and day by day itineraries, complete with map.

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