

Comparison of various forms of brand manuals

When deciding what form of logo or identity guidelines are most suitable for your project, please use following table.

	Printed Manual	PDF Manual	Online Manual
Showing all versions of logotype	✓	✓	✓
Showing corporate identity guidelines	✓	✓	✓
Easy sharing	✗	✓	✓
Cost-effective to produce	No	Sometimes	Yes
Easy access to logos, images and templates	✗	✗	✓
Everything is in one place	✗	✗	✓
Accessible 24 / 7 / 365	✗	✗	✓
Controlling access to information	✗	✗	✓
Time and cost effective updates	✗	✗	✓