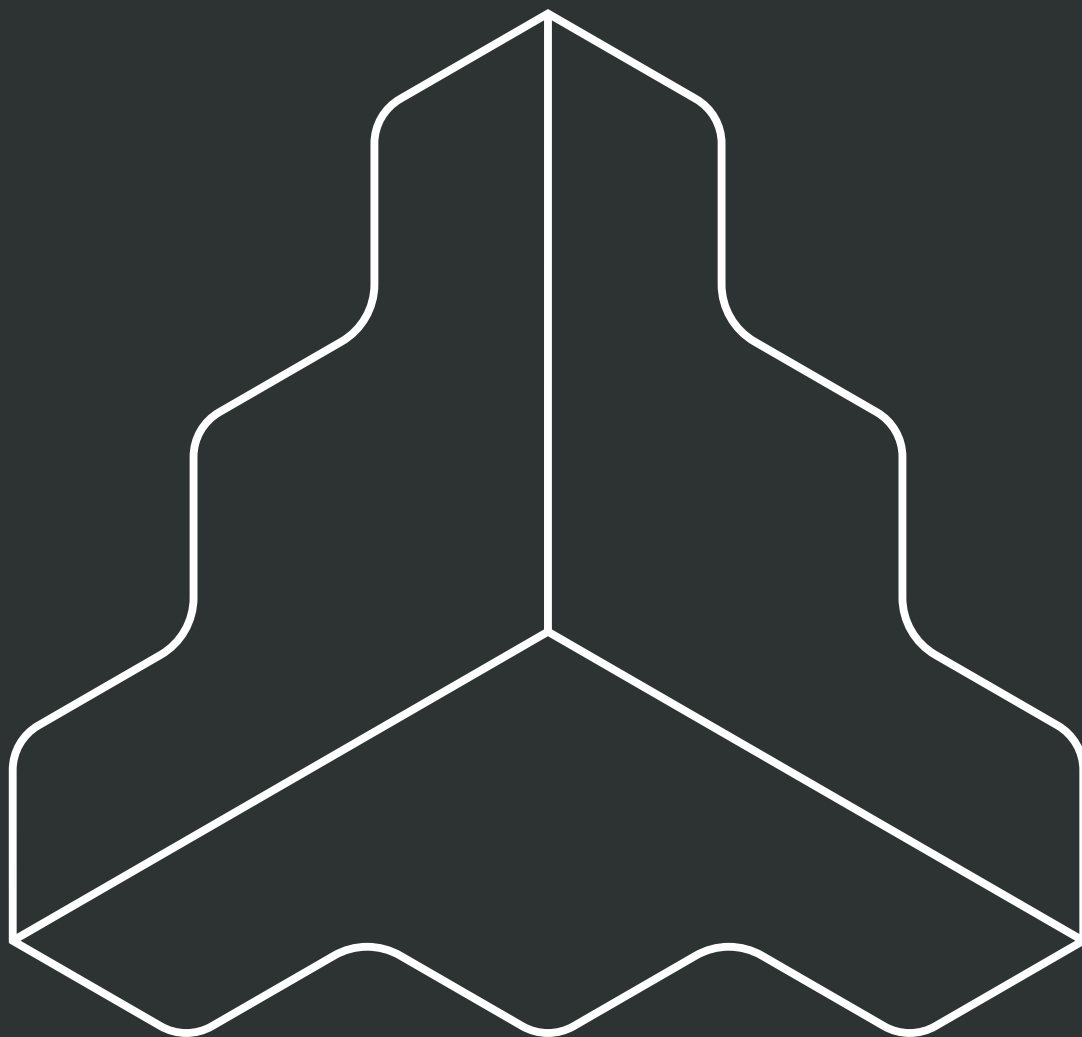




Where Brands Live



Brand Management Solution ³

Our Vision ⁴

Why Frontify? ⁵

Frontify's Connected Solutions ⁶

Brand Guidelines ⁷

Digital Asset Management ⁸

Creative Collaboration ⁹

Digital & Print Templates ¹⁰

Platform Capabilities ¹¹

Customer Branding ¹²

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Ecosystem ¹⁷

Analytics & Insights ¹⁸



Brand Management Solution

Frontify makes managing your brand easy.
Collaboration, organization, and creation.





Vision

**A world where
everyone is
part of building
beloved brands.**





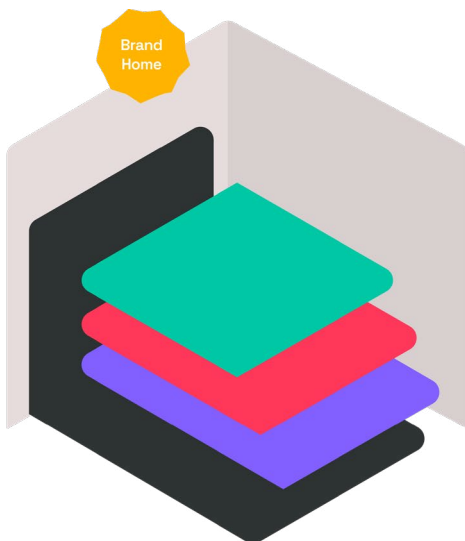
Why Frontify?

We're on a Mission (for You)

Frontify is on a mission to create a home where all brands thrive. We envision a world where all teams and workforces, big and small, are empowered and engaged to be a part of building beloved brands.

We Take Care of the Full House

A home should be a place where you have everything you need; where you can truly be you. Your brand home is no different – no matter what stage of life your brand is at. Our platform covers all ends of the brand management lifecycle, so your brand continues to evolve and grow to be its very best.



- Brand Guidelines
- Digital Asset Management
- Creative Collaboration
- Digital & Print Templates

Process Brand Management Execution





Frontify's Connected Solutions

Our platform places your brand vision at the center. Your brand guidelines power your asset management, creative collaboration, and day-to-day work – keeping everything (and everyone) on-brand.





Brand Guidelines

Frontify's Brand Guidelines is the digital home for your design principles, tone of voice guides, and brand fundamentals – a friendly neighbor to your asset management system, it ensures your unique identity shines through in every creation.

No More Static PDFs

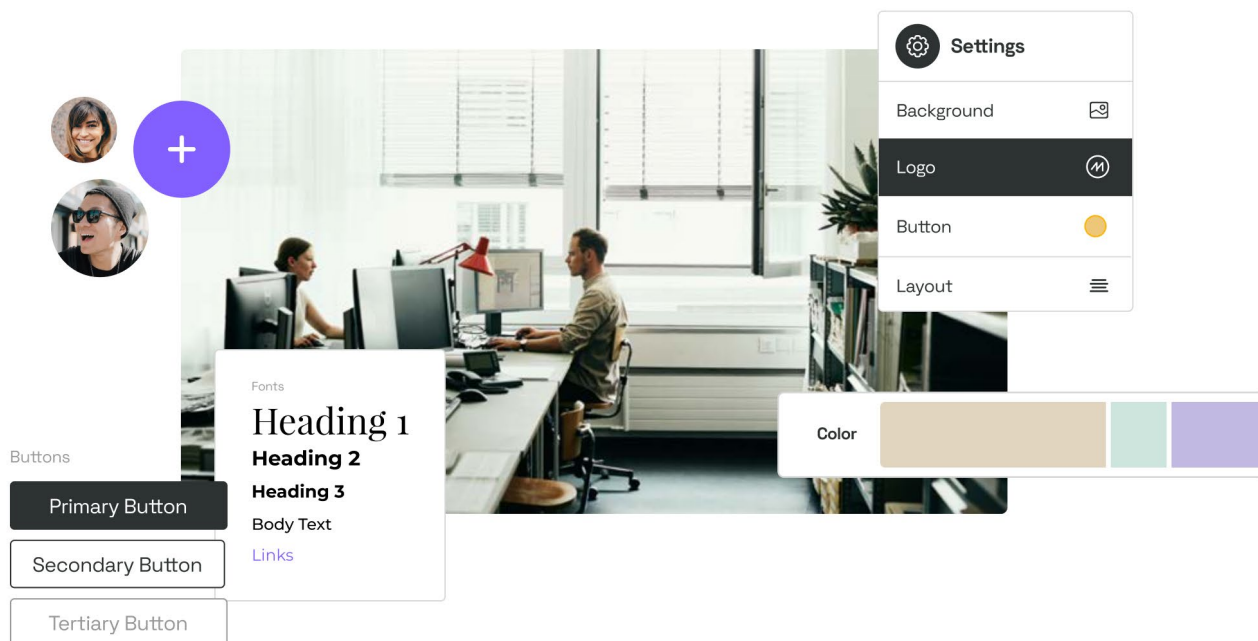
Your guidelines will no longer be hidden away and forgotten in an old server file. Instead, they will be used, connected to workflows and act as the driving force for all activities.

A Place Where Everything Comes Together

Integrate your Brand Guidelines to your Digital Asset Management system and content creation software to ensure everyone stays on-brand.

A Brand Home That's Truly Yours

Stylize your content using easy inline editing, a customized login page, and content block designed for brand expression such as color palettes and typography blocks.





Digital Asset Management

This DAM knows your brand. Find the right assets every time in a balanced space that connects to your Brand Guidelines, powering your creative processes while organizing your images, videos, PDFs, icons, and just about everything else.

Bring Harmony to Your Libraries

Remove the friction of file searching and enter the user-friendly Frontify libraries – breathable spaces that grow with you and your brand. Create separate libraries for media, documents, icons, and logos with metatags, collections, and filters that fit your needs. We've even included AI-driven auto tagging to help you maintain everything in the long term.

Transform Assets in a Few Quick Clicks

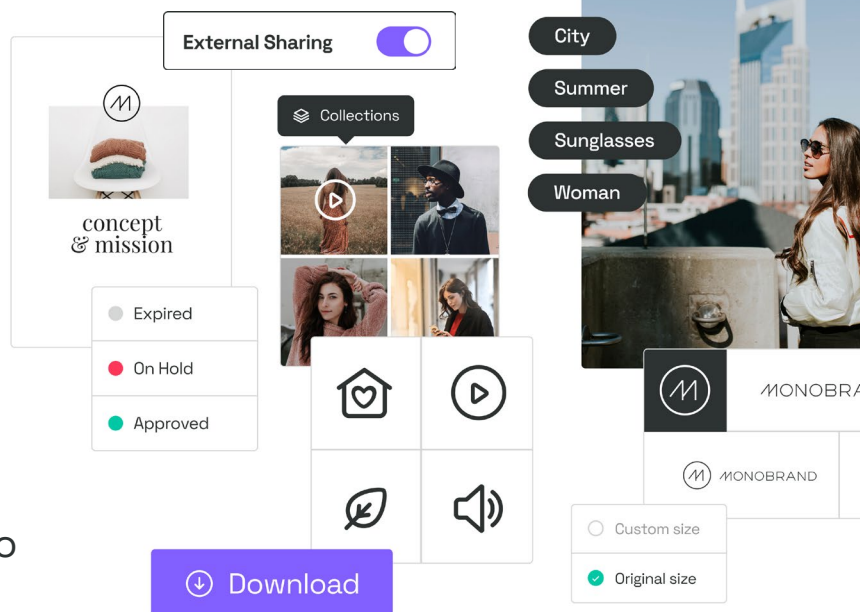
Transforming assets is now so smooth it feels like magic. Export assets in the right format every time, without opening heavy design tools. Select your file formats, and pre-set brand colors, then drag, drop, and voilà.

CDN Link

<https://cdn-assets-eu.frontify.com/...>

Copy

Smart Search



Manage Asset Rights – Your Way

Though we like it when asset wizardry speeds up workflow, sometimes you need to stop users mid-flow to ensure they don't use outdated media or assets that aren't for them. Add usage time limits to assets, put in place request-to-download systems, and include watermarks, copyright notices, and company-specific info for individual or grouped assets. Make it work for you and your team.

Let Smart Assets Talk and Share

Use smart embedding and sharing to efficiently share content. Make changes to assets on the platform and see that being automatically reflected wherever the asset lives – whether it's a URL link shared with your team, or images on an external website. And when you share assets, use safe invite-links to allow stakeholders to access specific collections or folders, temporarily or permanently.



Creative Collaboration

Whoever you are, whatever you do, you need simple ways to work with others – that actually get the job done. Creative Collaboration enables cross-team workflows, simplifies feedback loops, and brings your brand closer to your every day projects. Your brand new home wouldn't be complete without this neat creative office space.

The “Working-With-Others” Workflow

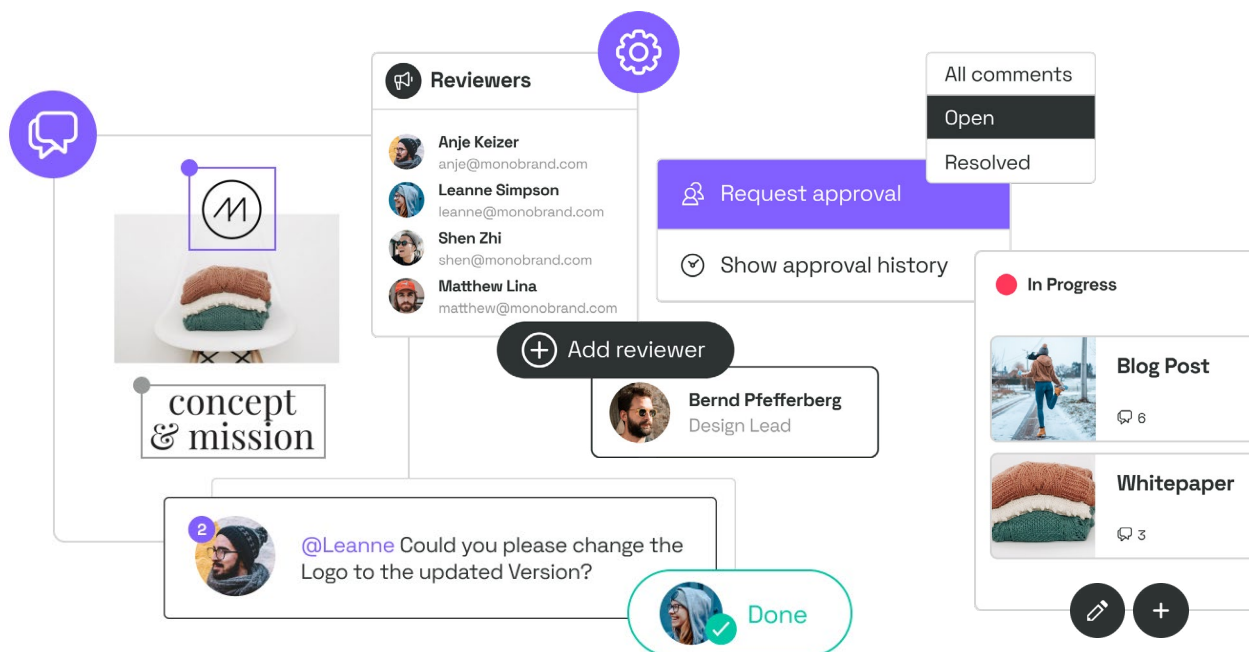
Coordinate projects with a Kanban board system and outline the entire design process, from start to finish, all in one place. Streamline every project by assigning coworkers ownership of assets or specific statuses, such as 'Final Approval,' or simply designate individual tasks.

In the Right Place, at the Right Time

Never send a “please review this screenshot” message again (please). You'll now receive feedback in the exact place it makes sense to get it: Connect templates to custom workflows to involve the right people in the right aspects of projects; visualize user flows using prototypes; and use video commenting to give feedback to your peers on specific video frames.

The Design & Dev Translator

Smooth out handovers with the handy inspect mode, which speaks both the languages of design and development. Save hours of manual work.





Digital & Print Templates

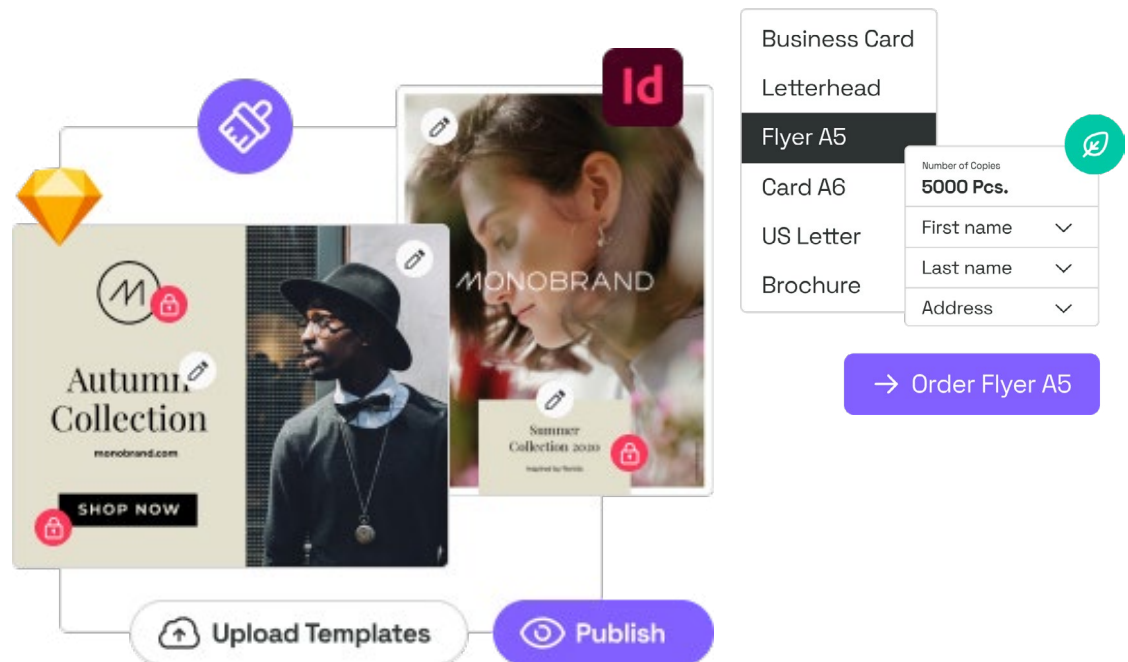
Free up that board of business card requests and sales flyer touch-ups and allow teams to independently set up on-brand assets. Create customized templates for various marketing materials, and let your creative team focus on what they do best (and all other teams, in fact).

Enable Non-Designers with Creative

Use InDesign and Sketch to create customized templates for various marketing materials, define what can be modified, and allow interdisciplinary users to independently set up assets. Integrate it with your Brand Guidelines, and you'll feel confident knowing that everyone will stay on-brand.

Print Projects On-Demand

Move your print ideas from start to finished print all on one platform. Ensure all your projects are print-ready right there inside the Frontify platform (and not in your email inbox), and then send them to print – simple.





Platform Capabilities

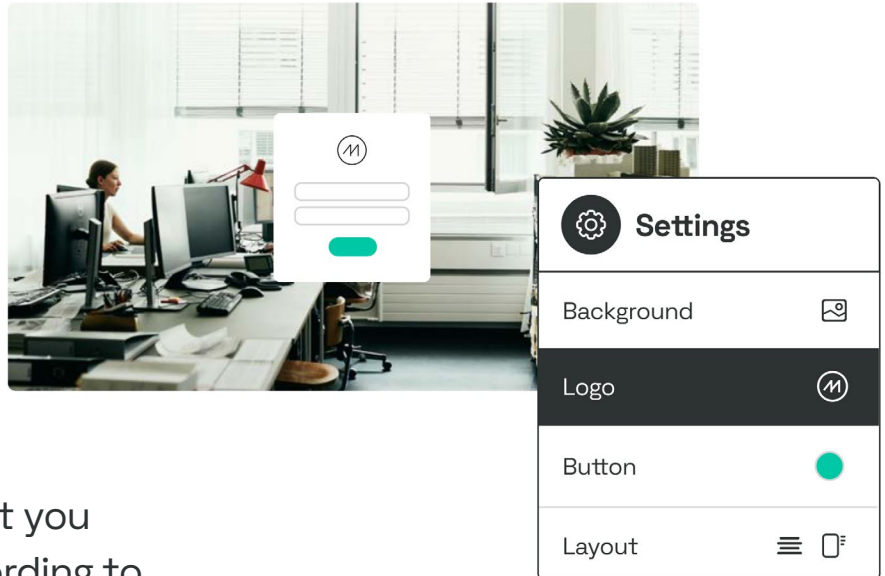
Buying a new home is a big decision. We understand. Everybody needs to be convinced this is the right decision for your company and your brand. Flip through the next few pages to find a ton of useful information to check it matches (nay, exceeds) everyone's expectations.





Custom Branding

Style any touchpoint that you create with Frontify according to your brand's unique identity. Create multiple custom brand homes if you have varying styles, and tailor everything from your brand home's domain name to emails sent from Frontify.



Branded Login Page

Create white-labeled login for the right first impression. (Your brand home deserves more than a blank doorstep).

Email White-Labeling

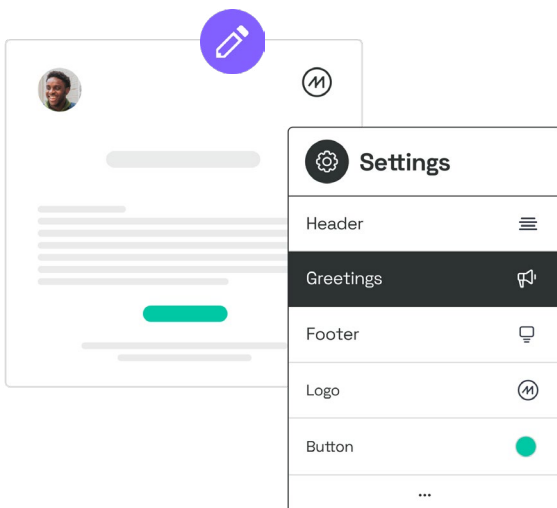
Put your brand's stamp onto your emails. Every touchpoint counts.

Domain Management

Stake your claim on the world wide web and easily customize the domain or subdomain for your Frontify brand home.

Multi-Brand Universe

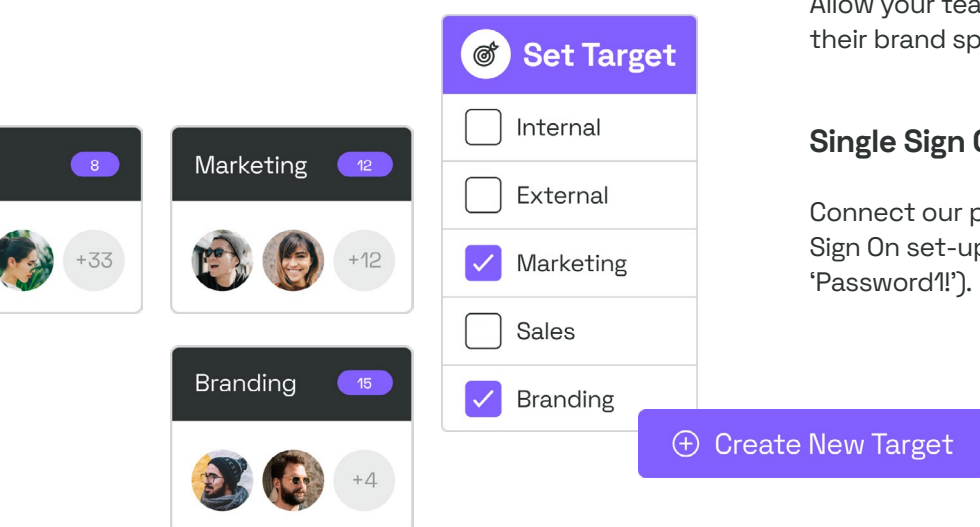
Organize your multi-brand universe: separate brands into individual brand portals and smooth out team workflows.





Access Management

All of your teams are part of building your beloved brand, but sometimes there are special exceptions to your open door policy. Here's the range of tools that allow you to play with access rights (be nice though; keep the door open to Sally from Marketing).



Targets

Juggling complex multi-national brands? Target content about your brand to specific users. Make everyone feel at home by showing only what they really need.

User Management

Manage access to your content. For example, grant temporary access to an external partner or give a team mate full rein. Easily add people individually, temporarily, or in user groups.

User Groups

Don't want the NYC office to see what's up in the French market? Create and manage custom user groups for individuals or teams and make the Frontify space work for your company's needs.

Request Access

Allow your team to conveniently ask for access to their brand space through your custom login page.

Single Sign On (SSO)

Connect our platform with your company's Single Sign On set-up (and prevent everyone from using 'Password1!').



Filtering & Facets

Search & Discovery

Research shows about one full day of your work week is eaten up by file searching. Let's give you that day back for more exciting projects, coffee-sipping, or whatever else might put a smile on your face.

Smart Search

Use the Smart Search to forage through the whole platform. It'll look through everything in times you're really lost.

Customized Filtering & Facets

Specific image in mind? Narrow down search results with multiple filters and facets. Chosen by your company, the filters and facets will be made precise and relevant to your organisation.

Metadata & Tagging

Get even more precise and organize information with metadata and associating tags. Organize media into asset families, tag by product or relate particular assets to particular teams – whatever makes sense for your brand and your company.

AI Auto-Tagging

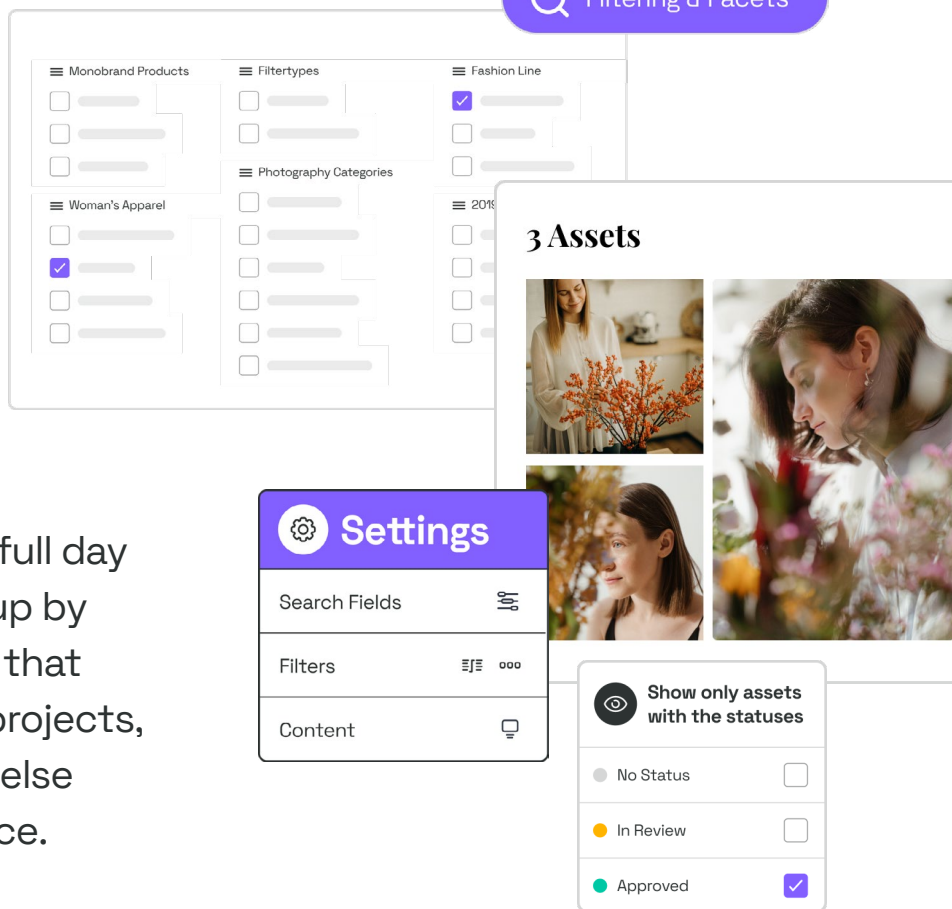
Manual tagging sounds like too much work? Let automated AI tags do the work for you. Save time when searching for ambiguous themes like "city scene with a coffee cup."

Asset Protection

Set up download requests, watermarks, and approval systems for your assets. You'll sleep easy knowing nobody can use the CEO's least-favorite headshot past its sell-by date. Save yourself some headaches.

Changelog Notifications

Notifications help everyone stay up to date with ongoing changes and updates in your custom brand home – from new asset uploads to major changes to guidelines. Opt to keep users up to date via push notifications so that everyone gets the message.





Hosting & Security

Your brand is worth a lot more than a simple 6-digit password, even with all those numbers and special characters. Protect your brand with private hosting and security features, all while using a custom entrance to make your brand home easily accessible to those who really should be there.



Private Cloud Hosting

Host your data in our off-premises private cloud – and keep complete ownership over your own data. You'll benefit from enhanced security in a private cloud that separates your database from others.

Additional Storage

As your valuable brand grows, so does your need for secure storage space. Extend your storage and maintain scalability.

Hosting Options

Have your data hosted under EU laws in Germany or in the US, based on what makes sense for your needs.

Security Packages

Keep your valuable brand assets secure. Find multi-factor authentication, malware and vulnerability scans, SSO and more.

Two-Factor Authentication





Support & Legal

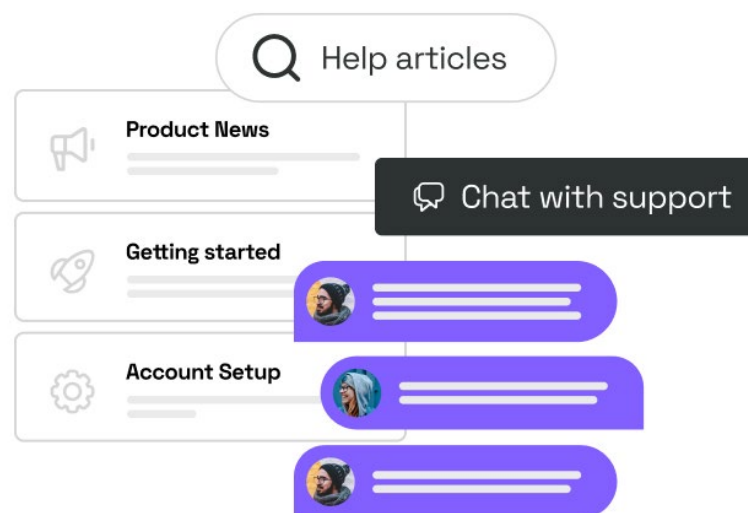
Ongoing care and support is needed to solve everything from complex organizational software-puzzles to the tiny-yet-important operational questions from users. We're with you right from the start and all the days after that.

Onboarding

New environments can be tricky, but with our user-friendly software and helping hands, we'll guide you through the first steps with ease. You'll be patting yourself on the back and enjoying a coffee break in no time.

Academy

Inside our platform, you'll have access to educational content in the Frontify Academy. We can't promise a hat and gown, but you'll get the insider knowledge needed to continuously improve your workflow.



Help Platform

Always have direct access to our friendly support team, as well as handy how-to articles – right there inside of our software.

Customer Success Manager

The clue is in the name – our Customer Success Managers are there for you, ensuring your branding efforts with Frontify are a success.

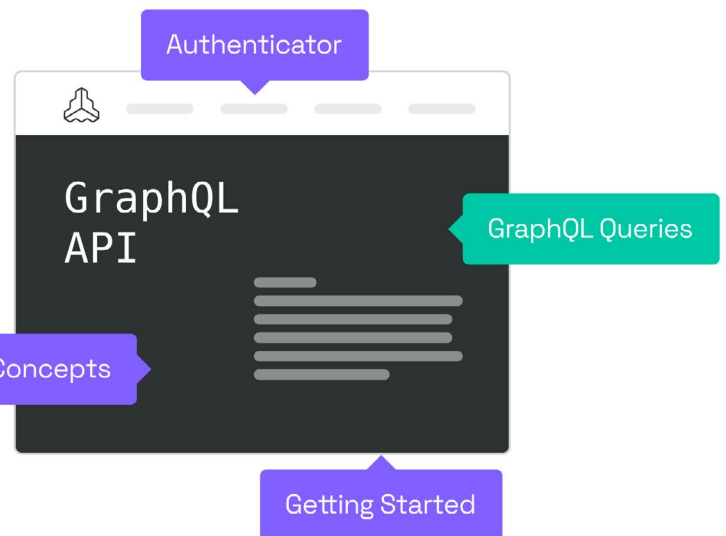
Custom T&Cs & Service Level Agreement

You're special. We're happy to arrange special service agreements and terms – just for you and your brand. Just ask.



Ecosystem

Your brand deserves an open platform that helps your brand to grow in its own way. We're here as your partner, ensuring harmony and growth in your flourishing internal ecosystem.



Developer Platform

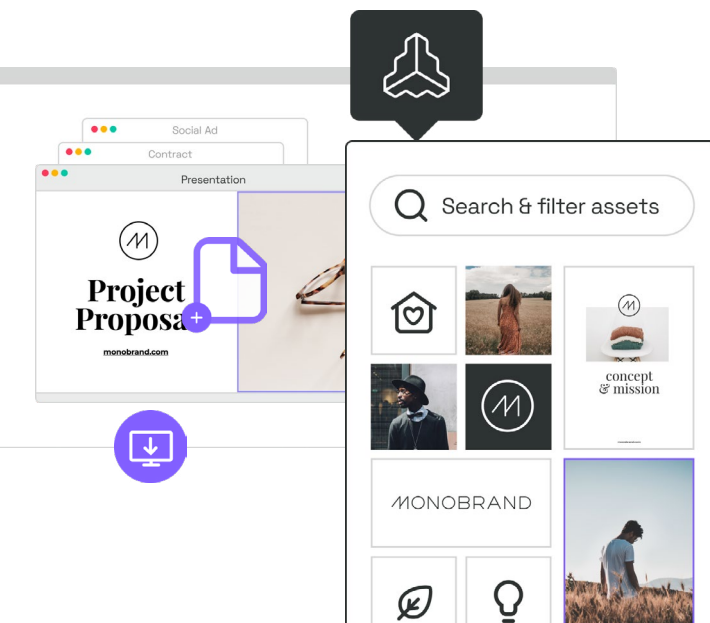
Every brand is special; yours has its own desires, dreams, and company-specific needs. Enable your developers to build specialist applications that connect with Frontify the way you need it to.

GraphQL API

Your team doesn't need to let go of the other apps that have a place inside their hearts and desktops. Our open GraphQL API enables custom, connecting applications to seamlessly 'speak' to Frontify.

Frontify for Desktop

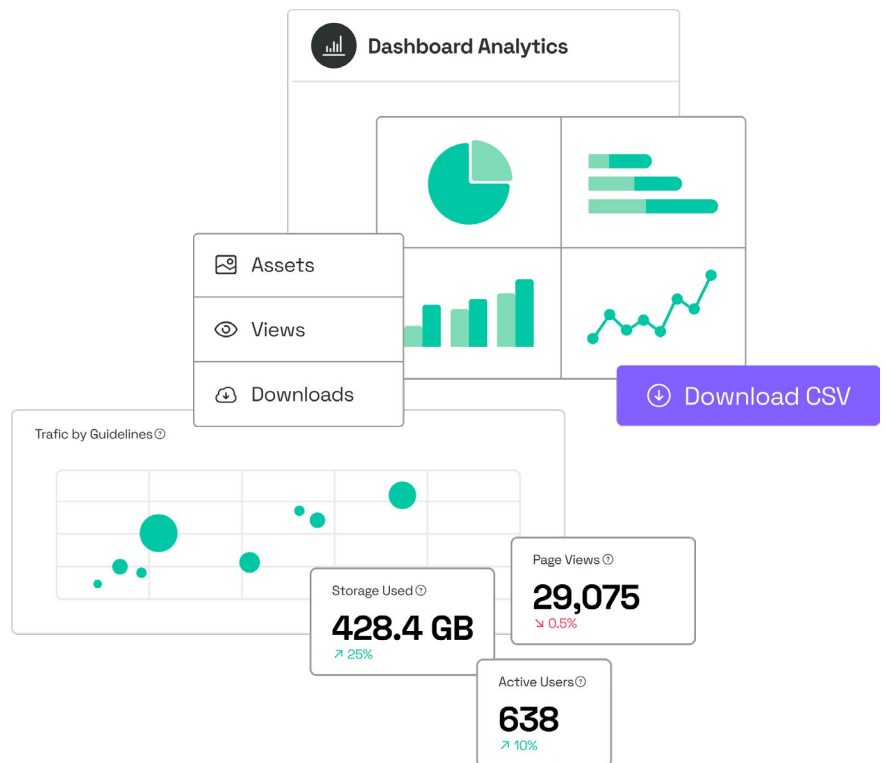
Always have your assets ready-to-go in your native work environment with our desktop application. Now there's really no excuse to use the old logo.





Analytics & Insights

Track the performance of your Brand Guidelines and assets with insight reports for a deeper understanding of how they are being used.



Dashboard Overview

Get an overview of your platform data and a user-friendly entry point into your brand's analytics.

Guidelines Performance

Track the power of your Brand Guidelines. Get insights into page views, unique visitors, active authors, users, and more.

Asset Performance

Analyze the use of your brand assets. You'll see the amount of different assets being used and how often.

Template Usage

See how your templates are being used for all publications from Digital & Print Templates.



Fancy seeing all this in action?

Book your personalized demo of
the Frontify platform [here](#).
Or get in touch with a human at:

**hello@
frontify.com**