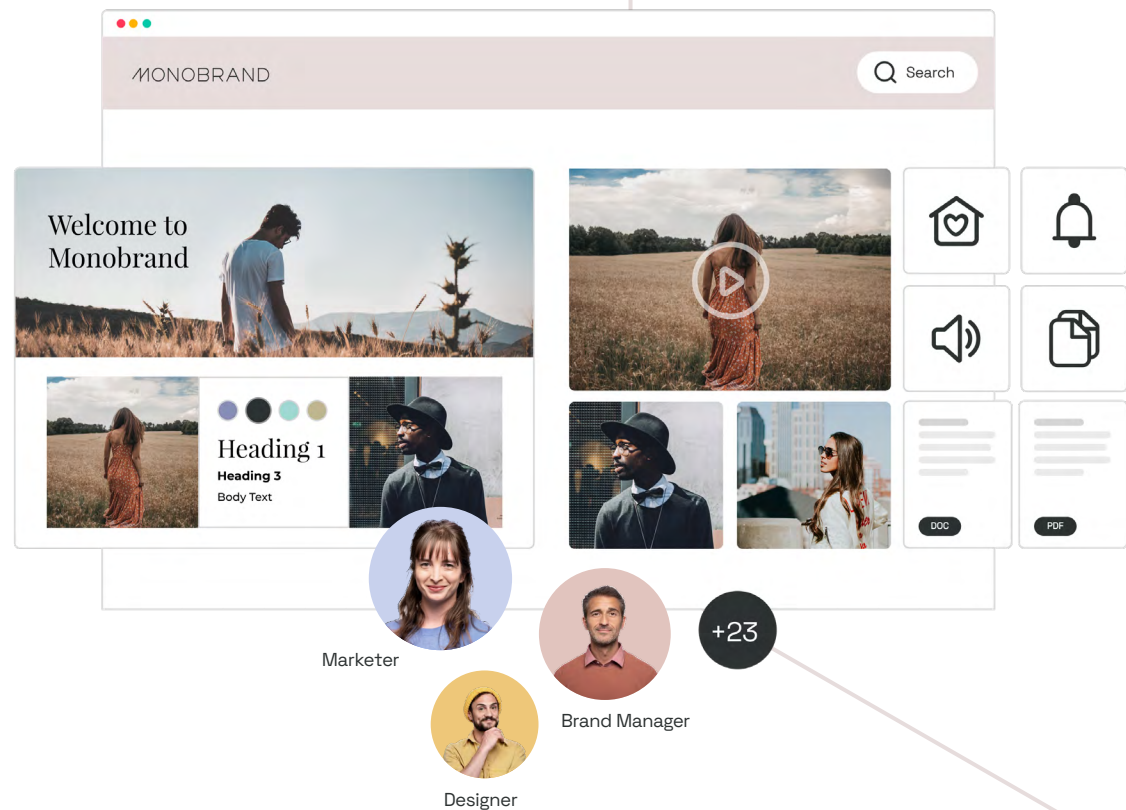




Brand Management for Everyone



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.

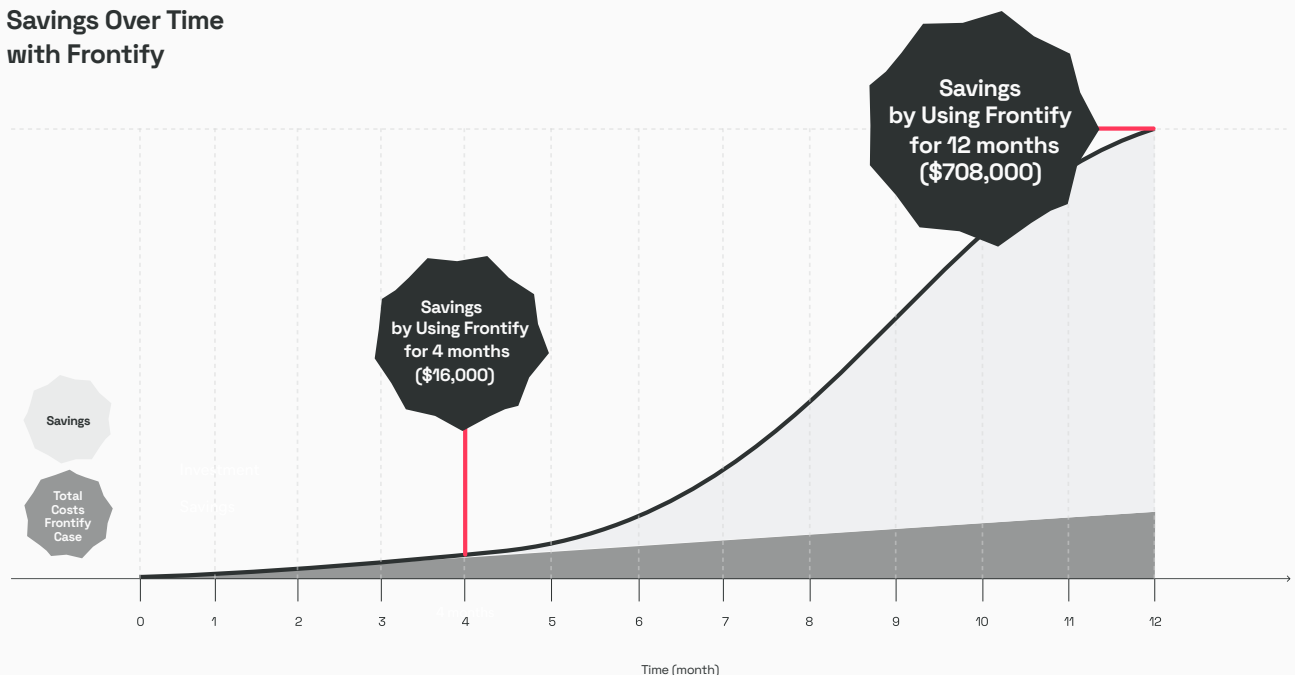


ROI for Your Organization

While it's true that "time is money," money is also money – and for businesses, both are vital to success and continual growth. Frontify enables you to save both time and money across your organization, by increasing efficiency for all branding, marketing, and design activities. This means your teams can spend less time searching for Brand Guidelines and assets,

replicating projects, and chasing feedback from project stakeholders, and more time on projects that matter. For companies with more than 1,000 employees, this increased efficiency can yield 17% per person time-savings and an overall cost savings of \$708,000

Savings Over Time with Frontify



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[Request Demo](#)



How Frontify Benefits Your Specific Function

Frontify's brand management platform is built to suit every organization's custom needs. It's agile that way. Same is true for how it benefits every team inside (or outside) of your company. You could either use it for your team, specifically, but to get the most impact – it works best when every team's aligned on brand.



**How
Frontify
Helps
Designers**

5



**How
Frontify
Helps
Marketers**

14



**How
Frontify
Helps Brand
Teams**

23

How Frontify Helps Designers



While Frontify enables organizations to better manage their brands, it isn't a generic solution. In fact, Frontify comes equipped with quite a few powerful features specifically for designers.

- They can create a living set of Brand Guidelines to inform design templates and marketing campaigns.
- They can push finished designs – like marketing collateral, logos, and icons – from their go-to design tools into designated cloud-based libraries.
- They can quickly and easily design on-brand ad creative templates for various product, marketing and brand projects – allowing anyone to create assets on their own.



Specific Solutions to Designer Challenges

But the real question is: How does Frontify help designers solve the critical problems they face on a daily basis?

We'll show you! Let's start with a few examples.



Challenge #1

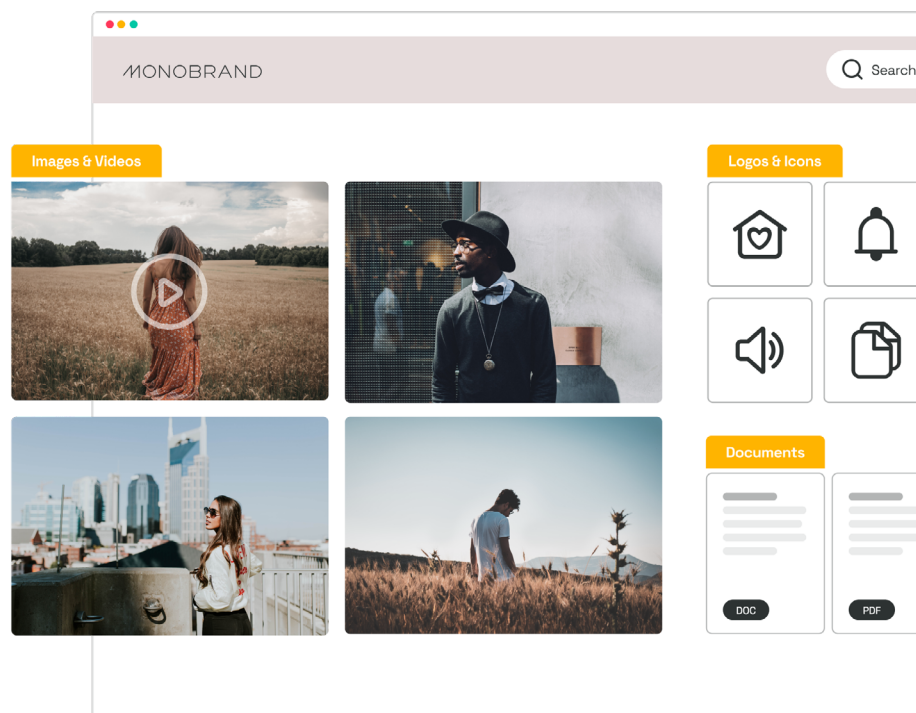
Navigating Folder Chaos

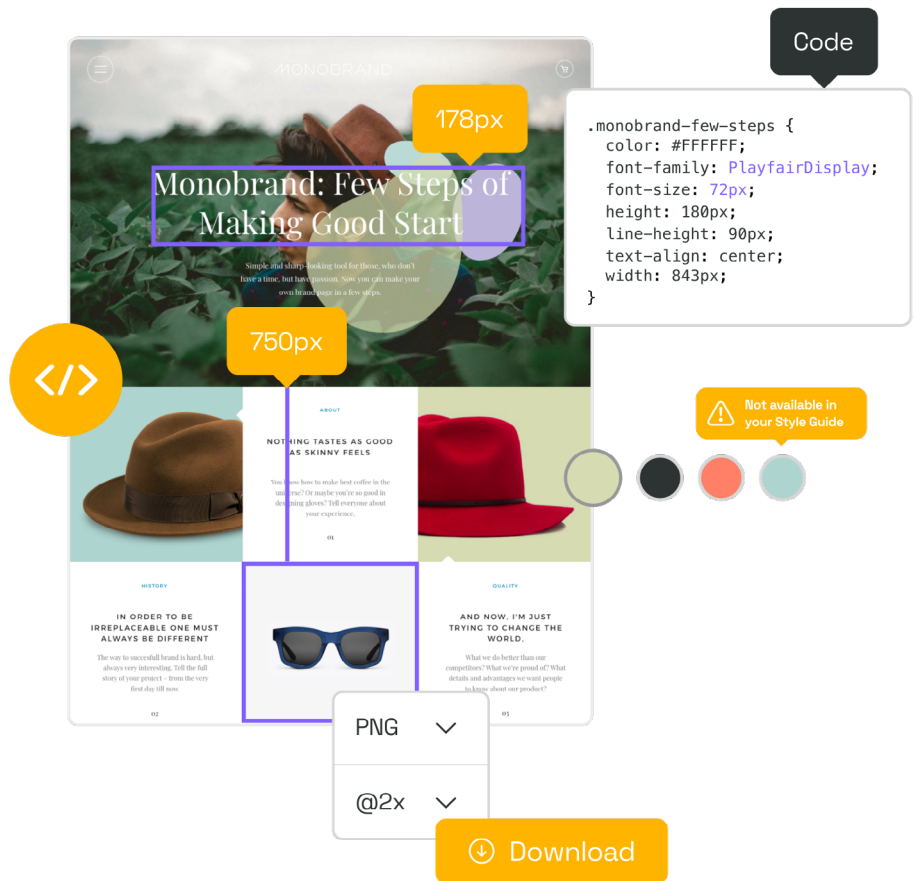
Having the right design elements readily accessible isn't just a nice-to-have – especially when you're in crunch mode – it's a necessity. Not only does it enable you to quickly put together ad creative and graphics, but it also minimizes email requests asking for logos with specific color schemes or PNG versions of your icons. Unfortunately, for many designers, creating a clear organizational system for designs is difficult. In a best case scenario, it often leads to folders upon folders upon folders.

Solution

Centralize Your Brand Assets

Frontify eliminates the need for you to dig through folders, by providing you with designated libraries to store all of your designs. You can cluster icons together. You can organize design templates in a single space. You can save logos with different background colors and formatting in a group. And all of these libraries can be shared across your organization, which means sales, marketing, and product development can access your designs on a self-serve basis.





Challenge #2

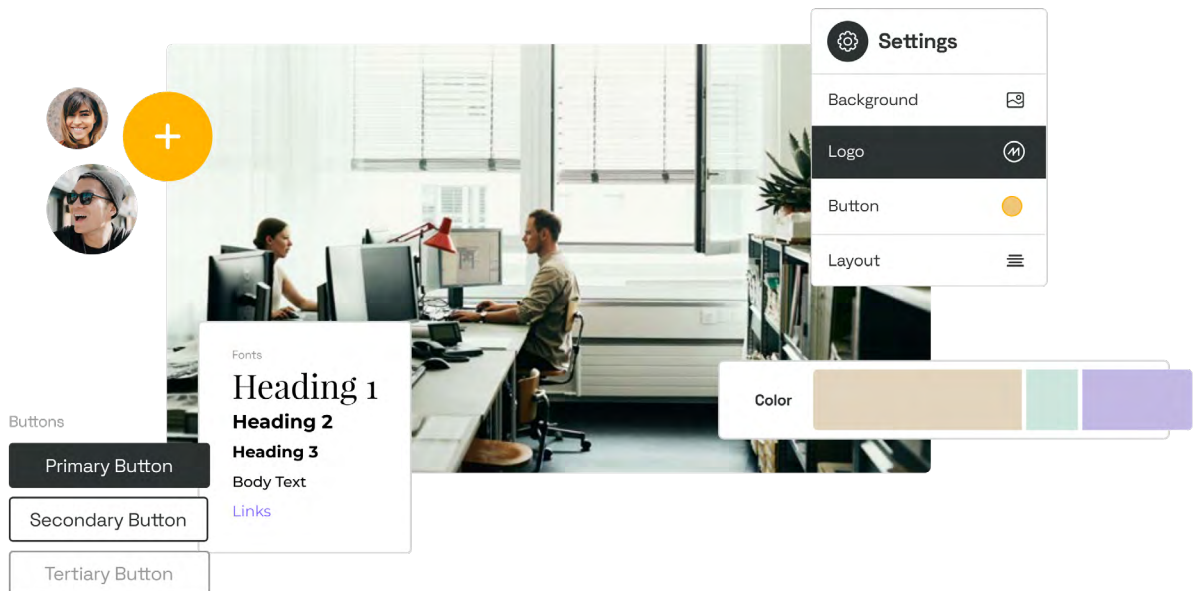
Simplifying Project Handoffs to Developers

The transition between design work and development can come with a lot of issues. Beyond simply having completely different sets of tools, developers have different priorities, perspectives, and needs. That means, if you want your design handoff to be seamless and your designs to turn out the way you envisioned (down to the kerning, opacity, color, and orientation of design elements), you need to get on the same page with your dev team.

Solution

Speak the Language of Devs

Frontify acts as a centralized node for you to collaborate and communicate with your dev team, using what we call Inspect Mode. With it, you can save designs with specs like font size, opacity levels, and alignment. You can also save code snippets directly, which developers can copy and paste into their code. (Trust us: they'll love you for that!) Best of all, Frontify integrates with your favorite design tools – like Adobe XD, Figma, Sketch and InDesign – which means you can push assets to Frontify, directly. No more waiting for large files to download and upload.



Challenge #3

Keeping Designs On-Brand

As a designer, you work on any number of different projects. From digital ads and websites to infographics, product packing, and apps – everything requiring design work will hit your desk at some point in time. This means you have a lot of sway, in terms of keeping campaigns and collateral on-brand. Keeping every design perfectly aligned with the color palette, typography, and style of your brand can be complicated if you don't have a clear set of Brand Guidelines, though.

Solution

Digitize Your Brand Guidelines

Frontify keeps design teams (regardless of seniority or how new they are to your company) from drifting away from the Brand Guidelines (and having to redesign creative), by hosting a living version of your Brand Guidelines in a single cloud location. This digital collection of visuals, color swatches, typography, and more make it possible for you to be creative without veering off-brand. And since they're saved online, you can update the guidelines anytime you need to. No more PDFs.

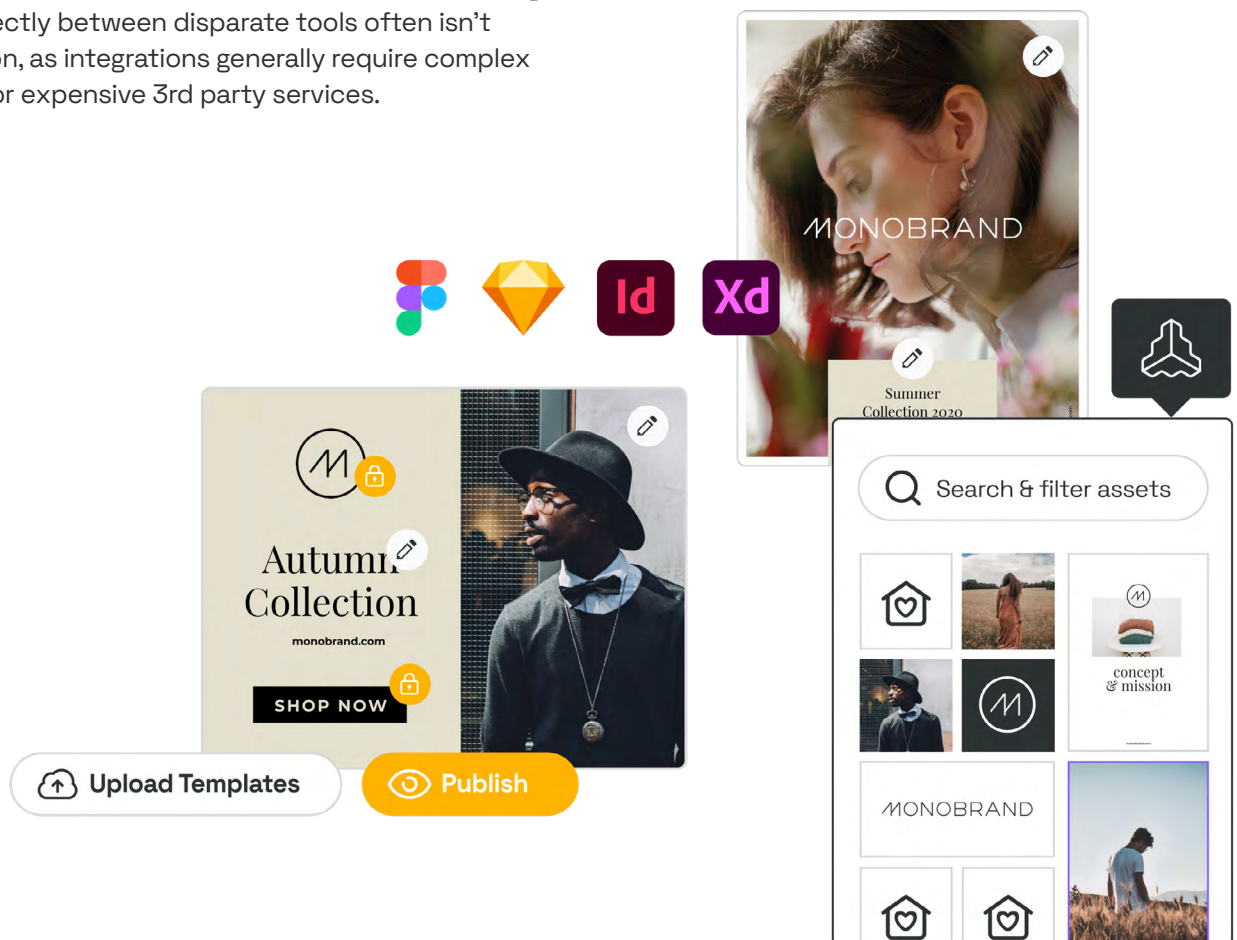


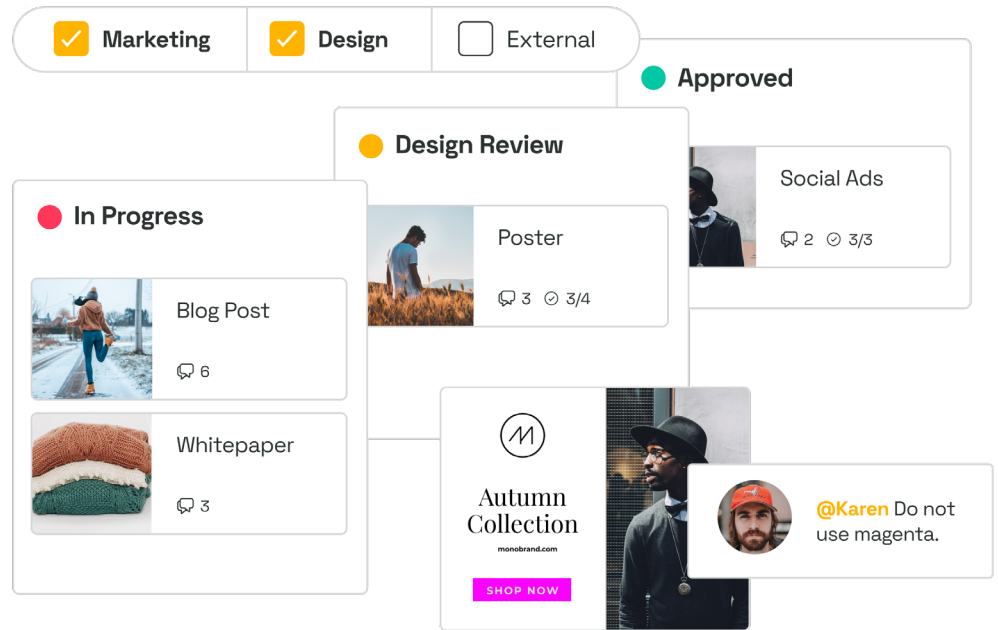
Challenge #4 Toggling Between Design Tools

Repeatedly downloading and uploading assets, so you can work in different tools or share projects with other teams is incredibly time-consuming. And let's be honest, no one wants to do that. But moving files directly between disparate tools often isn't an option, as integrations generally require complex coding or expensive 3rd party services.

Solution Integrate Your Design Tools

Frontify eliminates the need for long wait times and custom development work, by allowing you to integrate directly with design tools like Sketch, InDesign, Figma, and Adobe XD. This means you can work on your designs in your tool or app of choice and push them directly to Frontify with the click of a button. Once they're there, you can easily save, share, and collaborate on them with teams across your organization.





Challenge #5

Collaborating Cross-Functionally

Collaborating with teams on cross-functional projects is hard. It requires you to do a lot of gymnastics to make the workflow ... work. But it's also necessary to the success of your projects, and more generally, your brand as a whole. You need to collaborate with marketers to make marketing campaigns look the way they should, and you need to work with developers to make your web designs come to life the way you envisioned.

Solution

Improve Interdisciplinary Workflows

Using Frontify, you can create unique workflows for each project in a Kanban-style board and assign tasks to specific team members. This workflow can then be used to guide the remainder of the project. For instance, you can mark tasks complete as they're finished and automatically push the project to the next person in the workflow. When they're on deck, each employee will receive an email and Slack message (if you integrate Frontify with Slack), notifying them that they can get started. Frontify also enables you to mark up projects and give feedback directly in the platform, which dramatically shortens approval timelines and cuts down on back and forth requests. Thus, projects can get finished more quickly and with less roadblocks.



Challenge #6

Avoiding Repetitive Design Work

It's frustrating to constantly receive "asks" for repeat designs or designs with slight adjustments. Not only does it take up time that you might have spent on other important projects, but it can become tedious really quickly. The problem is, you can't just hand off editable designs to marketers or sales teams. If you do, you run the risk of having your designs changed inappropriately.

Solution

Use Design Templates

Frontify fixes that by allowing you to turn your designs into templates. You can assign permissions to specific groups, designate editable elements within a design, and even pre-select options for replacing elements. In addition, you can set up approval workflows, so that you (as a designer) can take one last glance at what your colleagues are doing before it reaches the world. As a result, you can control the integrity of your designs, while giving the marketing team enough creative freedom to alter the design to their exact preferences. Goodbye to requests for redundant design work.



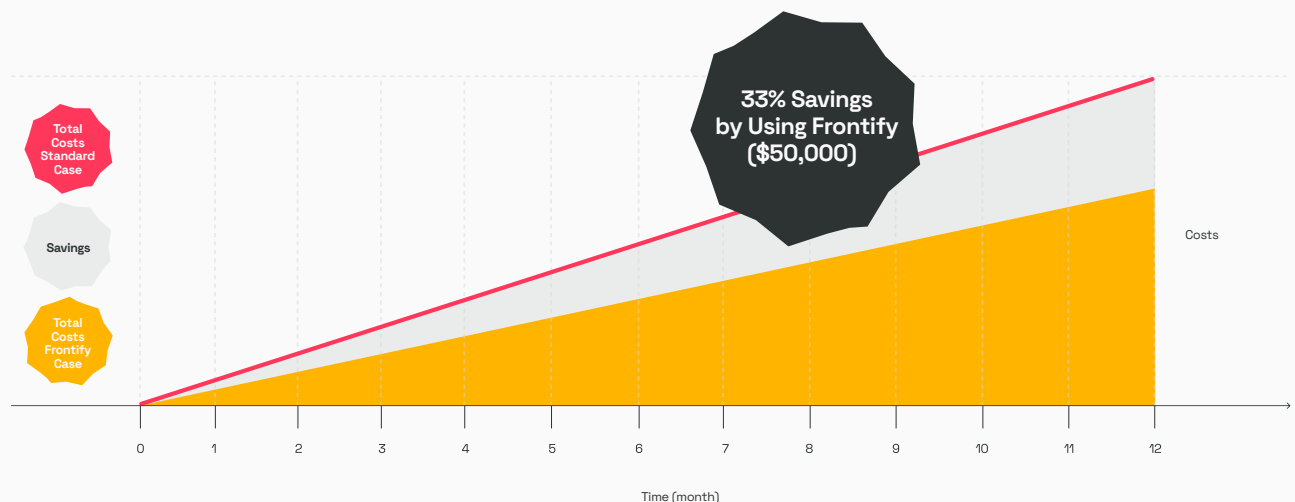


ROI for Designers

However, Frontify isn't just a big picture solution. It also offers unique benefits to designers, like you. Namely, it enables you to work more productively on all sorts of design projects, by centralizing your brand assets in the cloud, creating a living version of your Brand Guidelines, streamlining your design handoffs, and providing a collaboration space for

any and all cross-functional projects. In fact, this increase in productivity actually comes out to about 60 minutes per week. And for a team of 20 people, that **60 minutes per person per week** savings can add up to a cost savings of **\$50,000 per year** ($20 \times 60 \times \text{salary per week} \times 52 = \text{savings per year/per department}$).

Department Savings for Designers



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How Frontify Helps Marketers





While Frontify enables organizations to better manage their brands, it isn't a generic solution. In fact, Frontify comes equipped with quite a few powerful features specifically for marketers.

- They can create a living set of Brand Guidelines to inform the visuals and messaging in marketing ads and campaigns.
- They can easily access, reuse, and store logos, images, documents, and fonts (whatever you need, really) in cloud-based libraries, on-demand.
- They can effortlessly design on-brand creative for social media, content marketing, email campaigns, and print ads – thanks to predefined design templates.
- Connect your daily marketing operations with all necessary stakeholders, both internally and externally, to ensure a smooth collaborative (and transparent) way of working.



Specific Solutions to Marketing Challenges for marketers.

But the real question is: How does Frontify help marketers solve the critical problems they face on a daily basis?

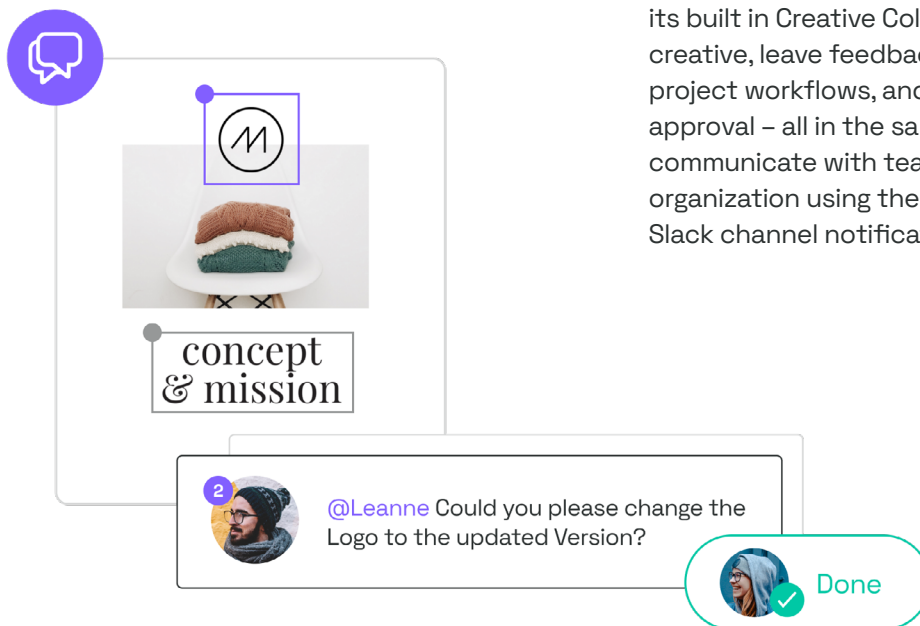
We'll show you! Let's start with a few examples.



Challenge #1

Working Cross-Functionally

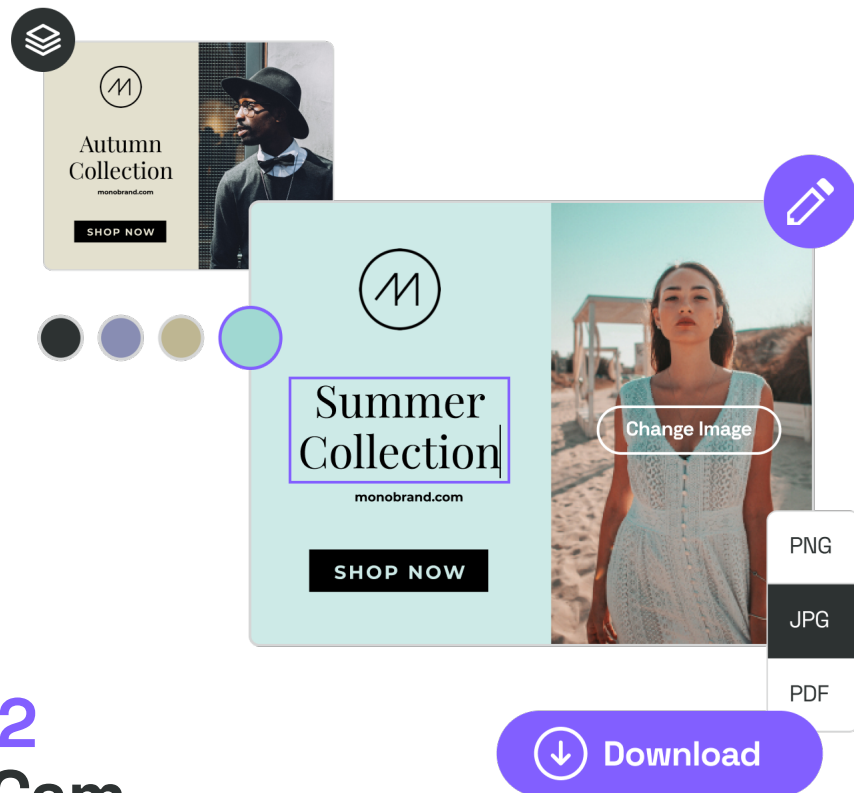
Working with teams across your organization is vital to creating an on-brand experience for your leads and customers. But when every team uses a different set of tools to do their work, collaborating can be near impossible. Either teams pay for tools they rarely use, or they frankenstein together a system of integrations and communication channels to make the collaboration work. But this often leads to ineffective work, frustrated teammates, and slow-as-molasses timelines.



Solution

A Digital Project Workspace Designed for Cross-Functional Teams

Frontify allows teams and external agencies to work on the same project, seamlessly, by using its built in Creative Collaboration. You can edit creative, leave feedback, tag teammates, manage project workflows, and submit completed drafts for approval – all in the same place. You can even communicate with team members across your organization using the platform's integrated Slack channel notifications.

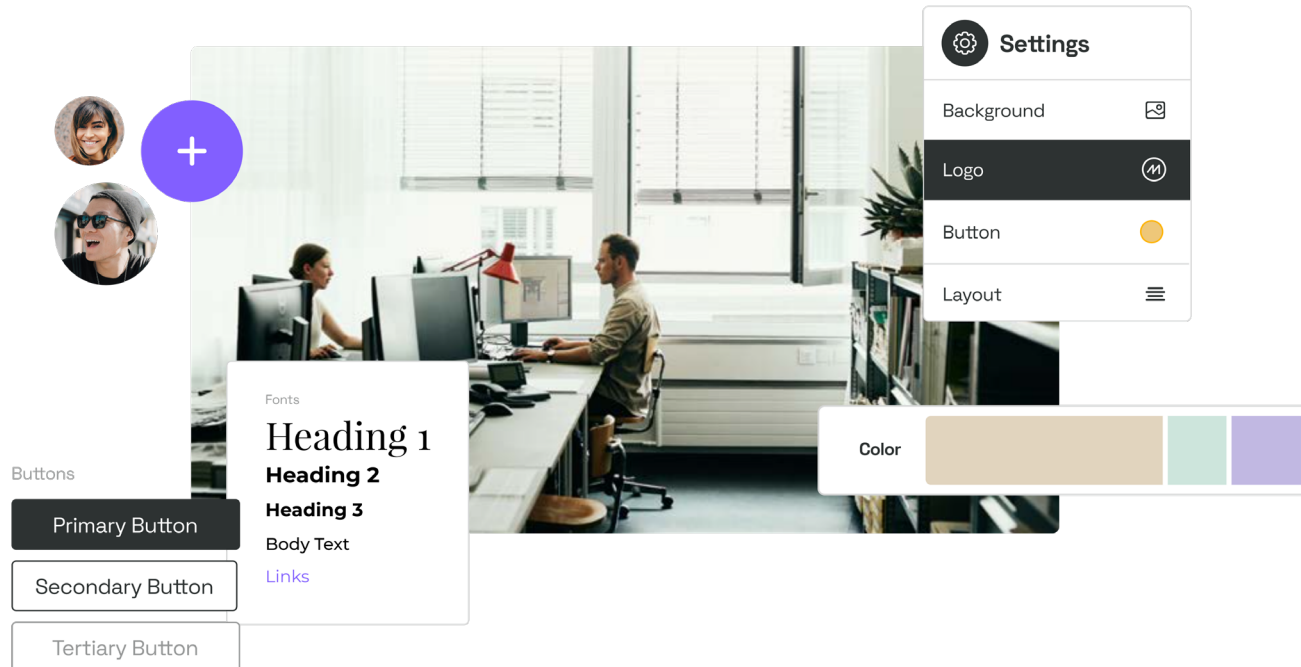


Challenge #2 Rolling Out Cam- paigns Quickly

Campaigns require creative. But most marketers don't have the background (or frankly, the time) to create custom designs for each campaign. That means, anytime they're preparing to roll out a new marketing campaign, they have to bug designers for new materials. And this, in turn, can slow timelines for campaign launches.

Solution On-Brand Design Templates

Using Frontify templates, you can reuse the framework of old designs to create new ad creative. You can swap out images, change text, adjust color scheme – virtually any element designers have given you editable access to can be changed with a few clicks. As a result, you can create everything you need for a new seasonal campaign or product launch without asking designers for new creative. Not only will this strengthen your relationship with the design team, but it will also allow you to roll out projects faster.



Challenge #3

Staying Brand Consistent

Consistency is key, if you want to make a positive and lasting impression on your audience. But it can be difficult to keep every social media ad, direct mailer, and email on-brand if your team is physically spread out or sharing the responsibility for different channels and campaigns.

Solution

Digitize Brand Guidelines

By employing Frontify, you can keep every campaign on-brand. All you have to do is centralize your Brand Guidelines in the cloud and give your team access to important details like your Brand Guidelines and your brand voice guidelines. As a living, digital document, Frontify also makes it possible for you to update your team any time a change is made without sending out 2.573.498 PDF documents.



Challenge #4

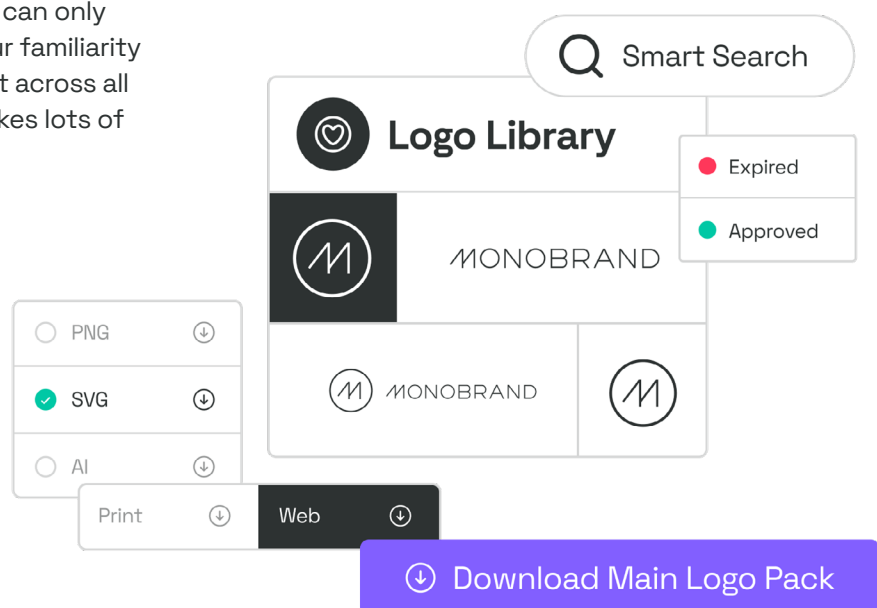
Increasing Brand Awareness

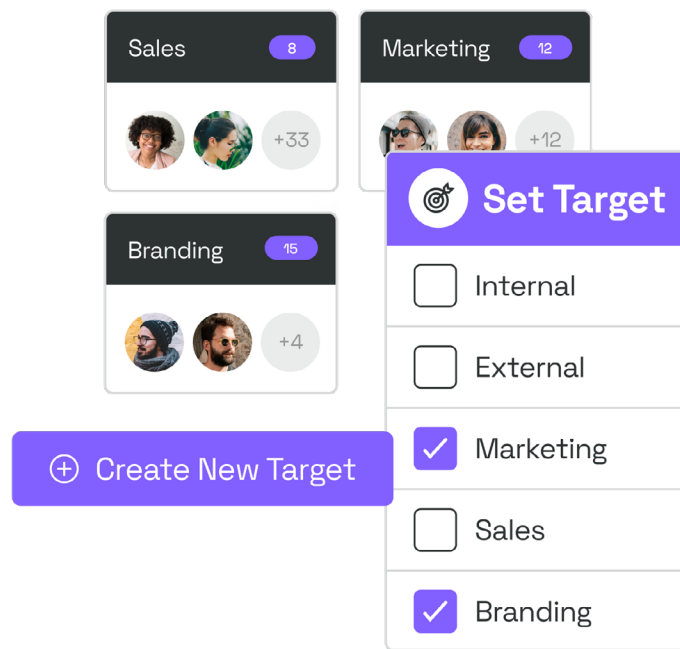
Getting your audience to take notice of your brand is one of the biggest challenges you face. Somehow you have to make your brand stand out from your competitors (in a good way, of course!). But, as you well know, you can only expand your reach and deepen your familiarity with customers, if you're consistent across all customer touchpoints. And that takes lots of time and effort.

Solution

Access On-Brand Assets, On-Demand

Frontify makes it faster and easier to create on-brand marketing campaigns, by organizing your brand assets from asset libraries. With Frontify, you can also include specific guidelines for using each type and iteration of an asset, to ensure that everything is used perfectly. And the best part is, you can label and tag assets to make them easy to find when you need them again.





Challenge #5 Misusing Brand Assets

If you hope to maintain the integrity of your brand, you have to ensure your assets are being used properly. But when you have a global team or work with external parties (like freelancers and partners), there's risk that people will misuse your brand assets. This might look like an out-of-date version of a logo on a website, improper scaling or sizing of an image in a campaign, color alterations to icons in an app, or an asset being put on a project that shouldn't have it.

Solution Gatekept Collections of Branded Assets

Using Frontify, brands can minimize the likelihood of assets being used incorrectly, by keeping all of their assets (from images to logos and messaging) in asset libraries and creating specific sets of guidelines for using them. At the same time, internal teams can designate who can access the asset libraries and for how long. Or they can provide access to a select set of assets within the libraries to keep a handle on all brand asset usage. The result? External parties can support you in your branding efforts, without accidentally derailing you.

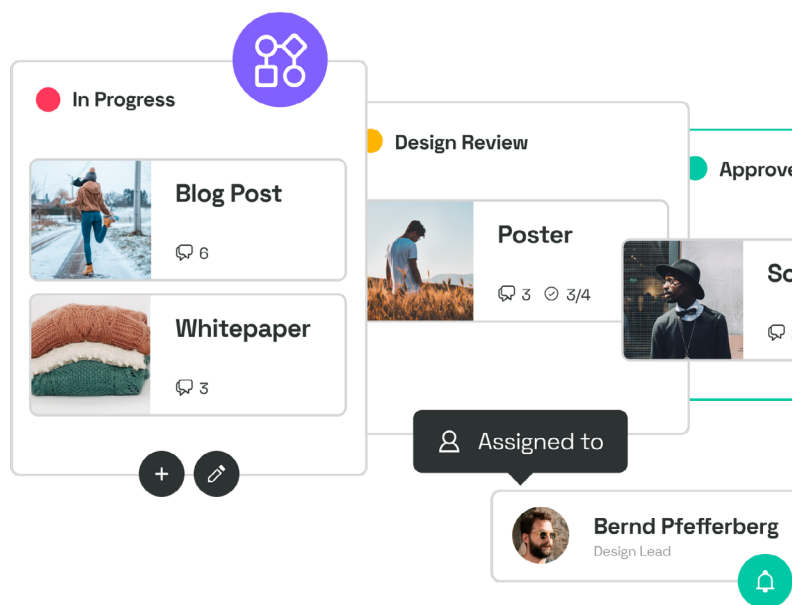


Challenge #6 Streamlining Project Workflows

Managing marketing projects is a massive undertaking, especially if you're dealing with large teams, internally or externally. Workflows can quickly become convoluted and messy. People can get confused. And important tasks can get missed. And with small windows to launch campaigns and capture leads, you can't afford to have any of these factors impact project timelines.

Solution Built In Workflow Management Tools

Leveraging Frontify, you can create unique workflows for each project in a Kanban-style board, and assign tasks to specific marketers, based on their responsibility to the project. As the project progresses, you can mark tasks as complete and automatically hand the project off to the next person in the workflow. You can also mark up, give, and receive feedback on projects in the platform to shorten approval timelines. This means projects can get finished more quickly and with less roadblocks.



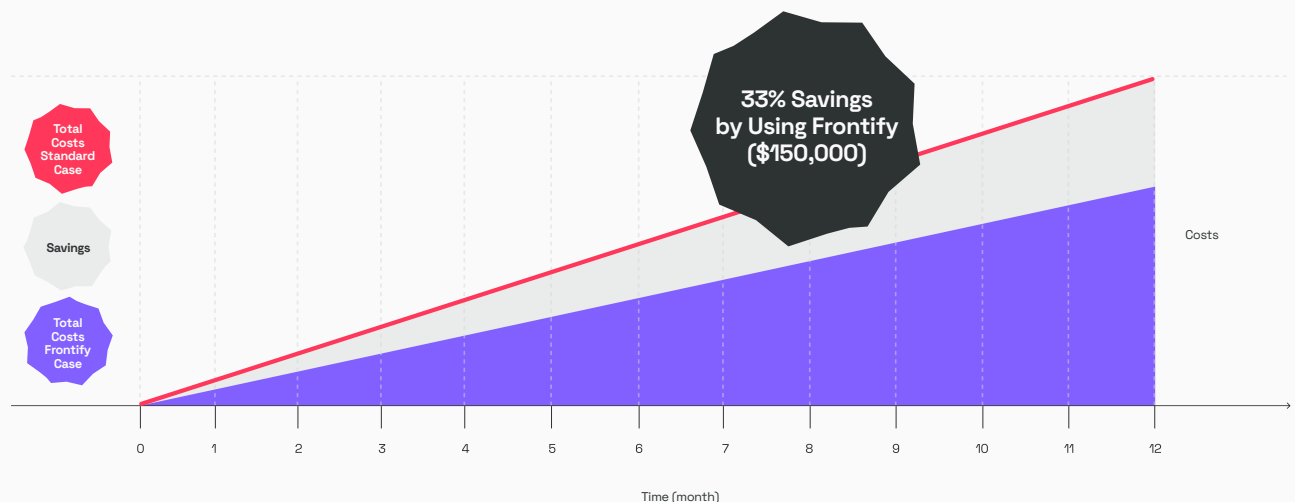


ROI for Marketers

Marketing campaigns have to roll out fast, which means marketers have to work quickly to get everything squared away in time for a launch. But since campaigns can't be created in a vacuum – as ad creative, approvals from legal, and input from your executive team are all necessary components – marketers need to find ways to streamline the project workflow. Frontify makes it possible for marketers to work efficiently, by housing brand assets in cloud libraries, storing a living

set of Brand Guidelines, and providing a collaboration space where teams can co-create, communicate, offer feedback, and give approvals. In fact, Frontify can actually increase productivity dramatically, by saving each marketer about 120 minutes per week. For a marketing team of 30 people, this **120 minutes per person per week** can yield a cost savings of **\$150,000** per year (30 x 120 x salary per week x 52 = savings per year/per department).

Department Savings for Marketers



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How Frontify Helps Brand Teams





While Frontify enables organizations to better manage their brands, it isn't a generic solution. In fact, Frontify comes equipped with quite a few powerful features specifically for brand teams.

- They can create a living set of Brand Guidelines to inform brand projects and customer-facing marketing campaigns. Enabling entire organizations to work effortlessly on brand.
- They can easily access, reuse, and store logos, images, documents, and fonts (whatever you need, really) in cloud-based libraries, on-demand.
- They can effortlessly design on-brand creative for social media, email campaigns, content marketing, and print ads.

And they manage the entire approval process from a single workspace.



Specific Solutions to Brand Team Challenges

But the real question is: How does Frontify help brand teams solve the critical problems they face on a daily basis?

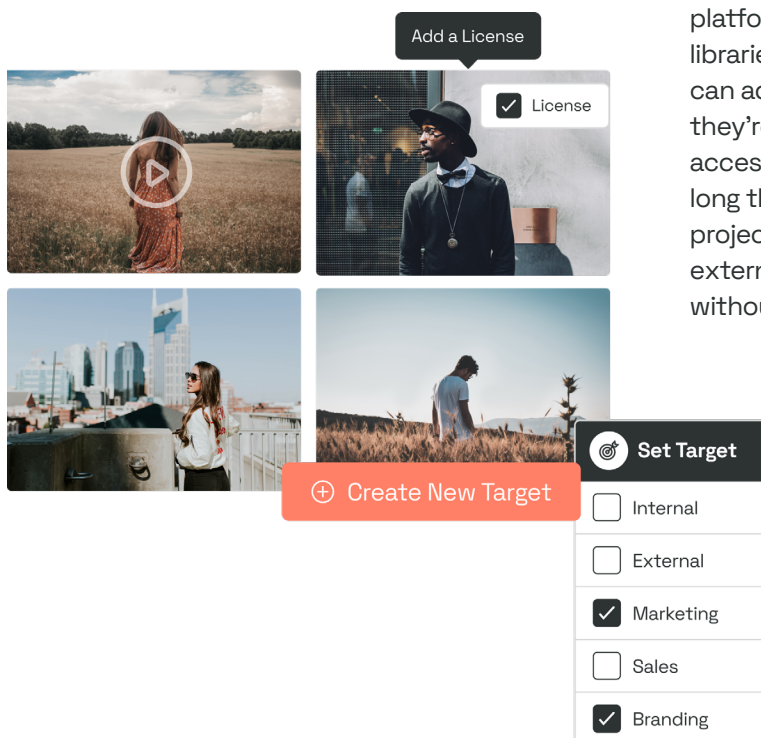
We'll show you! Let's start with a few examples.



Challenge #1

Controlling the Use of Brand Assets

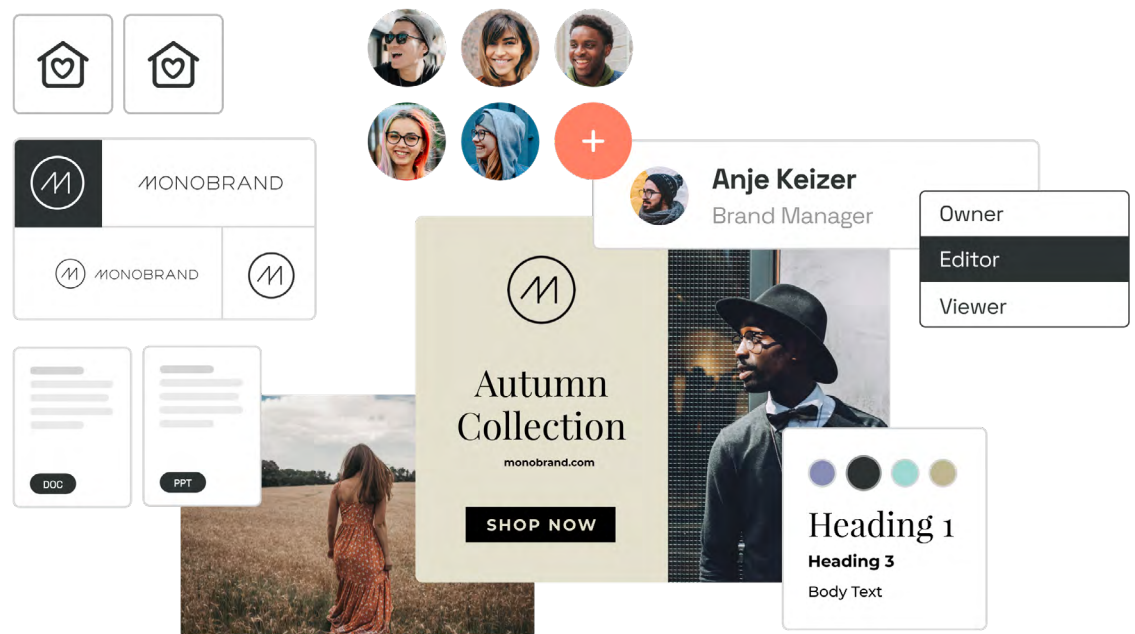
It's important for your teams and external partners to have access to the right brand assets, so they can do their work. But that doesn't mean you can afford to share your brand assets wily-nily with everyone. They're a valuable commodity for your business. Unfortunately, striking the balance between sharing assets and controlling their use is tricky. And often, it involves complex guidelines for storing assets and a detailed set of directions for removing assets from devices, when people are done using them.



Solution

Centralize Brand Assets in the Cloud & Set Up Permission

Being a brand asset management solution, Frontify makes it possible for you to store and save digital assets much more effectively than traditional digital asset management systems. In fact, with Frontify, you can organize and save all of your brand assets (like logos, icons, color swatches, images, etc.) in one cloud platform. You can upload assets into designated asset libraries and label them for easy searching later. You can add guidelines to individual assets to ensure they're used correctly. And you can limit who has access to specific asset libraries and determine how long they're able to view and download assets for projects. This means you can loop in freelancers, external partners, agencies, reporters and more, without worrying about the safety of your assets.



Challenge #2

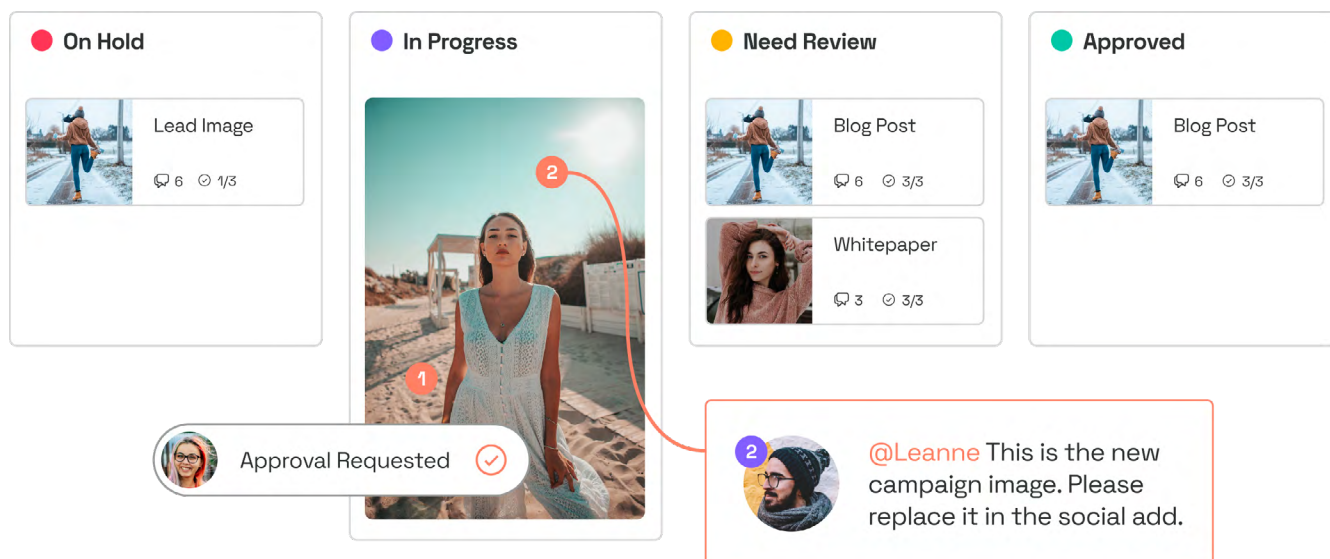
Increasing Brand Consistency

It's no secret that the more consistent your brand is, the better your audience will perceive it. Not just because consistency helps you stand out, but because it enables you to build trust with your audience. Staying consistent is hard to do when you have lots of employees with different job functions working on your brand, though. And if you're working remotely, it's even more complicated.

Solution

Create Digital Brand Guidelines

By using Frontify to create Brand Guidelines, you can give all your employees the information they need to keep their projects aligned with your branding – even if they're spread out across the city or in different places around the globe. You can specify color palettes down to exact hex numbers. You can add in your core messaging verbatim. You can even include guidelines for image vibes and audio recordings. Regardless of how you choose to represent your brand, you can use Frontify to keep your Brand Guidelines clear and concise. Hence, you can keep your brand consistent, without having to micromanage everyone's work or stress about your brand presence.



Challenge #3 Streamlining Approval Processes

Toggling between tools, software, apps to manage your workflow and approval process is not an efficient use of your time. Not only does it require a lot of data transferring and message hunting, but requests can get missed in all of the chaos. Beyond that, using multiple tools to manage your workflow can get expensive really quickly.

Solution Use Built In Feed- back Loops & Approval Features

Frontify offers you a better option. Using the Creative Collaboration feature, you can approve individual tasks and finalize completed projects quickly, without jumping from place to place. You can also leave feedback directly on the project deliverable and tag relevant people to let them know about requested changes. You can even approve project steps from a built-in Kanban board and automatically inform the person on-deck to start working on the project. Regardless of how you manage projects, Frontify makes every step effortless.



Challenge #4

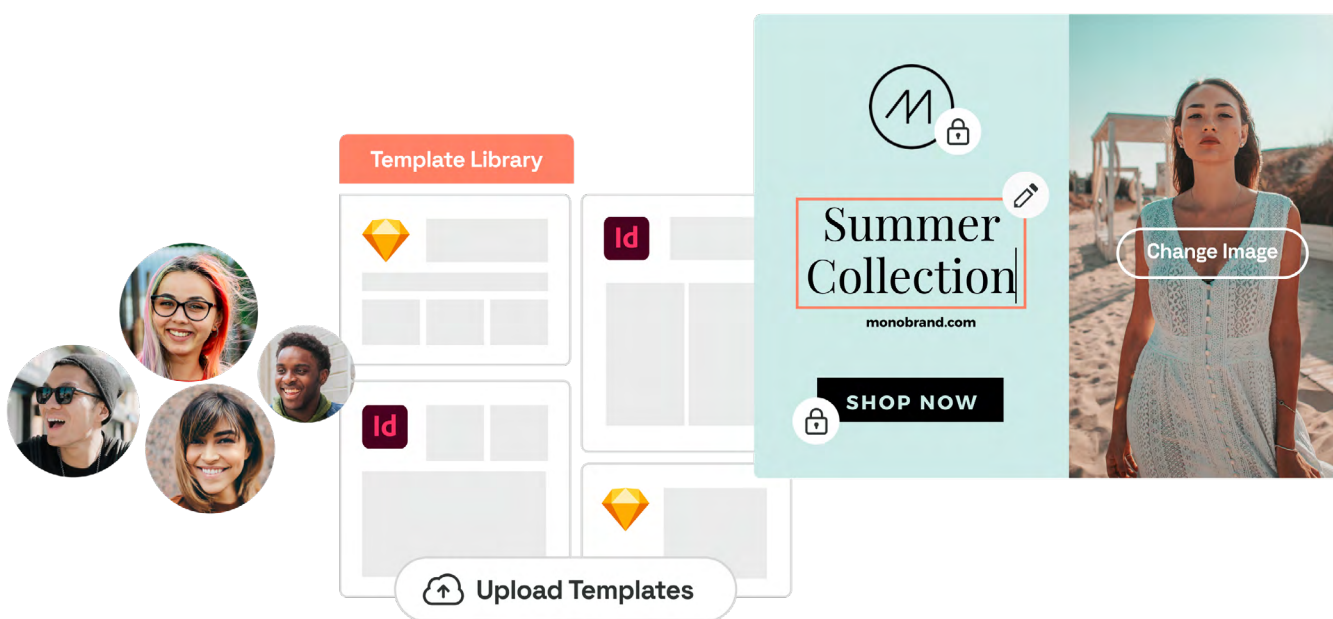
Hitting Design Bottlenecks

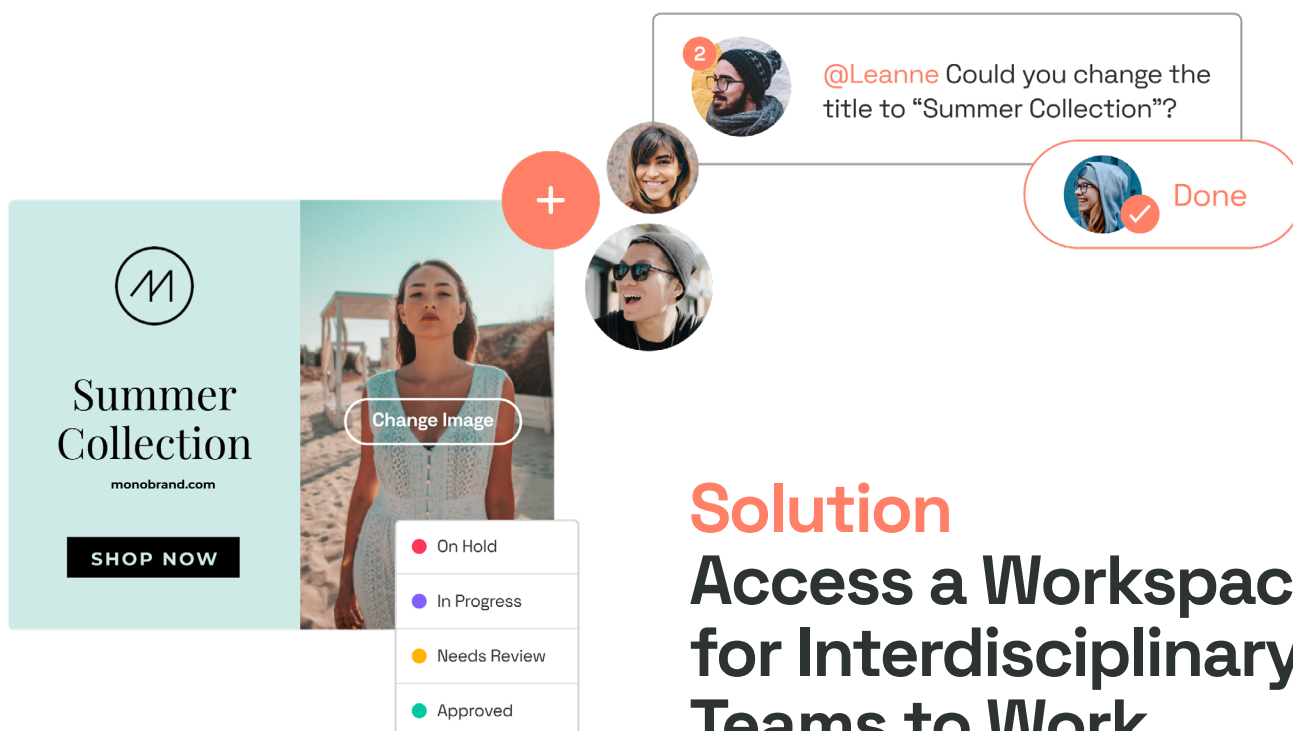
Anytime you create a new campaign, product, or piece of collateral, you need design work done. And in some cases, it makes sense to loop in your design team – like when you need a label created for a new product or a unique infographic for a content marketing campaign. But when all you need are image adjustments or color changes to make a standard marketing campaign a seasonal one, bothering your design team isn't the most efficient option. In fact, it can sometimes lead to project bottlenecks.

Solution

Create Your Own, On-Brand Creative with Templates

Frontify's Digital & Print Templates eliminates the need to put in requests with your design team every time you need creative, by allowing you to save previous designs as templates. You can designate which elements are editable and lock in approved design elements to ensure each template remains on-brand. Then, you can add completed templates to Frontify's template library to keep everything clear and organized. Once you're ready to design a new piece of creative, you can open up your template of choice and edit it to your desired specifications. It's as simple as that.





Challenge #5 Facilitating Cross-Functional Collaboration

Regardless of who you need on a project, getting people with different job functions to collaborate is tricky. There are processes to align, workflows to create, tools to select, handoffs to coordinate, and timelines to schedule. And, not surprisingly, these challenges can be major deterrents for managers and employees being asked to join a cross-functional project.

Solution Access a Workspace for Interdisciplinary Teams to Work Together

Frontify solves this, by providing a digital workspace where teams of employees and external parties can collaborate effortlessly. You can design project workflows in a built-in Kanban board, assign tasks to team members, set deadlines for deliverables, and integrate the external tools you use every day to get your cross-functional team communicating seamlessly. At the same time, your team can use Frontify to co-create and collaborate as well. Designers can push designs from their go-to tools into Frontify libraries and pull them into Frontify Creative Collaboration, where your team can use them to put together new ad creative and marketing campaigns. You can also save each project iteration to tabs within Creative Collaboration, making it possible for you to visually see changes that have been made to the project with a single click. Those on the project can even leave feedback for each other, making it easy to revise and polish at each step.



Challenge #6

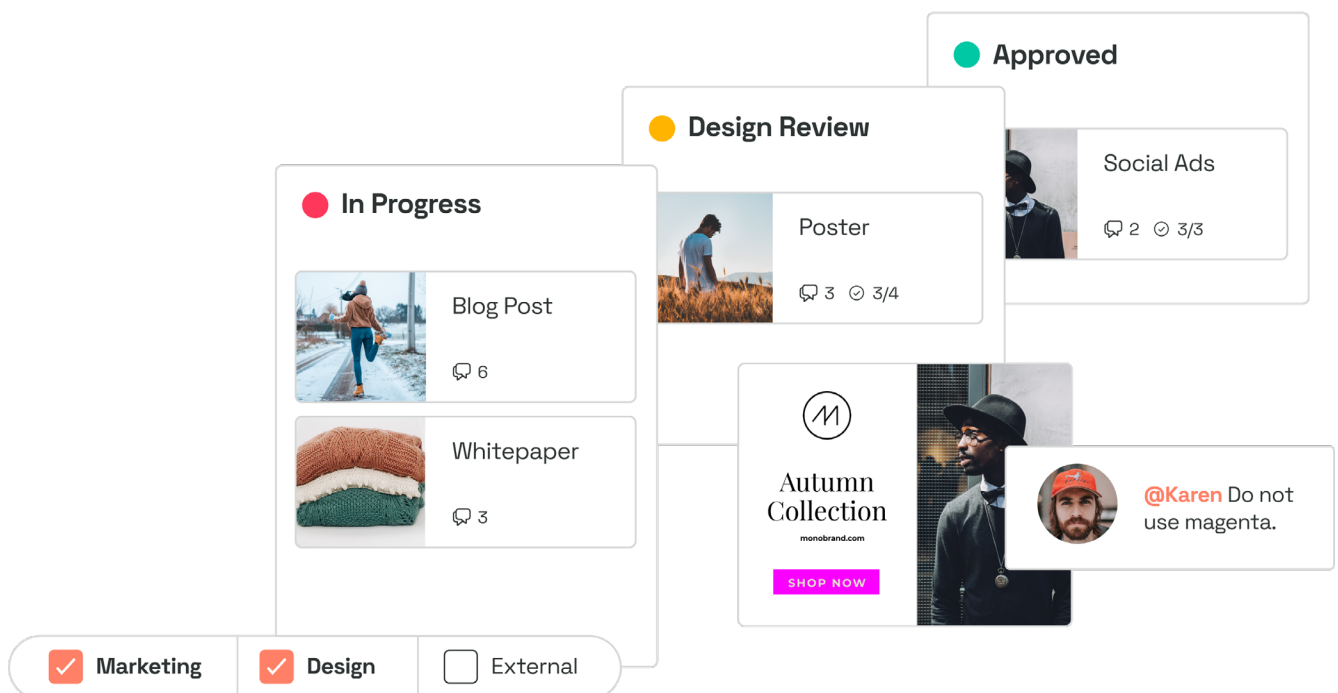
Improving Project Efficiency

Most projects hit roadblocks somewhere. Either they get bogged down in repetitive tasks, or they slow when dealing with complex workflows. In any case, these types of slow downs can drastically decrease employee morale and hinder the progress of a project. Occasionally, they can affect the launch too, if you miss a critical window.

Solution

Optimize Projects with a Suite of Brand Management Tools

Whether you've fallen into the habit of completing repetitive tasks, or your workflow simply isn't what you'd like it to be, Frontify can help you optimize all of your brand related projects. This includes creating, saving, finding, sharing, reusing, collaborating, approving, and managing assets. Everything you need to manage your brand and customer-facing projects effectively can be found in Frontify.



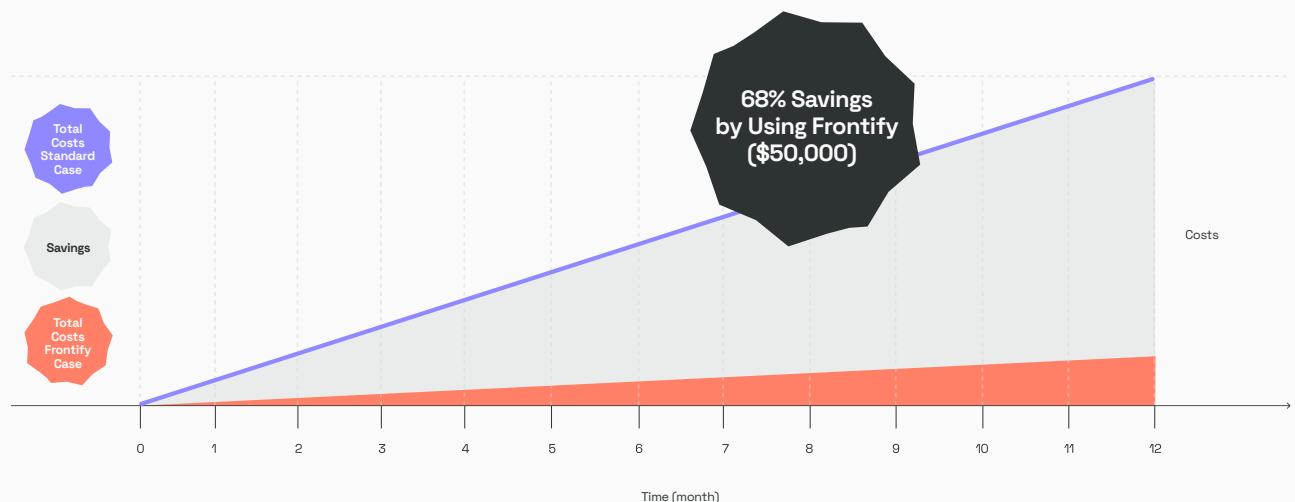


ROI for Brand Teams

When you're building and maintaining a powerful brand identity, you need to ensure that everyone in and around your organization (including people like freelancers, agencies, partner companies and reporters) has the assets they need. But doing so often comes at the cost of your time. Not just because you're constantly fielding email requests for brand assets, but because you have to correct any off-brand collateral that reaches the market. With Frontify, you can win back your time, by essentially automating the process of sharing brand

assets and guidelines with your employees, satellite offices, and externals. You can save the most up-to-date version of your brand assets in libraries and create cloudbased guidelines for every aspect of your brand (including audio, images, color palettes, and messaging). In fact, by using Frontify, each member of your team can gain back 120 minutes a week. For a branding team of 10 people, that **120 minutes per person per week** can equal a cost savings of **\$50,000 per year** ($10 \times 120 \text{ min} \times \text{salary per week} \times 52 = \text{savings per year/per department}$).

Department Savings for Brand Teams



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