

# Creative Collaboration



# Keeping Everyone Together at Every Turn

Your brand home wouldn't be complete without a creative workspace. Creative Collaboration brings transparency to cross-team workflows and simplifies feedback loops – it's where campaigns, projects, and brand experiences come to life (and teams come together).

**Where Brands Live**  
**[frontify.com](https://frontify.com)**





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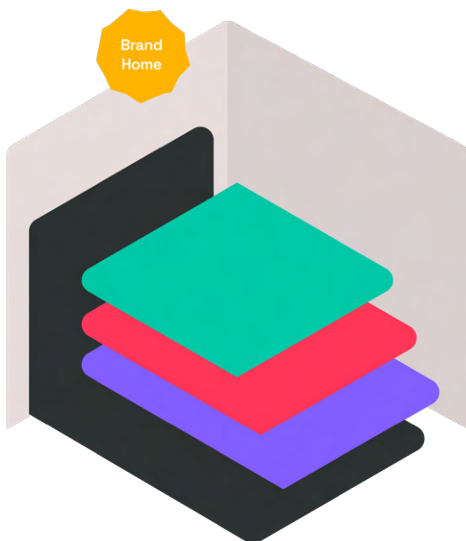
# Why Frontify?

## 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



Identify

Enable

Create

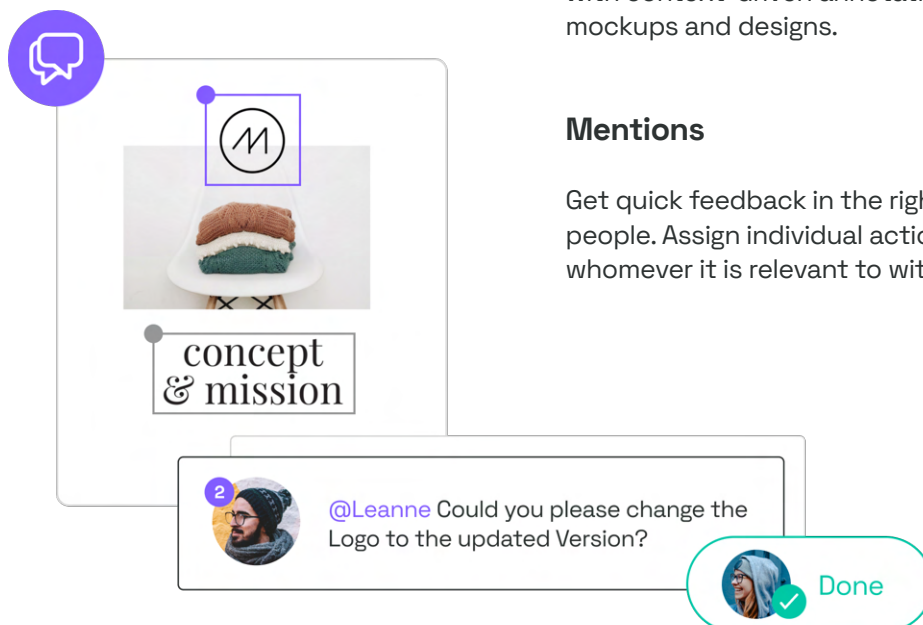
Distribute

Measure



# Visual Collaboration

Live, on-page editing is the most effective way to get work done and collaborate. That's why we've made it possible for you to drop a comment precisely on the design or content item it refers to – for absolute clarity.



## Annotations

Centralize your team's work when collaborating on the same project. Keep everyone on the same page with context-driven annotations on concept mockups and designs.

## Mentions

Get quick feedback in the right place, from the right people. Assign individual actions or talking points to whomever it is relevant to with @mentions.



# Approval Processes

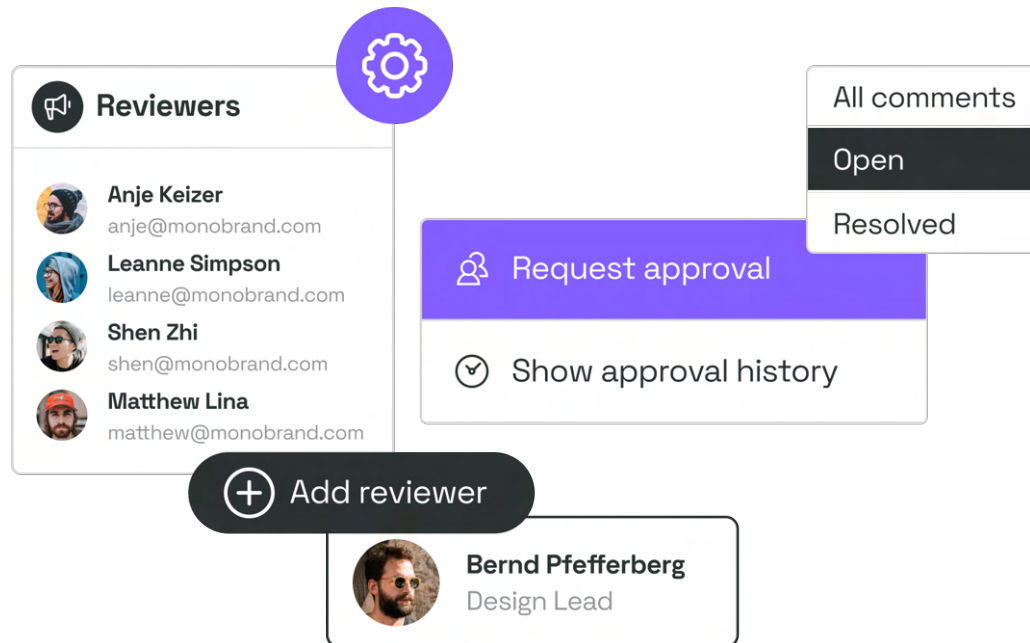
Organize the who-does-what-when by setting up custom approval processes for different types of projects. Take a look at how the platform will make your life a little easier and delegate to-do lists (so you can focus on your actual job).

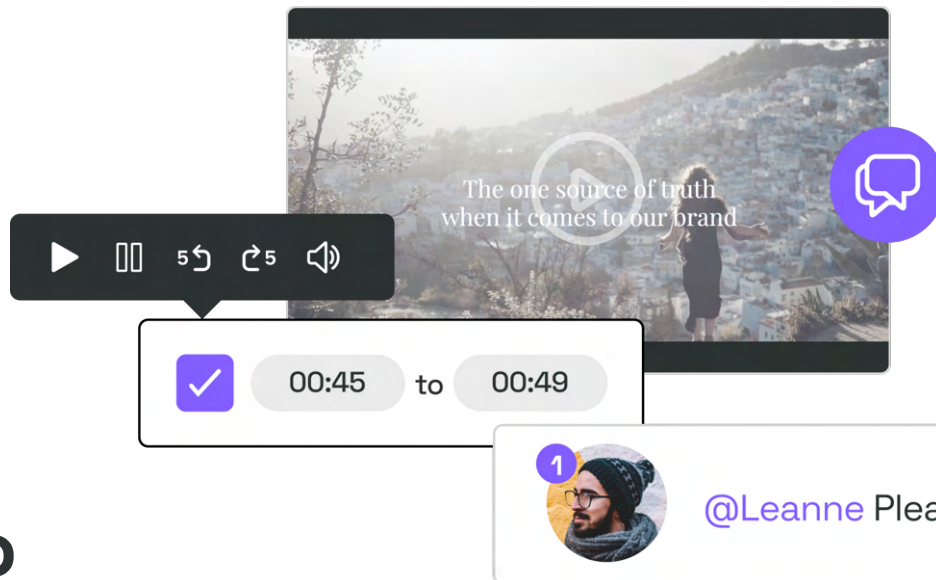
## Approval Processes

Streamline every project by assigning coworkers ownership of assets or specific statuses, such as 'Final Approval,' or simply designate individual tasks.

## Integrated Notifications

Stay in the loop with instant notifications about new comments, uploads, and other events via email or Slack.





# Video Commenting

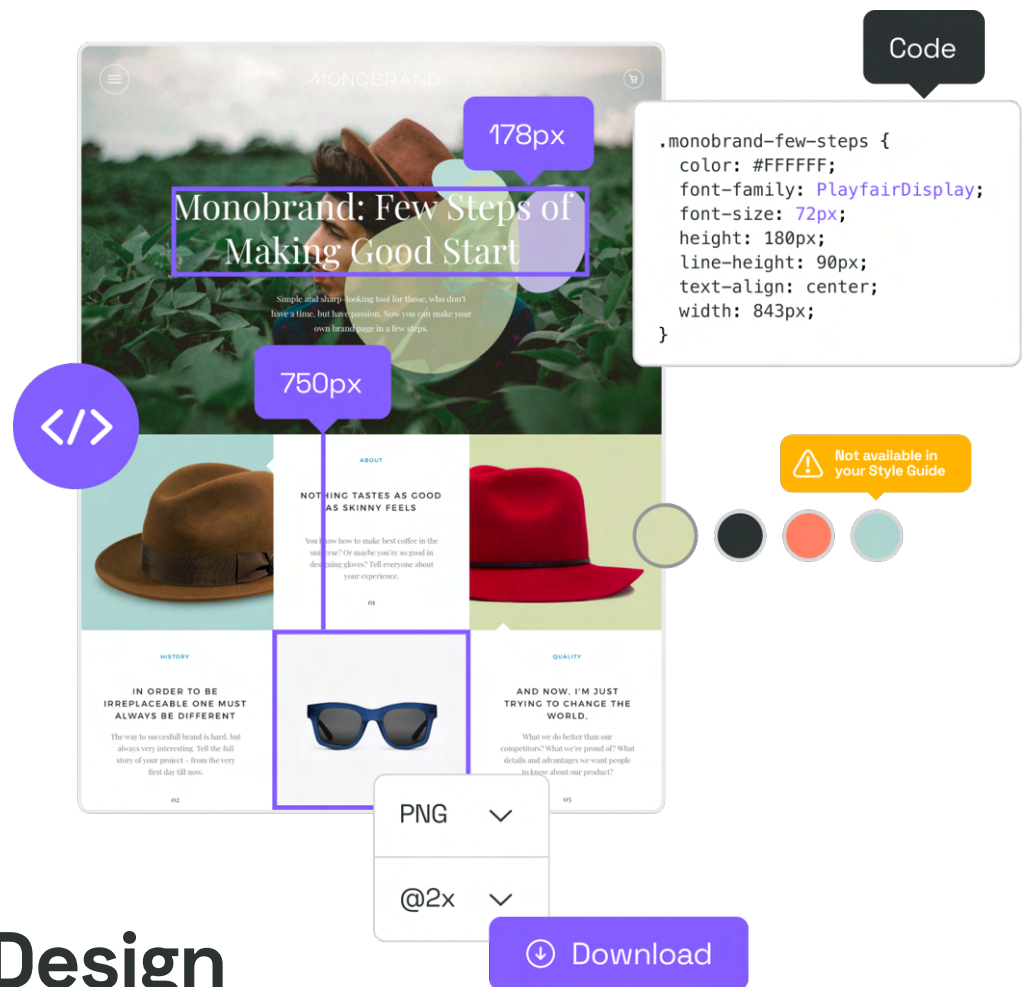
Screenshotting individual frames of video and graphics to get feedback is an inefficient way to work. You know that. We've got a better solution that can keep up with your fast pace.

## Live Comment Field

Let your comments live alongside your videos. Use the video controls to relate your feedback to the right moment – down to the second – of the video or motion graphic.

## Mentions

Open up the conversation. Use the @mention to talk directly to your teammates and resolve their comments in a snap.

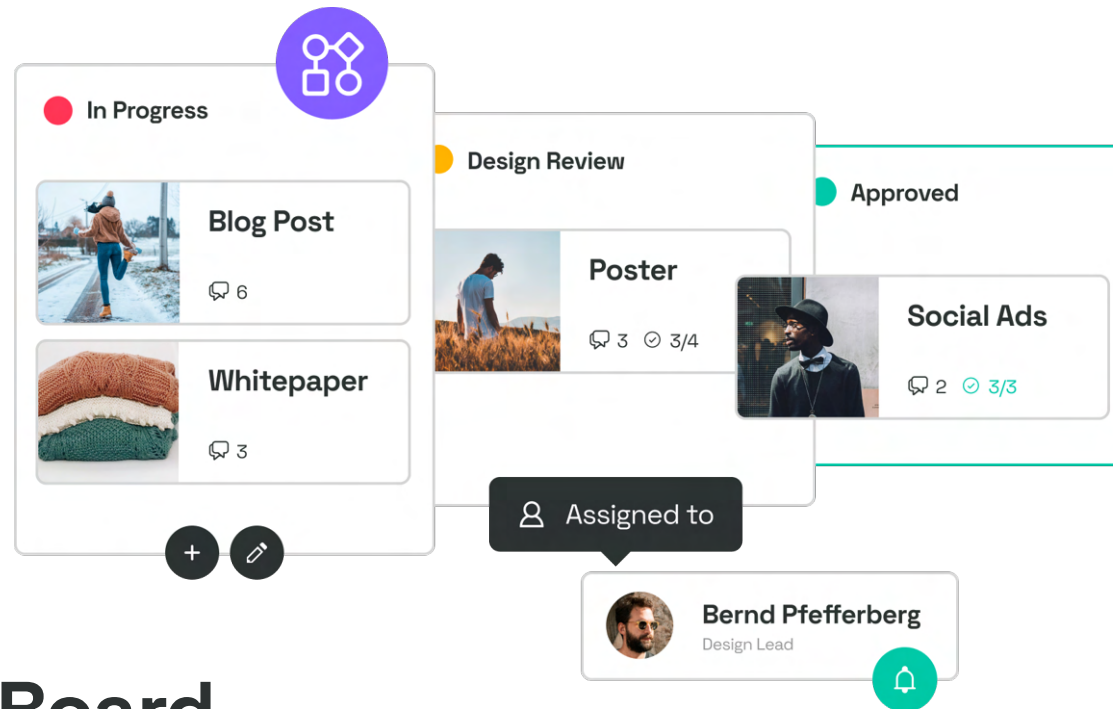


# Inspect Design

Smoothly handover design work to developers with a handy inspect mode that speaks both design and dev.

## Inspect Mode

Say farewell to bumps in the transition from creative concept to developer files. Pull key design info from your artboards, export assets and code, and check against your Brand Guidelines to flag inconsistencies for a fix – like magic.



# Kanban Board

Outline the entire design process – from start to finish – all in one place. Coordinate projects with a Kanban board system, automate feedback flows, smile, and watch your unread email count shrink.

## Project Overview

Organize and manage all your design projects and involved stakeholders from one centralized dashboard. Project managers gain clear oversight, while everyone tracks their individual progress.

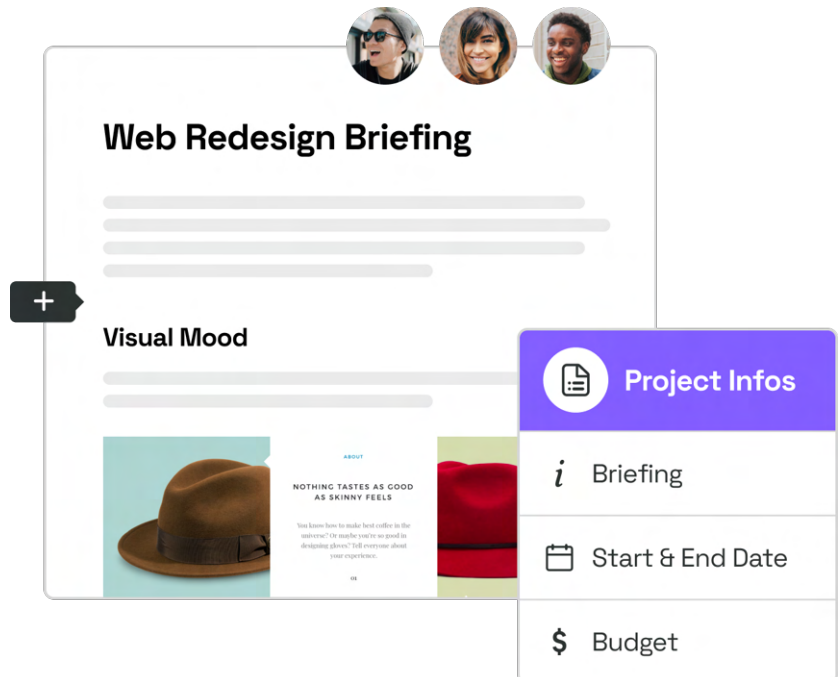
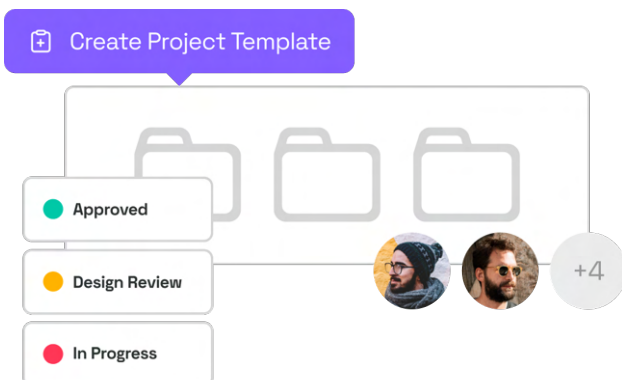
## Request Feedback & Approvals

Make it easy for busy stakeholders. Set deadlines and notify coworkers or teams automatically to get feedback or asset approval.



# Project Templates

Enable cross-team collaboration for projects with templates and pre-project guidance. Properly brief everyone involved, set up templates, and keep everyone on the same page (literally).



## Project Briefing

Set the baseline with an interconnected project briefing for every player in your project.

## Predefined Templates

Create projects with predefined workflow templates where all tasks, and ownership of assets, have already been defined.

## Owner Workflow

Connect your project template to a workflow that makes sense for individual campaigns, involving the right people for the right aspects of the project.



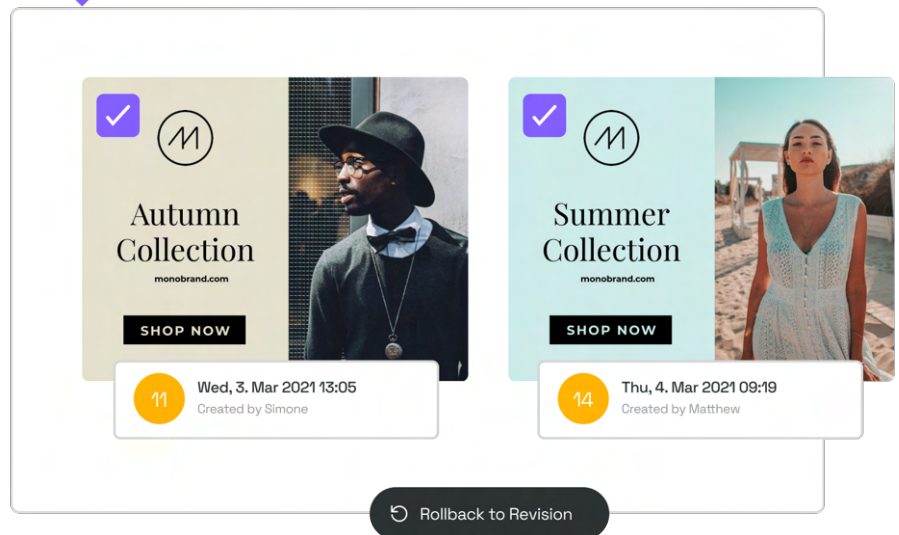
→\* Compare Revision

# Compare Revision

“Who made what change? When?”  
Easily track, back up, and locate  
your work history for ongoing  
projects. You can rest easy knowing  
everything’s there.

## Revision Tracker

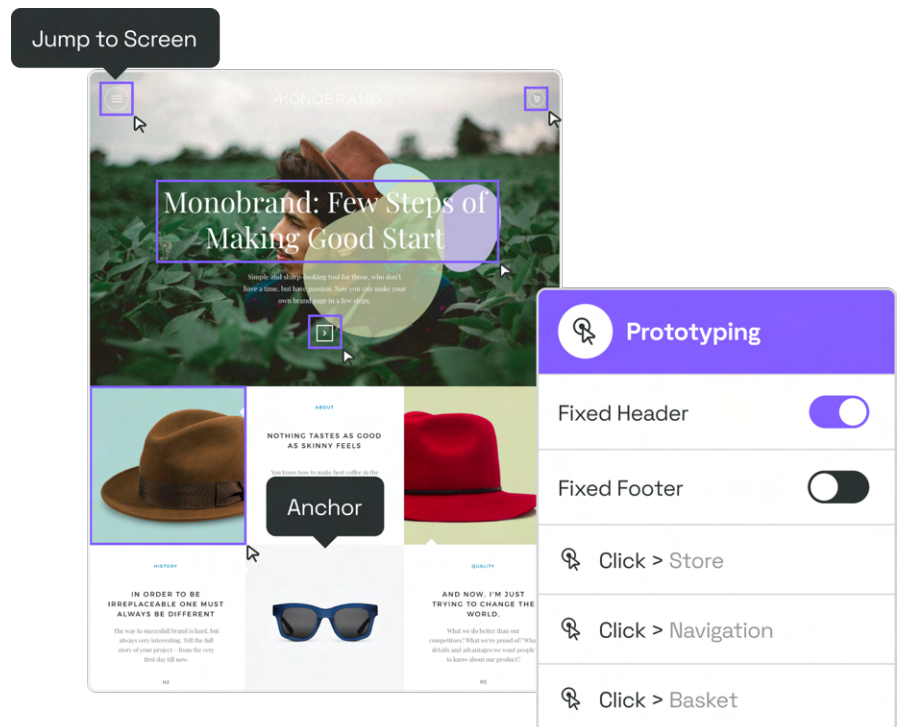
Manage all revisions of your assets and see every change that’s been made to them over time. Know exactly when, and how, things were changed. So if someone ever asks why that extra sentence was added, you know you’ve got the information ready in a few clicks.





# Interactive Prototyping

Never present static designs or send another “please review this screenshot” message again (please). Visualize user flows using prototypes together with your team, speed up repeatable work with templates, and showcase it all in presentation mode.



## Interactive Prototypes

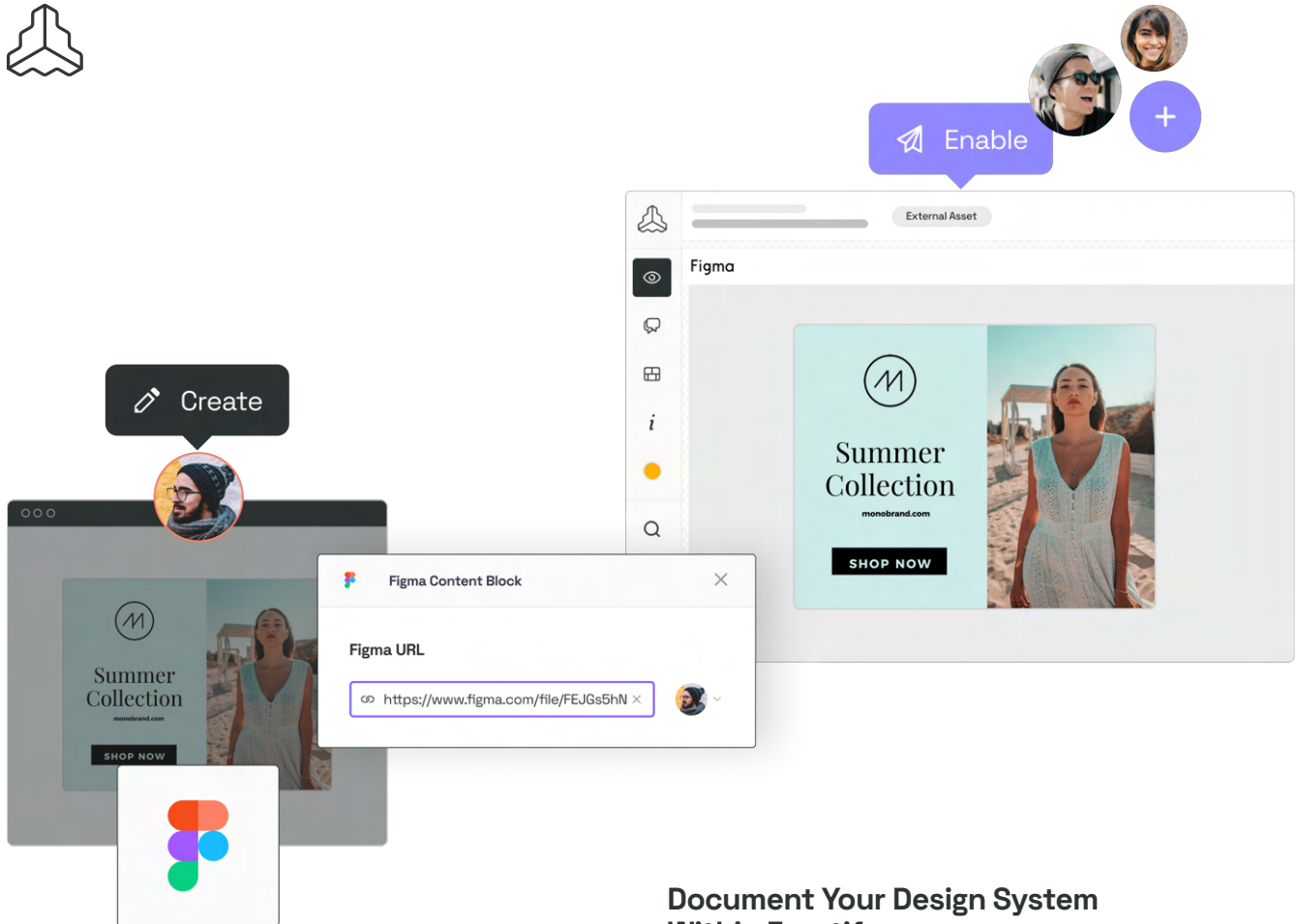
Transform your static screens into impressive prototypes, and add gestures to create clickable interactions with no previous experience needed.

## Templates & Fixed Areas

Apply prototype templates to multiple pages. Complement the layout with fixed areas to simplify the whole creative process.

## Share Prototypes

Work together, share presentations, and explore concepts with others by using the presentation mode, or embed prototypes with a code snippet.



# Design Documentation

Add your Figma Designs to Frontify to involve everyone in the design process, centralize assets, and start documenting your Figma Design System within Frontify.

## Document Your Design System Within Frontify

Collect feedback and iterate on design system components, and document your design system components as part of the broader brand system to make them visible to everyone that needs to access them.

## Streamline Daily Design Work & Collaboration

Organize project work in one single place across all tools, so you can share design work and principles with everyone who's part of brand building.

## Use Brand Elements Right in Figma

Using Frontify's Figma Plugin, you can explore brand assets and variants and simply copy them to your clipboard for instant use within your designs. Plus, easily apply colors defined in your brand guidelines to layers, as borders, or fills, and sync text styles with Frontify and apply them to your designs to stay forever on-brand.



# Platform Capabilities

Did we show you the spa area yet? It doesn't end here – there's more to see. Read on to find out more about how our platform provides space for brands like yours to live and grow (and soak, in all their glory).

## 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 multinational 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 teammate 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 Canada? Create and manage custom user groups for individuals or teams and make the Frontify space work for your company's individual needs.

### Request Access

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

### Single Sign On (SSO)

Another password? Keep it simple for your employees by connecting our platform with your company's Single Sign On set-up (and prevent everybody from using 'Password!').



## 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.

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### 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. Make the filters and facets relevant to your organization.

### 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..

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### Private Cloud Hosting

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

### 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. Enable multi-factor authentication, malware and vulnerability scans, SSO, and more.

## 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 that start and all the days after that.

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### 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 for you and your brand. Just ask.



## Ecosystem

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

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### 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. That way 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.

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### 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**