

# 5 Benefits You Get From Using Brand Management Software



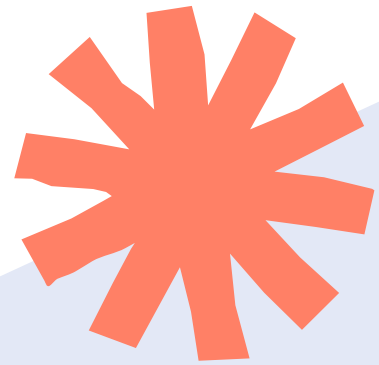


As brands mature, there is much more stuff to keep track of, like brand elements, messaging, guidelines, and completed visual assets. As a result, your shared drive becomes harder to manage and navigate every week. But employees from every department, plus external partners, agencies, and stakeholders need to easily find and use your brand materials.

That's when companies look for software to help them manage, organize, and grow their brand. Brand management software like Frontify is the best way for companies to increase the number of people and departments engaged with their brand. Growing companies need to improve internal brand engagement to achieve the consistency required to build brand recognition and become the top choice for their customers.

A strong brand can be the difference between customers choosing your product or leaving it on the shelf. It can turn one-time customers into loyal advocates, reduce acquisition costs, and increase lifetime values. But as your brand grows, it becomes increasingly important to maintain consistency and recognition while keeping your employees engaged and aligned with your brand.

See how software like Frontify help companies grow their brands and what to look for when you evaluate brand management software.



## About Frontify

Frontify is a cloud-based brand management platform that empowers people to connect and build brands together by making branding incredibly simple, accessible, and fun. Through our platform, we're creating:

- A single integrated platform where your brand can thrive
- An easy way to organize multiple brands under one roof
- A place that helps everyone share ownership of the brand
- A world where everyone is a part of building strong brands

[Learn more about Frontify's brand management platform.](#)



# 1 Make Your Brand Accessible to Internal & External Stakeholders





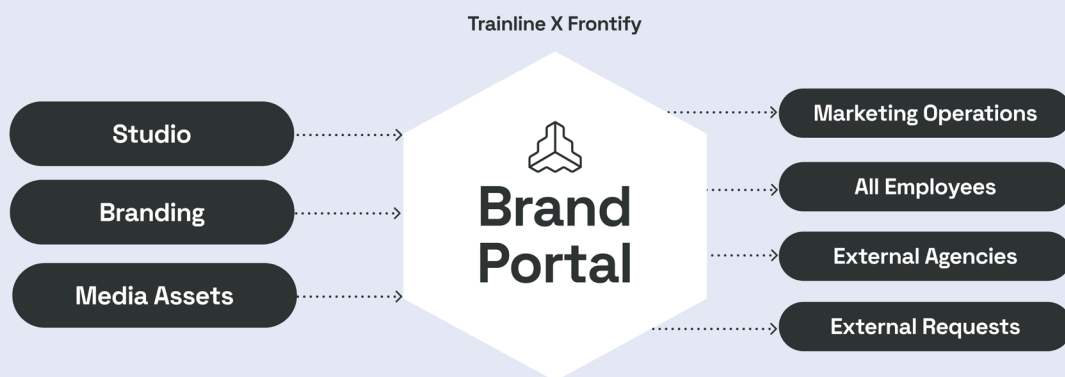
**Without brand management software, it's difficult for employees and partners to find and use brand assets. Instead, they have to ask your marketing team, who get stuck in the role of "brand gatekeeper."**

Our [State of Brand Ownership report](#) found that 7 out of 10 employees need to use their company's brand guidelines and assets to create campaigns, products, and collateral every week. Brand management software like Frontify connects your team, making it easier for them to share their expertise, knowledge, and brand assets. It provides a centralized home to store all your branded assets, materials, templates, and guidelines so all your employees can easily access them. It also enables external agencies, partners, and freelancers to access and use your brand materials, too.

With brand management software, all your logos and other brand materials live in a shared, centralized space rather than siloed across multiple locations in your shared and local drive. By centralizing all your brand materials, you break down the creative and information silos that can build up between departments. It means:

- All departments use the same brand elements
- Everyone works from the same version of your brand guidelines – whether they're freelancers or employees
- No creative conflict from using different guidelines or materials
- All users can access brand materials without requesting access to individual files or folders

## Managing the Trainline Brand with Frontify





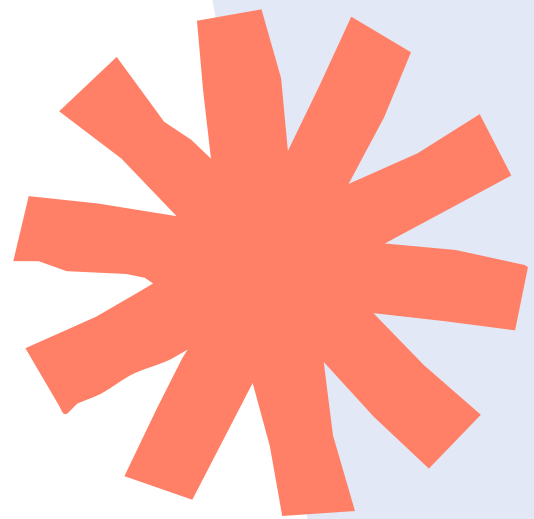


Having easy access to brand materials helps employees feel closer to your brand, rather than seeing branding as a marketing project that doesn't affect them.

For Trainline, adopting Frontify has changed the way their employees think about their brand. The Trainline team explained, "By instituting one platform for all of our brand guidelines, imagery, templates, and marketing assets, we're able to build a behavior in the company that puts our brand front of mind at all times." Using Frontify makes it easier for employees and external partners to work on the brand, increasing company-wide engagement.

Likewise, Vodafone found that adopting Frontify's brand management platform has made it easier for people across the organization to work with the brand. Julia Arnold, Senior Brand Identity Consultant at Vodafone, explained, "Frontify helps us ensure our brand promise – together we can – becomes a reality by connecting experts and making knowledge and assets transparent and easily accessible." Today, Vodafone has over 3,400 people using the Frontify platform, including over 100 external partners. In addition, employees and partners alike can use the platform to access more than 10,000 branded elements and assets quickly and efficiently.

A centralized platform enables employees and partners to access and use your brand materials and, over time, develop a better understanding of your brand and its values. This helps build a shared culture of brand ownership and stewardship within your company, as everyone has the same experience of your brand.





# 2 Build Employee Confidence When Using Your Brand



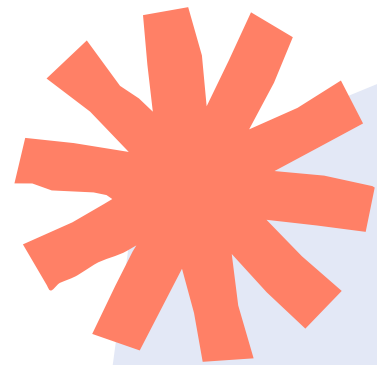
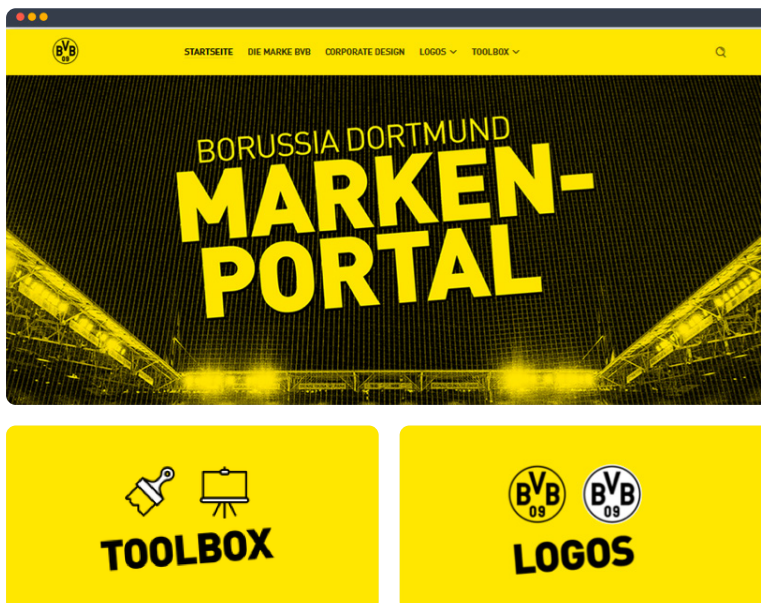


**Without brand management software, your employees have to run every piece of design and copy past your brand manager for feedback and sign-off if they want to stay on brand. This slows projects down and makes employees feel like your brand isn't for them.**

Brand management software like Frontify empowers individual employees to develop and use brand assets in their work without supervision from senior team members or your marketing department.

Frontify enables employees to feel confident that they're using the right brand assets every time, without the worry of using old campaign artwork or outdated logos. Assets can be uploaded, updated, or removed quickly and easily – and any changes are immediately visible to all users. As a result, you don't have to worry about employees using outdated materials.

This means that more employees and departments can confidently use and communicate your brand in their work. Not just your marketing team – sales, product, leadership, and customer support departments all understand your brand and how their roles contribute to it. For Borussia Dortmund (BVB), this confidence has enabled them to maintain high creative standards during a period of significant international expansion. Dennis Thom, Head of Marketing and Sponsoring at BVB, explained how brand management software has helped BVB increase and accelerate design and production as it expanded internationally. “Frontify allows anyone – with or without design skills – to quickly access our brand world, download brand logos, fonts, and assets, and create brand visuals all on their own,” he said.

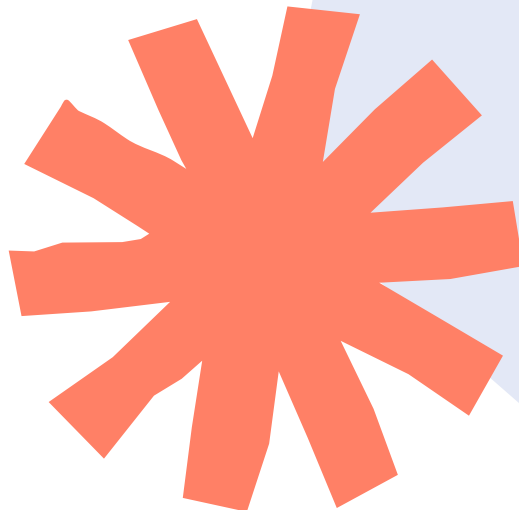




As employees get more confident using your brand messaging and visuals, they become more fully engaged with the brand. The more people you engage with your brand, the stronger your internal brand becomes, with all departments aligned on your messaging, visuals, and values. The strength of your internal brand directly impacts the external, customer-facing brand you present to the market.

For Nationwide, using Frontify's brand management platform gives them confidence in the brand contributions made by their employees and external partners. The Nationwide team said, "The Brand Hub is a fantastic resource for us, our colleagues, and our creative suppliers." They explained, "It allows us to provide brand guidelines, assets, imagery, training, and so much more all in one place. It's easy for colleagues and suppliers to use and easy for us to manage, making it an integral part of ensuring brand consistency."

Brand management software lets your employees feel confident they're using the right brand assets every time without needing to double-check with their manager. As a result, they can work more independently without worrying that they're compromising your brand's reputation in the market.







# 3 Improve Brand Consistency Across All Departments







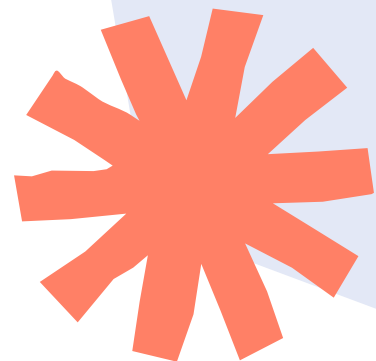
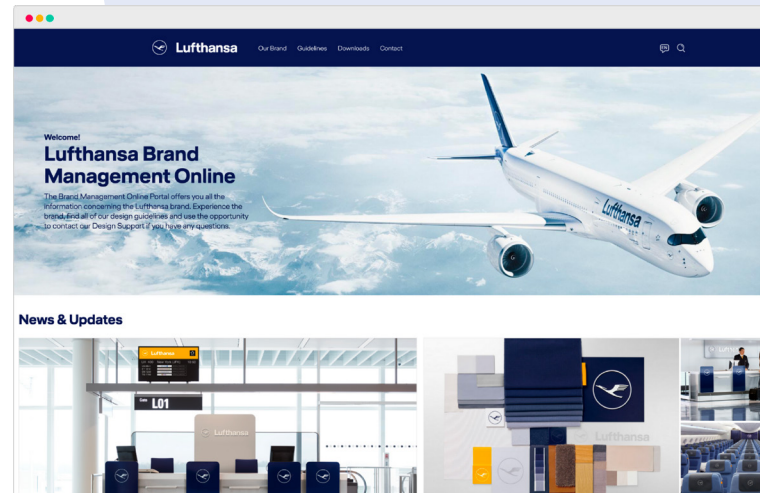
**Without brand management software, you can't be confident that all departments are working from the same brand guidelines or using the same assets. As a result, inconsistencies can creep into your messaging and design, making it difficult for customers to recognize your brand.**

Our State of Brand Ownership report found that “Too much deviation from the core brand colors, typography, brand voice, general brand behavior, or logo sizing[...] and the brand identity can quickly begin to diverge across channels and look unprofessional.” Brand management software improves the consistency of work created by different departments and for multiple channels, which helps build brand recognition in the market.

Brand management software helps companies improve brand consistency across departments, regions, and projects by:

- Giving everyone access to your brand guidelines
- Ensuring everyone is working from the same version of guidelines and materials
- Making your brand elements and creative assets accessible to all
- Providing templates to help employees create branded materials while staying on-brand

With everyone working from the same guidelines and materials, you see improved consistency across your customer-facing designs and messaging, no matter who in the company created it.

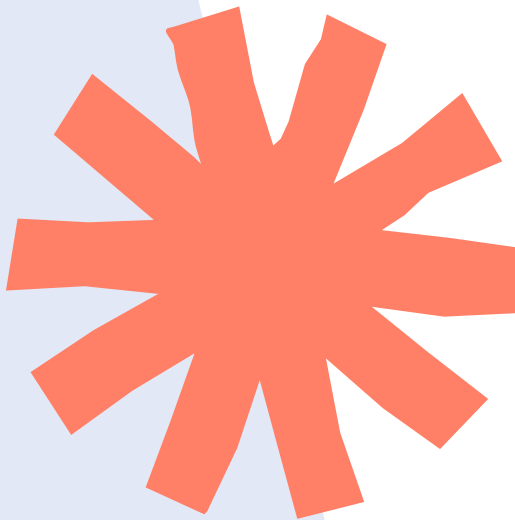




For European energy company E.ON, Frontify's brand hub makes it easy for its employees to create a coherent brand experience. Holger Castritius, Head of UX at E.ON, explained, "Whatever sits on Frontify is the standard and reference for all marketing and communications activities across E.ON. [...] Our brand guidelines are always up-to-date, and they're easy to use – to share and to collaborate on." As a result, the E.ON team has a single source of truth for everything related to the brand, which helps them create a consistent customer experience across different touchpoints, channels, and regions.

The Lufthansa team has been using Frontify since 2014. They've found their brand portal enables their team to increase productivity while achieving greater brand consistency. According to Ronald Wild, Chief Designer at Lufthansa, "The effect of Frontify was immediate." He explained, "We increased the quality of communication through higher brand consistency. We strengthened individual work due to better access to information and measured a considerable cost reduction – resulting in a possibility for a higher production rate."

Presenting a consistent brand identity to your customers and the wider market helps build trust in and recognition for your brand. Using brand management software helps companies achieve the consistency customers expect from an established brand without your marketing team spending all their time monitoring and reviewing work produced by other departments.





# 4 Accelerate Time to Market for Brand Projects





**Without a centralized brand management platform, employees lose a lot of time looking for the creative elements needed for their work. Then it takes a long time to request, receive, and act on feedback from multiple stakeholders, which can hold up project progress.**

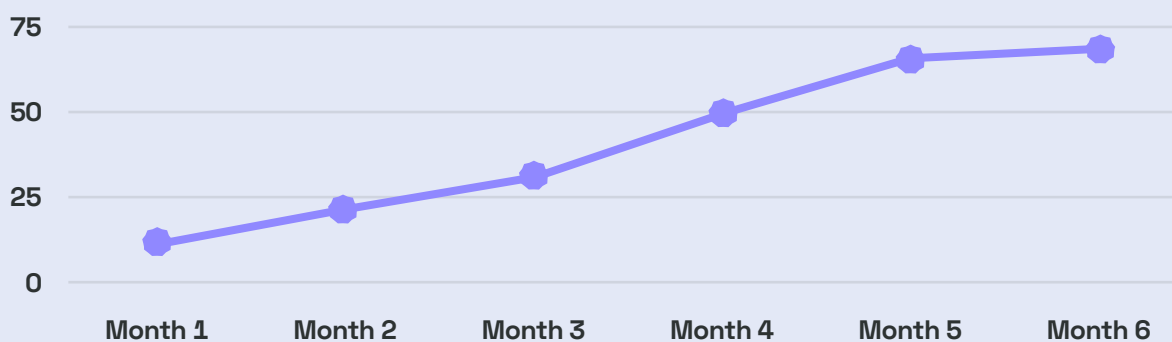
A platform like Frontify makes it easier for teams to collaborate on brand projects so you can launch sooner than if you were working in your traditional creative tool stack. Frontify provides a single, shared project platform where everyone can stay informed and involved from start to finish.

According to research by [Elastic](#), 85% of remote employees spent time searching for documents during the day, with 60% spending more time looking for files than replying to emails. A centralized brand management platform speeds up brand projects by reducing the time lost searching for the correct creative assets.

For [Takeaway](#) – which has a brand active in eleven different countries, all with slight aesthetic variations – finding the relevant file versions was a constant headache. Dimitrios Arapis, the Customer Experience Coordinator at Takeaway, explains how Frontify has improved its creative process. “Now that we can access suitable assets and guidelines, everything is streamlined,” he said. “Metadata and asset tags can now be connected to multiple assets – helping us find them instantly – and thanks to this increase in structure, efficiency has improved immensely.”

The Frontify platform is quick to learn, so it’s easy to bring in stakeholders to review creative elements and provide feedback or approvals. You can get new people up-to-speed on the platform so your creative teams can share their brand assets and get feedback all in one place. They don’t have to scroll through long email threads to collate feedback from multiple stakeholders. Instead, they can view everyone’s comments together and work through them one by one to move their projects forward.

**Frontify Average Monthly Active User Growth**



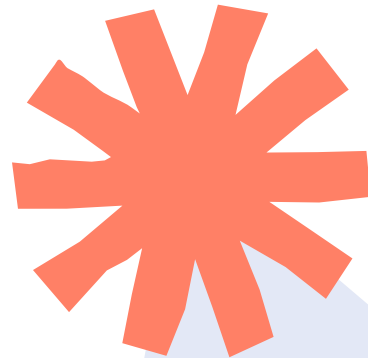


You can set up workflows so teams can easily collaborate on projects and move new designs and materials through different stages, alerting the relevant people at the right time. For example, when you move a design to “In Review,” it can automatically send a notification to your brand manager, so they know your design is ready for feedback. Additionally, Frontify integrates with the tools your team already use and love — like Sketch, Figma, or Slack.

We analyzed how customers use Frontify and discovered that companies consistently engage more of their employees with their brand when they start using our brand management platform. On average, companies start using Frontify with just 12 active users in month one. But by month six, they have 67. As more people use the Frontify platform, the easier it is for teams to collaborate and streamline the creative process.

“Frontify has helped us immensely,” said Marina Wamboldt, Corporate Design Lead at MAN Truck & Bus. “We’re now able to conduct project management, design, and web development with a few clicks. We can now work faster, more efficiently, and most importantly, more together,” she added. The MAN team previously used four different tools for their creative and collaborative processes, replacing them with Frontify’s brand management platform. Now, they have more than 12,000 users on the Frontify platform and can easily streamline and manage their creative projects in one shared online space.

Employees can be confident that any assets in your brand platform are the latest version. Once they find the logo or image they’re searching for, they can get on with their work rather than searching through a couple more folders – just in case. As a result, employees can create and publish brand materials more efficiently. You can roll out projects faster than working in traditional tools, such as emails, Google Drive folders, and PDF brand guidelines.







# 5 Boost Your Bottom Line & Deliver ROI From Building Your Brand

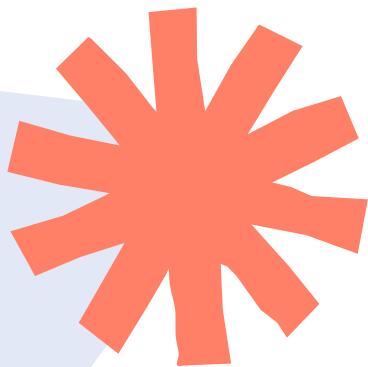




**Brand management software may feel like a big investment – until you consider the costs you incur taking an ad-hoc approach to managing your brand.**

Investing in brand management software like Frontify enables companies to turn their brand from a marketing project to a formalized, recognizable asset that drives real revenue growth. It helps you achieve this by empowering and engaging your whole team to take ownership of your brand, improving efficiency, and reclaiming lost time.

A commissioned study conducted by Forrester Consulting on behalf of Frontify discovered that a composite organization that uses brand management software experiences benefits totaling \$4.2M over three years. [The Total Economic Impact™ of Frontify's Brand Management Platform](#) study identified three core, quantifiable benefits for businesses:



- 1. Increased brand adoption across the business.**  
Using Frontify accelerates brand adoption and enables employees to represent the brand confidently. It increases employee engagement so they can consistently communicate the brand to customers and key stakeholders. Increased brand adoption accounts for 11% of the total quantified benefits of adopting Frontify. For a composite organization representative of Frontify customers, brand management software delivers a lift of \$473,220 over three years.
- 2. Having a single source of truth for your brand.**  
Using Frontify provides a centralized platform for teams to store, share, and collaborate on brand materials. This saves everyone a huge amount of time that's otherwise lost to searching for the right assets or waiting for approvals. Having a single source of truth for brand assets saves design and marketing teams up to 16 hours per week. Over three years, the cost savings associated with reclaimed time adds up to \$2,734,170.
- 3. Enabling marketers to refocus on higher-value work.** Frontify gives all departments access to your brand, so your marketing team doesn't have to be the "brand police." Marketers can spend less time finding brand assets for their colleagues or reviewing work done by other teams. Instead, they can spend more time on strategic work, such as improving messaging. This accounts for 24% of the benefits of adopting Frontify and delivers a gain of \$1,003,504 over three years.

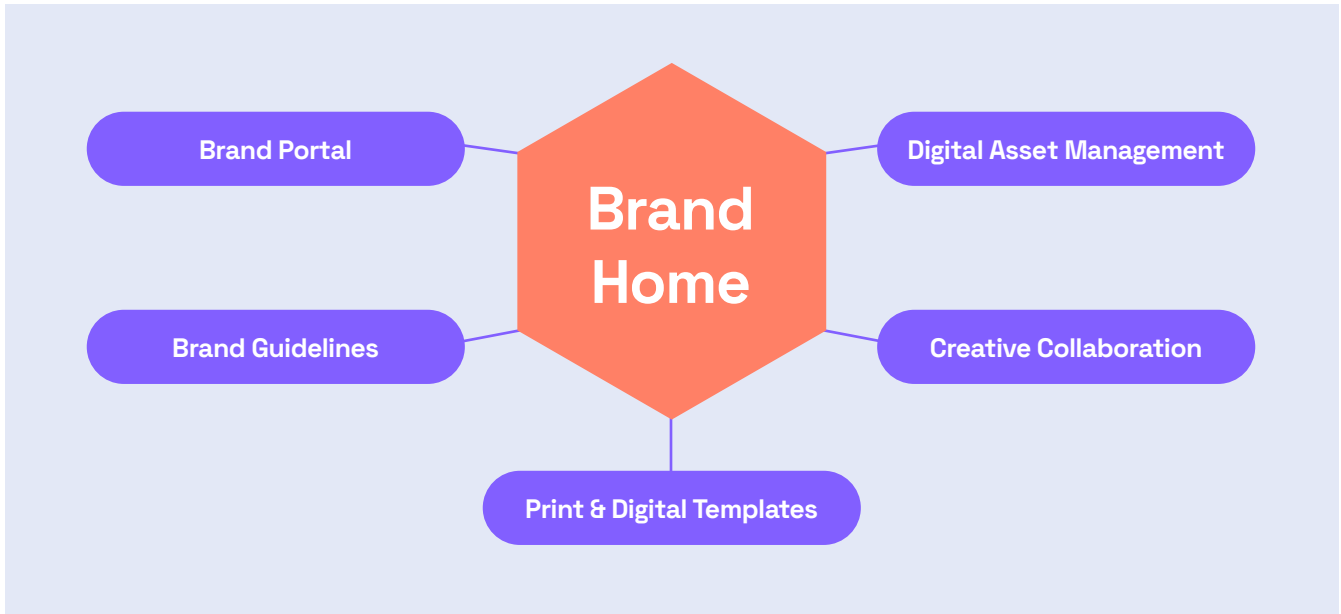
Based on interviews with decision-makers, Frontify customers, and financial analysis, Forrester's research found that the \$4.2m benefits created by using Frontify represented an ROI of 367%.

**Read the full report: [The Total Economic Impact™ of Frontify's Brand Management Platform: Cost Savings & Business Benefits Enabled By Frontify](#)**



# How Companies Use Frontify's Brand Management Platform





Frontify’s cloud-based brand management platform helps organizations connect their brand guidelines, assets, templates, and workflows in a single source of truth. The Frontify platform includes:

- **Brand Portal.** This is where you document everything related to your brand and provide access to all the different parts – from guidelines to creative templates and asset libraries. You can manage multiple brands in a single, online home to make it easier for teams to find the correct materials when they need them.

[See how E.ON uses Frontify to centralize everything brand-related into a hub where teams can easily engage with the brand.](#)

- **Brand Guidelines.** Static PDF brand guidelines are difficult to manage because they’re time-consuming to update and maintain. Plus, it’s impossible to ensure all teams are using the current version. Frontify enables companies to digitize their brand guidelines in an online, dynamic environment that’s easy to keep

updated, with any changes immediately visible to all users. So anyone who needs your latest guidelines can easily find and access them anytime.

[See how Lufthansa uses Frontify to create and centralize brand guidelines for each brand in the Lufthansa Group.](#)

- **Creative Collaboration.** Instead of using multiple tools to manage design, feedback, and approvals, Frontify streamlines creative projects by bringing reviews and approvals in one place. You can tag colleagues and key stakeholders to easily collaborate across locations, time zones, and departments in a shared online space.

[See how Telefónica uses Frontify to manage over 14,000 creative projects across 10+ global brands.](#)



- **Digital Asset Management.** Companies traditionally rely on shared drives to store all their brand assets, but these are difficult to organize, and departments often have their own siloed files and folders that never make it onto the shared drive. Frontify's platform provides a centralized location where assets can be tagged, organized, and accessed efficiently. Employees can easily find what they're looking for when creating branded campaigns without losing hours scrolling through shared drives or messaging colleagues to hunt down elusive files.

See how Zumtobel Group uses Frontify to centralize its library of more than 90,000 digital assets.

- **Print & Digital Templates.** Give employees from all teams the freedom and confidence to create on-brand visuals without your designers doing all the work. Instead, your brand team can create branded materials once – like social media visuals or slide decks – and set limits on what can be changed. Then, anyone can use these templates in Frontify to create custom, consistently branded materials.

See how Sunrun uses Frontify's Print & Digital Templates to simplify the design process.

In Frontify, everything is connected to improve efficiency, consistency, ownership, and collaboration. With hundreds of thousands of users worldwide, Frontify provides a single integrated platform where your brand can thrive. And with so many ways to customize our platform to make it work for your company, take a look at how other companies are using the Frontify brand management platform to document and grow their brand.

**Learn more about our solutions and book a demo to talk to one of our experts to get a live walk-through of our platform.**

