Frontify

Digital Asset Management

Simplify daily life with dedicated asset libraries

This DAM knows your brand: Find the right assets in a balanced space that connects to your brand guidelines, projects, and templates. Power your creative processes while organizing your images, videos, logos, documents, icons, and just about everything else.

**Where brands live**
Frontify.com
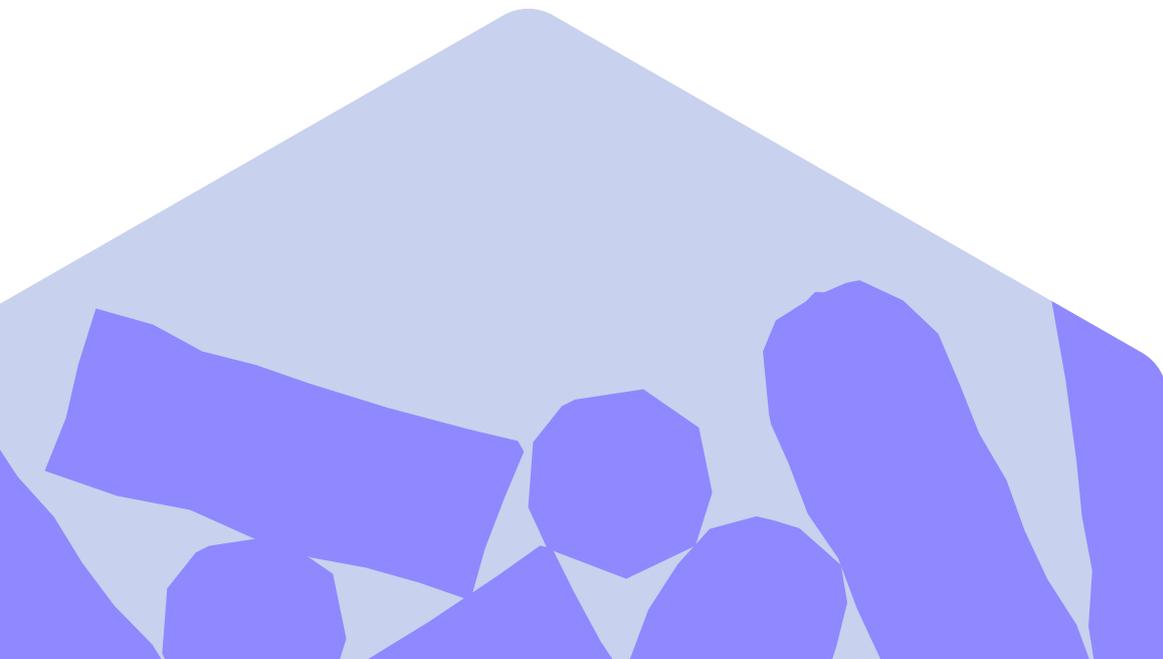
Why Frontify?

We're on a mission (for you)

Frontify wants to create a home where all brands can thrive. We envision a world where teams and workforces, big and small, are engaged and empowered to build beloved brands.

We take care of your brand home

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

Brand Home
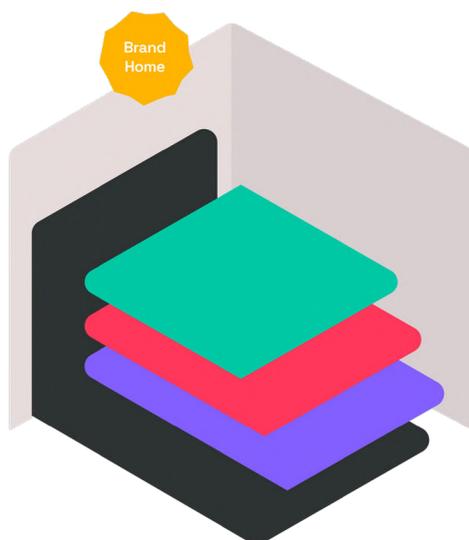
● **Brand Guidelines**

● **Digital Asset Management**

● **Creative Collaboration**

● **Digital & Print Templates**

Process Brand Management Execution

| Identify | Enable | Create | Distribute | Measure |

Dedicated libraries

You've spent hours organizing files on your ever-growing company server. But your team struggles to leave behind that white paper from the '90s and use the rebranded presentation deck? Remove the friction and enter the user-friendly Frontify library — a breathable space that adapts to you and your brand.
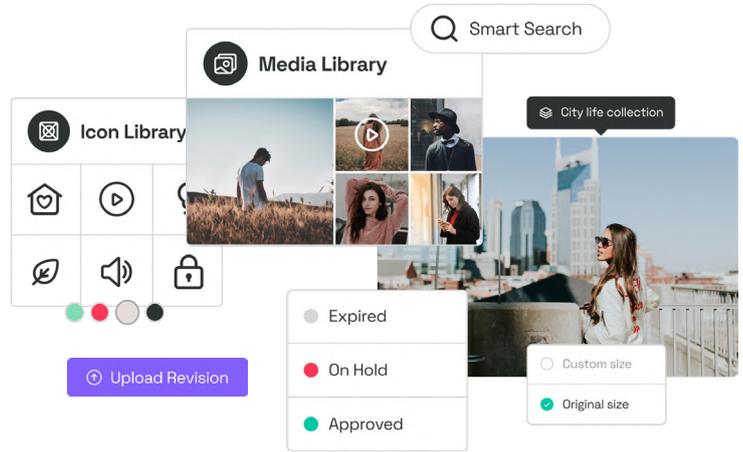
Media Library

Ensure you always have the right building blocks to shape compelling touchpoints. Create, organize, locate, and expand collections of images and videos in a way that's relevant to your brand's needs.

Icon Library

Set up a dedicated library for icons to ensure everyone uses the right file format and size. An added bonus: The library integrates with your set brand colors in your digital guidelines, so everyone can easily choose the color version that suits their creative needs while staying on-brand.

## Document Library

Separate your white papers, sales decks, and case studies. You can even set up asset-lifecycle time restrictions to make sure nobody uses information when it's past its sell-by date.

Logo Library

Your logo puts your company's unique stamp on everything you do. Ensure your logo always appears correctly by creating a dedicated library that includes all the varying formats.
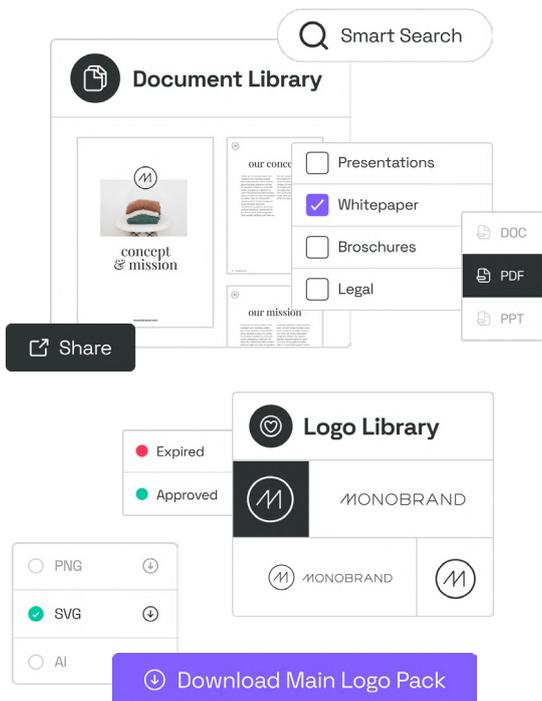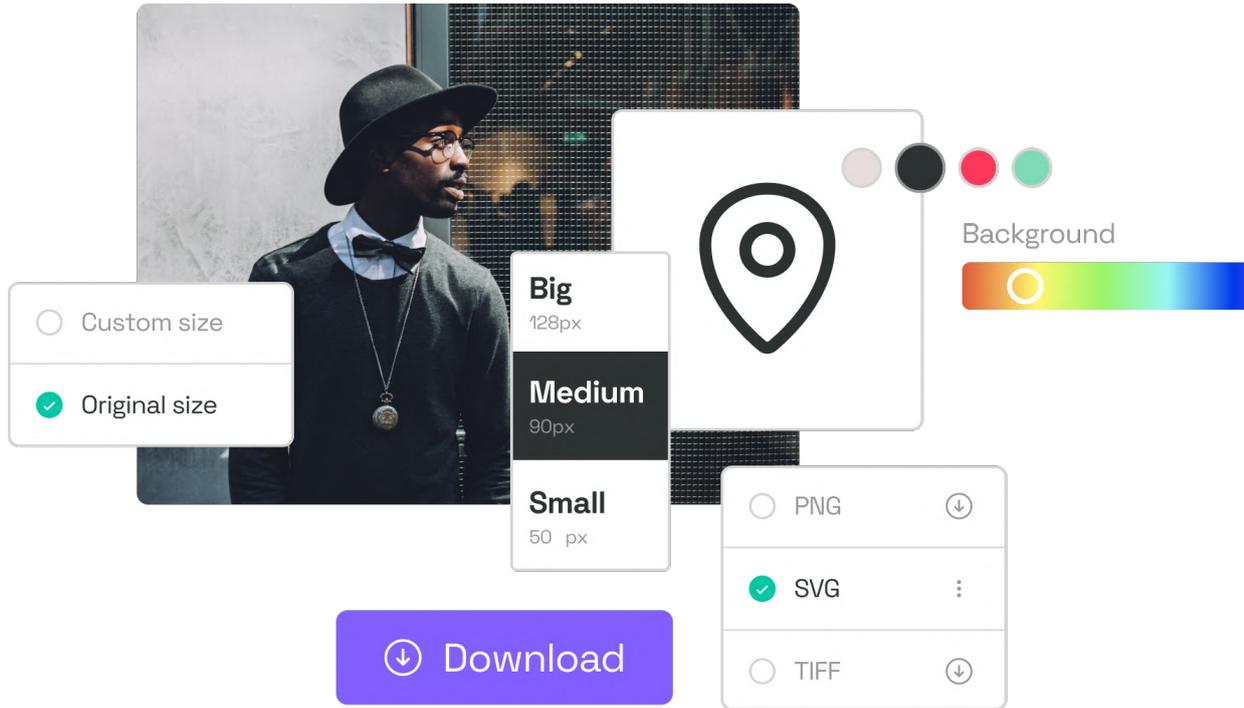
Asset Transformation

Export assets in the right format and color without using heavy design tools. Simply find your asset, and select from your file formats and pre-set brand colors: Drag, drop, and voilà!

Import and export files

Import files by drag-and-drop or by using the system dialogue. Smart folders help you assign statuses in bulk. Define specific formats regularly used by your company and always export the files in the required size and format.

Print production

We support a wide range of file formats — such as TIFF, PDF, PSD, AI, and color formats like CMYK, RAL, or Pantone — making your DAM an excellent tool for print production.
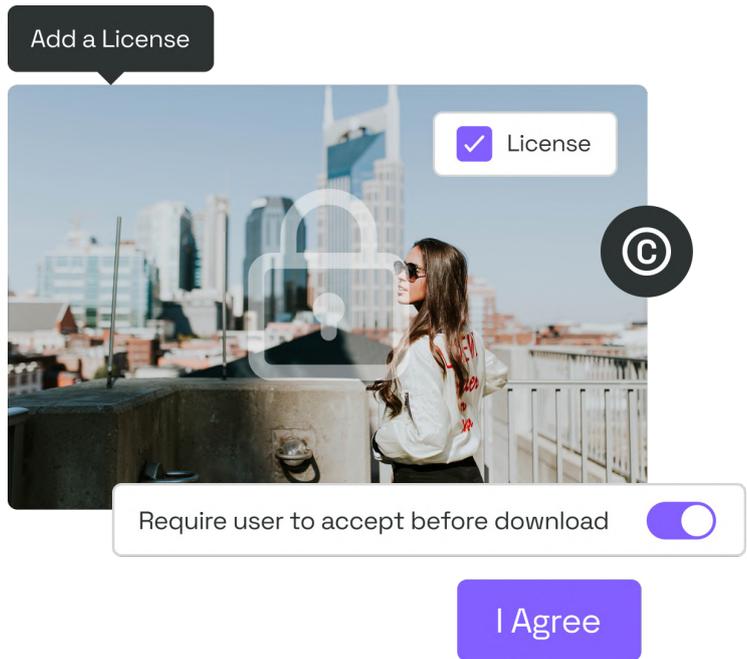
Asset rights management

Out-of-date brand materials on social? Copyright notice nightmares? Let's save you the stress. Set up an automated workflow to manage the use of your assets based on each asset's individual licenses, rights, and your company's preferences.

Download requests

Use the download request function to ensure your assets are used as intended. Grant permissions or reject download requests from a centralized dashboard.

Watermarks

Add a watermark to your assets to protect them from misuse. Automatically add watermarks to assets once they expire.

Copyright notices

Breathe easy, knowing your whole team understands the fine print. Enable copyright notices to pop up on certain assets with rights details attached to them, and get alerted when assets expire or don't comply with usage rights.

Content personalization

Set specific targets to allow different teams or marketers to see certain assets only.
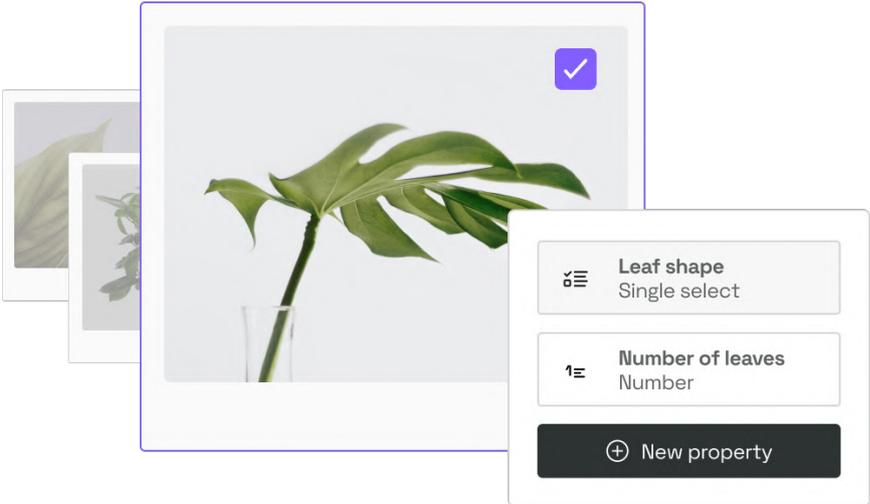
Custom metadata

Is setting up and managing custom metadata a nightmare? Are your users complaining about poor asset search result quality? With Frontify, leave these problems behind and enjoy our intuitive set-up.

User-friendly interface

Edit, manage, and use metadata easier than ever to allow your DAM to operate to its full capacity.

Required metadata

Define which metadata is mandatory, and let your creators easily recognize and fill it in.

Metadata permissions

Ensure your creators only see relevant information, and don't overload them with unnecessary data.

Metadata dependencies

Boost efficiency and reduce information errors and cognitive overload when filling in custom metadata by defining dependencies across properties
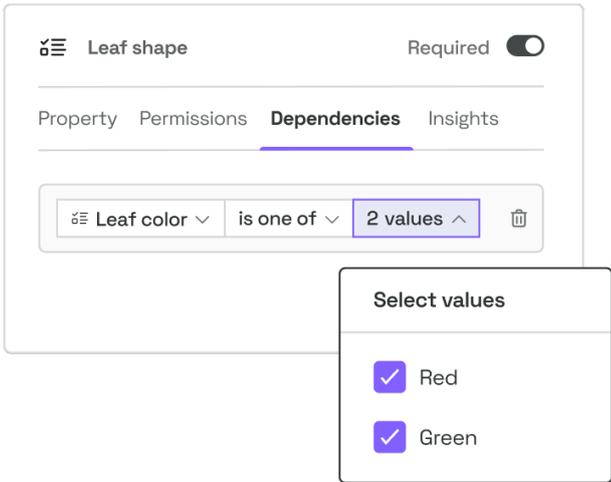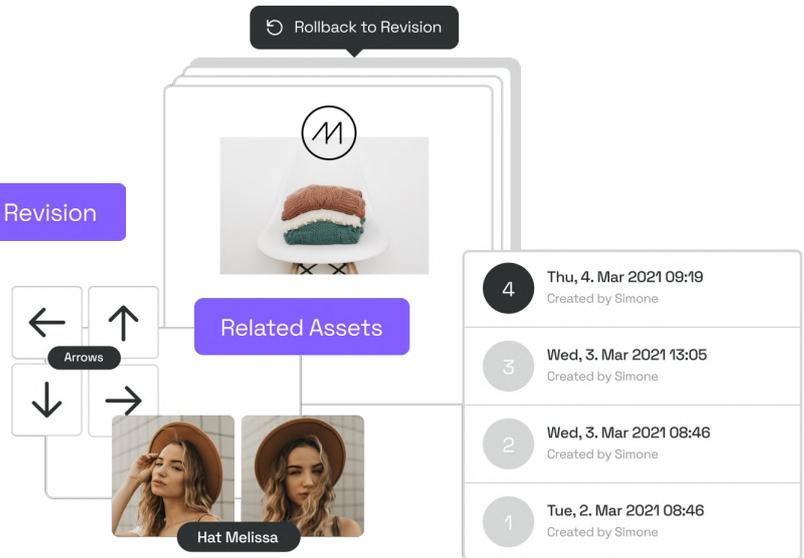
Versioning and relations

Stop wasting time searching for "file version 4 of 10" from seven months ago. Easily track, back up, and locate your work history in the organized archives and libraries of your Frontify space. Everything's in there, don't worry.

Versioning

When overwriting a file, Frontify keeps track of the version history. Simply restore older files by selecting the assets from the file revision archives.

Asset relations

Establish relations between assets from the same project or the same type. See all related assets and navigate between them easily.

Smart folders

Set statuses and access rights. Smart folders ensure that statuses for new assets are set automatically.

Searching and filters

Find suitable assets quickly with customized filters and facets — such as industries, markets, subjects, targets, or colors — or leverage our powerful keyword search.

File organization and previews

Organize, explore, and manage assets and their statuses from one place. Create your project-based folder structures, then simply order your files by drag-and-drop.

Flexible cloud storage expansion

Frontify lives within reliable data centers throughout Switzerland, Europe, and the US. Storage capacity can be expanded at any time.

Inherent back-ups and redundancy

Centralize your assets so they're always there when you come back from grabbing a snack or taking a long holiday. No more lost or misplaced assets.

Duplicate image detection

Discover duplicate assets within libraries and easily decide to resolve or delete them.

Asset lifecycle management

Automatically remove assets based on predefined time-outs, and prevent potential misuse with auto-management features based on assets' licensing. No excuse for using that white paper from the '90s any longer.

Expiration dates

Easily remove old assets by defining an expiration date and action. You can also set a date range to define when assets can be accessed.

Licensing

Take potential misuse of assets out of the equation by including licensing information. Set image licenses to all assets directly when uploading.

Bulk and auto-action

Set metadata or licensing information in bulk. Define automatic action once a license has expired, or assign a status to assets. Hide or move images once certain criteria are met.
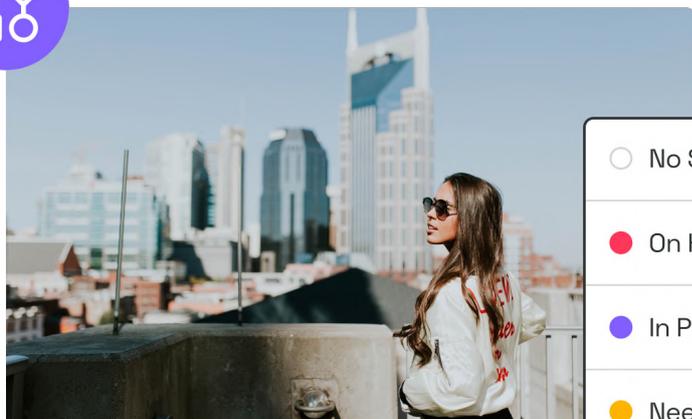
Enable asset expiry notifications

- No Status
- On Hold
- In Progress
- Needs Review
- Approved
- Expired

Collections

Drive inspiration for your brand creation through curation features: Create collections by connecting assets that belong to the same project or have similar properties.

Published collections

Create shareable collections of assets — both personal and official ones — to make connections between different materials based on their individual properties.

Personal collections

Allow individuals to set up personal collections of their favorite assets to optimize their workflows.

Search, filter, and share collections

Easily find your desired collections by using the keyboard search or filters. Share collections with internal or external creators, or download them with all the related assets — in one click!
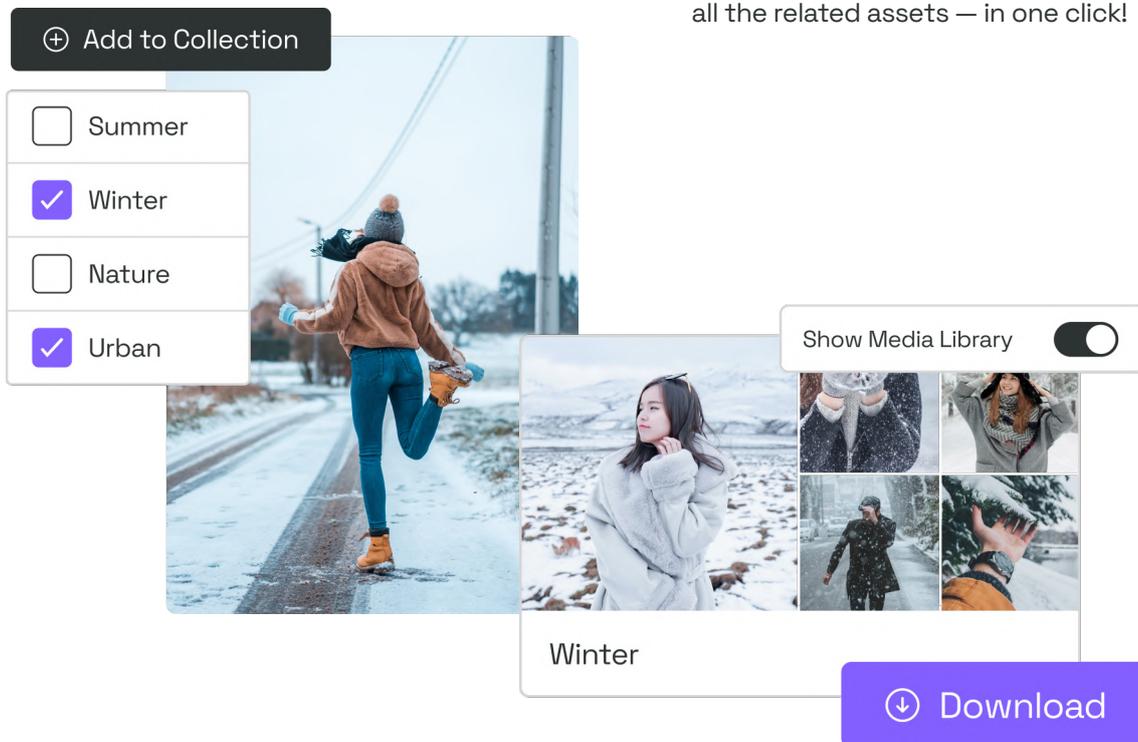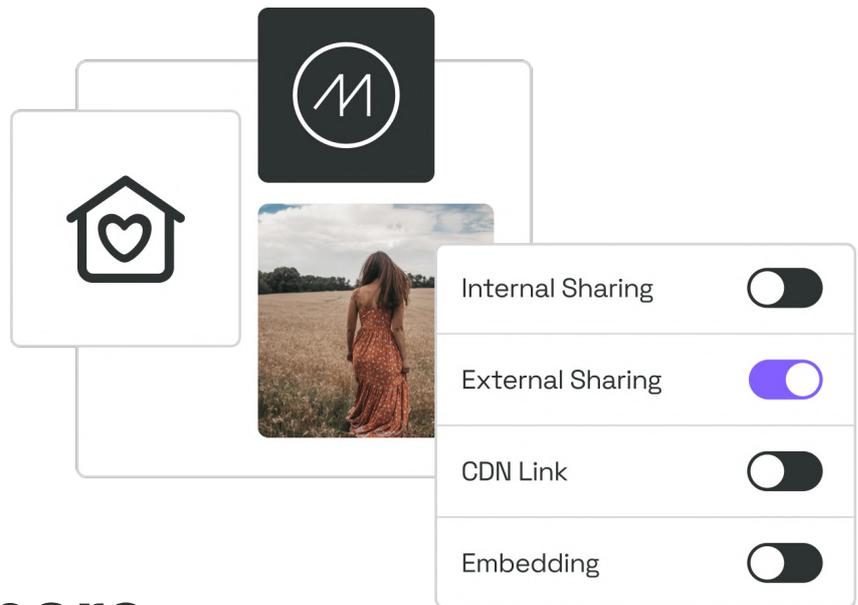
Embed and share assets, folders, and collections

You want to keep your valuable brand home firmly protected, but sharing is essential to further brand building. Invite external partners to visit temporarily, and let internal stakeholders view assets, folders, and collections with appropriate permission and sharing options.assets with appropriate permission and sharing options.

Invite links

Share your content with safe invite links, including password protection and validity dates, and allow any stakeholder to access specific assets, collections, or folders.

Temporary invites

Invite stakeholders to your asset library — temporarily or permanently. Set access and permission rights such as "Viewer" or "Editor."

Embedded assets

Use smart embedding to add your assets to an external website or a wiki. Frontify will act as the central repository for all of your assets, requiring only one update to change assets anywhere they live on the internet.

CDN Links

Leverage our CDN link to quickly transfer your digital assets and make them available online.

Image cropping

Designers no longer need to waste time correcting poorly cropped and resized images. Free up space for your colleagues by enabling non-designers to do small design tasks with user-friendly resizing and cropping features.

Size selection

Adding a social media asset to the library? Set up pre-approved sizes for specific purposes and label them by their use case.

Custom sizes and cropping

Empower your staff with easy custom cropping of your assets to use for their unique work purposes.

⊕ Download

○ Original size

✓ Custom size

◸ 1200 x 1200 Px

| Original | 16:9 | 4:3 | Square | Custom |
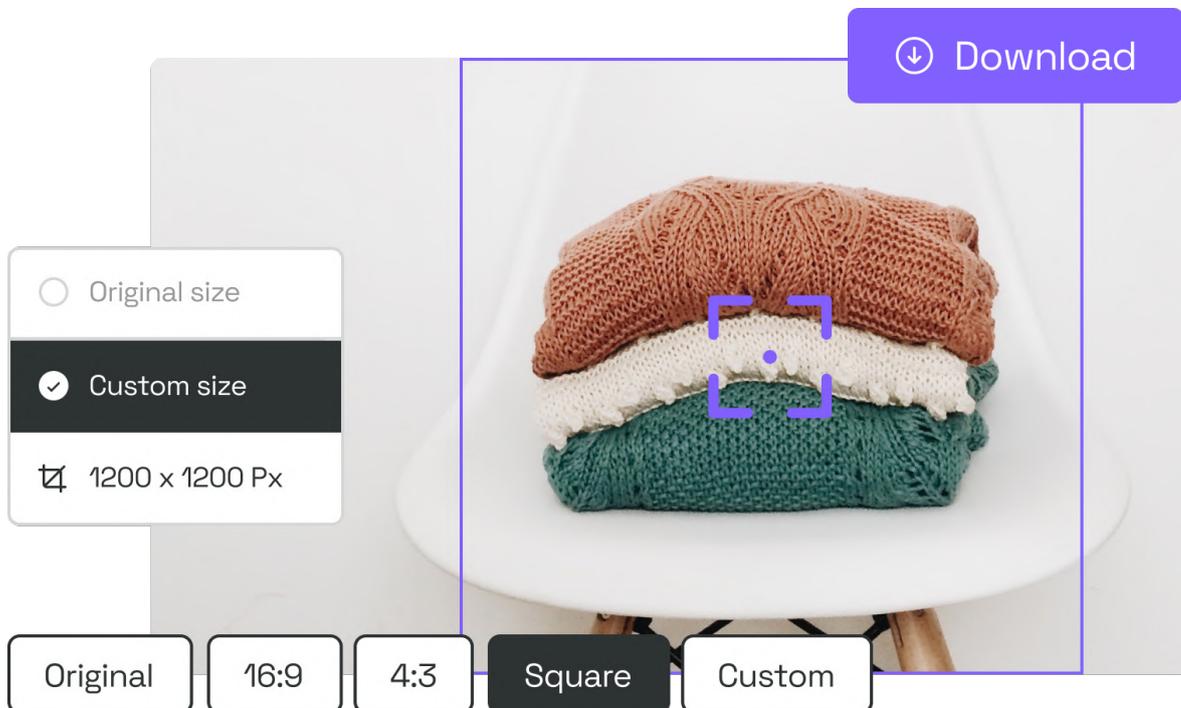
Interconnected products

Bring together core assets with the relevant brand guidelines to put images, logos, and icons directly in context with your brand story.

DAM portal

Go beyond the standard DAM solution that's typically used as a mass asset library: Leverage the power of a central system that allows you to organize, share, localize, and communicate brand assets.

Brand engagement platform

Your DAM can be easily linked with the Digital & Print Templates, Brand Guidelines, and other aspects of the Frontify portal for an end-to-end experience directly within the same platform.
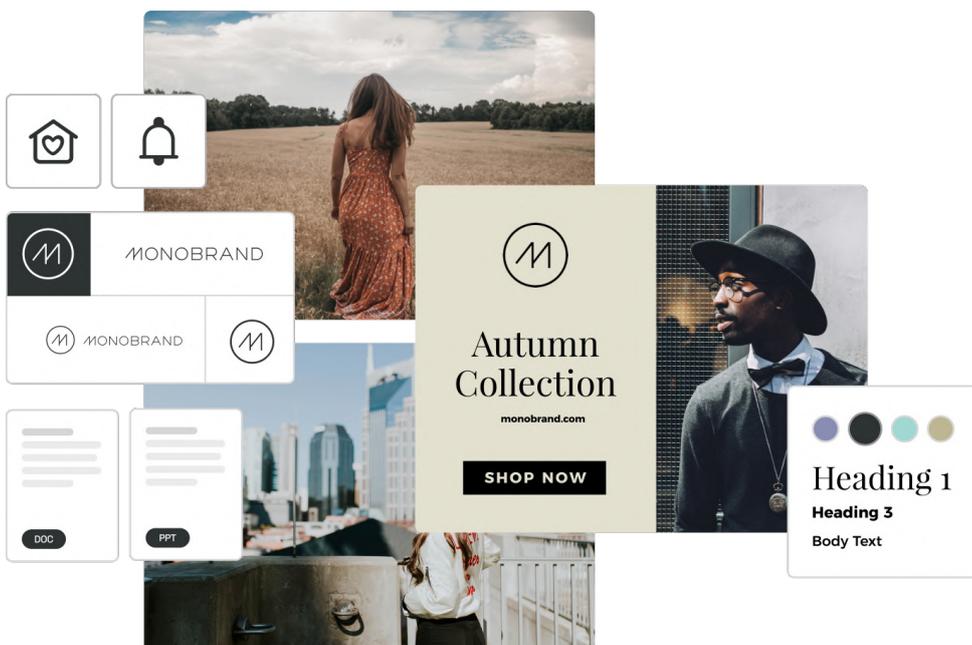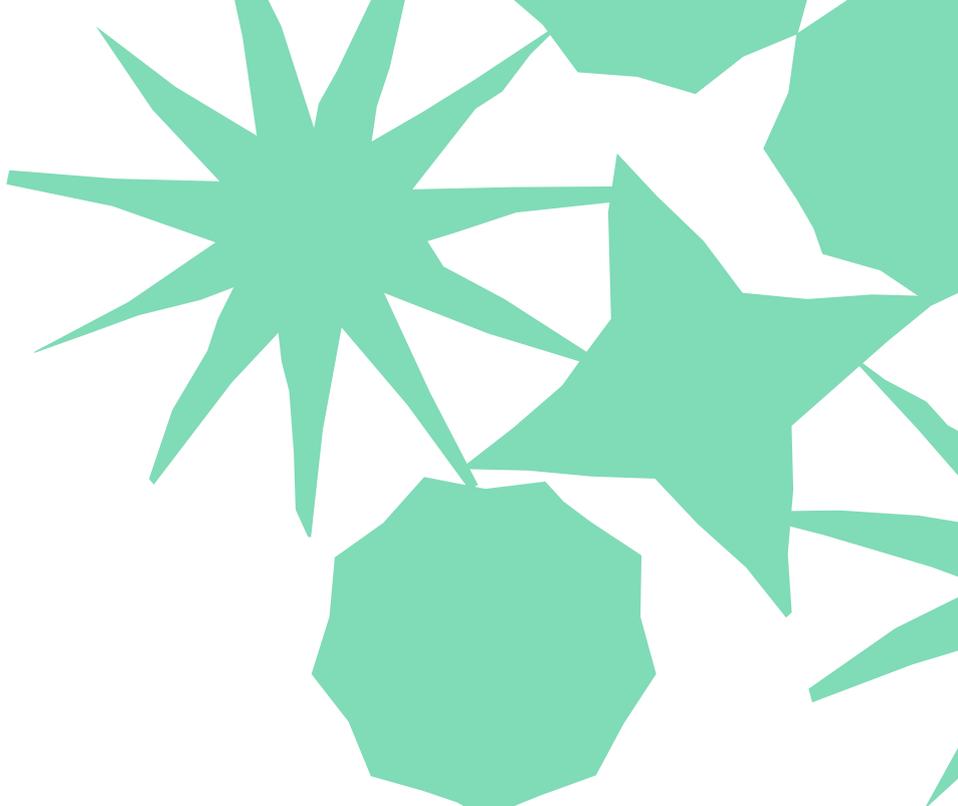
Expand your platform capabilities

Have we shown you the spa area yet? There's more to see, so read on to learn more about how our platform provides space for brands to live, grow, and thrive.

Custom branding

Style any touchpoint you create with Frontify according to your brand's unique identity. Set up multiple brand homes if you have varying styles, and customize everything — from your brand home's domain to emails sent from Frontify.

Branded login page
Your brand home deserves more than a blank doorstep: Create a white-label login for the right first impression.

Email white-labeling
Put your brand's stamp on your emails — because every touchpoint counts.

Domain management
Stake your claim on the web, and 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 workflows.

Access management

All your teams are part of building your brand, but sometimes you need exceptions to your open-door policy: Here's the range of tools that allow you to tweak access rights.

Targets
Juggling complex multi-national brands? Target content to specific users, and make everyone feel at home by showing only the relevant tools and assets.

User management
Manage access to your content, and add people individually, temporarily, or in user groups. For example, grant temporary access to an external partner or give a teammate full rein.

User groups
Don't want the NYC office to see what the team in Toronto is working on? 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 teams to request access to their brand space through your custom login page.

Single sign-on (SSO)
Keep the login process simple for your employees by connecting our platform with your company's single sign-on setup (and prevent everybody from using "Password1!").

Search and discovery

Research shows that employees waste hours every week searching for the files they need. Let's give you that time back to work on exciting projects, sip coffee, or do whatever else puts a smile on your face.

Smart search
Use smart search to look through the whole platform.

Customized filtering and facets
Got a specific image in mind? Narrow down search results with multiple filters and facets that are relevant to your organization.

Metadata and tagging
Manage and edit metadata and tags to enable users to quickly find what they're looking for.

AI auto-tagging
No time for manual tagging? Let automated AI tags do the work for you, and 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 plaster Halloween visuals all over the place after October.

Changelog notifications
Enable push notifications to ensure everyone gets the message and stays updated about ongoing changes and updates in your custom brand home — from new asset uploads to major guideline revamps.

Hosting and security

Your brand is worth much more than a six-digit password, no matter how many numbers and special characters you add. Protect your brand with private hosting and extra security features, and provide access to those users who need it.

Private cloud hosting
Host your data in the Frontify-managed, off-premises private cloud. Benefit from enhanced security in a private cloud that separates your database from others, and keep complete ownership over your data.

Additional storage
Expand your storage easily and maintain scalability to accommodate your brand's growth.

Hosting options
Choose the hosting location that fits your needs: Have your data hosted under EU laws in Germany or US law in the United States.

Security packages
Keep your valuable brand assets secure with features such as multi-factor authentication, malware and vulnerability scans, and single sign-on.

Support and legal

Ongoing care and support are needed to solve everything from complex organizational software puzzles to the tiny-yet-important operational questions. Our legal team is here to support you: Whether you have questions related to the contract you have signed with Frontify or want to know more about privacy and security — we're with you every step (and question) of the way.

Onboarding
New software environments can be tricky, but with our user-friendly interface and helping hands, we'll guide you through the first steps. You'll be set up and ready to enjoy a coffee break in no time.

Frontify Academy
Access educational content in the Frontify Academy. We can't promise a cap and gown, but you'll get the inside knowledge to continuously improve your workflow.

Help platform
Contact our friendly support team, and access how-to articles directly in Frontify.

Customer success manager
The clue is in the name: Our customer success managers are there for you and ensure your branding efforts with Frontify flourish.

Service level agreement
Choose the service-level agreement package — Standard, Premium, or Elite — that fits your needs. We guarantee the highest industry standards for our services and give you all the flexibility you deserve.

Multichannel experiences

Explore content and assets the way that works best for your teams —
via browser, mobile, or desktop.

Frontify for desktop
There's really no excuse to use the old logo: Have your assets ready to
go with your native work environment in our desktop app (macOS and
Windows).

Frontify for mobile
Stay on-brand — on the go. With the Frontify mobile app (iOS and
Android), you can collaborate on your brand-building operations,
regardless of where you are. It's perfect for those in-between moments
or when productivity outweighs procrastination (and watching cat
videos).

Analytics and insights

Track the performance of your brand guidelines and assets with insight
reports to better understand your brand.

Dashboard overview
Use this convenient entry point to your brand's analytics and get an
intuitive overview of your platform data.

Platform performance
Gain valuable insights into how brand engagement differs across teams
by understanding the engagement of Frontify users at the global,
regional, and country levels.

Guidelines performance
Track the power of your brand guidelines through insights into factors
such as page views, unique visitors, active authors, and users.

Asset performance
Analyze how and where your teams use your brand assets.

Template usage
Find out which are the most popular templates for creating publications.

Search insights
Identify gaps in the content offering, and improve asset labeling to
ensure everyone finds the brand content they need.

Join our developer platform and marketplace

Welcome to our brand universe! This ever-expanding cosmos provides developer tools for creating the ultimate brand experience and a built-in market-place to distribute content blocks and integrations. Learn more about how our brand universe provides creative freedom for your brand to thrive.
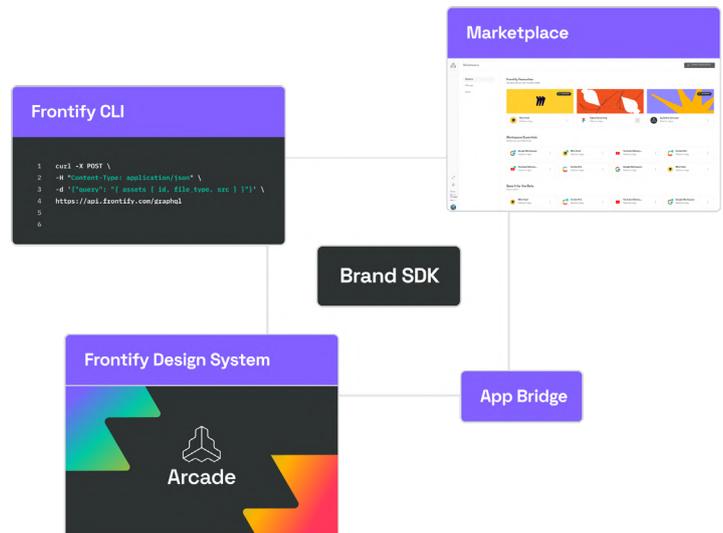
Developer platform

Hey, developers! Do you want to let your imagination run wild? Explore the (endless) possibilities to customize Frontify.

Our developer platform enables teams to configure and extend Frontify: Integrate Frontify with the tools you use every day, build your own content blocks for guidelines, or create powerful workflows by using our APIs and other pre-built widgets.

Brand SDK
Create custom content blocks that suit your brand: from developing 3D visualizations to displaying your font variations to extending guidelines' visual and functional control — the sky's the limit.

GraphQL API
Build custom integrations with the GraphQL API that matches code with creative work, automates processes, and ensures that your brand leads everyone's day-to-day work.

Webhooks API
Work smarter with webhooks, and allow Frontify to communicate with other apps to automate tasks and keep you in the loop about critical activities on the platform.

Asset processing API
Store your assets in one place: Generate all asset variations (e.g., different sizes, cropping, file types) from a single origin asset living in Frontify, and use them for your websites, ads, and apps.

Finder widget
Use the Finder widget to directly access your assets without breaking a sweat.

Authenticator widget
Verify your web applications with the Frontify Authenticator: The state-of-the-art security package is available right away, so you can benefit from an extra layer of safety without lifting a finger.

Marketplace

The Frontify Marketplace enables you to discover, install, and manage dozens of content blocks and integrations.

Marketplace for content blocks
Build world-class guidelines with our growing repository of pre-built content blocks that provide advanced capabilities to expand our brand.

Marketplace for integrations
Connect the tools in your tech stack, reduce friction, and make the most of your time with apps and integrations from Frontify and our partners.
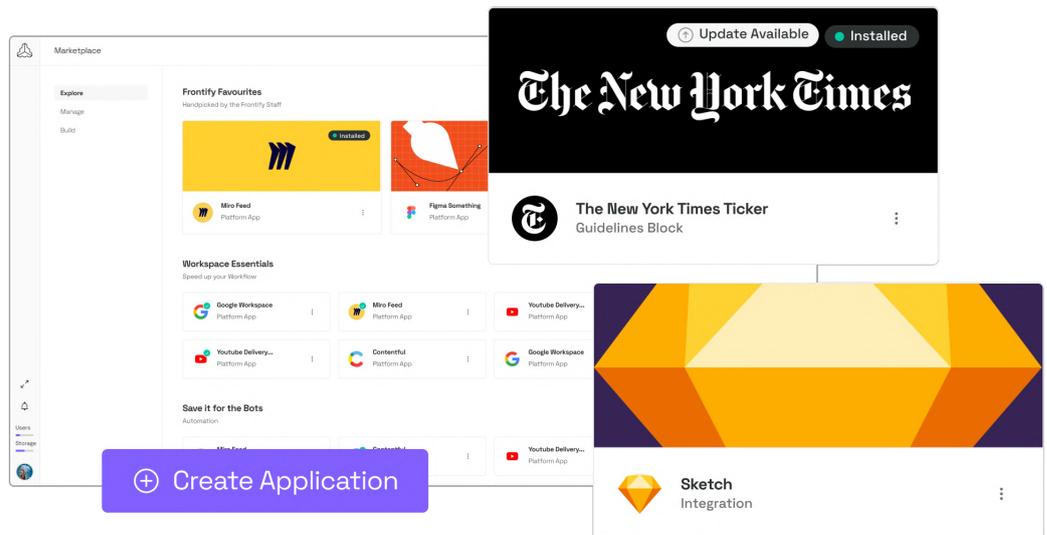
Fancy seeing all this in action?

Book your personalized demo of the Frontify platform here.
Or get in touch with a human at:

hello@ frontify.com