Frontify

Brand Guidelines

Brand It Like You Mean It

Enable your teams with a digital home for design principles, tone of voice guides, and brand fundamentals – a friendly neighbor to your asset management system. It allows your unique identity to shine through in every creation. Customize your space, invite your fellow brand builders over, and cook up some on-brand magic.

Where Brands Live
frontify.com

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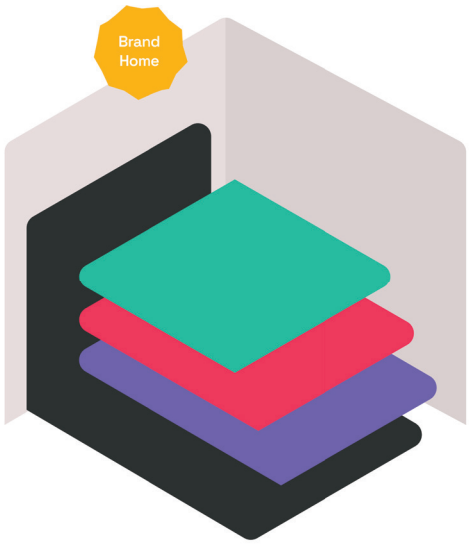
Why Frontify?

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

Cover Page

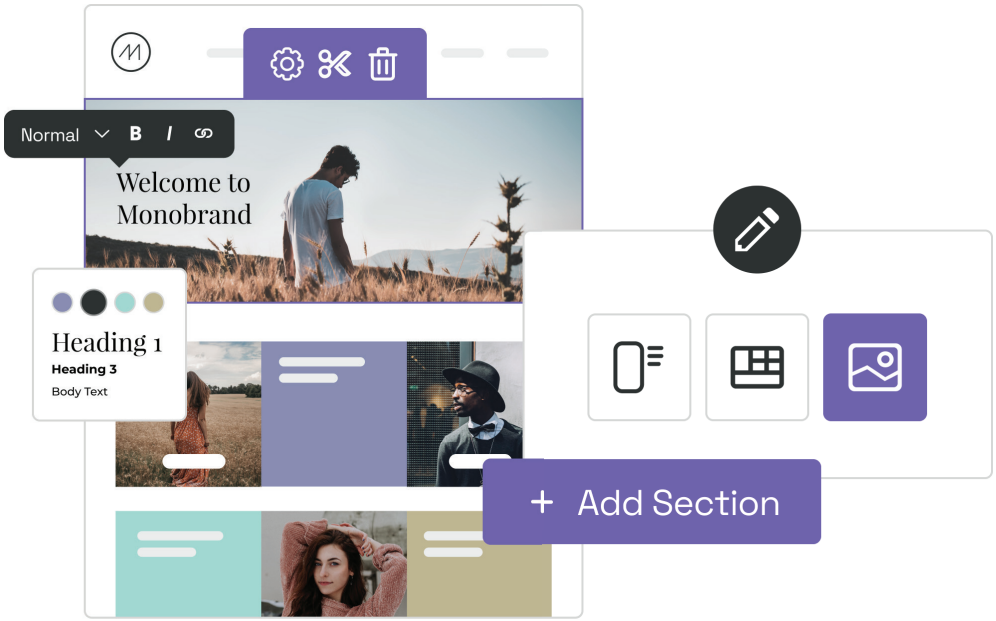
Give your brand a home that expresses its own special style. Customize your content using easy inline editing, a diverse range of content blocks, and custom styling features designed specifically to help brands express themselves.

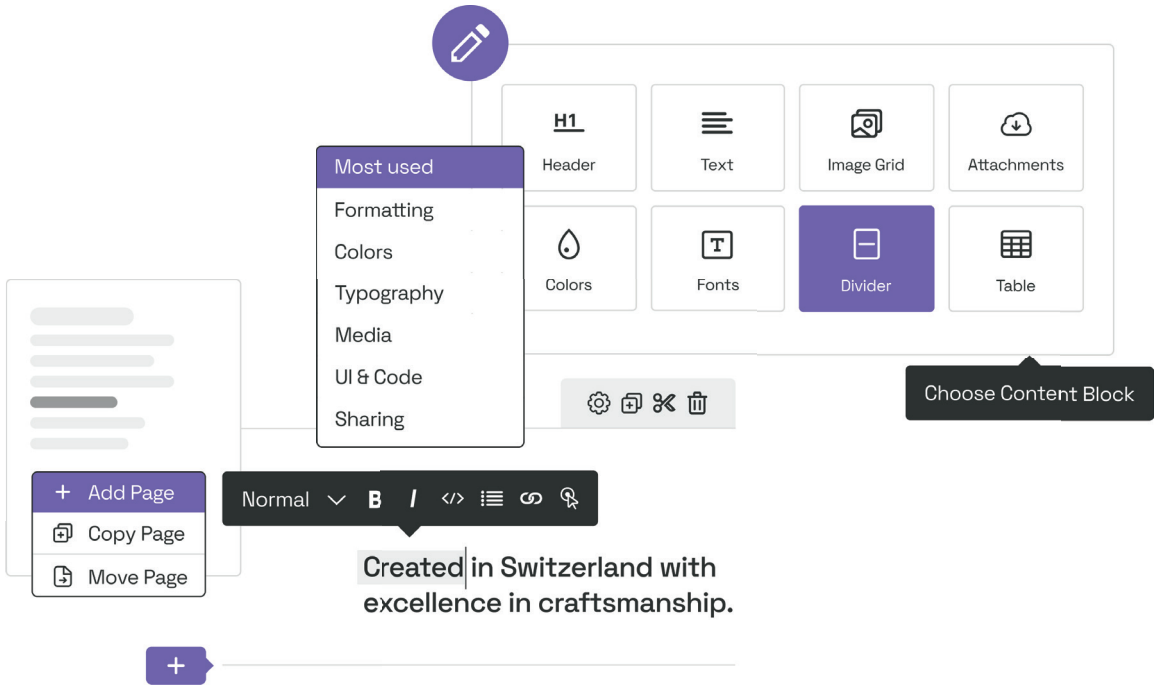
Inline Editing

Modify, customize, and add to your Brand Guidelines with zero coding experience. If you can imagine it, you can do it.

Predefined Templates

Need some style inspiration? Start from scratch and build something beautiful, or get there faster by choosing one of our predefined Brand Guidelines templates.





Content Editing

You're the architect of your own brand home – you just need the right tools. Here's a glimpse into the digital took kit that empowers brand architects like you.

Flexible Content Structure

Organize the look and feel of your guidelines' navigation, down to four levels of depth.

Content Referencing

Easily duplicate your content, whatever it might be, and reuse it in other guidelines.

Content Suggestion

Got stuck on how to organize your brand colors? Our platform will provide suggestions as you work.

Color Palettes

Here's your first tip for those brand colors: Add colors to the palette content block. A color swatch will be generated automatically. That way everyone can easily export it to their favorite design tools.

Typography Schemes

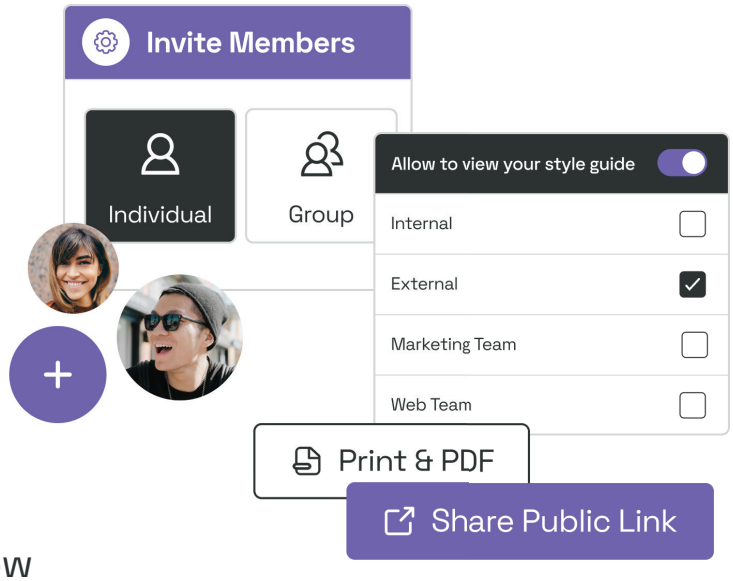
No need to type out your brand's fonts one by one. Insert fonts from popular cloud providers like Google Web Fonts or Typekit. For custom fonts, simply upload your self-hosted fonts.

Logo & Images

Upload and manage image files, add captions, and organize them into grids. Multiple file formats are supported.

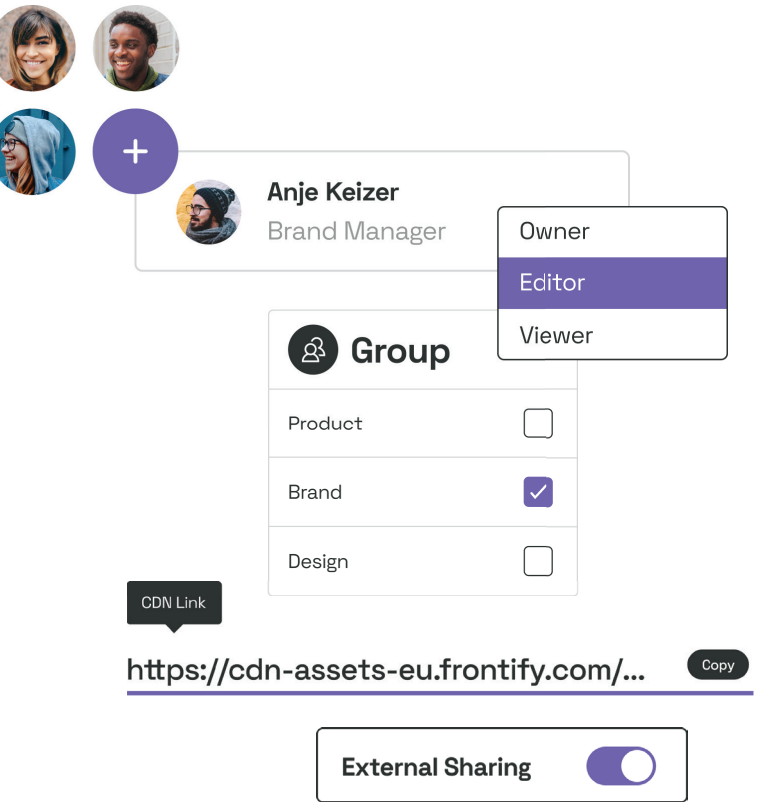
40+ Content Blocks

Enrich your brand guidelines with inline edits and 40+ smart blocks. Tables, icons, UI patterns, and (so) much more.



Sharing

Keep your whole team in-the-know about your brand, and let external partners see what they need to see to keep projects on-brand. Share your guidelines in a way that suits you (and them).



Internal Sharing

We've made it super easy to share your Brand Guidelines with any internal or external team. Share it with an entire user group, or invite individuals one by one.

Roles & Permissions

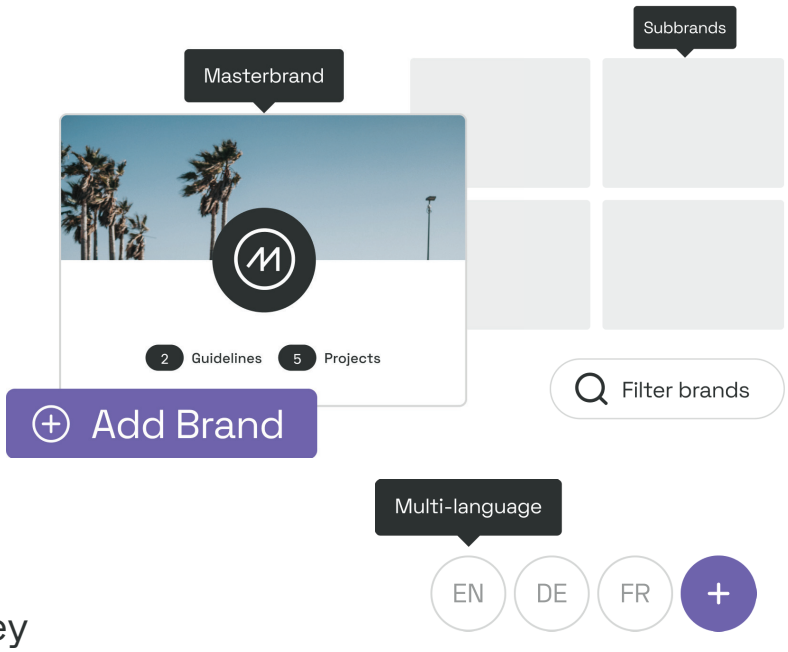
Choose between four functions: Viewer, Editor, Owner, or Translator. Readily grant access on a temporary basis or adjust rights as you see fit.

Public Sharing

Publically share your Brand Guidelines with a single link, presenting your brand to the world – the perfect way to create complete brand transparency.

PDF Export

Your Brand Guidelines should be available to all – even your old-time paper-loving colleagues. Create stunning PDF versions for them in just a few clicks.



Brand World Scalability

Ensure your brands speak to everyone, no matter where they reside in your brand universe. Whether you're rapidly growing in Spain or you're ready to take on the moon, use our multi-language feature to communicate your brand to each and every market. (We recommend focusing on life on earth, though).

Multi-Brand Structure

Manage all your brands in one space. From the birds-eye view of them all to the deep-dive, manage every detail of every brand and target it to the right people.

Multi-Language

Tailor your guidelines to specific markets with our multi-language tool. Create guidelines in any language, and make switching between languages convenient in multi-lingual markets.

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.

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 tinker with access rights (be nice though; keep the door open to Sally from Marketing).

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

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

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

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

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

Search & Discovery

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

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

Customized Filtering & Facets
Specific image in mind? Narrow down search results with multiple filters and facets.

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

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

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

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

Hosting & Security

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

Private Cloud Hosting
Host your data in our off-premises private cloud, 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. Find 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 the start and all the days after that.

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

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

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

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

Custom T&Cs & Service Level Agreement
You're special. We're happy to arrange special service agreements and terms – just for you and your brand. Just ask.

Ecosystem

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

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

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

Frontify for Desktop
Always have your assets ready-to-go in your native work environment with our desktop application. 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.

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.

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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