

# Digital & Print Templates



## Create on-brand designs in no time

Clear your to-do list by enabling your teams to create business cards, web banners, and social media assets that are on brand. Customize templates for various marketing materials, define what can be modified, and let your teams focus on what they do best.

**Where brands live**  
**[frontify.com](https://frontify.com)**



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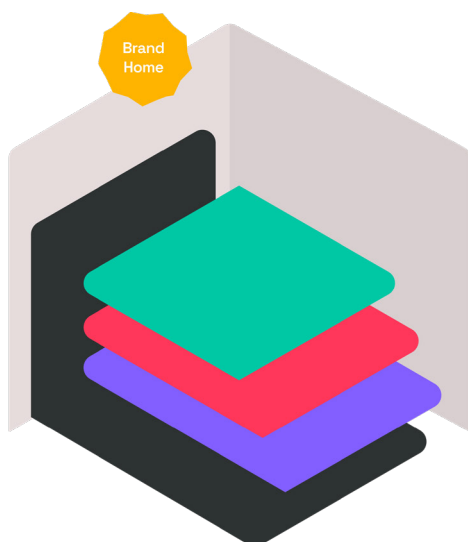
# Why Frontify?

## 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 Guidelines
- Digital Asset Management
- Creative Collaboration
- Digital & Print Templates

Process Brand Management Execution



- |          |        |        |            |         |
|----------|--------|--------|------------|---------|
| Identify | Enable | Create | Distribute | Measure |
|----------|--------|--------|------------|---------|



# Set up templates to ensure brand-compliant publications

Create customized templates for all your digital and print marketing materials: Define what can be modified, and allow your team members to independently set up on-brand assets.

## Digital templates

Use InDesign or Sketch designs as templates for digital materials — from social media visuals to ads, website banners, and more. Enable other teammates to collaborate without changing the design.

## Print templates

Use InDesign to create beautiful print materials: Create templates for billboards, flyers, or business cards, and allow others to edit content while staying on brand.

## Video templates

Leverage our out-of-the-box Storyteq integration to accelerate the creation, editing, sharing, and distribution of your video templates.

## Scalable templates

Build design templates in InDesign, Sketch, or Storyteq, and share them with your teams — carefully sorted, categorized, and ready to scale.



# Empower your teams to create on-brand publications

Create your publications directly from the guidelines by editing pre-approved content and downloading the sizes you need — in one click.

## On-brand publications

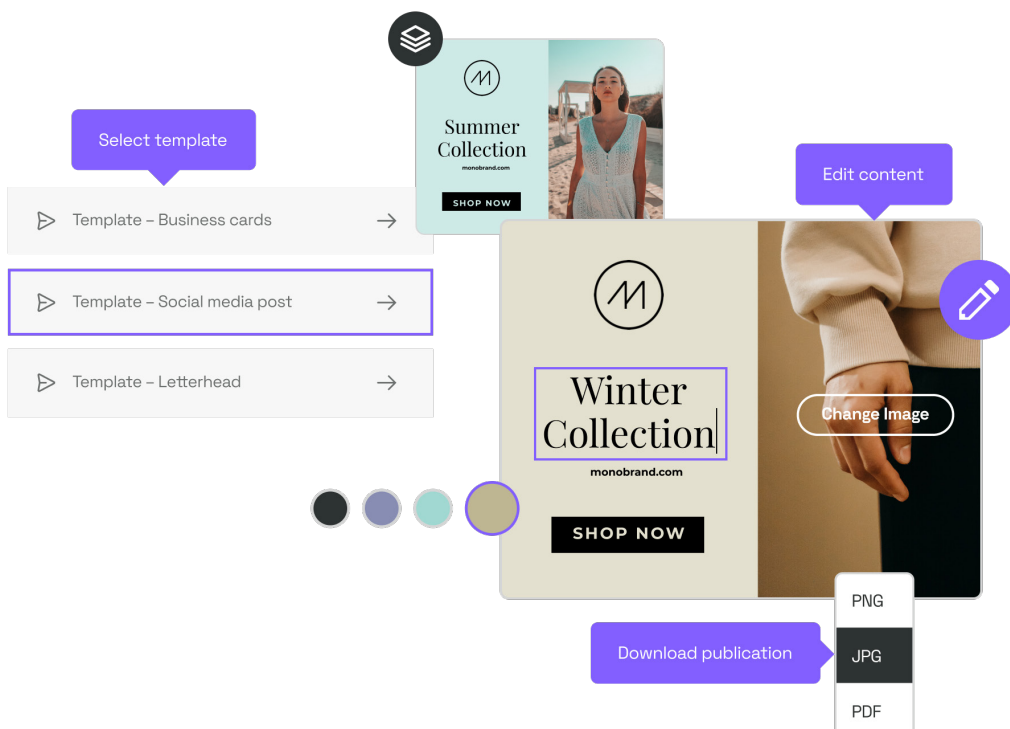
Save time with predefined templates approved by your design team, request approval from the right stakeholders, and export your work in the formats you need.

## User-friendly creation

Align your publications with the brand guidelines set up by your creative team. Access your brand imagery, use external data sources, crop images, and add text snippets to publish brand-consistent content fast.

## Intuitive navigation

Browse your brand portal or brand guidelines and find the templates you need in a jiff.





# Define rules and restrictions

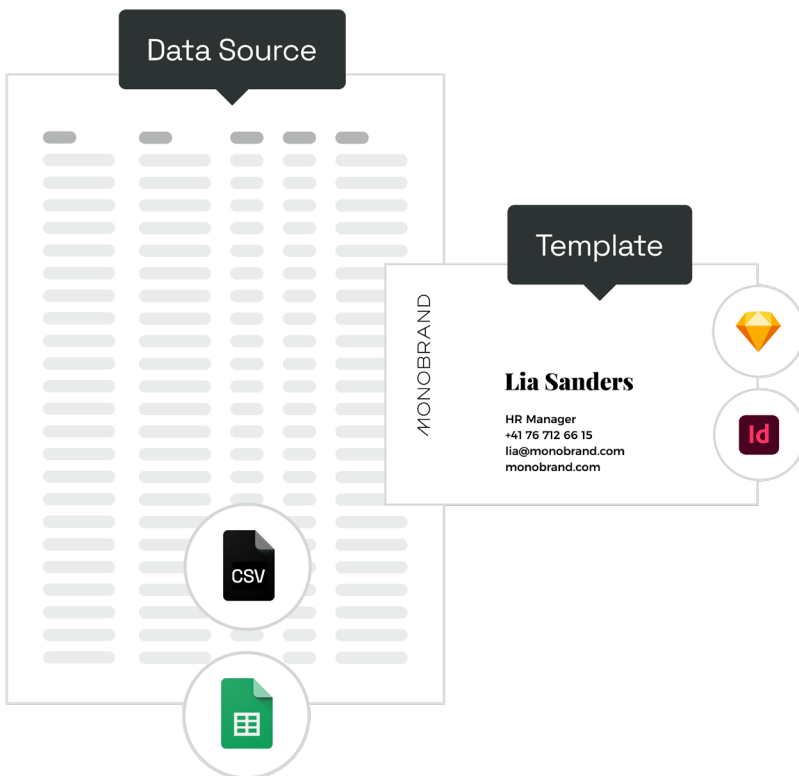
Don't worry, these are the good kinds of rules — the kinds that speed up your workflow and give you more time to be your creative self.

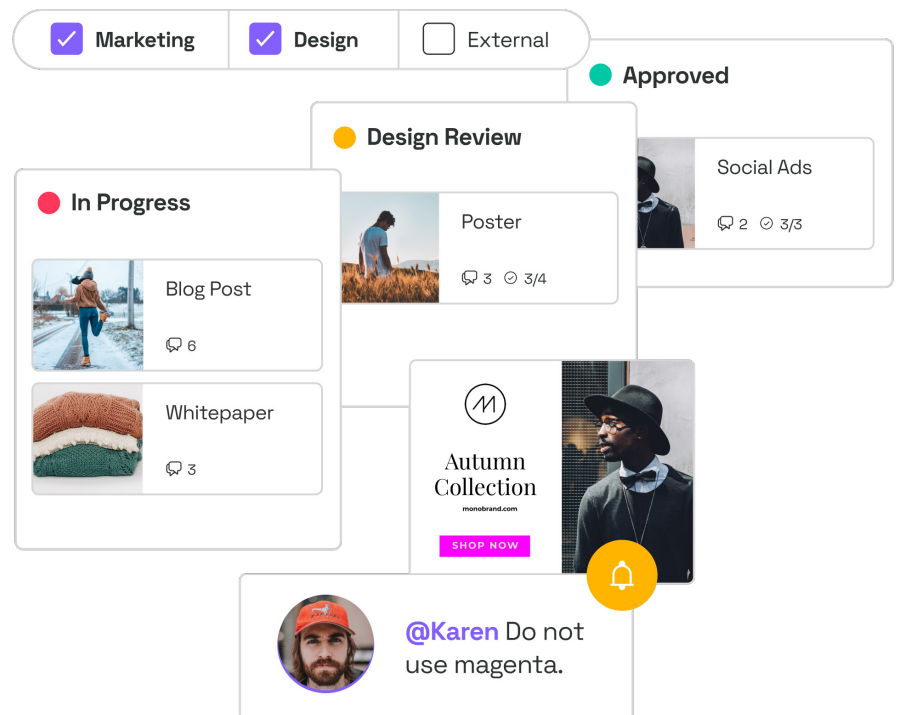
## Lock design elements

Set rules and restrictions on your designs in one click: Define which texts, fonts, colors, or pictures your team members can change.

## Link external data sources

Connect templates to an external data source to create structured content — like business cards and flyers — a whole lot faster.





# Configure your approval workflows

Too many cooks spoil the broth, so assemble the right people at the right time to get the head chef's approval in no time.

## Template approval

Use the collaboration features to get feedback from your teammates before sharing your templates with the rest of the company to ensure up-to-date and on-brand assets.

## Publication approval

Set up a custom approval preset to get the green light from the right people before showing off the final publications to the world.





# Evaluate your data with robust analytics

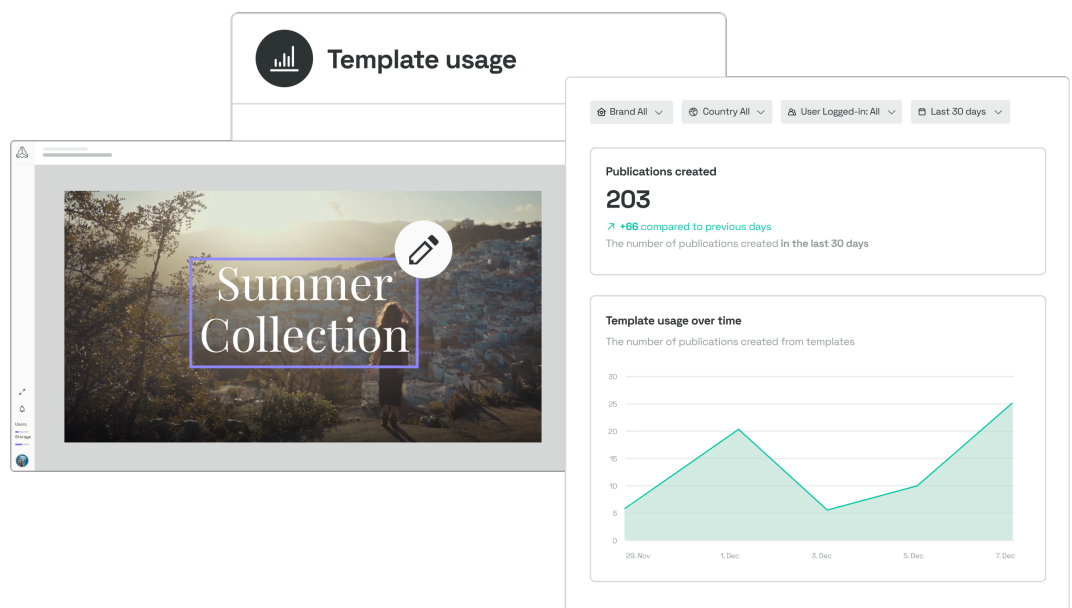
Curious to see how many people have used your template? Want to know how many publications have been created in a specific country? You've come to the right place.

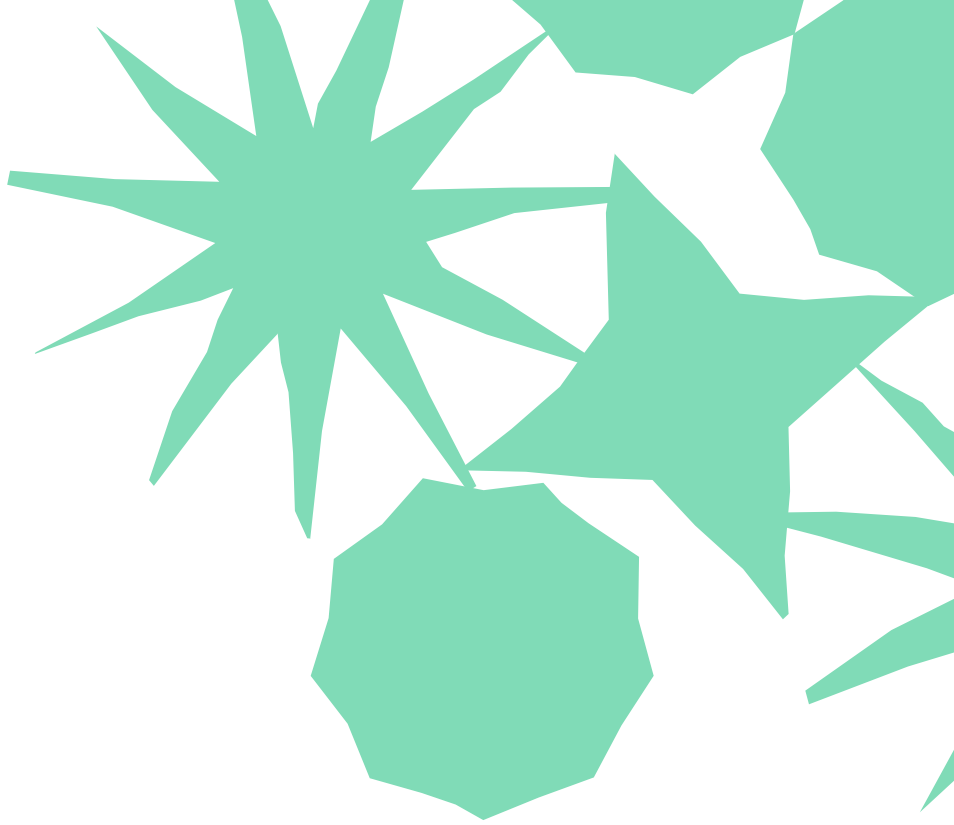
## Template use over time

Monitor how many publications are created from your templates in a specific time frame.

## Segmentation and filtering

Get granular insights on your publications by selecting and filtering only the data you need — a specific sub-brand, country, user type, or time frame. Your results will be super clear, thanks to intuitive dashboards.





Platform capabilities

# 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 "Password!!").



## 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.

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### 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.

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### 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.

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### 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.

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### 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.

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### 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.

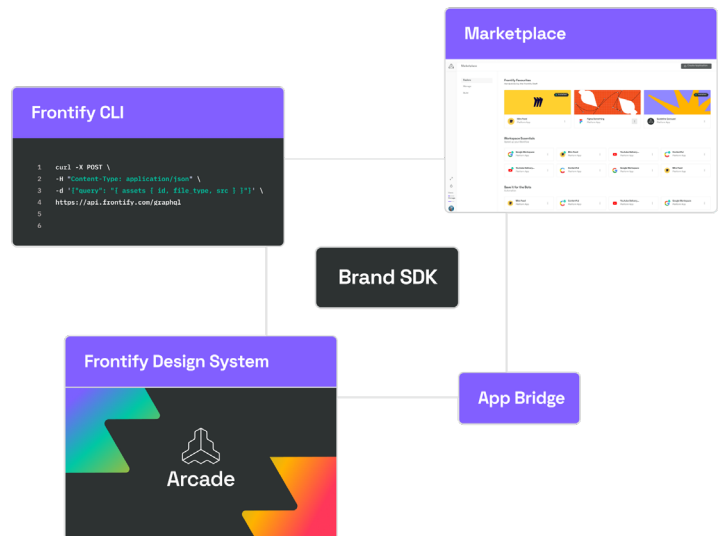
### Search insights

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 marketplace 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

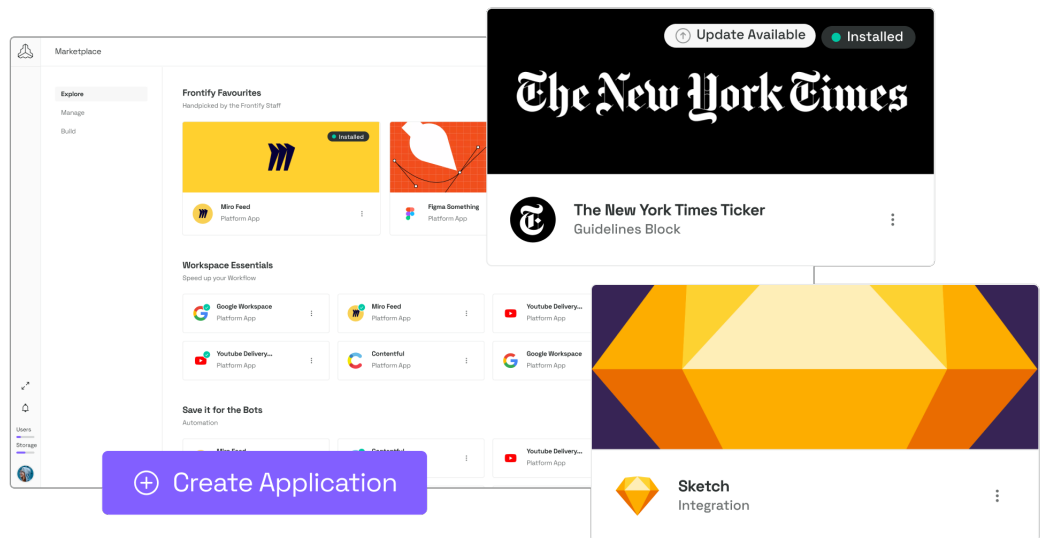
The Frontify Marketplace enables you to discover, install, and manage dozens of content blocks and integrations.

### 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**