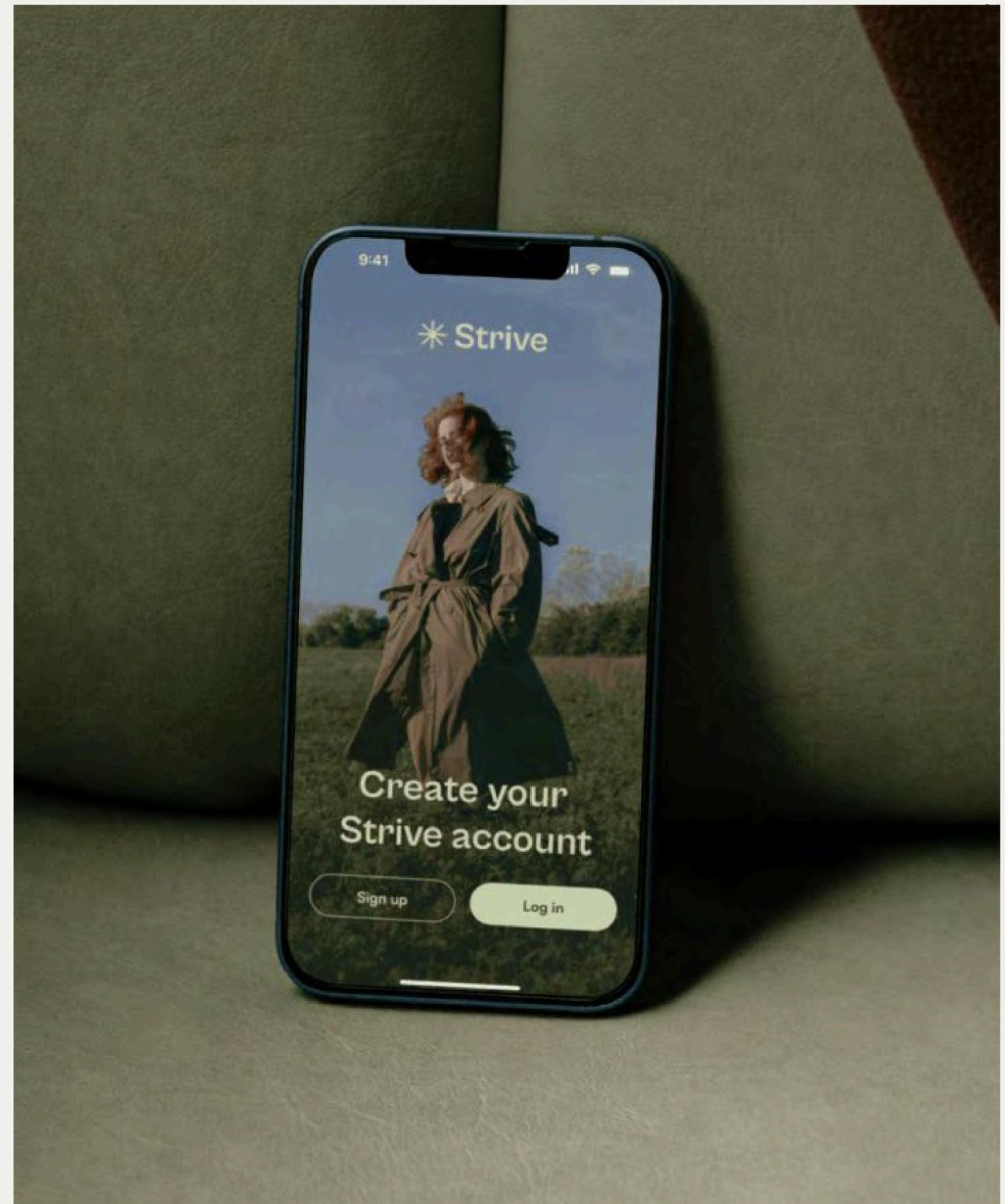


What good looks like for financial services

The financial services industry juggles rapidly changing customer expectations, a shifting regulatory landscape, and a wave of digital innovations. In addition, finserv businesses need to maintain consumer trust and connection with their brands.

In this challenging environment, branding has evolved from a peripheral function to a core strategic initiative. Financial organizations now have to balance regulatory compliance with the need to create engaging customer experiences that build trust and loyalty.

So, they've reached a tipping point: Their existing, established brand management can't keep up with the demands of this digital-first world. They need new and dynamic tools, processes, and brand centers to move their brands forward and remain competitive.



The finserve landscape today and tomorrow: 5 trends shaping the industry

Financial services are starting to see and feel the impact of fundamental shifts within the industry. These five trends transform how financial companies do business.

1 Digital surge

2 Regulatory landscape

3 Customer expectations

4 Need for personalization

5 Rethinking finance brands

The finance industry is often at the forefront of digital transformation, with the budget and workforce to invest. Companies expect the latest tech will bring industry-wide benefits: [Citi Group](#) estimates that AI could potentially increase global banking industry profits by 9% by 2028 while boosting employee productivity.

Many financial companies are experiencing a digital “surge” as they work to keep up with the latest tech to reap the anticipated rewards. Here’s what this means:

- Investing in new tools and technology
- Embracing tech trends like AI and machine learning
- Understanding what consumers want from their digital-first experiences
- Building a connected, omnichannel digital ecosystem — internally and customer-facing

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The finance industry has always been a highly regulated space, but the regulatory landscape seems to be changing quicker than ever. [Deloitte](#) predicts that in 2025, “macroeconomic and geopolitical uncertainties should keep bank executives on their toes.”

Companies need to keep up with regulatory changes on a global and regional level and ensure they can adapt quickly to remain compliant. Innovation and experimentation must be managed carefully to ensure rigorous regulatory compliance.

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Expectations are changing faster than ever as customers become accustomed to the always-on experiences from other industries such as groceries, retail, and social media.

Customers want an omnichannel experience from their banks and other financial providers. According to [Forrester](#), “While customers are shifting en masse to digital, they still expect consistency and seamless interactions with their banks across an ever-wider range of channels and touchpoints.”

With more choices than ever and a growing number of digital-first fintech products, people aren’t afraid to switch providers if a company fails to meet their expectations.

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Personalization is one tool finserve companies have to meet those high customer expectations. It's not enough to have one generic message or content for all customer segments — consumers expect something that speaks to them personally.

That means tailoring brand, marketing, and sales content for different countries and global markets, customer personas and user groups, product types, and marketing and communication platforms.

Companies are also embracing dynamic personalization — tailoring content based on customer data and persona. It's getting increasingly sophisticated to serve customers with more dynamic and relevant content, with one-to-one personalization as the long-term goal for many organizations.

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Traditional finance institutions need to rethink their position in this digital-first landscape. Otherwise, they risk being seen as outdated and irrelevant, and they lose market share to companies seen as modern and forward-thinking.

This affects everything from their tools to their brand identity. Many established financial companies invest in rebranding to breathe new life into their visual style and corporate image and make them fit for today's digital world. Companies are reworking their documentation and guidelines to cover fonts, logos, audio, and motion elements — everything brands need to work and be accessible in digital channels.

The current state of brand governance: A drain on time, budget, and resources

With many financial companies rethinking their brands to adapt to the digital-first environment, they're forced to examine their current brand governance process.

And what do they find?

- Legacy systems
- PDF overwhelm
- Siloed systems and data
- Outdated or hard-to-navigate intranet structure
- Incompatible or disconnected systems.

Often, companies manage their brands using legacy systems that are overrun with old files and outdated assets. Additionally, these systems don't talk to one another, so different teams have access to different files, which makes it challenging for organizations to present a consistent, unified, and trustworthy brand identity.

Many companies may not realize it, but their current brand management process is hurting them in three crucial areas:

Time: Employees are losing valuable time searching for files in a sea of outdated docs or jumping between tools in disconnected tech ecosystems.

Budget: Companies pay to maintain legacy systems and ensure old tech stays up to date with new digital security standards. Marketing teams and other departments use significant portions of their budget on costly content creation with external partners, as it's impossible to create on-brand and compliant content internally without significant oversight.

Resources: Organizations invest personnel, equipment, and budget into their outdated brand management processes. From multiple tools (instead of one connected system) to whole teams (instead of a more streamlined structure), it takes significant investment to manage the necessary legacy systems, tools, and processes to manage their brand.

These challenges combined make it difficult for finserve companies to manage their brand efficiently — and even more difficult to transform operations and management to keep up with new and emerging industry trends.

It's time to reimagine brand governance for financial services

The right tools can help finserv companies reshape their brand governance process into one that helps their organization improve efficiency and boost brand consistency and compliance. But what would that look like in your organization?

- **A connected brand ecosystem:**
A full-featured brand portal organizes files, documents your visual and messaging identity in guidelines, and streamlines content production with templates. Integrations with the creative, collaboration, and communication tools you love streamline workflows.
- **Targeted access to relevant content:**
Employees can easily find and use relevant brand materials — segmented by region, language, department, or project.
- **Templates enable agile content production:**
Marketing teams can handle more content production internally, using templates to develop on-brand assets without needing additional support from external or internal agencies.
- **“Out-the-box” tools:**
No need to develop your own brand management systems or build workarounds to connect different systems. A brand management platform that's best-in-class from day one — and connects to the tools your teams use every day.
- **Clear migration and implementation path:** Switching tools can be a drawn-out, complex process, so you want to know what's involved in setting up your team in your new system to switch without headaches.
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Rethinking brand management — and the tools you use to manage your brand — offers businesses significant benefits across the three areas that are most affected by efficient processes:

Time

Employees can work more efficiently. They can find assets and brand materials more quickly and lose less time jumping between disconnected tools and systems. Teams can collaborate more effectively in one shared platform, and it's even easier to work with external partners and agencies.

Budget

By handling simpler design work internally, companies can spend less budget on costly external creative agencies and ensure better compliance. With one central, connected brand management platform, you don't have to pay for multiple tools that overlap but don't join up.

Resources

Businesses can invest fewer resources — tools, people, systems, and processes — in *managing* their brand and invest in *growing* their brand instead.

Sounds great in theory, but it can be hard to imagine how things would change in your organization if you implemented a new brand management solution. So, let's look at how Frontify has transformed the brand management process at Nationwide, a leading building society in the UK.

Digital transformation in action

How Nationwide Building Society improved brand consistency and governance with Frontify

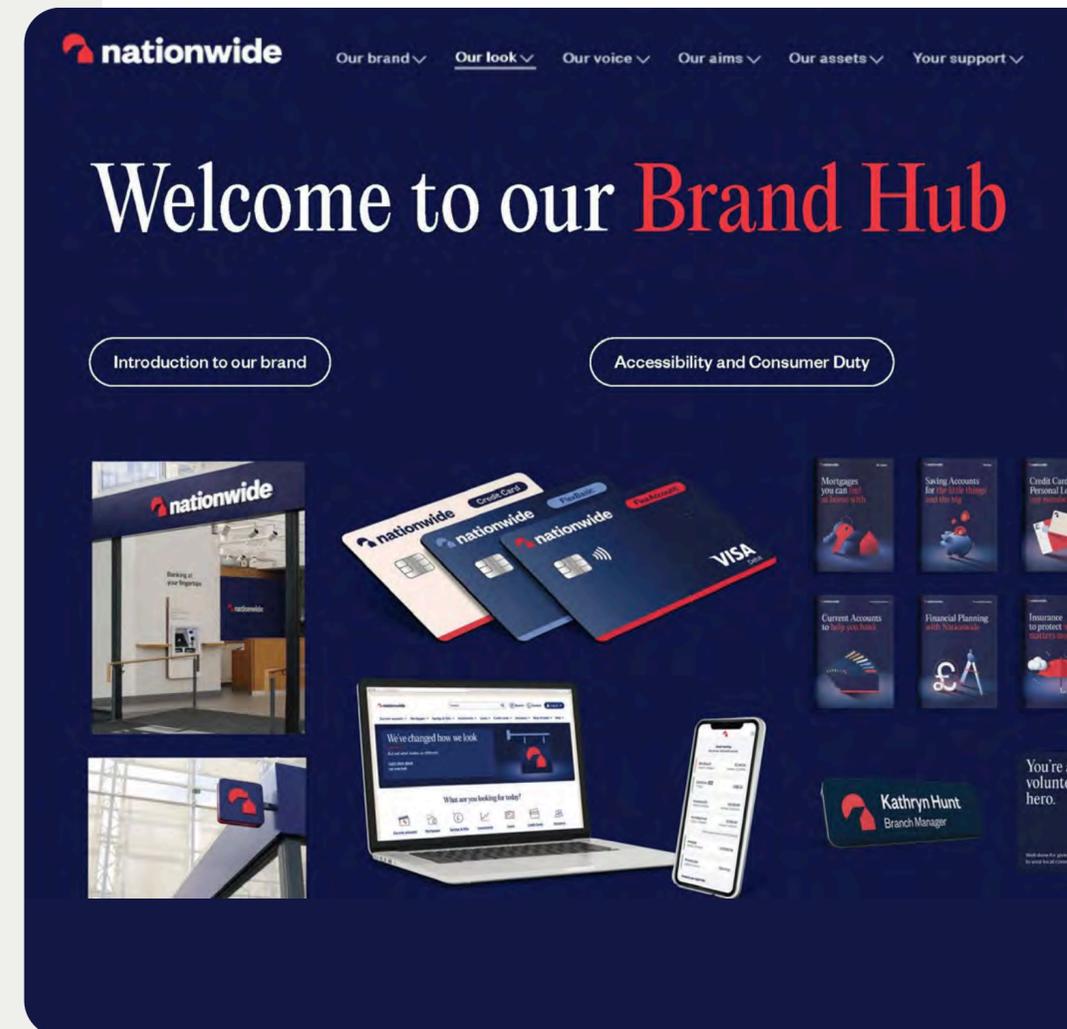
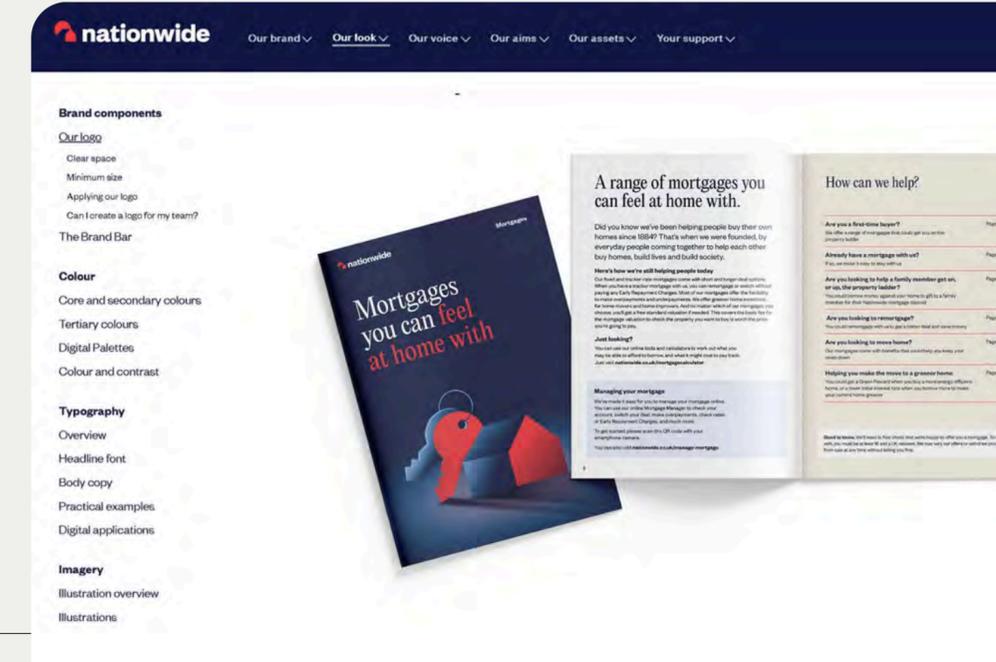
Before implementing Frontify, Nationwide team members could find brand guidelines and information on the company’s intranet. But if they wanted approved imagery, logos, or assets, they needed to use a completely different tool.

A joined-up solution would help everyone create materials that reflected Nationwide’s brand identity, but it was difficult to achieve that with their existing setup.

Nationwide adopted Frontify as its Brand Hub and got just what it needed — one central home for its assets and guidelines. This has enabled Nationwide to ensure more consistency, even when rolling out a major rebranding.

Since its launch, the Brand Hub has delivered real value to the Nationwide team:

- In January 2024, the platform had over 2,200 monthly active users and more than 11,000 registered users — a 120% increase on the previous 12 months.
- The Brand Hub offers clearer guidance, more engagement, and stronger consistency.
- Analytics data helps the teams understand how people use the Brand Hub so they can continue to develop and optimize it to strengthen engagement.



Bring your brand center to life with Frontify

Now you know what brand management could look like for your organization: seamless, easy to manage, and efficient for users across the business.

Frontify works with dozens of leading financial service companies globally (like Nationwide) to help them transform their brand portals and modernize how they manage their brands.

Here's how Frontify helps companies bring their new, modern brand centers to life.

Bring your brand center to life with Frontify

Phased implementation: Get started without the overwhelm

We know implementing new tools, systems, and processes requires a lot of work. From the initial setup to user training and change management, it can feel overwhelming.

The Frontify brand platform is easily editable, and companies can build, extend, restructure, and update their portal as needed. Additionally, we have developed a phased implementation approach for financial service companies looking to adopt the platform. Companies can immediately access all the functionality and benefits of Frontify — but without having to change everything all at once. It means you can add new departments and use cases gradually rather than trying to add everyone on day one. This gives your team better control over the roll-out and adoption of the portal and your brand materials.

Here's what that phased implementation could look like — though it can be adapted to meet the priorities and requirements of different organizations:

- **Months 1–3:** Full migration of the old brand portal into Frontify. Implement best practices around asset organization, data management, and security for long-term success. Set up campaign toolkits to support core marketing and brand initiatives.
- **Month 4:** Launch your brand portal in Frontify to the whole organization. Add marketing and brand teams and set up user groups to control access levels and user permissions and maintain security.
- **Months 4–5:** Sequentially add new teams based on usage. Connect Frontify to core tools using native organizations. Build out additional portals for other use cases such as different business lines or employer branding. Provide access for agencies, printers, and other collaborators.
- **Month 6:** Expand and connect further with our software developer kit. Explore Frontify's AI capabilities, automations, and apps with custom integrations.

This is just an example — the ideal timeline is whatever works best for your organization. But this phased approach means you can start experiencing the benefits of Frontify's connected brand portal without being overwhelmed by your implementation to-do list.

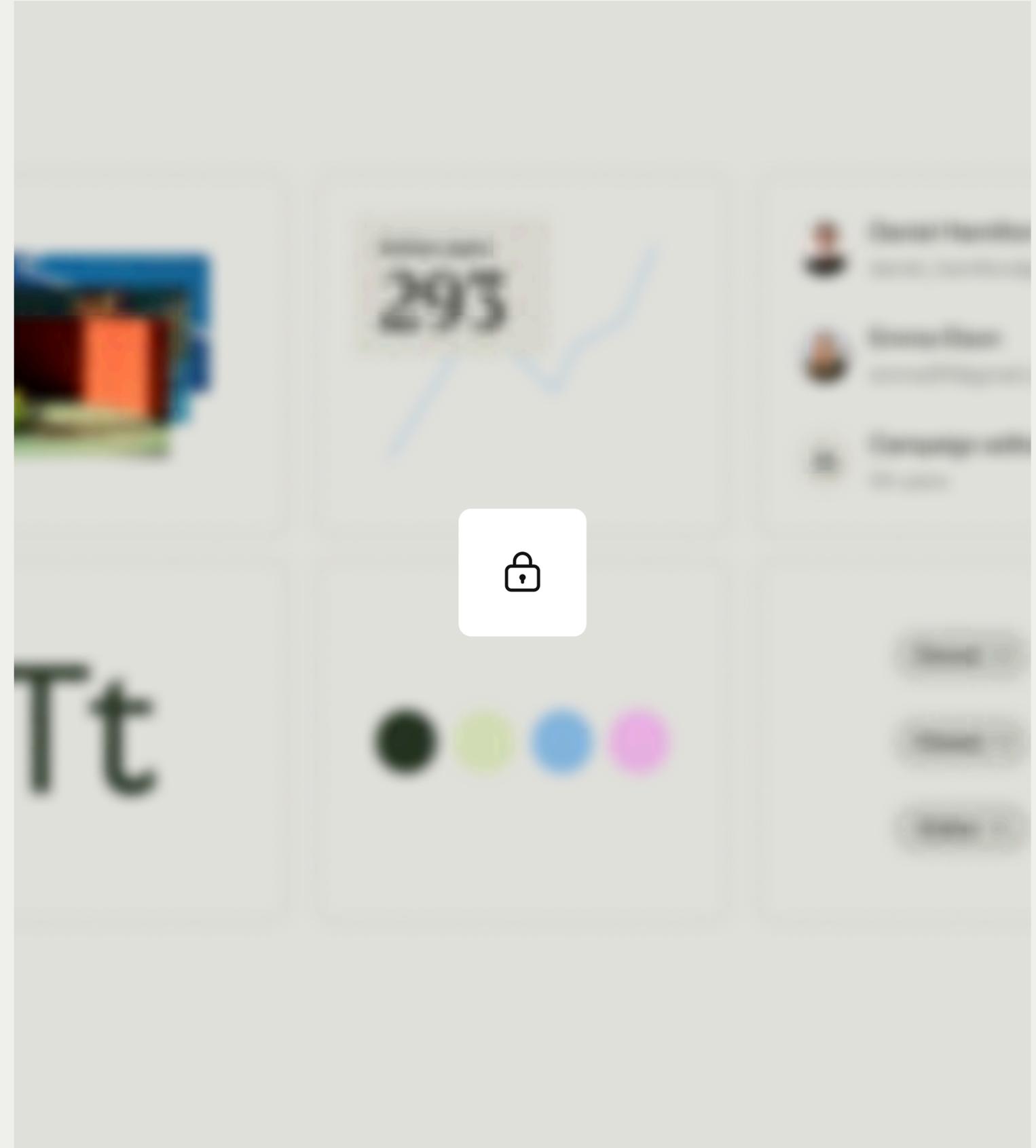
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Maintain strict access controls for security and compliance

Financial services companies operate in a highly regulated industry — and they must control access to their brand materials. Any implemented systems need to meet their rigorous security and privacy requirements.

From access control to data integrity, Frontify prioritizes safeguarding your brand's most valuable assets. Additionally, Frontify is certified against the industry's best security standards to provide a secure platform for users and assets.

Additionally, robust user controls give companies greater access to how brand materials are shared, accessed, and used — within and outside the organization. Frontify also lets you build a review and approvals process within the platform so managers and brand teams can review in-production materials to ensure compliance with the highest standards.



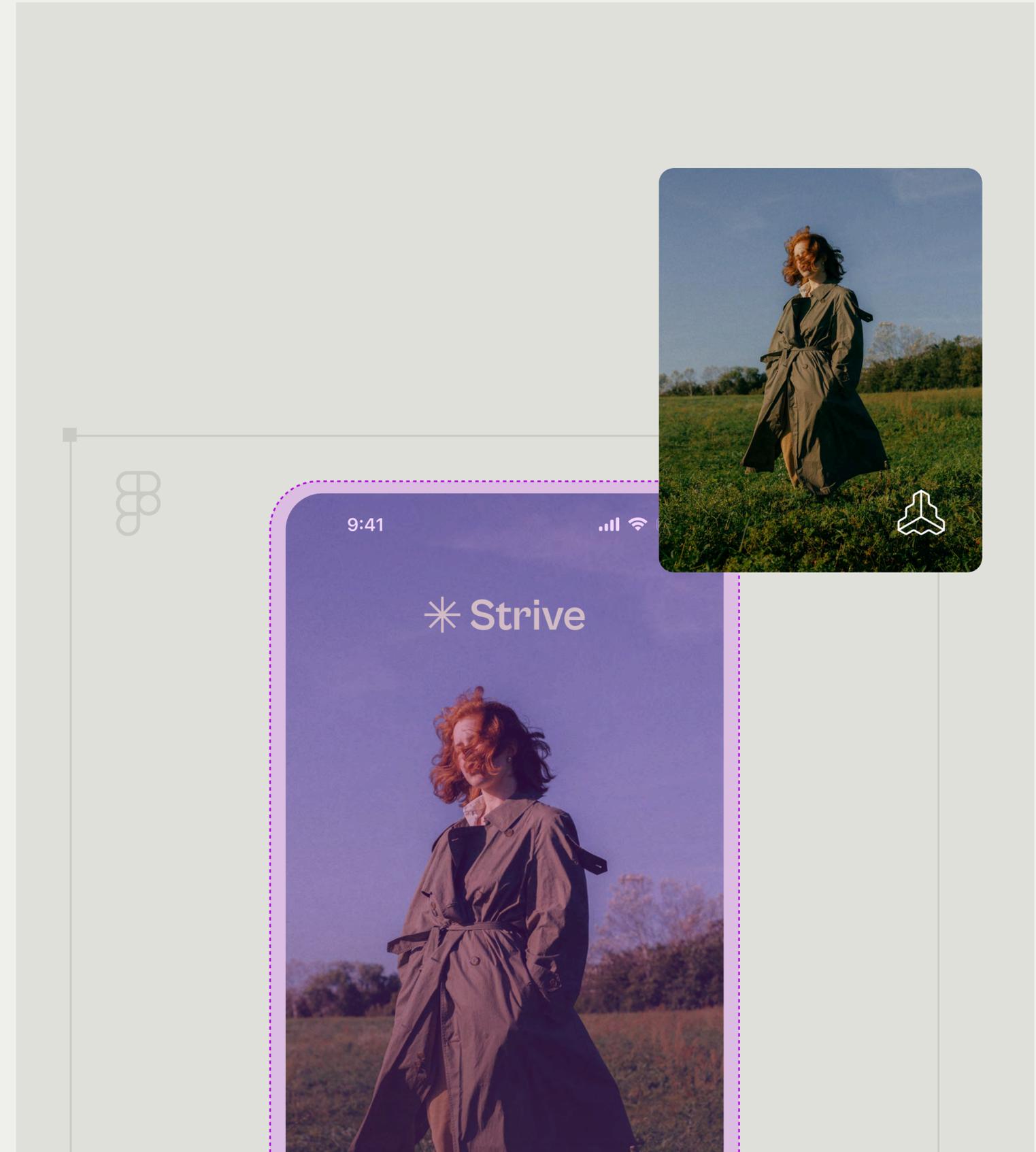
Bring your brand center to life with Frontify

Extend and integrate to maximize value for your teams

Your brand doesn't exist in isolation; your customers experience it through every touchpoint and channel they interact with. This means your assets can't be siloed within your organization. Your brand portal needs to connect with the tools your teams use every day to reduce any friction. Frontify integrates with the essential tools that plug into the key touchpoints for your brand:

- Creative tools like Adobe Link, Canva, and Figma
- Communication tools, including Intercom and Slack
- Content management solutions, such as Contentful, Sharepoint, and Webflow
- Single sign-on tools like Okta and OneLogin
- Productivity platforms, such as Monday.com, Microsoft Office, and Salesforce

If an enterprise DAM cannot be replaced, Frontify can also integrate with it. Additionally, our SDK and Marketplace let you extend the platform's power to build and customize brand portals that fit your brand's identity and corporate requirements — at a pace that works for you.



Bring your brand center to life with Frontify

Enable streamlined content production and distribution

Finserv companies are experiencing ever-growing demands for tailored, segmented content for different user groups, markets, and products.

While you could outsource much of this, there's still a significant amount of work to manage that production, the agency relationship, and then the internal and external distribution once materials are finalized.

Frontify helps streamline the production and distribution of brand content:

- Templates let internal teams create and customize various marketing materials, documents, and common file types while still complying with your brand standards.
- Templates offer bulk downloads, dynamic data input, and multi-variant asset creation that make it easy to create similar materials for different use cases.
- Frontify provides a central location for managers and teams to provide feedback and approvals.
- The centralized DAM makes it easy to distribute assets internally — everyone can access new files. You can also control access to different libraries and materials so users can more easily access the files most relevant to their team, market, or location.



Experience the power of Frontify

The traditional ways of managing brands isn't working for many finserv businesses that face challenges from an ever-shifting regulatory landscape, changing customer expectations, and an industry embracing digital transformation.

Disconnected brand systems hold back even the most forward-thinking organizations, so it's time to try something new. By adopting a centralized, connected portal, financial service companies can more easily keep up with the changing needs of their brand, markets, and customers.

Ready to see how you can maintain brand consistency, streamline asset management, and drive collaboration across teams — all in one centralized platform?

[Book a demo of Frontify today.](#)

