

The worst creative review round ever

And how it all could have been avoided with digital,
easy-to-update brand guidelines

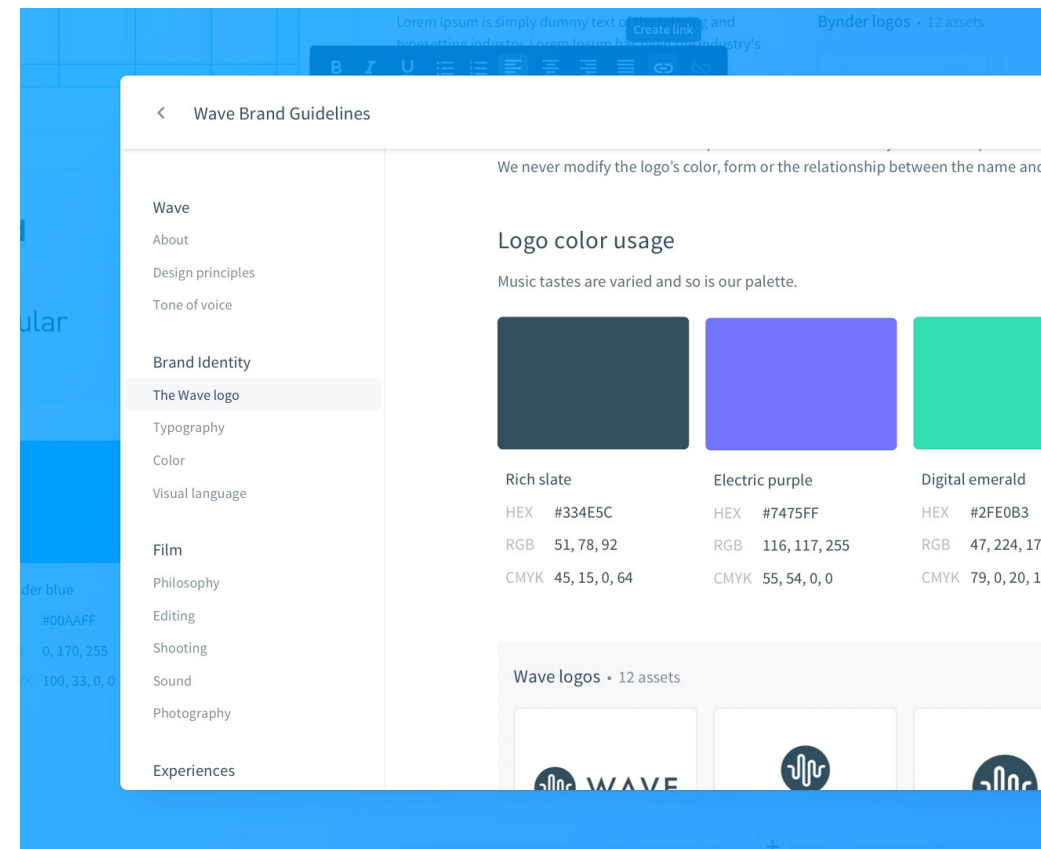


The worst creative review round ever

Everyone has an opinion when it comes to marketing content. It's enough to make you wonder how anyone gets anything to market at all. To make it even more difficult, brands are faced with an increasing amount of requests to ideate, create, edit and publish content on a growing number of channels across multiple markets and geos.

Maintaining consistency is paramount because consistency = trust. Maintaining short approval rounds is paramount because efficiency = sanity. And maintaining brand guidelines is paramount because guidelines are best practices and ways of working that increase brand consistency and trust while preserving marketing sanity.

Anyone who has found themselves in a review cycle that just won't end knows that having a clear set of guidelines to follow helps get on-brand content created and polished faster.

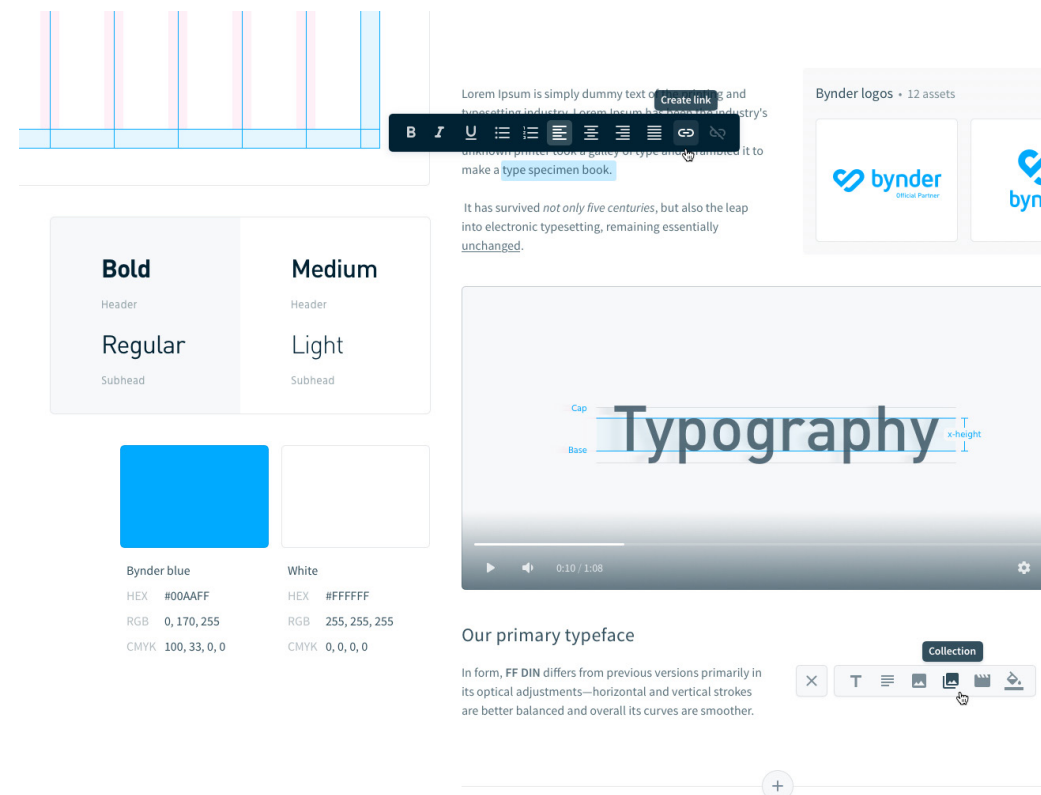


Who needs Brand Guidelines?

Some might think that brand guidelines are for those unfamiliar with the brand - like external PR agencies, etc, but they are a valuable resource for anyone creating content. Brand Guidelines help organizations to document and evangelize how to best represent the brand in marketing communications and content.

With Brand Guidelines, you can set clear expectations for how to write, how to use the logo, what types of imagery you use on specific channels, and more. Brand Guidelines can also help stakeholders to create content the right way the first time and reduce annotations during review rounds.

For example, the piece you're reading now could have gone through quite a few unnecessary review rounds if it weren't for our Brand Guidelines!



The review round

42 15
Make the logo bigger.

Can you make this 'pop'?

41

Can you make the background more playful?

10

Can you translate this to U.S. English and recreate the image in Photoshop?

38

Please make stick figure stand upright.

39

Colors feel cold - can we make it warmer?

29

Add a transparent overlay to the image to darken it up. Make it pop!

52

Text isn't legible. Is that on purpose?

37

Great color - but can you use a darker blue?

Tone is way too fun - people won't take us seriously. Rewrite.

30

The worst feedback round ever

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11

Brand Guidelines should be capitalized.

Does this guy represent the frustration that creatives and designers feel? I'm not sure - I'm not a designer but it's not resonating with me.

40

7

Can you make him look happier?

54

Photoshop this out.

53

Add an extra button to his cuff.

The **worst** feedback round ever

Are you sure about that color?

5

36

I like the concept but can you make it sound less conversational and more academic?

Make this the same size font, bold instead.

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18

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consistency = trust. Maintaining short approval

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maintaining brand guidelines is paramount because

guidelines = best practices and ways of working that

increase brand consistency. Why don't we just start with a new concept? Sorry for the last minute

marketing sanity. 31 feedback. I know this is the final review.

I don't like the word 'geos'.

This is the story of how it all went wrong told in

annotations from the marketers that have been there.

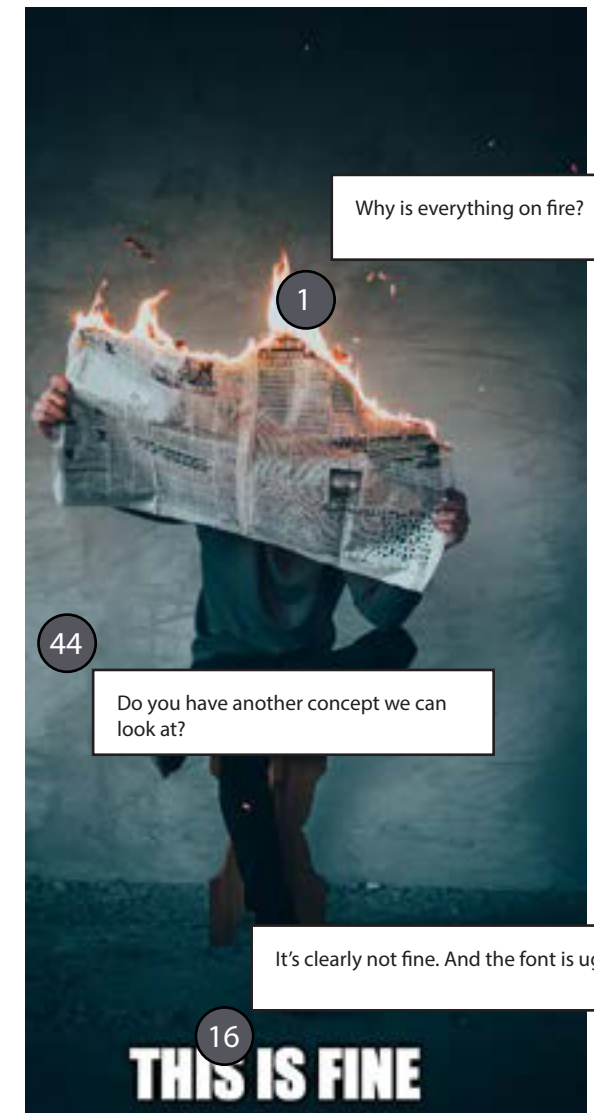
done that. Enjoy.

45

I'm unsure how this would be used by the audience.

Make the logo bigger everywhere.

43



Why is everything on fire?

1

44

Do you have another concept we can look at?

It's clearly not fine. And the font is ugly.

16

Is the background pure white? I thought we agreed on Bynder Smoke?

32

More whitespace!

48

Title case this.

DEZ? Is this a U.S. thing?

Let's get legal to look just in case. They'll be quick!

WHO NEEDS DEZ BRAND GUIDELINES?

The leading is off here and the title should be sentence-cased.

Can we stop using figurative speech?

Can you make this more about features and less like a story?

Is this the on-brand way to spell OnBrand?

Can we make the text bigger and bolder here? This is very important!!!!

It's not just where the logo goes, but the white space you use. Brand Guidelines help you create a brand look, well, on-brand, and consistent so you can build trust with your customers.

'Why does everything that comes from the design team look so flawlessly on-fleek, polished and on-brand AF!?'

Replace the gray logo with the blue one.



Less whitespace!

Why do we still use www. It's been done before.

www.bynder.com

How do Brand Guidelines help make feedback rounds more efficient?

Benefit 1: Marketing content is consistent across channels.

From typography to brand colors to logos to tone and style: Brand Guidelines allow you to have a centralized place to document how your brand needs to be presented to the world so that all marketing content looks recognizably yours.

Benefit 2: You have a solid reason for saying no to unnecessary requests.

You can use guidelines to document more than just how to use the logo! Think video brand guidelines, copy brand guidelines, PR and external communication snippets and boilerplate. The best part is when someone leaves a comment that doesn't add value and won't help move the needle - you can use your brand guidelines to back up your stance - ensuring your brand is communicated consistently and your sanity stays intact.

Benefit 3: Brand Guidelines are for everyone.

Your sales team might need to make a PowerPoint presentation. Your external partners and dealers might need to create co-branded content. The press might mention you online and use your logo from two years ago because they got it from Google. The point is, content creators are everywhere - so evangelize your brand guidelines to your stakeholders by making them easily accessible!

Do more with your guidelines

Still think your brand guidelines belong in a static PDF document you update once a year?

Think again.