LEARNING MADE EASY

Bynder Special Edition

Brand Management Software

for dummies
A Wiley Brand



- Know why brand management matters
- Leverage brand management software
- Measure brand effectiveness

Compliments of

bynder

Stephanie Diamond
Emily Kolvitz

IN THIS CHAPTER

- Utilizing brand templates
- Freeing up the time of content creators
- Uncovering ways to make customization easy

Chapter 4
Staying Consistent with Brand Templates

Imagine if every time your team members wanted to develop branded content, they had to start from scratch. Think about having to create a new design for each brochure, webpage, or ad you wanted to use. Finishing it in a timely fashion would be virtually impossible, right? Say hello to the template.

These materials are © 2019 John Wiley & Sons, Ltd. Any dissemination, distribution, or unauthorized use is strictly prohibited.

A *template* is a design blueprint that tells the current creator where the standard elements of a branding document or design should be placed. It also tells the designer such things as what icons, colors, and fonts to use.

As a result, the branded content your prospects and customers see is consistent and conforms to their expectations. This chapter examines how templates are deployed in brand management software to help your company save time and money.

Leveraging Brand Templates

Contrary to what you may think, templates don't stifle creativity. They set the designer free to focus on the specifics of the content she needs to create. If an asset is already approved, a creator doesn't need to waste her time creating it all over again. You don't want your highly paid staffers spending time on busy work. That's too expensive and inefficient.

Rather than having to spend the time trying to recreate the layout for an ad that's already been published, creators can select the template that has the correct images and messaging and focus on what's new and different.

The following sections look at how using brand templates solves problems that your creators face and how to ensure that revising collateral will be quick and easy.

These materials are © 2019 John Wiley & Sons, Ltd. Any dissemination, distribution, or unauthorized use is strictly prohibited.

Reviewing problems that brand templates solve

Using branded templates makes the job of producing content much faster and easier. It solves a host of major problems that you might not even think about unless you're a creator who faces them every day. These include the following:

- **Using unprofessional looking collateral:** If you don't use approved templates, you run the risk of publishing poorly designed material that presents your brand in a poor light. Why spend money on branded designs and then not use them correctly?
- **The need for costly re-dos:** The last thing you need to happen when deadlines are short is the issue of having to redo something at the last minute. Approved templates make this problem less likely to happen.
- **Using out-of-date branded content:** When your system automatically updates templates, you don't run the risk of using outdated branding. You can't expect your creators to be aware of all the updates that happen throughout the year. Likewise, your partners can't be expected to know what your current branding includes.

These materials are © 2019 John Wiley & Sons, Ltd. Any dissemination, distribution, or unauthorized use is strictly prohibited.

- **The need for highly skilled designers for every job:** When you use templates, you don't need to call your top designers to work on every small job. Templates make it easy for people in other departments to work on approved assets.
- **Having staff members field constant requests to email brand guidelines:** Enabling self-service on your system ensures that people can get what they need when they need it, while also making sure that the guidelines are up-to-date.
- **Using the wrong specifications:** Most content on the web must conform to specific text and image requirements. For example, after you construct a template for a Facebook ad, why should the next designer have to look up and convert the images all over again? She can just drop it into the template and be assured that it meets the necessary requirements, saving valuable time and money.

Customizing collateral made easy

Enabling faster creation of new brand content is a key feature of any DAM software. Your software should have the ability to

- Be dropped into a program your designer uses and convert automatically to the format he needs.

These materials are © 2019 John Wiley & Sons, Ltd. Any dissemination, distribution, or unauthorized use is strictly prohibited.

- Allow any user to create new marketing collateral that is on brand by defining template rules.
- Take the burden off designers by freeing up their time instead of making them reinvent the wheel for each asset.

Features to Look for in Brand Template Software

Your brand management software should have several features that make it indispensable to your creative staff, partners, and others working on assets. This section looks at several features to consider.

Utilizing an unlimited number of customizable templates

There should be no limit to the number of templates you can create. In addition, you need the ability to be able to

- Predefine template business rules (text blocks and images).
- Replace images with one click.
- Have editable fields that can be altered without template changes.

These materials are © 2019 John Wiley & Sons, Ltd. Any dissemination, distribution, or unauthorized use is strictly prohibited.

Being print-ready

Even though a lot of content is created for online consumption, you still have to print things like stationery, cards, brochures, and so forth. Your software should be able to

- Create and store print-ready PDFs.
- Send print-ready media directly to print providers.
- Standardize printing to cut costs.
- Monitor the status and fulfillment of print jobs.

Providing localization support

Shouldn't it be easy for your staff and partners around the world to customize their brochures, cards and other collateral? Your software should have the ability to

- Change themes and styles with one click.
- Select different language versions.

Integrating with other features

Your company has spent money on integrating a host of other software that helps staffers do their jobs. Some examples of this include Salesforce, Adobe Creative Cloud, WordPress, and Google. In addition, your software should have the ability to

These materials are © 2019 John Wiley & Sons, Ltd. Any dissemination, distribution, or unauthorized use is strictly prohibited.

- Insert images from the DAM directly into templates.
- Predefine which images can be used in templates.
- Send files for review upon revision.

Using a simple in-line editor

Your staffers need to be able to make simple edits without having to launch Adobe InDesign or other design software. These features include the ability to

- Use templates that can be edited via a web browser with no software required.
- Use a built-in advanced editor based on HTML, so no plug-ins are required.
- Processing from directly within the document.

These materials are © 2019 John Wiley & Sons, Ltd. Any dissemination, distribution, or unauthorized use is strictly prohibited.

Ready to take your brand to the next level with brand management software? Get a demo of Bynder today: https://info.bynder.com/en/digital-asset-management-demo

These materials are © 2019 John Wiley & Sons, Ltd. Any dissemination, distribution, or unauthorized use is strictly prohibited.

Maximize your brand reach.

Have you ever wondered why some brands come and go, and others like Coca-Cola are still around more than a hundred years later? It's because of carefully thought-out brand management. If your company brand is managed correctly, then employees consistently carry out standards set by the CEO and brand strategists. *Brand Management Software For Dummies,* Bynder Special Edition, walks you through the basics of effectively managing your brand with the right brand management software and strategies.

Inside…

- Why brand management matters
- How to prepare to purchase brand management software
- Why you need to document and update brand management guidelines
- How brand templates make content creators more productive
- Why you need a brand library



Stephanie Diamond is a thought leader and management-marketing professional with 20+ years of experience building profits in more than 75 different industries. **Emily Kolvitz** is an author and content strategist at Bynder.

Go to Dummies.com®
for videos, step-by-step photos, how-to articles, or to shop!

ISBN: 978-1-119-54510-1
Not For Resale



for dummies®
A Wiley Brand