



deep dive

make work life easier with a brand portal



the problem

Introduction

- Where are your logo files?
- Who has the licenses for important files?
- What photos do you have for marketing materials?
- Where can you find the latest training tools and resources?
- Where are the latest sales forms or other documents?

Everyone is busy. Your business is growing. Multiple people touch your brand. How do you keep your brand consistent while saving time and resources?

Brand portal.

A brand portal is a single digital platform for managing and distributing your brand. It can store all of your business's information, assets, and resources, bringing efficiency and consistency to your brand and business.

We will walk you through who will use it, its benefits, what is included, and one of our case studies.



who will use it?

brand portal users

marketing team

Make life easier by finding files quickly, streamlining processes, and staying on brand.

agencies

When working with outside agencies, use this tool to share brand assets and standards to ensure they stay aligned with your brand.

design team

Create asset libraries to make designing more efficient, providing more time for creativity.

sales team

Build sales tools and resources that can be easily shared with the team, clients, and prospects.

content creators

Access assets easily and ensure brand consistency in every communication.

hr / communication team

Provide a central location for company forms and create tools/resources for the onboarding process.

everyone

There are many different people with specific needs who interact with your brand, so it is important to make it easier for them to do their jobs and create consistent brand communication.



benefits

brand portal benefits

brand clarity / consistency

Stay on brand with clear documentation that you can share with your internal and external teams to ensure your brand is communicated properly.

easy access

Access the brand portal anywhere, anytime, digitally.

easier management / faster updates / changes

Since this is a web-based platform, making changes and pushing those changes out to anyone who needs them becomes instant.

scalability

A brand portal can be customized from simple documentation of your brand/business to integrating with multiple APIs, providing all the functions and features needed to make your life easier.

security / user groups

Create specific user groups to grant access to certain information while keeping the rest secure and confidential.

everything in one place

Spend less time finding what you need and more time doing what you need to do.

training tool for employees

Enhance the onboarding experience with useful resources that can be shared and managed efficiently.

everything documented

Never worry about who has certain files or what the latest information is again.



what can go in a brand portal?

brand portal items

brand standards

A complete documentation of your brand story, voice, identity, and guidelines to keep everyone aligned within your organization.

asset library

Create a media library with logos, fonts, photos, videos and more to easily use or share with the team.

training resources

Develop step-by-step guides for new hires and recurring training resources for current employees.

documents and forms

Keep everything from sales forms to the company handbook easily accessible in one place.

API integrations

Connect to other platforms and pull data into one centralized location.

and more

A brand portal can be customized to meet your specific needs.



case study

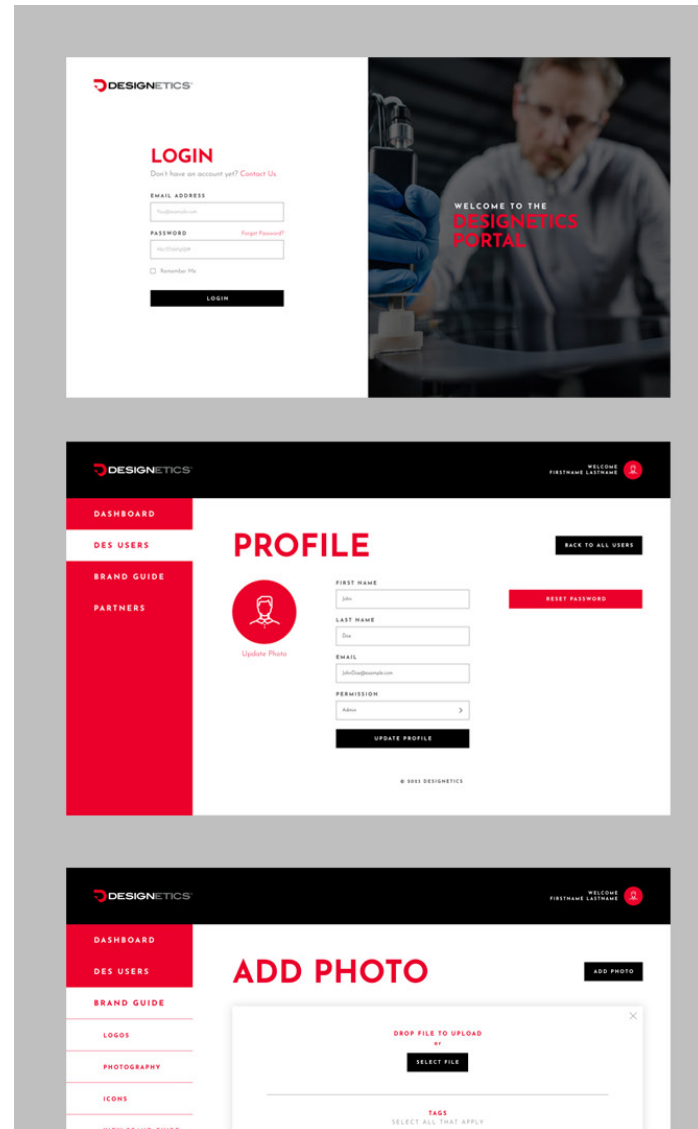
the problem

Designetics faced several challenges with their brand management. Without established brand standards, it was difficult to communicate how to use the brand effectively.

Their assets were scattered and hard to find, making it challenging to share specific assets with partners. They needed a single, easily searchable platform to store and manage all their assets.

the solution

We created a brand portal for the Designetics team and their partners to address these issues. It includes detailed brand standards for consistent usage and a media library with all assets, making them easily accessible and searchable. This platform ensures seamless collaboration and consistency by sharing specific assets and brand standards with partners.



VERTICAL LOGO



Vertical Logo Use as needed

ICON



Red Icon

Black Icon

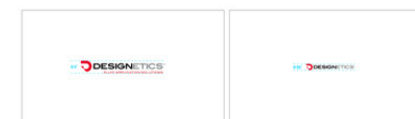
White Icon

CLEAR SPACE



Establishing a clear space around the logo is very important. The logo must occupy a prominent position in the design of... any visual communication. Minimum clear space equals ten-fold in every application, we need not identify to be chosen. Any the "X" measurement that must surround the logo, and be proud and displayed as it can be instantly recognizable.

MINIMUM SIZE

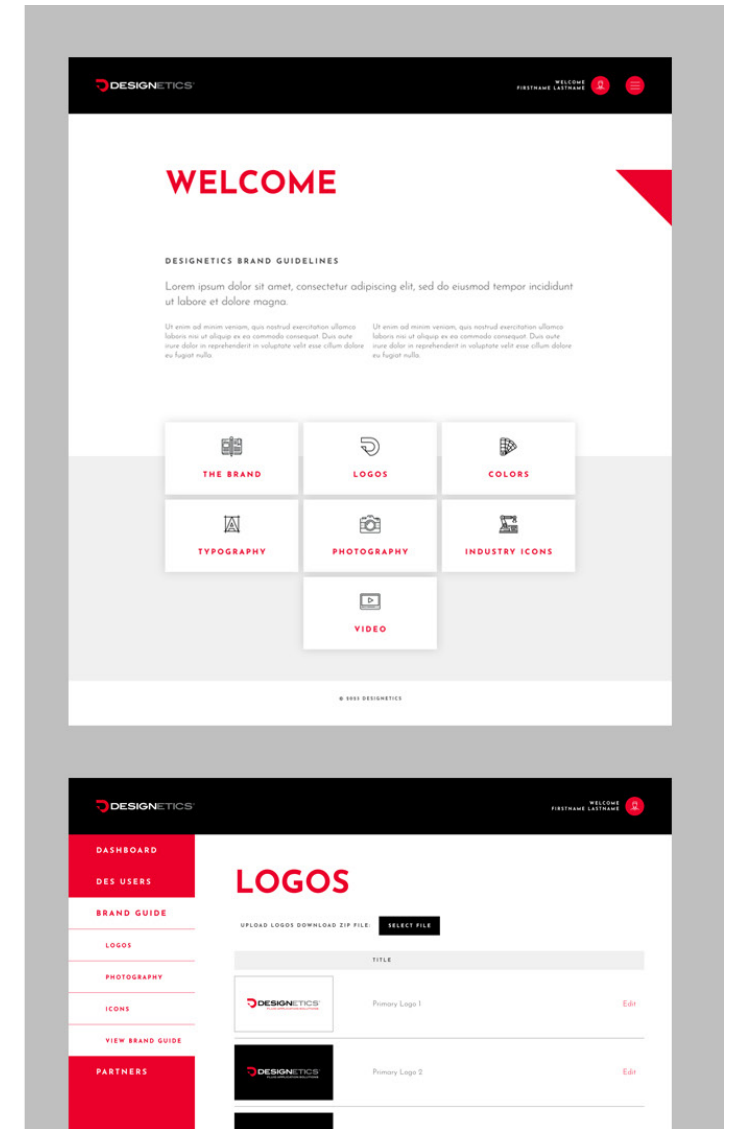


Logo with Descriptor height should be no smaller than 0.5 in.

Logo height should be no smaller than 0.25 in.

LOGO DON'TS

Do not alter the logo. Avoid the following common mistakes.





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Thank You

we're a branding, advertising and design agency that focuses on the influence branding and creative have over the decision-making process.

An agency of

