Be on brand, every time:
Digitize your guidelines to increase brand consistency

Building a recognizable and consistent brand image is essential for building customer loyalty and misuse of brand elements or trademarks can lead to reputation risks and financial damages. If a brand's image is compromised, customers lose trust and with the growing number of partners and channels involved in building a brand, it becomes harder to keep control and build a consistent image over time.

Bynder's Brand Guidelines bring your brand identity to life by supporting elements such as fonts, colors, logos, and tone of voice—as well as rich content such as images and videos—and making them easily accessible for everyone. This is a configurable space that can be updated as and when it's needed, and allows users to always access the latest asset versions, which are linked directly to the Asset Library. With Brand Guidelines, you can tell your brand story and ensure everyone is on the same page, achieving greater brand consistency.
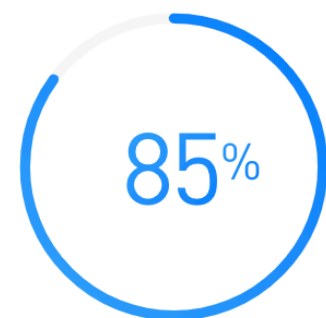
Why Brand Guidelines?

Ditch PDFs, go digital: Get rid of static PDFs that are easily outdated. Digitizing your brand guidelines means the latest updates are instantly accessible, and the most recent version of your most valuable brand assets are at hand—always.
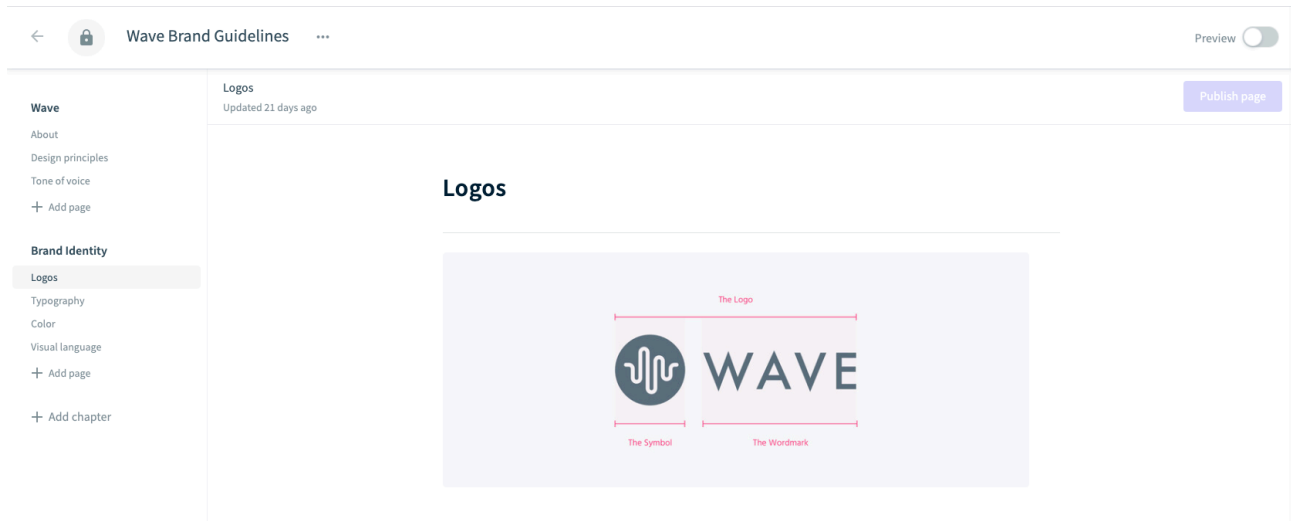
Create and update guidelines faster: Bynder's Brand Guidelines is intuitive, making it easy to create, edit and distribute your guidelines quickly. Changes made to the guidelines and brand assets in the DAM are immediately available to everyone.

Present your brand beautifully: Your guides should be just as eye catching and dynamic as your brand. Now, you can utilize out-of-the-box layouts and widgets to quickly add elements such as text, video, and color swatches.

85% can better **reinforce their brand identity**.

(Source: Bynder's annual customer impact survey)

Wave Brand Guidelines   ...   Preview

Wave

About
Design principles
Tone of voice
+ Add page

Brand Identity
Logos
Typography
Color
Visual language
+ Add page

+ Add chapter

Logos
Updated 21 days ago   Publish page

Logos

The Logo

WAVE

The Symbol   The Wordmark

New Features, functionalities & capabilities

Having brand guidelines integrated with the core DAM capabilities serves as an extension of the brand, making brand assets accessible to key stakeholders and ensuring brand consistency at every touchpoint.

- Choose from different content widgets for text, images, videos and colors and select page layouts

- Create multiple sets guidelines yourself with an intuitive editor (no professional services needed)

- Create sections with all your brand colors using Color Swatches

- Embed assets straight from the DAM

- Preview guidelines page by page before publishing them to users

- Set access restrictions to either users or user groups

- Embed (single) files and/or collections

- Automatically apply brand colors and fonts in line with the rest of the custom theme in your portal

- Accessible on the Bynder mobile app

Want to learn more?

With Bynder's new Brand Guidelines your team can become more self-sufficient and create beautiful, dynamic guidelines that adapt to your business. Have questions? **Contact us**.