DATASHEET

Digital Brand Guidelines

Marvia

A carefully and strategically built corporate identity is the base for a strong brand. Once the corporate identity is in place, the next challenge is to guard it. This strengthens the brand identity and increases brand awareness. But how do you ensure that the corporate identity is used consistently, both within and outside your organization?

With Marvia's Digital Brand Guidelines, you create more than just a storage place for the brand identity; it is an interactive environment that brings your brand to life. With a digital guide, all information about logos, images, videos, fonts and the tone of voice, is always accessible and up-to-date. Moreover, you can link these guidelines to the correct files, so that all users can get started with the brand immediately.

The Benefits of Digital Brand Guidelines

- **Guarantee brand consistency**
  With Digital Brand Guidelines, you create one source for all brand guidelines so that your brand can be handled consistently.

- **Always accessible and up-to-date**
  Because the guide is completely digital, users have access to the corporate identity guide anytime and anywhere. In addition, changes are synchronized immediately so users always have the latest version available.

- **Refer to the correct brand files**
  Link associated brand files to the guide such as logos, fonts and images. That way you speed up the process and eliminate the chance of users using the wrong files.

- **Designed according to the corporate identity**
  Of course, the guide itself should also be on-brand. The Digital Brand Guidelines can be set up completely according to your own style. Choose which parts belong to your guide and design the digital guidelines completely according to your own corporate identity.

Key Features

Content Referencing
Link your brand identity directly to the correct brand files.

Integrate with DAM & Branded Templates
Create one platform for your brand and refer directly from the corporate identity guide to the corresponding assets or templates.

100% On-Brand
Design the guide with the brand's own colors, fonts, login page and interaction.

Share your brand
Easily share with stakeholders to ensure consistency.

CMS
Edit the content in guide smartly and quickly.

HTML block integration

Want to know more?

Discover for yourself how Marvia's Digital Brand Guidelines can help your company with bringing your brand to life, activate your users and ensure brand consistency.

Contact us   **Request a demo**

Discover more at getmarvia.com

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