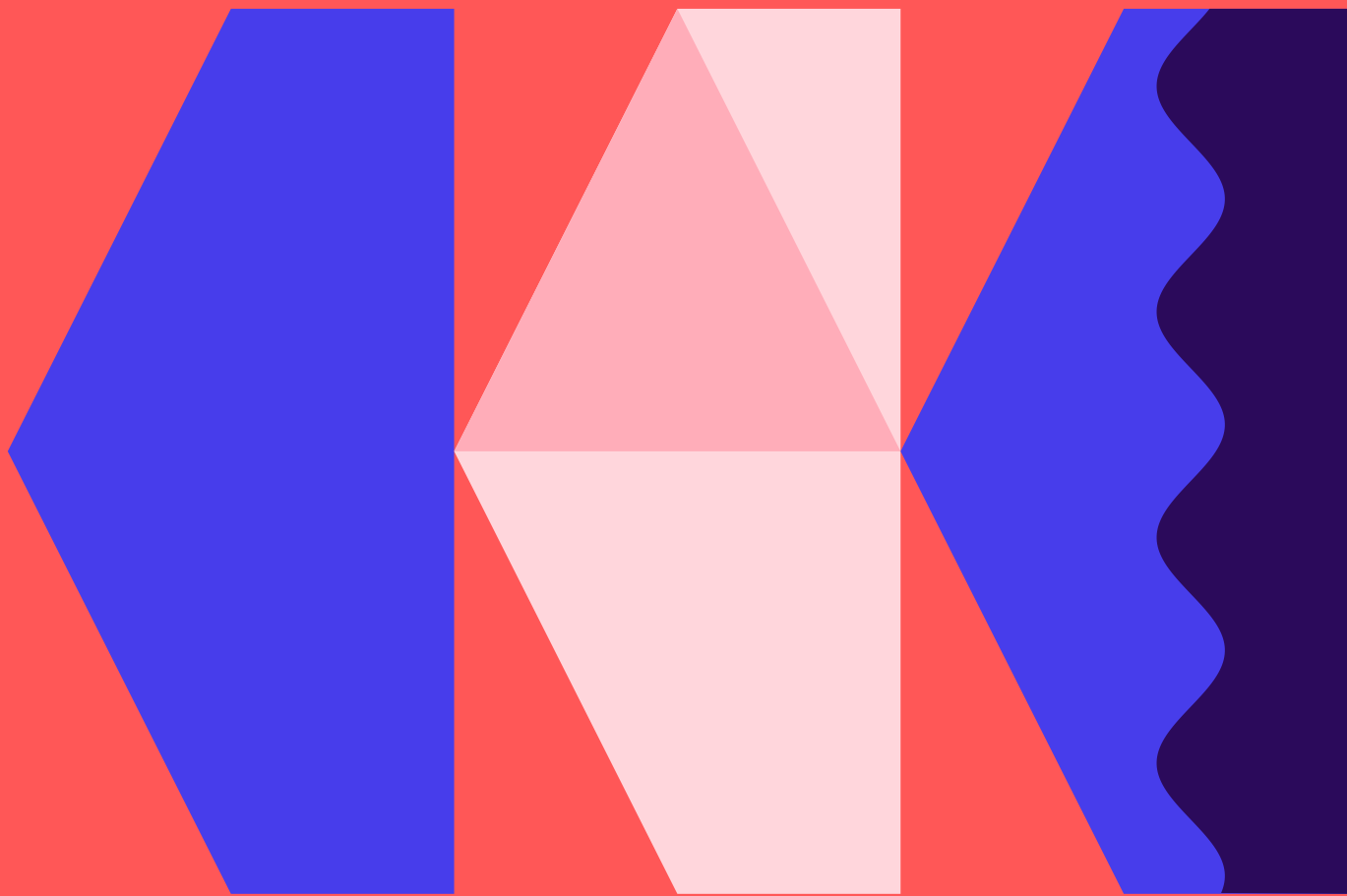# The global brand manager's guide to unbreakable brand guidelines

Global brand consistency is something every company should be striving towards. But it is easier said than done.

With so many channels being utilised to communicate content, and the capacity for all employees to share your brand on these same channels, inconsistencies can naturally creep in if you're not careful or lack a united strategy.

Brand guidelines play a crucial role in establishing that unity. These define exactly how your brand's unique personality comes through in the content you produce. If these aren't clearly mapped out and understood throughout your organisation, then it hinders your ability to lock down on consistency throughout your marketing.

At Papirfly, one of our missions is to empower brands with the ability to stay consistent across all channels, and never allow a confused or conflicted identity hurt their reputation among customers, employees and the wider world.

With this in mind, we have produced this comprehensive guide on creating the ultimate brand guidelines – guidelines that engage your teams, make them fully aware of the parameters of your brand, and enable them to apply it correctly at all times.

We hope you find it a big help in your efforts to achieve total consistency across your channels and educate your teams on the nature of your brand.
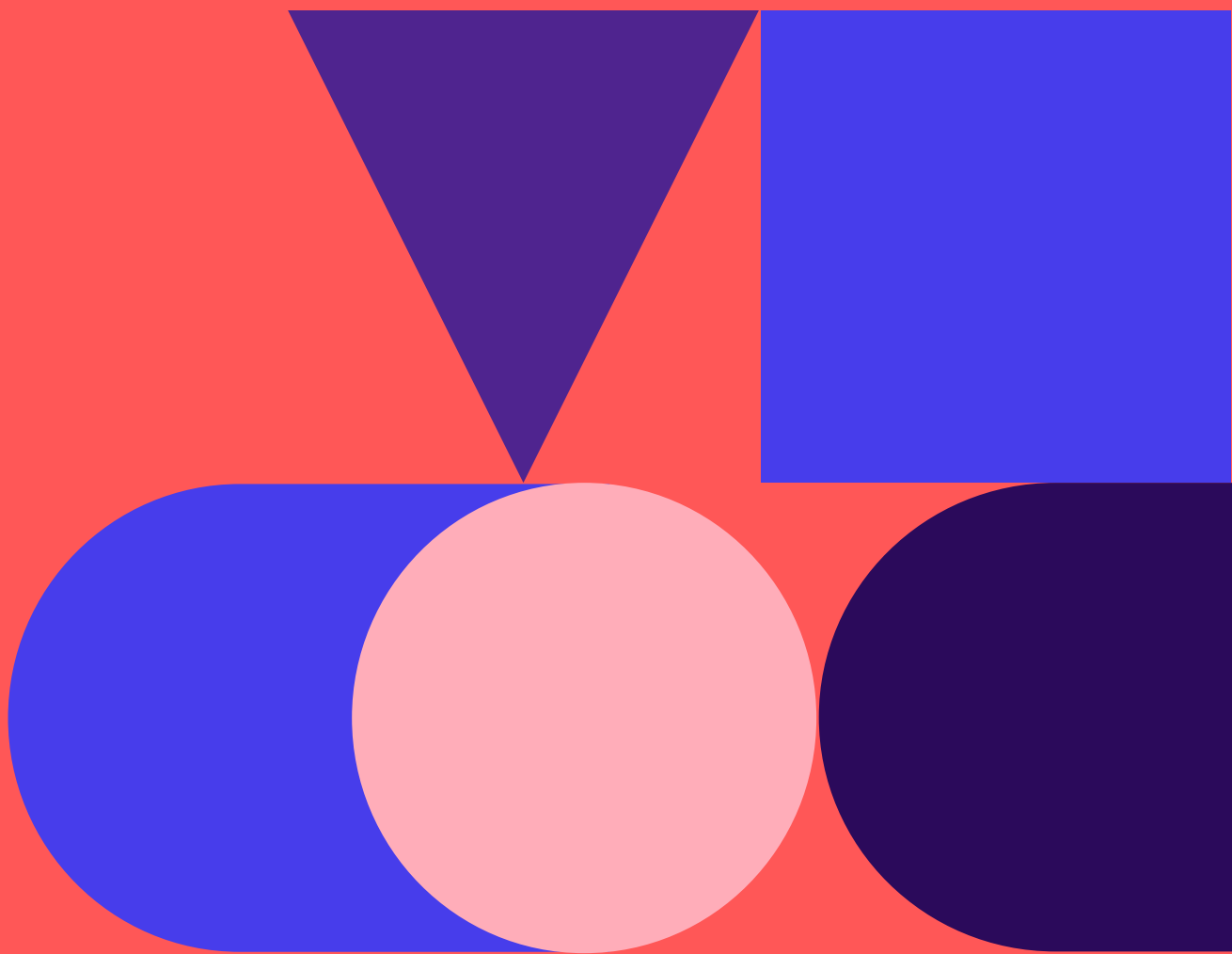
Enjoy!

Contents

Brand guidelines

What they are and why you need them

papirfly®

Your brand guidelines are the heart and soul of your company's identity. They are your team's manual for how your brand should be communicated and upheld across your audiences, both internally and externally.

Whether you refer to them as brand guidelines, a brand book, or a brand manual, it is the document that contains the essence of your brand. A compass that points your marketing teams in the right direction. The foundation for total brand consistency.

And that is the key: consistency. Consistency is an essential marker of a brand's quality and professionalism. An inconsistent brand across your various channels can translate that your company doesn't have great attention to detail – and this can hurt people's impression of your brand as one they can trust.

For instance, imagine a coworker who is always smartly dressed. Tucked-in shirt, polished shoes, freshly ironed trousers, neatly combed hair – the whole nine yards. Now if they come into work one day with their hair dishevelled, clothes full of creases and mud all over their feet, you would probably feel quite confused. You'd probably check to see if they were feeling alright.

The same logic applies to your brand – by presenting content that doesn't reflect your established identity, this can quickly confuse and alienate your customers.

If you are still in any doubt about the importance of brand consistency, these statistics should remove that from your mind:
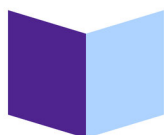
Consistent branding can increase a company's revenue by 33%

Consistent brands are 3.5 times more visible to customers than inconsistent ones

60% of millennial consumers expect consistent branding across all channels

87% of customers believe brands should be working harder to deliver a more consistent experience

54% of businesses say brand consistency substantially contributes to their growth

Brand guidelines are essential in nailing down consistency across all your marketing materials. They should outline all of the elements a member of your team or a third party will need to accurately reflect your brand's identity at every opportunity.

Without this roadmap for your brand, it leaves too much margin for errors and mistakes to creep in. While it's nice to give content creators freedom to explore their creativity, this should never come at the expense of your fundamental brand features. Clear guidelines set the parameters for their creativity, so nothing can ever miss the mark.

Through this, your brand guidelines deliver:

- **Greater quality control**
  All content created is aligned with your brand's building blocks in mind, ensuring nothing is published that can distort your identity or hurt your reputation.

- **Increased understanding**
  Your teams worldwide will be clear on your brand's core values and design elements, bringing them closer to your organisation and what it stands for.

- **Better brand recognition**
  Customers will be better placed to recognise your brand during their day-to-day lives, and this familiarity can eventually evolve into brand loyalty.

It takes 5-7 brand interactions for a customer to remember a brand

*Source: Pam Moore

Now that we've clarified the importance of brand guidelines for any doubters out there, we'll now take you step-by-step over how to make yours as watertight and effective as possible.

**Looking for the keys to maintaining global brand consistency? Look no further...**

Cementing your brand identity

papirfly®
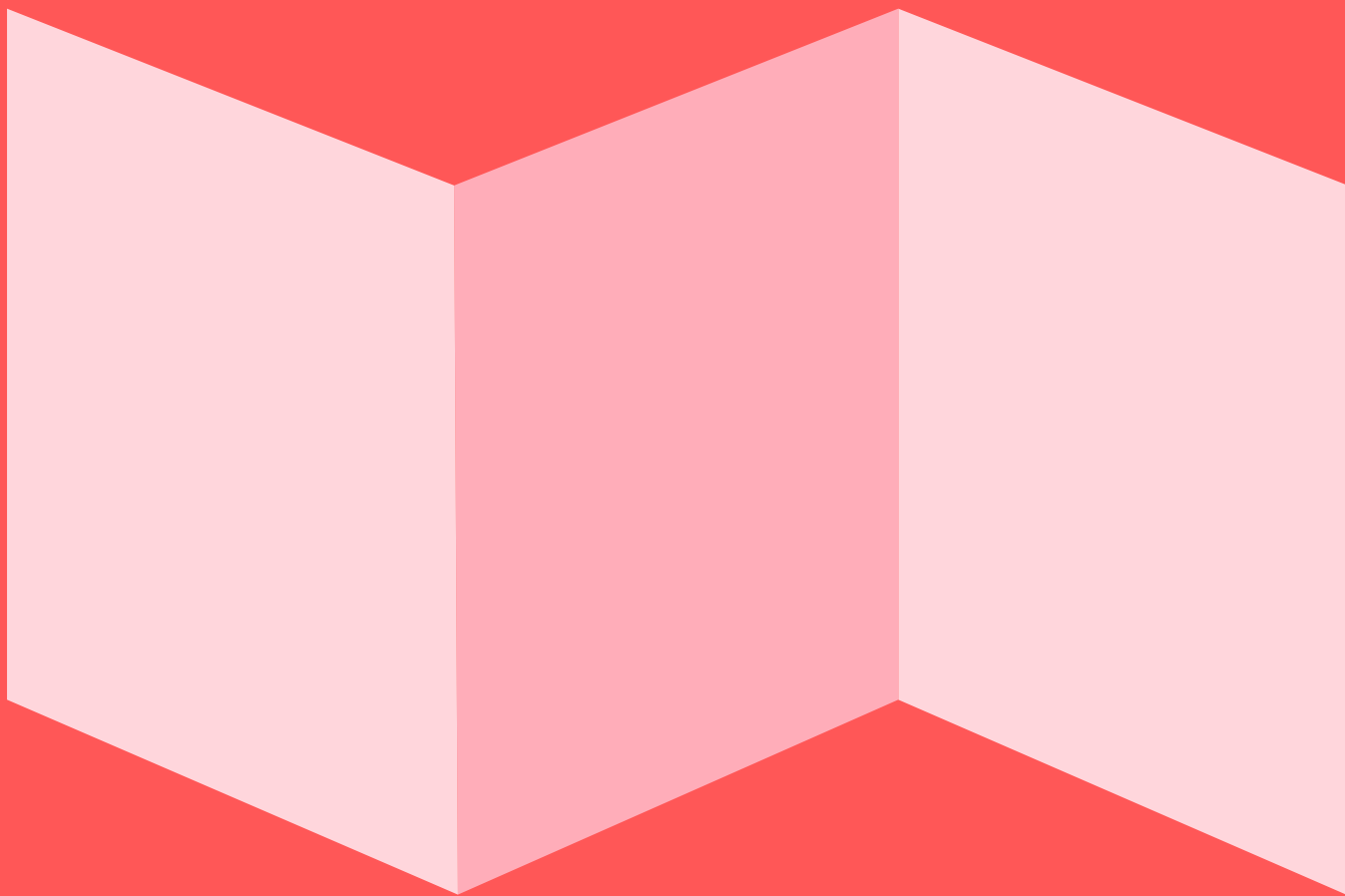
First, before you can even think about writing up your brand guidelines, it's essential to bring all your stakeholders together to nail down your brand identity.

This is the intangible personality of your business that your brand guidelines are there to protect – if you aren't clear on what this is, then what exactly are you protecting?
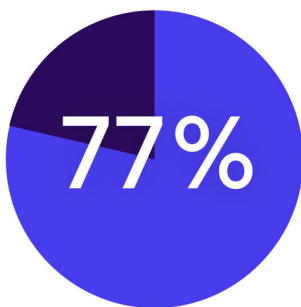
77% of marketing leaders say a strong brands is critical to growth plans

*Source: Content Marketing Institut

So let's talk about what you need to consider to settle on your brand identity:

Audit your existing branding

Start by looking at what you already produce across your various marketing channels, and the opinions that others currently have of your brand and what they feel its personality is. Looking internally is a crucial step in figuring out your brand perception, and whether that "feels" right for your company.

When examining your marketing materials and assets, you are looking for several things: inconsistencies from channel to channel, visual impact, whether the tone of voice mirrors the character of your organisation, etc.

It is **vital** that you look on this with as objective an eye as possible – you need to be honest as to what kind of message you are sending out right now, and whether you feel that is what your brand should be conveying.

Then, canvass your audiences for their honest feedback. You want to hear from:

- Stakeholders

- Customers

- Employees

- The General Public

You want their opinions on what they believe your company's personality and vision is based on the content you are putting out. If there is no consensus, it indicates that your brand identity isn't clearly defined. Similarly there might be a trend towards a particular value or characteristic, but it's not the one you see in your brand.

Either way, conducting a thorough audit will give you a clear foundation of where you are now and where to take your brand from here.

Understand your audience

Your brand is your company's face that interacts with the rest of the world. So, when constructing your brand identity, it is important to know what face your audiences want to see from a company like yours. Your identity is not just about what you want to present – it's as much (if not more) about what your customers, employees and the wider public desire.

Do your research into your audiences and build their personas:

- What values do they care about most?

- What hobbies and interests do they have?

- Where do they look for information?

- What characteristics do they have?

- How old are they?

- What are their habits?

- Where are they based?

These questions and more should help you paint a clear picture of the audience your brand is appealing to – and what qualities it should contain to do so effectively.

Examine your competitors

After looking inside, cast your eye outwards into what your competitors are doing to appeal to your customers. What aspects of their branding are resonating with your shared audience? Where are they falling short? How are they connecting with people in ways that your brand isn't?

You want to examine everything from the tone of voice they employ and the colours of their brand to the mission statements they champion on their website and wider profiles. All of these go into making their identity, and will be a big factor in your own.

This isn't a case of copying what others are doing – it is taking inspiration from what those in your field have found effective, and then adapting this into your own specific identity. It is also about figuring out where you can set yourself apart from your competitors. Settling on these unique characteristics is crucial to your brand standing out in an increasingly crowded field.

Ask some deep questions

It's time to do some real soul-searching with your brand. Bring together your company's key stakeholders for an honest, open brainstorming session where you can come to a united perspective of who your brand is and what it stands for.

You might find it helpful to enlist the help of an agency for this process. While you can carry this out internally, sometimes an objective, third-party perspective to input or mediate proceedings can add more clarity to your brand identity – something that you can't have too much of!

- If your brand was a human, what type of person would they be?

- What emotions do you want your brand to instil in your audience?

- What 5 or 6 words describe your brand above all others?

- How exactly does your product/service make peoples' lives better?

- What core values are central to you and your customers?

- What is your mission as a brand?

- Where are your brand's strengths and weaknesses?

- What is your tagline?

- What sets your brand apart from everyone else in your field?

These are just a sampling of the questions you should cover in these sessions. Which ones you choose and how many more you add is down to you, but the overriding objective is to leave these discussions with a clear, decisive picture of your brand's identity, personality and mission.

Determine your visuals

Finally for this section, once you have honed in on the intangible personality of your brand, it is time to bring it to life. Working with either your internal design team or a specialist agency, you should start to nail down what imagery, designs, colours, typography and more effectively translate the characteristics and values you've pinpointed.

This stage is about taking your brand from conception to reality. These visuals you produce will be all over your brand guidelines – establishing at least the core design elements at this stage is crucial in ensuring that all the information housed in your guidelines is accurate and truly reflective of your brand's personality.

If that is not settled by the time you start rolling out your brand guidelines, then you won't have the stable foundation you need for true global consistency.

> ## Design is the silent ambassador of your brand
>
> Paul Rand

What should go into your brand guidelines?

Now we move into the meat of this guide – what actually will go into your brand guidelines?

Once you have locked down your brand identity and are confident to put its elements into writing, it is time to build up the document that will keep these elements clear and consistent across all your marketing.

While you want to make sure your guidelines are digestible and accessible across your team, the more comprehensive you are in what you include, the less room for error there will be down the road. Clarity is the key here – there should be no scope for misinterpretation that could hurt your branding down the road…

Breaking down your brand guidelines

- Brand mission and vision

- Logo

- Colour palette

- Iconography

- Typography

- Tone of voice

- Imagery

- Signage

- Physical and digital channels

Brand mission and vision

Your brand mission or vision is where you want to be and what you want to achieve. It is the reason that your company exists and the work it does to make your audience's lives better. These will be unique to your brand, and there is no mission that is too big or too small.

Placing this early on your brand guidelines can act as a powerful reminder for your team as to the values underlying all of the more tangible elements of the guidelines. This serves to help them understand your brand's personality, which will help them translate this effectively in any marketing they produce in future.

It's an introduction to your company, which is valuable to be communicated to both your employees and your customers.

Logo

As part of your initial design work in Part 1, you will have likely settled on your logo design and colour. But, this section is not about getting across what it looks like in one situation – it is about how it's going to look in all kinds of environments.

Something that will stand out like a sore thumb to consumers is a logo that looks stretched, condensed or distorted due to the wrong size logo being applied to a particular medium. In this segment of your brand guidelines, you should include all approved versions of your logo and descriptions of where they should be used:

- Different sizes and layouts of your main logo

- The white space required around your logo

- Approved colour variations beyond your main logo

- Reversed and mono versions of your logo

- Responsive logos for smaller screens (mobiles, tablets, etc.)

Colour palette

Your colour palette will be a crucial feature in pretty much every design you develop under your brand banner. Most brands will typically choose no more than three or four primary colours and a variety of hues (although there is no maximum or minimum limit), which will often be:

- A lighter colour for backgrounds

- A darker shade for text

- A neutral hue

- A flashy colour that pops off screens

For instance, Heineken follows this a pattern in their own brand guidelines:

	Heineken Green	Heineken Corporate Green	Heineken Red	Heineken Silver
	80%	80%	80%	80%
	60%	60%	60%	60%
	40%	40%	40%	40%
	20%	20%	20%	20%
PANTONE ®	Recipe	7483 C / 357 U	485	877
CMYK	C. 100 M. 0 Y. 100 K. 24	C. 90 M. 0 Y. 100 K. 60	C. 0 M. 100 Y. 100 K. 0	C. 0 M. 0 Y. 0 K. 30
RGB	R. 0 G. 130 B. 0	R. 32 G. 85 B. 39	R. 255 G. 43 B. 0	R. 195 G. 195 B. 195
#	008200	205527	ff2b00	c3c3c3
RAL	6029	6002	3020	9022

It is also beneficial to distinguish between your primary and secondary brand colours, which can give your designers more diversity in what they produce, as well as if there's any distinction in the colours you use on web (RGB colours) and in print (CMYK colours).

To make your colour palette as clear and accessible as possible for your design teams, make sure you include the following details:

- Their colour match, using their Pantone name and number

- Their CMYK colour for print

- Their RGB colour and HEX code for print

Iconography

Icons are widely used by brands as a universal visual language that can be largely understood across all languages and cultures. They are particularly helpful in locations where people are unlikely to be in a position to take in tons of information, like at the airport or on billboards.

But icons are equally usable in digital forms, with the right mix on websites and similar platforms helping to make in-product navigation more accessible and increase business metrics.

Your brand guidelines should identify aspects like the size of your icons, what they indicate and situations where they are appropriate to be used. If you use outlined icons or solid icons should also be pinpointed here as well.

With this and all other aspects of your brand guidelines, reread what you've put and ask if someone who had never interacted with your brand before would understand how to use your icons effectively. If you think that would be a challenge, revise that section.

Typography

Your typography outlines the variety of font styles your brand uses across your marketing platforms. This could be a single "family" of fonts, or you might choose to mix up what typography appears on your range of digital and print channels. Remember that consistency is the goal here, so it's advised not to pick half a dozen wildly different fonts.

A good rule of thumb for brand managers is that your primary typography should differ from the one used in your logo. This creates a contrast that will help both stand out more when encountered by your audience.

This should include the typography used across your headings, subheadings, paragraphs, bullet points and more, as well as clear direction on the alignment of your text (e.g. always aligned centrally on webpages) and the spacing between words and paragraphs.

Tone of Voice

It's not just what you say, but how you say it. Your tone of voice describes how your brand communicates with your various audiences, and influences the way they think about you through your messaging.

Unlike some of the other design elements, there is a risk that the "tone of voice" section of your brand guidelines could be left more open for misinterpretation if not explained effectively. There are several ways you can approach this to reduce that possibility:

- A tone of voice scale, including examples of the tone used for greetings, sign-offs and other key CTAs

- A tone of voice table, illustrating your various voice characteristics and when they should be employed in your marketing

- Illustrate examples of best practice to give a clear guide to your copywriters on what is acceptable and what isn't

- Align it to your brand personality, connecting the tone to 3-5 adjectives that underlie your core values

Imagery

The imagery section of your brand guidelines should steer your whole team to what type of photos, illustrations, designs and more are appropriate for your brand.

A consistent photographic and illustrative style is vital to nail down, as these will be standout components of your assets. If you aren't constant in your approach here, then it will become quickly apparent to your audiences.

You can approach making the distinction between good and bad imagery clear in your guidelines in a number of ways:

- **By best practice** – Show examples from your own collection of assets of photos, illustrations and other imagery that performed well for your brand, demonstrating to designers which ones fit best for your range of channels.

- **By aspiration** – Don't have an internal collection to lean on? The same effect can be achieved by using imagery that you've found from brands that inspire your own organisation.

- **By mood board** – Collect a range of images and themes that convey the feelings you want to get across in your own brand imagery.

Signage

Whether the signage is physical posters, banners and billboards, or digital signage on retail websites and beyond, these will have specific dimensions and elements that you'll want to ensure stay consistent on all locations they're used.

Are your signs flat, plastic and vinyl? Are they built-up and illuminated? Are they static or animated? All of these elements should be highlighted in your brand guidelines.

Physical and digital channels

Does your brand primarily utilise digital channels, or a blend of physical and digital assets? What social media platforms do you utilise? Do you dedicate any budget to paid advertising or email marketing campaigns?

It is important to devote part of your brand guidelines to identifying all of the channels that your brand utilises, as these will unquestionably have a bearing on the size, layout and design of your assets.

Don't forget the why

Remember – it is not enough to just give someone a set of dimensions, colours and images and leave them to their own devices. Your brand guidelines are meant to help your teams understand your brand, not simply
apply it.

If there is no consideration given to the "why" behind your brand guidelines, your designers, copywriters and other content generators won't know the reasons everything is set this way. This will consequently lead them to care less about them, and potentially allow mistakes to creep in over time.

Instead, by explaining the reasoning behind each element of your brand guidelines and how you reached these conclusions, all in relation to your overarching brand strategy and company values, they will know why they are doing what they're doing. This information will engage them, and make them more conscious of applying the guidelines rather than just doing it automatically.

This is a key element of Papirfly Point. We understand that if employees are to interpret and protect your brand as you'd hope, they need to be educated on these, not simply told what to do and not what to do.

Within the Point element of our powerful brand management platform, you can house everything you need to help your team get to grips with your brand identity, so they can apply this across your channels with total consistency. This includes:

- Brand guidelines

- Training videos

- Exemplar assets

- Company policies

- Company hierarchies

This helps create a culture of complete consistency, and teams aligned to a united brand message.

Structuring your brand guidelines
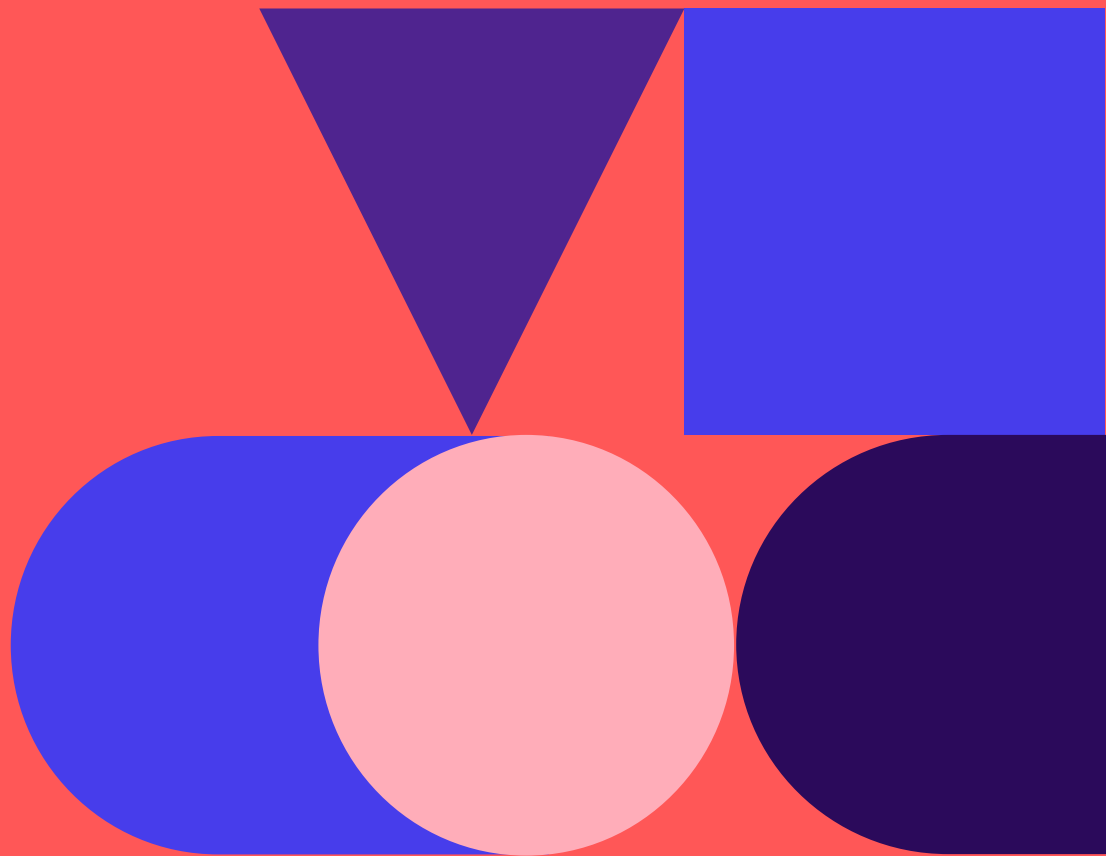
With a clearer idea on what needs to be covered in your brand guidelines, it is time to think about how this will be communicated to your workforce.

While there is no limit on how long or short the document should be, to truly engage people on the fundamentals of your brand, it needs to possess two key qualities:

- Strong, on-brand design

- Accessibility

Strong, on-brand design

Nothing is going to switch someone's attention off more than a plain document crammed with wall-to-wall text. Remember that your brand guidelines carry the essence of your brand identity throughout it. So to hammer that point home, your guidelines themselves should also be reflective of this identity.

This will ensure that anyone reading your brand guidelines for the first time will not only get a sense of your brand's personality from what's written and presented to them, but simply by the look and feel of the guide as they flick from page to page.

Structure

First, consider the outline of your brand guidelines. Again, this will vary from organisation to organisation based on what type of content they create and their specific business-related needs. You for instance may place more of a priority on your typography than your imagery, and therefore will want to present that first.

On the following page we've put together an example structure to give you a sense of what we feel is an effective order and why.

Brand mission, values, story, strategy, etc.

It is beneficial to kick off your brand guidelines with an overview of your brand strategy and similar elements, as this will immediately give the reader a strong sense of your brand identity and the reasoning that will underlie everything else in this document.

Company logo

Your logo (and its variations) is one of the strongest markers of your brand identity across your audiences, and it is recommended to communicate this early to the reader. It is something that will feature heavily across all your marketing, so it is critical that its dimension and usage requirements are understood by everyone who will be producing assets for your brand.

Colour palette

Much like your logo, your colour palette is something that will touch virtually every part of your marketing materials, and will make an immediate impression on audiences. It's also a more visually engaging element of your brand to capture readers' interest early.

Imagery

For most people, their eyes will be drawn to imagery before text in any assets you produce, so it could be beneficial in your brand guidelines to prioritise this over your copy-based elements.

Typography

As the foundation for any and all copy across your marketing materials, typography should come soon after the areas more focused on colours and imagery.

Tone of voice

It is an easy transition from typography into your brand tone of voice, as both will be working hand-in-hand to get your unique style of messaging through to your audience.

Brand channels

An overview of the range of channels and platforms you utilise to share your brand messages is useful to include towards the end, making it crystal-clear to readers the scope of your marketing. Of course, it's recommended to outline channel-specific variations under each of the above headings.

Of course, this is simply one option you can take – you will have the clearest idea about which elements of your brand need to be given the greatest priority in your own guidelines.

Experiment with video?

Perhaps you want to make a definitive move away from documenting your brand guidelines. In which case, converting your guidelines into engaging videos could be an effective alternative.

A massive 72% of consumers prefer video to text-based marketing – it is the most powerful form of content online right now and people retain more information from these than something they simply read or hear.

Whether it is one extensive "brand guidelines" video split into distinct parts, or a series of shorter, more concise videos dedicated to each particular brand element, a video-based approach could go a long way to ensuring your team understands your brand values and how these are translated through your marketing.

Furthermore, video can show viewers exactly how your team applies your brand in different situations, rather than potentially leave room for interpretation through the standard "text and image" approach.

Design

In terms of the layout of your guidelines, whichever format you choose, remember these key considerations:

- It should translate all the relevant information for each element of your brand, but not be so exhaustive that it loses the interest of readers

- It should be presented in a way that embodies your brand identity on all pages – if your guidelines are off-brand, then you're already sending mixed messages that could quickly confuse readers who you intend to apply this branding moving forward

You can find plenty of inspiration online – in fact, here are five examples of guidelines we think are particularly effective at getting their identity across:

Ollo

To engage readers of their guidelines, Ollo made part of it an interactive game to demonstrate how users can manipulate their logo. This is in line with Ollo's commitment to being soft, responsive and alive. Furthermore, their guidelines place a primary focus on colour and their typography, as these are integral to the brand's presentation.
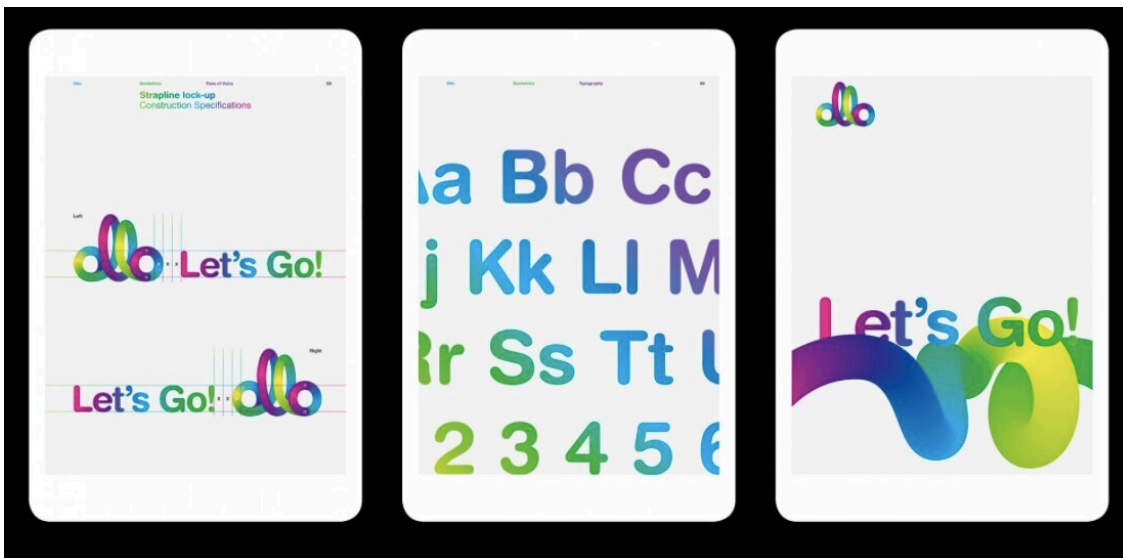
Alienware

Alienware's guidelines were created to reflect the identity of the gaming community they marketed towards. As such the presentation of their guidelines is fittingly sleek and diverse, and simply organised into four essential parts: voice, design, photography and partner (illustrating how Alienware interacts with its partner brands, such as Star Wars).
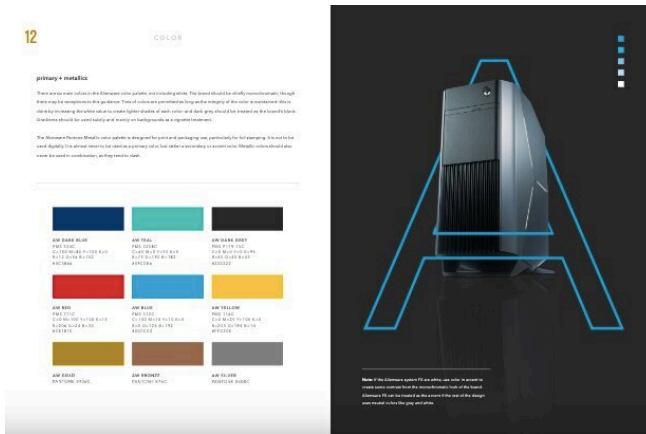

Wolf Circus

Wolf Circus's guidelines leave you in no confusion over the colours and imagery that are at the core of their brand identity. It comprehensively covers everything from the company's mission statement and logo variants through to specific guidelines for their advertising campaigns, which embrace minimalism and make their jewellery the centre of attention.
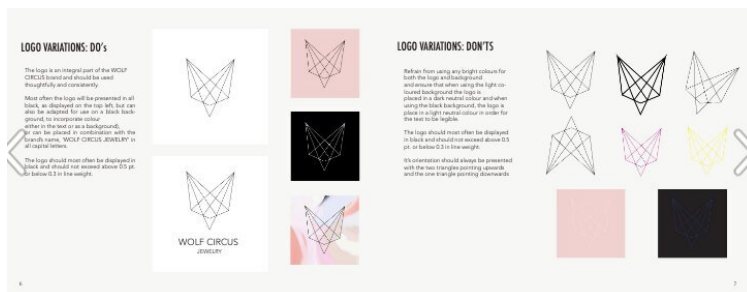
Urban Outfitters

Designed in a quirky, edgy and image-driven way, Urban Outfitters' brand guidelines perfectly project the personality of their organisation. It's striking imagery and layout captures readers' attention, while it goes beyond creative elements to inform them who they're ideal customer is and the values their brand believes in.
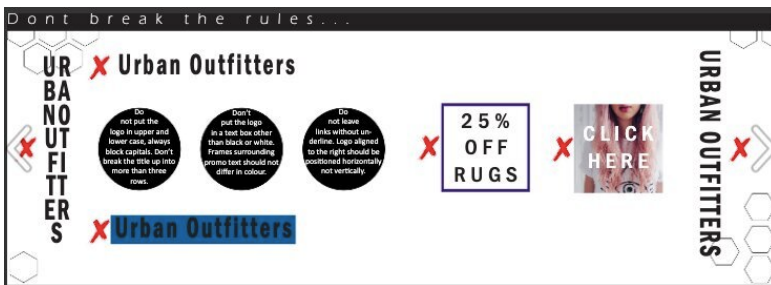

NJORD

On the other end of the spectrum, NJORD's minimalist approach gives readers everything they need in a straightforward, no-nonsense way. It doesn't skimp out on relevant details, delivering everything someone would need to produce their array of digital and print assets in a way that is clean, crisp and easy to digest.
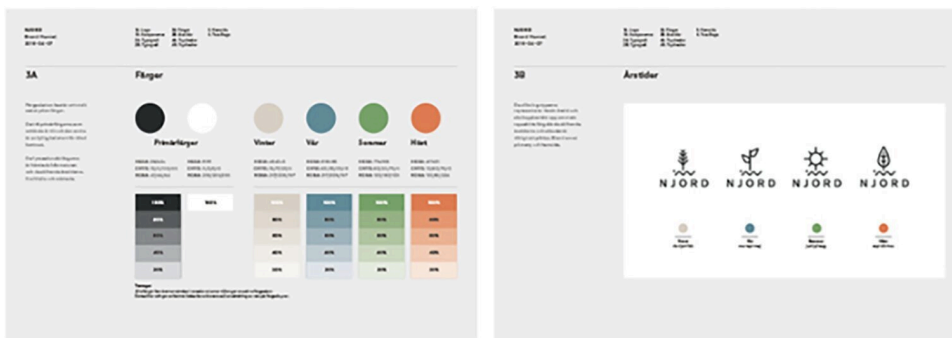
Accessibility

If there is one crucial stat to take away from this guide, it is the one below:
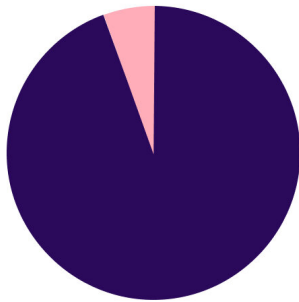
95% of companies have
formal brand guidelines
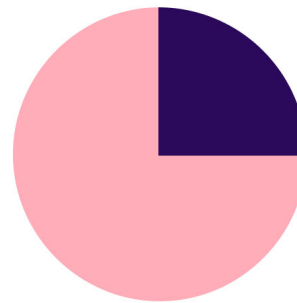
Only 25% of brands actually
stick to their brand guidelines

*Source: Venngage.com

While the vast majority of organisations have brand guidelines in place, the number that actually actively apply the information in these is shockingly low. This in many cases can be due to brand guidelines not being accessible across a company, or being established and then left untouched for months (if not years).

So, when compiling your brand guidelines, accessibility should be a key consideration both in how the way it is presented and how your employees find it.

Accessible design

Regardless of how you choose to format your brand guidelines, they should be in a style that is easily accessible. Remember, this is something that a brand new designer or an external agency will need to pick up and get a strong enough picture of your brand that they produce content that echoes the values and sentiments you are striving to communicate.

So, what can you do to make your guidelines as accessible as you need them to be?

- **Be concise, yet informative**
  If your brand guidelines are the size of an encyclopedia, they will quickly become little more than a colourful paperweight on your employees' desks.

- **Use imagery and interactive elements**
  Don't present them as a wall of text – introduce relevant imagery and, where possible, interactive features to engage readers more effectively.

- **Rely on simple language**
  In a similar vein, don't over-complicate your guidelines with complex language. Anyone, from your most experienced designer to a complete novice, should be able to understand it.

- **Include helpful tools and tips**
  Do you know of a useful app that designers can use to double-check colour codes? Or a resource where they can find appropriate imagery? Include these to help them out.

- **Create checklists where appropriate**
  While these won't work for every section of your guidelines, a checklist can assist people unfamiliar with your branding with step-by-step instructions.

Accessible placement

Where should your brand guidelines be housed? Too often these are put into print and a single version is kept in-house, in a location that nobody outside of the brand manager knows or remembers.

While it is possible to hand around printed versions of these to relevant personnel, this can use up a lot of paper, which is neither cost-effective nor good for the environment. For this, we would recommend a digitised version of your guidelines hosted online, which carries several benefits:

- It can be accessed by any of your team across the globe at any time

- Any adjustments over time can be applied and updated faster

- It saves significant sums on paper wastage

- It allows you to incorporate interactive features and videos into your guidelines

This is where Papirfly's brand management platform is making an incredible difference in how companies worldwide are using their brand guidelines to the fullest. Providing an all-inclusive brand portal for your teams in all locations, Papirfly ensures everything relating to your brand identity is kept in one central, easy-to-access location.

- Capture the essence of your brand with dedicated documentation that both new and existing employees can see whenever required

- If you have sub-brands with distinct looks and feels, this single space can communicate this effectively, keeping all your teams aligned

- Provide quick access to the brand assets that your teams require to get your message across – logos, photography, fonts, etc.

Create a single space where employees can access everything relevant to them. Discover how Papirfly's brand management platform educates and informs your teams on every aspect of your brand.

# How Papirfly helps you control your brand like never before
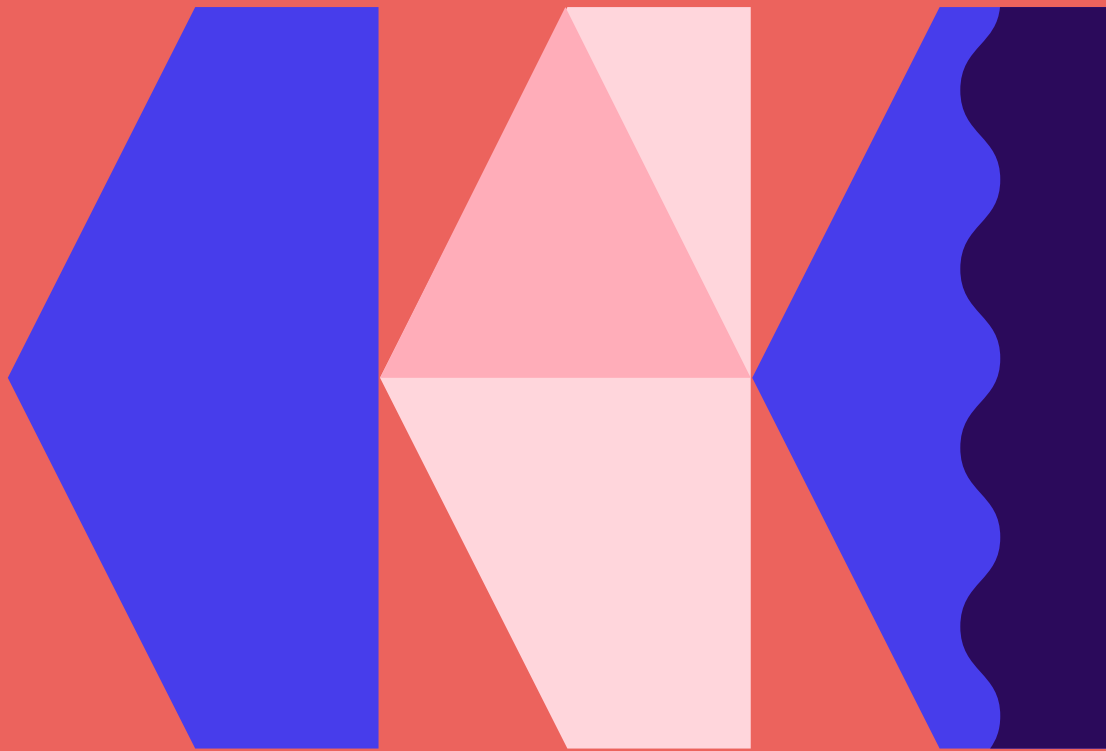
Now that you know the essence of great brand guidelines, we hope you can use this guide to take your own guidelines to the next level.

Making these as engaging, comprehensive and accessible as possible for your workforce is critical in communicating the right messages to your audiences at all times, leaving zero room for inconsistencies.

At Papirfly, this is our core focus – to give companies across the globe complete control over their brand. To empower teams with the knowledge and tools to play an active role in creating perfectly branded assets. To give businesses complete reassurance over their marketing output, so they can dedicate more time to enhancing their campaigns and strategies.

With Papirfly™, any member of your team has the platform to produce stunning, on-brand print, digital and email marketing materials. Plus, custom locked-in elements give you peace of mind that everything produced never deviates from your brand values.

Unleash your brand with Papirfly
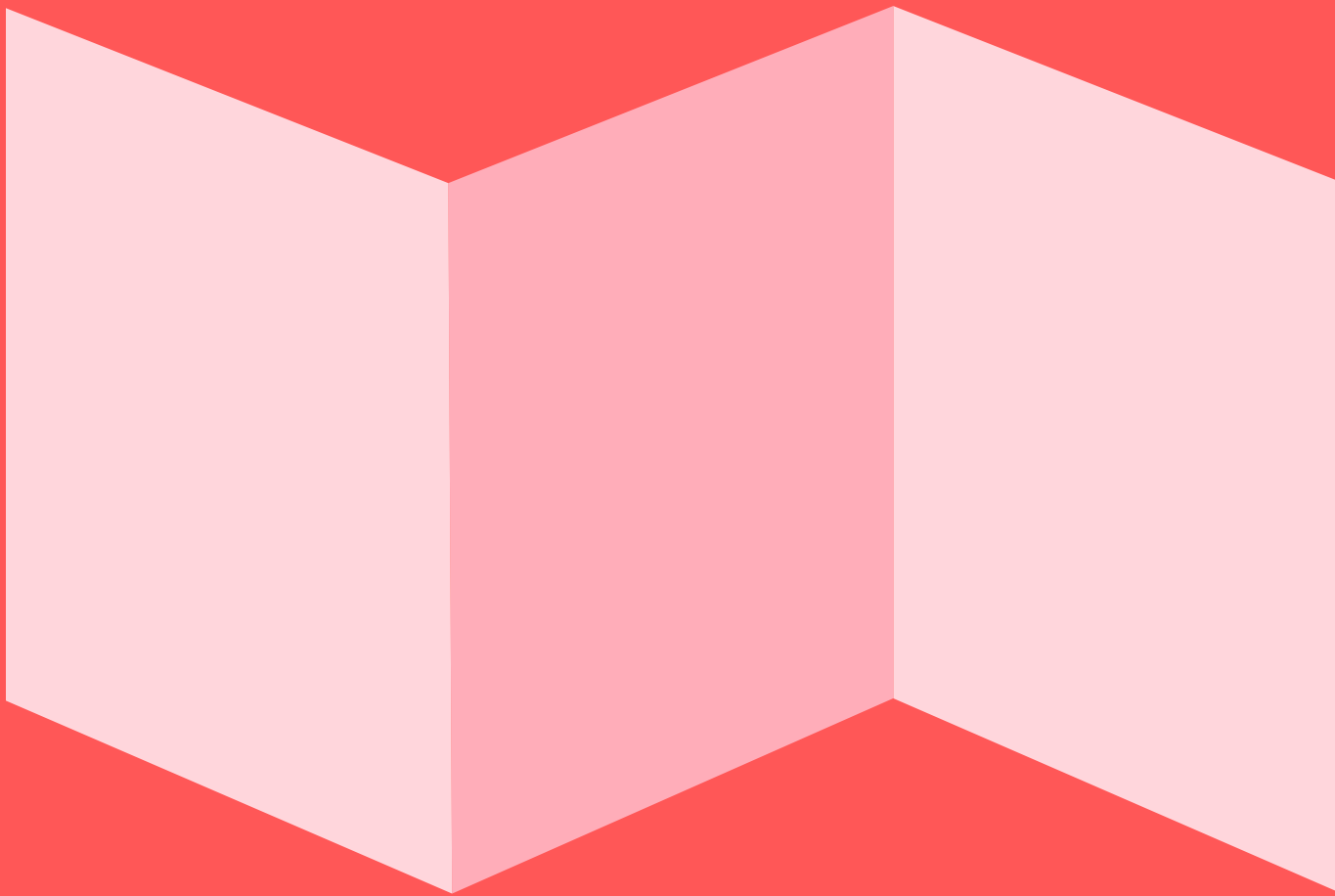
papirfly®

How does Papirfly empower your people?

We believe every enterprise should be able to provide tools to teams, so that the brand can be delivered to customers exactly as it was intended to be experienced.

At Papirfly, for over 20 years we've been driving innovation in brand management software to support brands in delivering consistent, multichannel experiences for their customers.

We empower people to unleash their brand.

How teams work today:

- Customers are experiencing inconsistent and diluted branding across touchpoints
- Stressed teams aren't getting the marketing materials they need or quickly enough
- Too much already-limited budget is being spent duplicating work and on multiple tech solutions
- Assets are not centralised or trackable resulting in loss of data to analyse budget spend
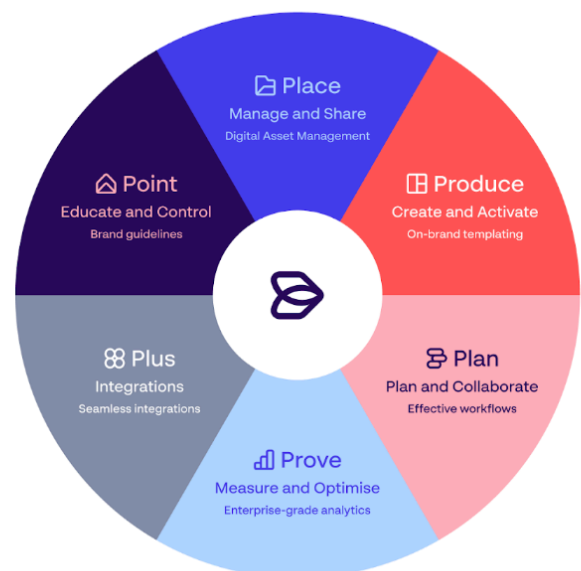
We know what brands need:

- Global brand governance now and for the future with guaranteed consistency at every touchpoint
- Faster go-to-market, creating assets in-house with the flexibility for on-brand, hyper-local messaging
- Increased ROI, saving money on every asset produced, creating space for teams to focus on strategy

We give you the tools to:

- Do **more for less**
- Produce all assets **in house**
- Create with **no previous design skills**
- Achieve **100% brand consistency**
- Reach **all markets, in any language**
- See a **complete bird's-eye view** of your branding and marketing efforts

Discover our all-in-one brand management platform

- **Place** — Manage and Share — Digital Asset Management
- **Produce** — Create and Activate — On-brand templating
- **Plan** — Plan and Collaborate — Effective workflows
- **Prove** — Measure and Optimise — Enterprise-grade analytics
- **Plus** — Integrations — Seamless integrations
- **Point** — Educate and Control — Brand guidelines

Trusted by the world's most recognisable brands

1M+
regular Papirfly users

600+
brands using Papirfly worldwide

Build your on-brand culture with Papirfly

Our brand management platform enables complete brand adoption, and the creation of unlimited on-brand assets with our suite of enterprise-grade products-building brand equity and long-term customer loyalty.

Point
Educate & Control
Support global teams to understand your brand, through clear guidelines, official assets, core values, and more from online access point. Go local with unique hubs with local languages and nuances.

Place
Manage & Share
Centralise all assets with a dedicated DAM solution, categorising content for global and local usage in onesecure place for all approved material. Ensure every location has assets that serve their unique audience nuances.

Produce
Create & Activate
Guarantee 100% brand consistency with design templates aligned to brand guidelines and produce infinite studio-quality digital, print and video assets. Empower everyone to personalise to their audience using localised images, video and text options.

Plan
Plan & Collaborate
Achieve your bird's-eye view of all campaigns and activities, displaying status, budgets, contacts, and official design templates for use. Ensure every location utilises workflows that drives campaign responsivity.

Prove
Measure & Optimise
Analyse marketing activity via your dashboard, delivering reports and data across your business. Ensure local sites get feedback on best-performing content across the business, and give them data to let them know when their efforts are driving brand strategy success.

Plus
Integrations
Papirfly works seamlessly with your agency tech stack – removing hacks and workarounds, improving productivity and organisational efficiency across the business.

FORRESTER®

212% ROI

80% reduced effort in asset creation

Enhanced content quality and improved business outcomes

"It's become super crucial for us with more than 50,000 users at the brand portal, both internal employees and external agencies. We are working with a huge number of downloads of all of the assets."

Interviewee from pharmaceutical

Source: A commissioned TEI study conducted by Forrester Consulting on behalf of Papirfly

# Global brands trust Papirfly

"Life without Papirfly would be stressful. It would be slow, time consuming, and costly. Papirfly has enabled us to have a system in place where we can create assets that we need very quickly.
We can go to market much faster, we can react to our business and our clients a lot quicker, and it is also extremely cost effective."

Jo Bedford
Global Recruitment Branding Manager, IBM

Empower your people.
Unleash your brand.

Discover our game-changing brand management platform.
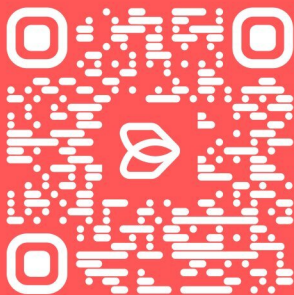
At papirfly.com you can

- Book a demo
- Explore brand management resources
- Hear success stories from empowered customers

Follow us on: (f) (in)

Where we're located:

Norway

Universitetsgata 2
0164 Oslo

Norway

Havnegata 15
4306 Sandnes

USA

1 High St Ct
Morristown
NJ 07960

Sweden

Torsgatan 26
SE-113 26 Stockholm

Sweden

Kaggensgatan 39
SE 392 48 Kalmar

Denmark

Frederiksgade 34
baghuset 3 sal.
8000 Aarhus C

Czech Republic

Nám. Míru 5469
760 01 Zlín

Czech Republic

Běhounská 18
612 00 Brno

Germany

Bahnhofsplatz 12
76137 Karlsruhe

United Kingdom

Techspace
25 Luke Street
EC2A 4DS London

papirfly®