Templated Content Creation

Empower everyone to create on-brand content

papirfly

The smarter way to scale content creation

Creating content at scale shouldn't mean compromising consistency or overloading your teams. But for many businesses, content production still relies heavily on designers or external agencies – leading to slow turnarounds, budget strain, and inconsistent messaging.

Papirfly's Templated Content Creation solution changes that. It allows every team – regardless of design skill – to create high-quality, on-brand content quickly and independently. Whether you're building a global campaign or adapting assets for a local market, our intuitive templating system puts the power to create directly in the hands of the people who need it most.

The result? Faster campaigns, stronger brand consistency, and a more agile marketing operation – without the bottlenecks.

Create unlimited on-brand assets

Pre-defined templates let users lock down core content to quickly produce on-brand, professional assets
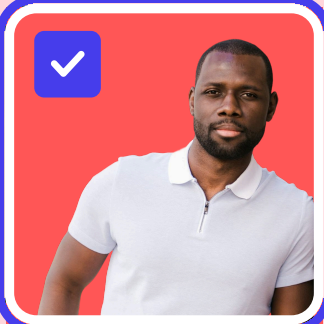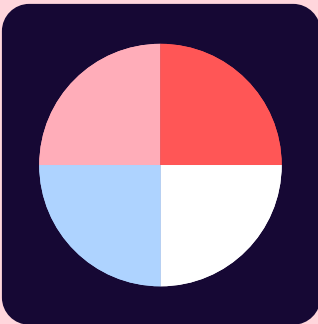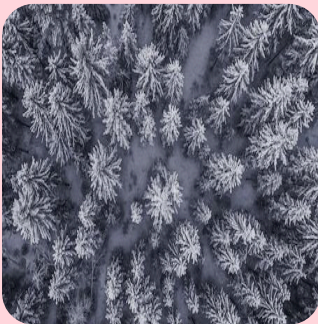
Create templates in various formats and sizes suitable for social media, print, videos and more

Allow for essential flexibility for every location to appeal to specific markets and location

Start searching...

Smart templates

Vertika Group

vertika.com

Headline
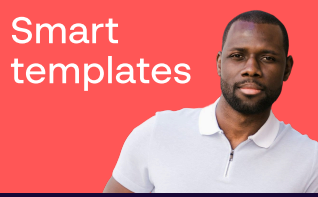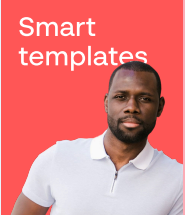Smart templates

Colour

Size

Smart templates

Vertika Group

Smart templates

Vertika Group

Smart templates

Vertika Group

Smart templates

Vertika Group

Align teams with locked-down brand guidelines

With Papirfly, brand integrity is never an afterthought. Templates are built with guardrails in place – locking down logos, fonts, colors, and layouts – so no matter who's creating, the output remains aligned with your brand identity.

For central teams, this means governance without micromanagement. For local teams, it means clarity on what they can adapt and how. Everyone creates with confidence, and every piece of content looks and feels unmistakably yours.

⊘ **Lock brand elements into all template designs**

⊘ **Provide pre-approved visuals, layouts, and tone of voice**

⊘ **Tailor permissions and fields by user, region, or campaign**

⊘ **Analytics and insights**

Smart templates

Consistent branding with quick outcomes.

Start now

Graphics

Vertika Group

Background color

CTA text

Body   22pt

Create with ease, flexibility and impact

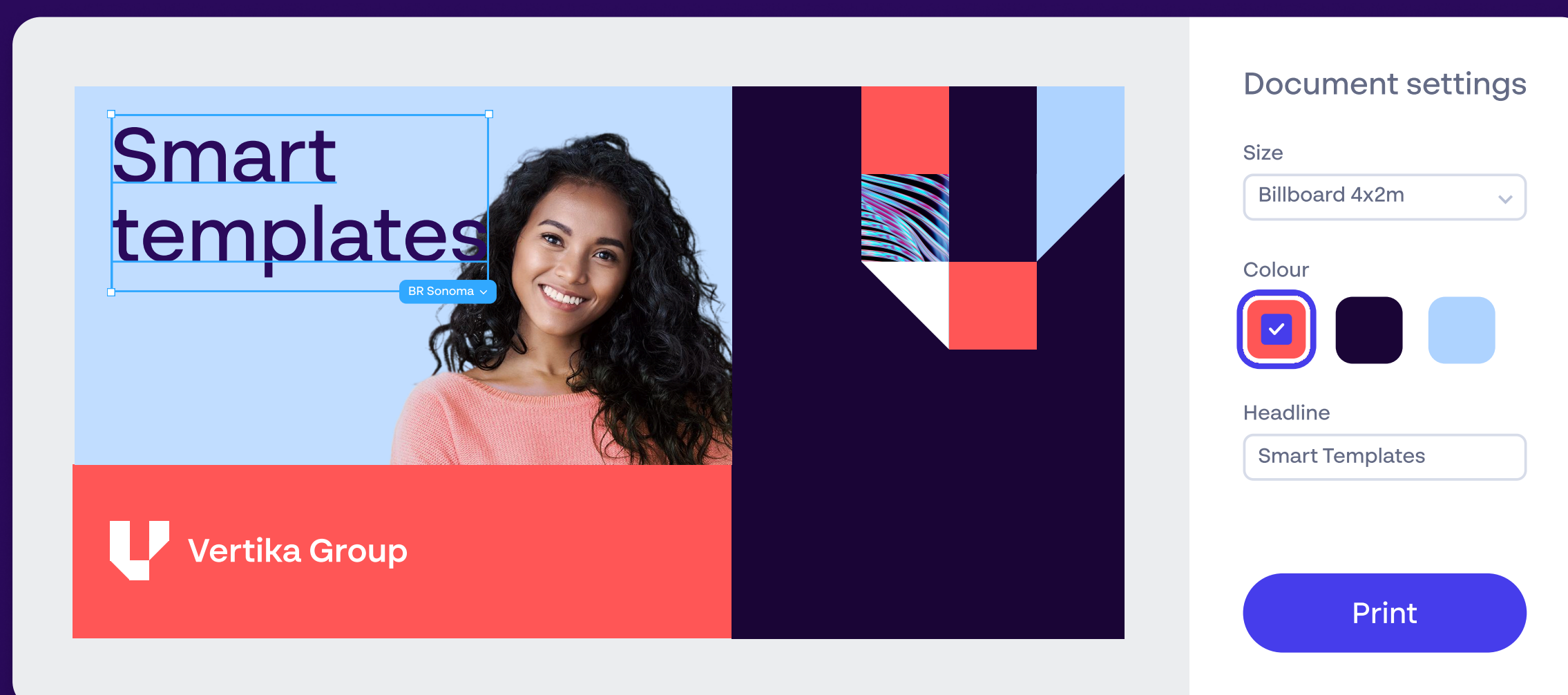Papirfly enables marketers, communicators, and even field staff to produce content at speed – without relying on design support. From social posts to posters, digital banners to print-ready brochures, assets can be created in minutes using pre-approved templates that adapt to every need.

Users benefit from a truly intuitive interface that requires no training and allows real-time previewing. For growing organizations, starter packs of templates help teams launch fast. And with smart resizing and drag-and-drop editing, creating channel-ready content is effortless – even for non-designers.

- ⊘ Use instant templates for print, digital, and social formats

- ⊘ Add, localize or update content – no design skills required

- ⊘ Reuse agency-created assets or import design files directly

- ⊘ Roll out templates instantly – no training needed

Smart templates

BR Sonoma

Vertika Group

Document settings

Size
Billboard 4x2m

Colour

Headline
Smart Templates

Print

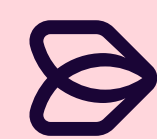# Scale content production with less time, cost and effort

Whether you're activating campaigns across 40 markets or launching a new region, Papirfly eliminates the usual friction. Integrated approval workflows mirror your internal structure – keeping oversight where it matters while speeding up execution.

By removing repetitive agency work and internal bottlenecks, you refocus creative resources where they're most valuable. And because every asset is connected to your DAM, teams never question whether they're using the latest version.

This is how modern teams scale with consistency, speed, and control – without burning time or budget. Break through bottlenecks, reduce costs, and amplify content velocity.
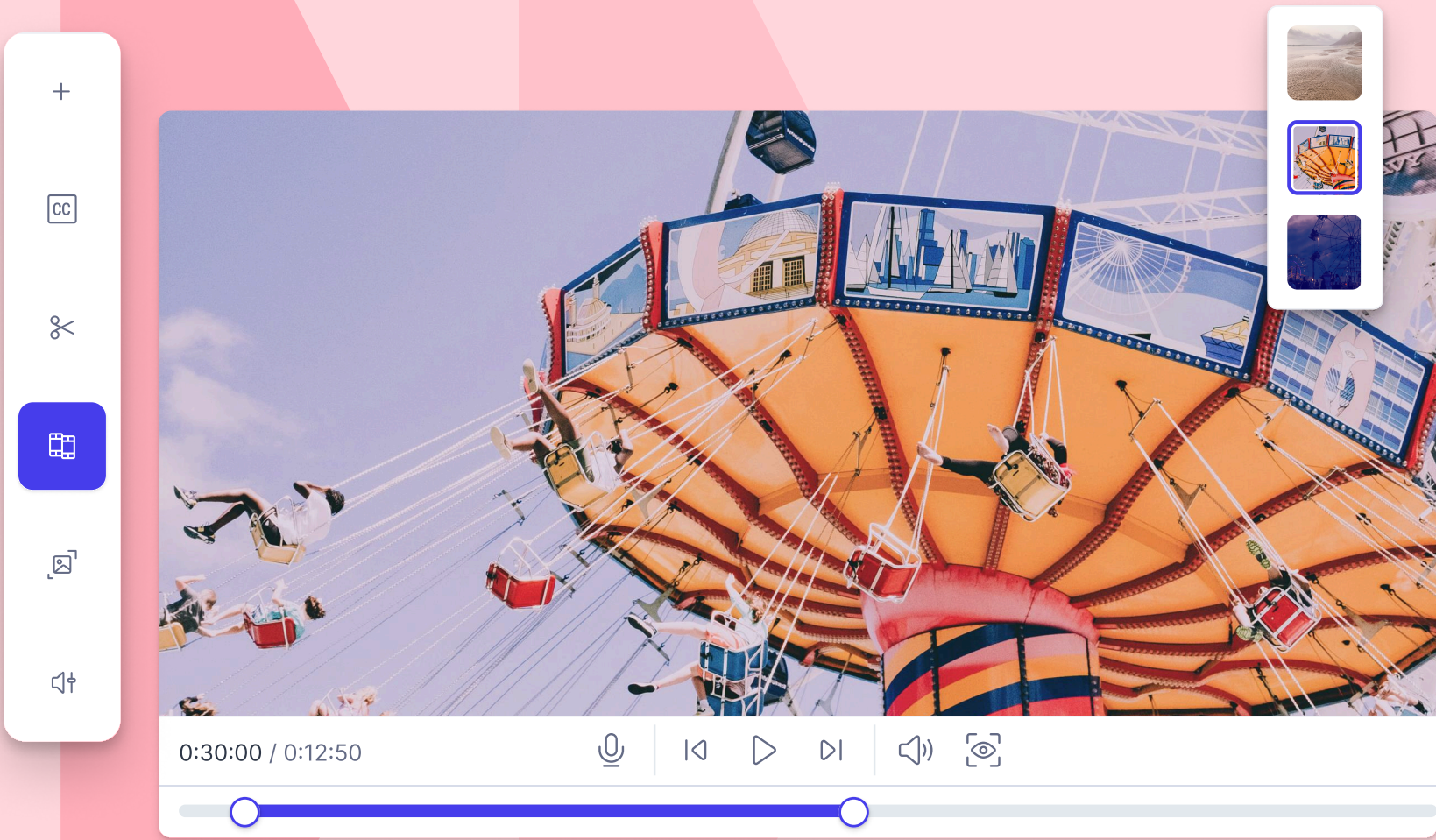
- ⊘ Use approval workflows that match org structure

- ⊘ Connect directly to your DAM to source approved assets

- ⊘ Create for multiple channels and devices with smart resizing

- ⊘ Roll out to franchises, local teams, or new markets at speed

Sikta högre. Alltid.

Vertika Group

vertika.c

Aim higher. Always.

Vertika Group

vertika.com

اطمح للأعلى.
دائمًا.

Vertika Group

Templated Content Creation features

Full range template service	Available using our self-service system, templates for print, adverts, dynamic video content and more, are immediately accessible.
Dynamic template technology	Flexible templates allow your users to adapt brand assets and marketing material, changing the format and localising content without breaking the guidelines.
Content control	Eliminate the risk of compromising material by pre-defining what can be changed, letting everyone know what's off-limits, and re-defining when necessary.
True WYSIWYG	Inevitable last-minute project changes are easily implemented as users can edit text, graphics and layout in real time, and see the end result on screen without delay.
Intelligent resizing	Altering an asset with our liquid layout system optimises the available space so images, graphics and advertising can be resized without cropping content or changing the composition.
Dataset workflow	Behind the scenes, datasets are used to pre-populate templates with contact information based on the user or department to locate relevant assets in advance.
Media and vendor connections	Maintain efficient workflows and meet deadlines with time to spare by connecting your templates to printers, video platforms, media agencies and other vendors.
Colour palettes	Establish primary, secondary and gradient palettes and stick to your brand's official colours, respecting the important role they play in defining your brand, with no option for an alternative interpretation.
Font manager	As with colour, pre-define your corporate font(s) and stipulate the weights, styles and sizes that can be used, all ready to go within your templates.

Templated Content Creation in action

From the biggest consumer logos, to international retailers and pharma giants – Papirfly customers scale content creation in-house, cut design spend, and go to market faster.

"Papirfly is a tool that everyone feels empowered to use. We made sure that we set it up so that folks could take the templates and use them to build assets that are still customized but also maintain the global brand."

Sally Elbassir
Associate Manager of Global Talent Attraction & Engagement, PepsiCo

→ **Read customer story**

"The tool allows you to create templates for all your digital and offline assets. This ensures that whatever your users create is on brand and doesn't need to be approved. Additionally it saves time and money..."

G2 review

→ **Read more on G2.com**

FORRESTER®

212% ROI

80% reduced effort in asset creation

Enhanced content quality and improved business outcomes

"Time to market is obviously the biggest benefit — and decentralised production with centralised templates."

Campaign project manager, retail

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

Why we're better than the rest

Unlike generic content tools or overly complex systems, Papirfly offers a powerful balance of usability and governance.

- ⊘ **Design file import** avoids delays waiting on designers
- ⊘ **Template starter packs** get teams up and running fast
- ⊘ **Stencil tech** lets in-house brand leaders set parameters
- ⊘ **UX built for speed** – non-designers can adapt instantly
- ⊘ **GDPR Compliant assets** always pulled directly from your DAM
- ⊘ **We are brand experts** – collaboration when you need it to support your scaling

Connect your content ecosystem

Papirfly fits into your existing tech stack – not the other way around. Our modular setup means you can start with content creation and expand into campaign planning, analytics, and extended Digital Asset Management features over time.

Whether you're connecting to your current DAM or using Papirfly's full suite, you benefit from a unified solution that's designed to scale with your business.

The ultimate Digital Asset Management & Content Creation Suite

Papirfly is the #1 solution to create and manage content. On-brand. At scale.

Add modules at your own pace:

- ⊘ Digital Asset Management
- ⊘ Templated Content Creation
- ⊘ Campaign planning
- ⊘ Enterprise-grade analytics

→ **Discover Papirfly Suite**

Templated Content Creation

Enterprise-grade analytics

Integrations

Campaign execution
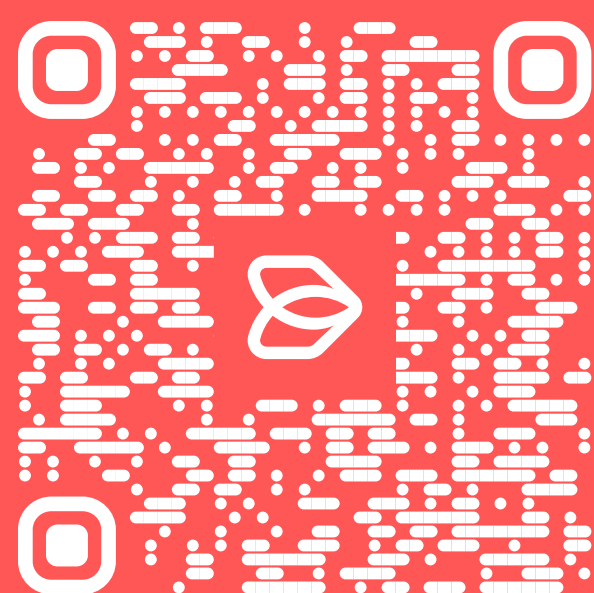
Brand showcasing

Digital Asset Management

Get started with design templates today

Templated Content Creation is not a short-term shiny tool. It provides the a foundation for global consistency, creative freedom, and marketing agility.

Let's show you what achieving total brand governance could look like inside your business.

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