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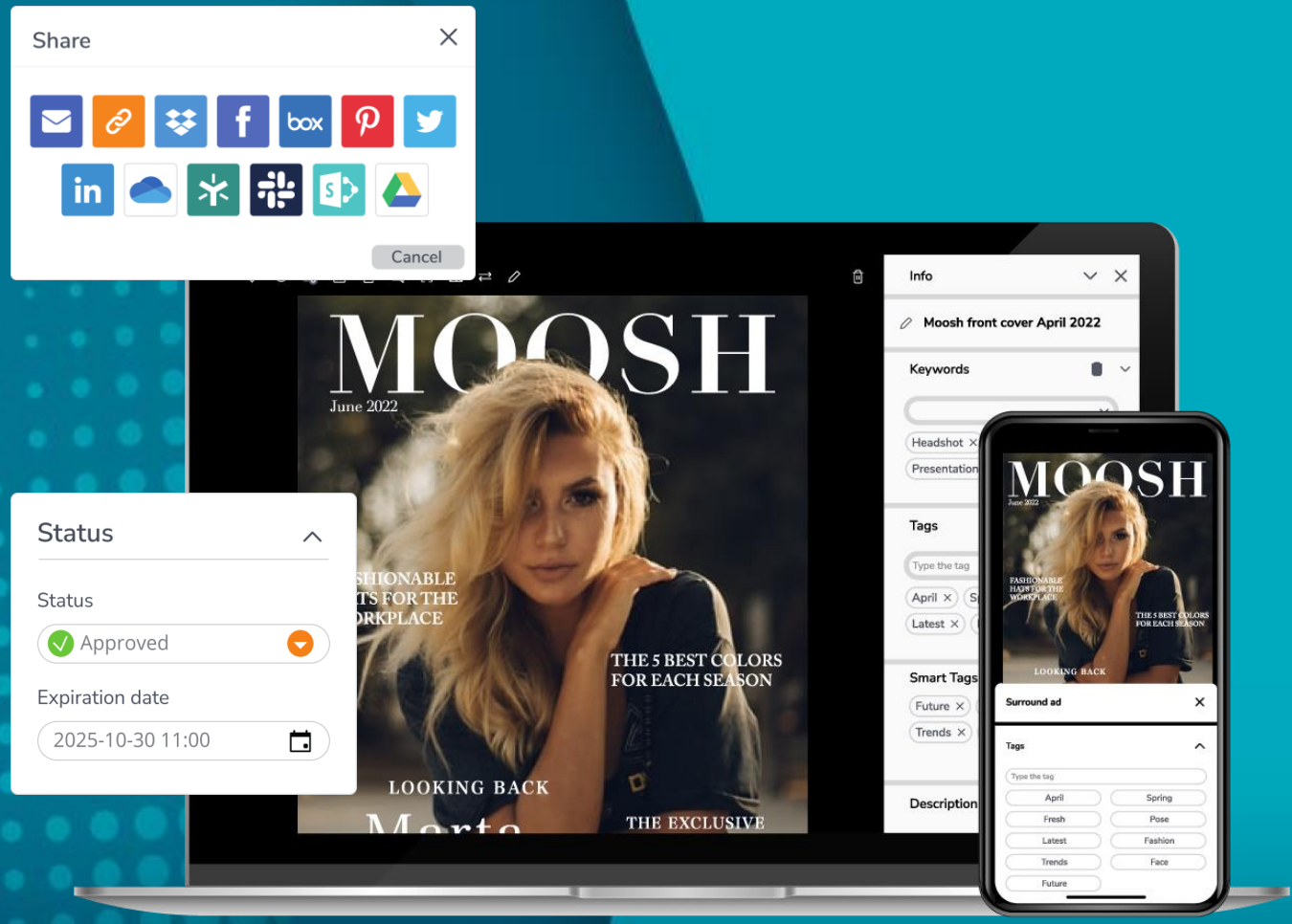
Building and Scaling Your Brand Identity in a Digital World



Building and Scaling Your Brand Identity in a Digital World

- Building your brand's visual identity
- Building a brand management system
- Maintaining brand integrity while scaling
- Take action to elevate your brand to the next level

Building your brand's visual identity

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What Makes up Your Brand?

“A brand is the collective impact or lasting impression from all that is seen, heard, or experienced by customers who come into contact with a company and its products and services.” (Investopedia)

- Your Brand tells the story of what sets you apart from the competition
- Your Brand itself can become an asset

Building your brand's visual brand story

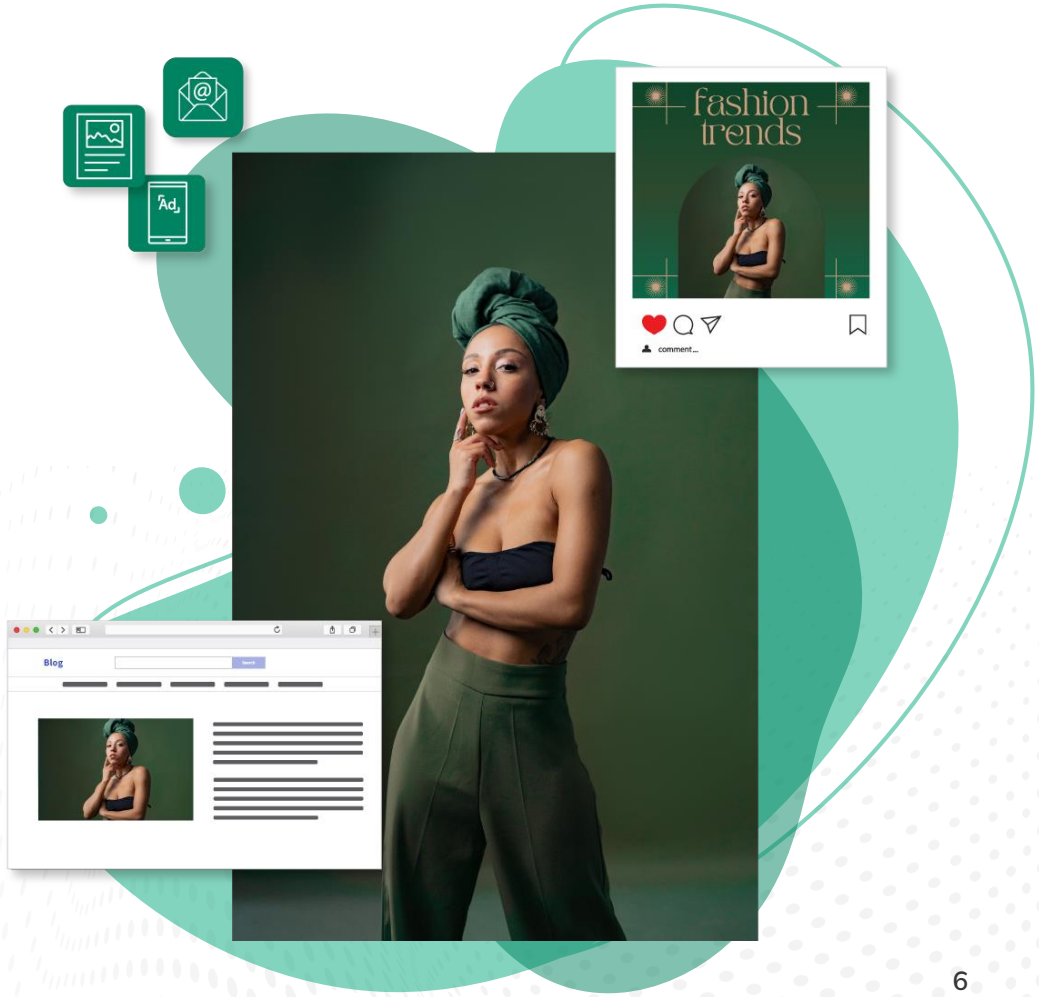
- Crowded digital marketing ecosystem
- Audience attention is fragmented
- Brands must be instantly recognisable
- High demand for on-brand digital assets from/for internal + external collaborators

How do you communicate (and scale) this brand story?

Now that you've invested in developing your brand story, you want to get it out into the marketplace. And to do that, you want to create a lot of branded assets!

As brand owners, you need to:

- Make sure that your entire organisation + outside parties are aligned on what that story is.
- Make sure this story is told consistently every time, everywhere.



The Importance of Brand Management

77% of marketing leaders say a strong brand is critical to their growth plans. [1]

Brand consistency can increase revenue by **23%**. [2]

77% of companies report they distribute some form of off-brand content and **31%** say brand guidelines are followed selectively. [3]

Reckitt Benckiser **+14%** | Competitors **-10%**. [4]

1:Content Marketing Institute, B2B Manufacturing Content Marketing Report 2015; 2: Lucidpress, *The State of Brand Consistency*, 2021; 3:Lucidpress, *The State of Brand Consistency*, 2021. 4: Harvard Business Review, *Don't Cut Your Marketing Budget in a Recession*, 2020

Building a Brand Management Strategy

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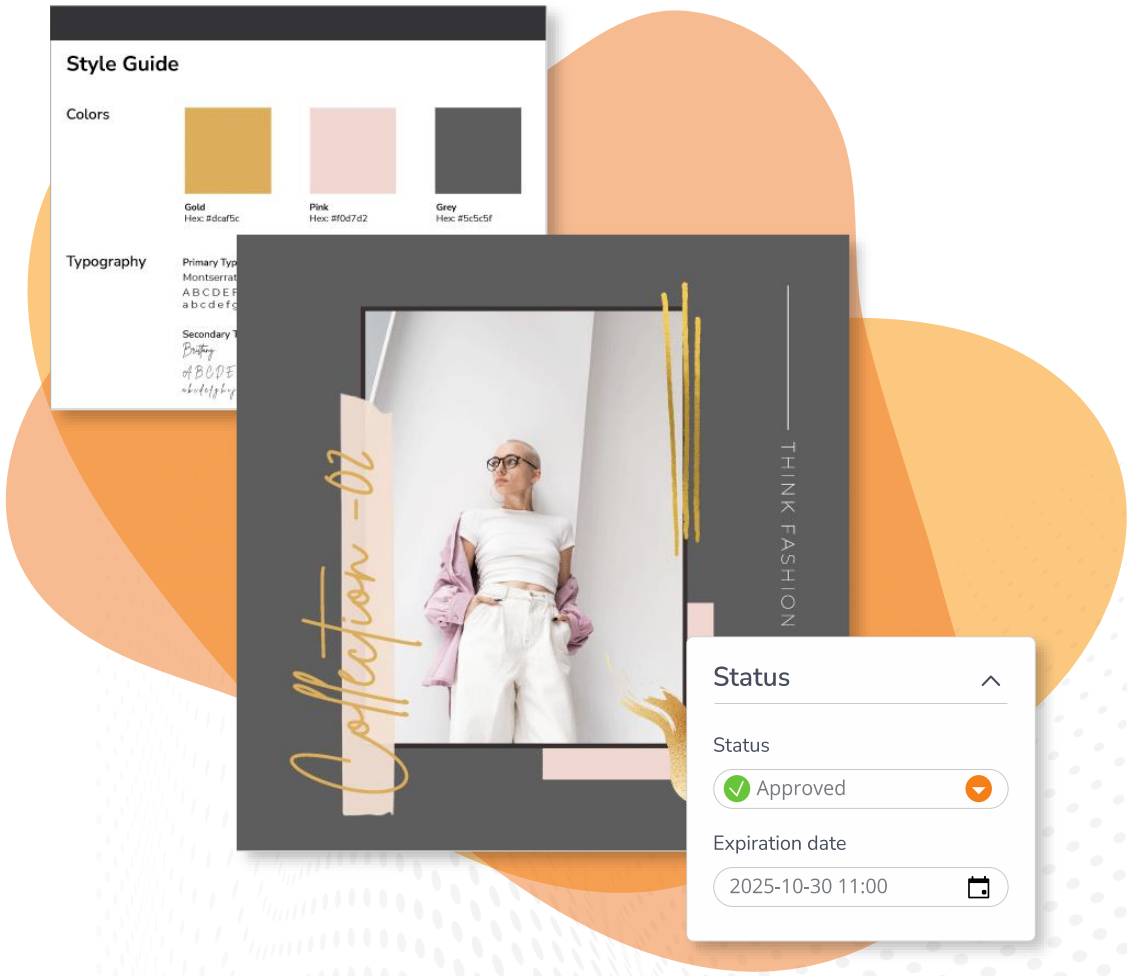
The Foundation of Managing a Brand Identity

1. Brand guidelines
2. A single source of truth where your brand (and brand assets) lives
3. Workflows to ensure a strong brand identity and maintain brand consistency as you scale



Brand Guidelines to Define Brand Identity

- What is your brand's story?
- Brand tone and brand voice
- Visual brand identity, such as colors, iconography, etc

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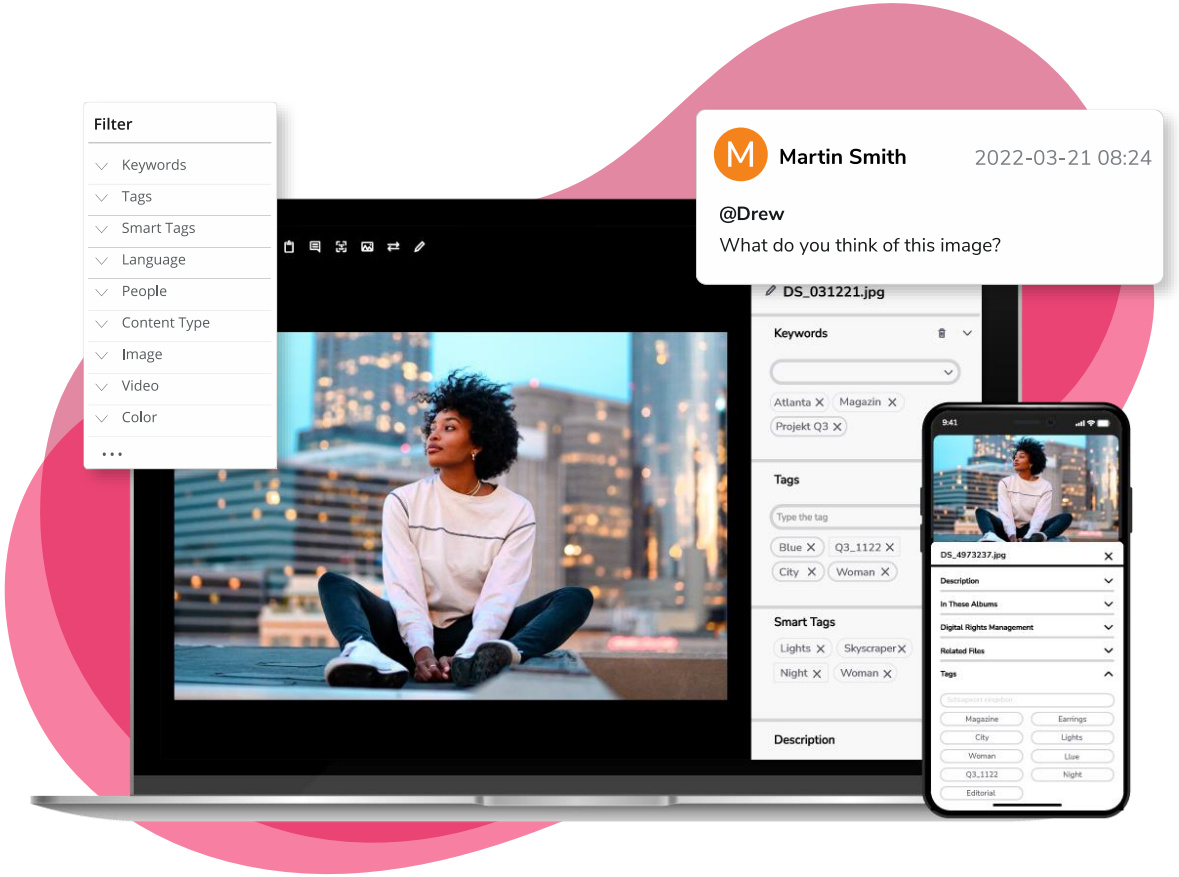
Single Source of Truth

All **brand guidelines** and **approved brand assets** live in a **centralised location**, ensuring that global teams are adhering to the same brand standards.

Store, organise and share all digital content in a centralised location

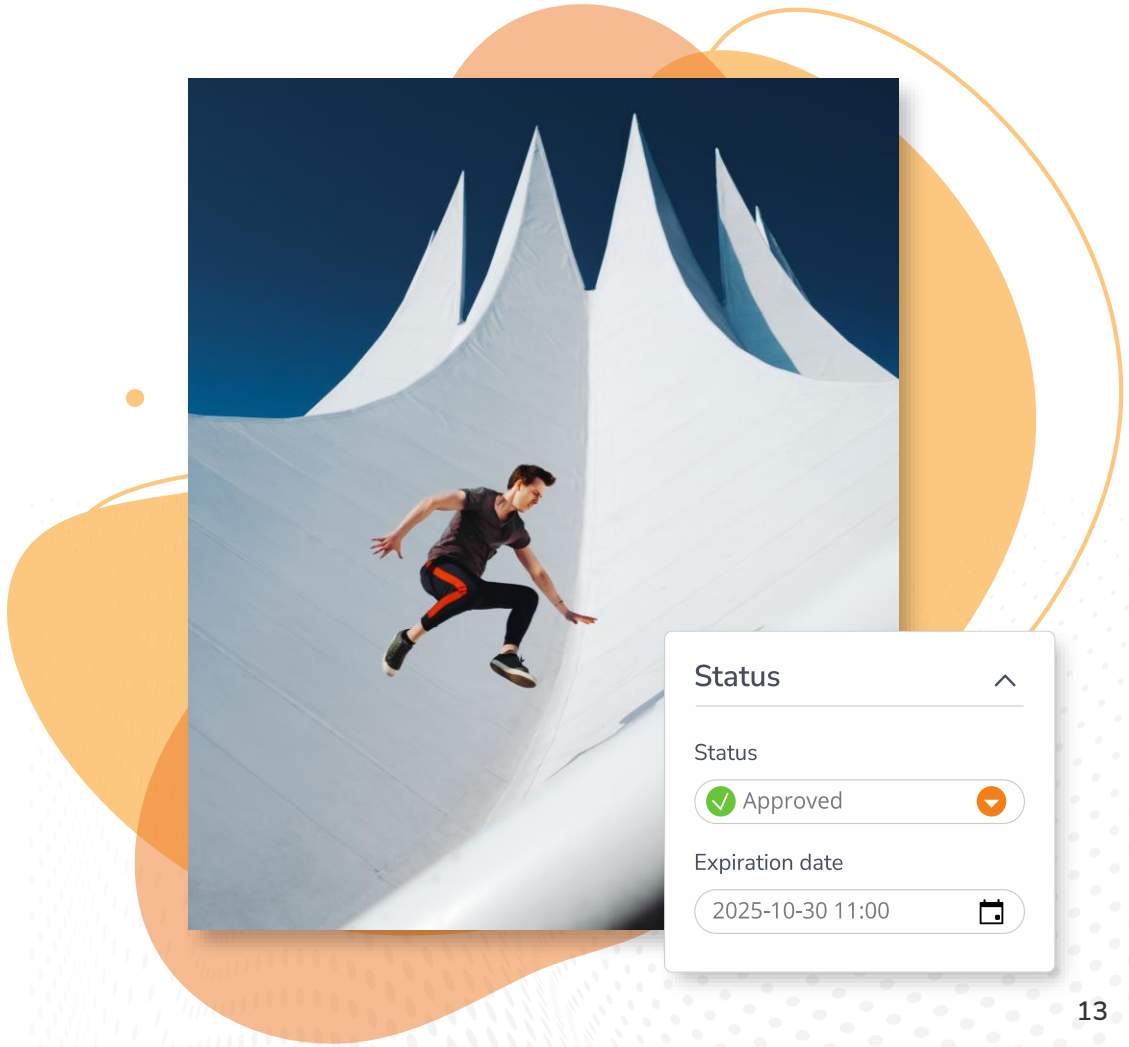


Digital asset management…

- Allows you to collect and store all your digital assets in one place so you can find what you need when you need it and
- Provides an easy way to curate and circulate your digital content, getting more value from those assets, while controlling access and usage.
- Streamlines workflows and improves remote collaboration
- Brings harmony to the media-rich core of your brand

Workflows to Maintain Brand Consistency

1. Develop **customisable approval workflows** where branded assets need to be approved before being added to your digital asset management platform and utilised in the market.



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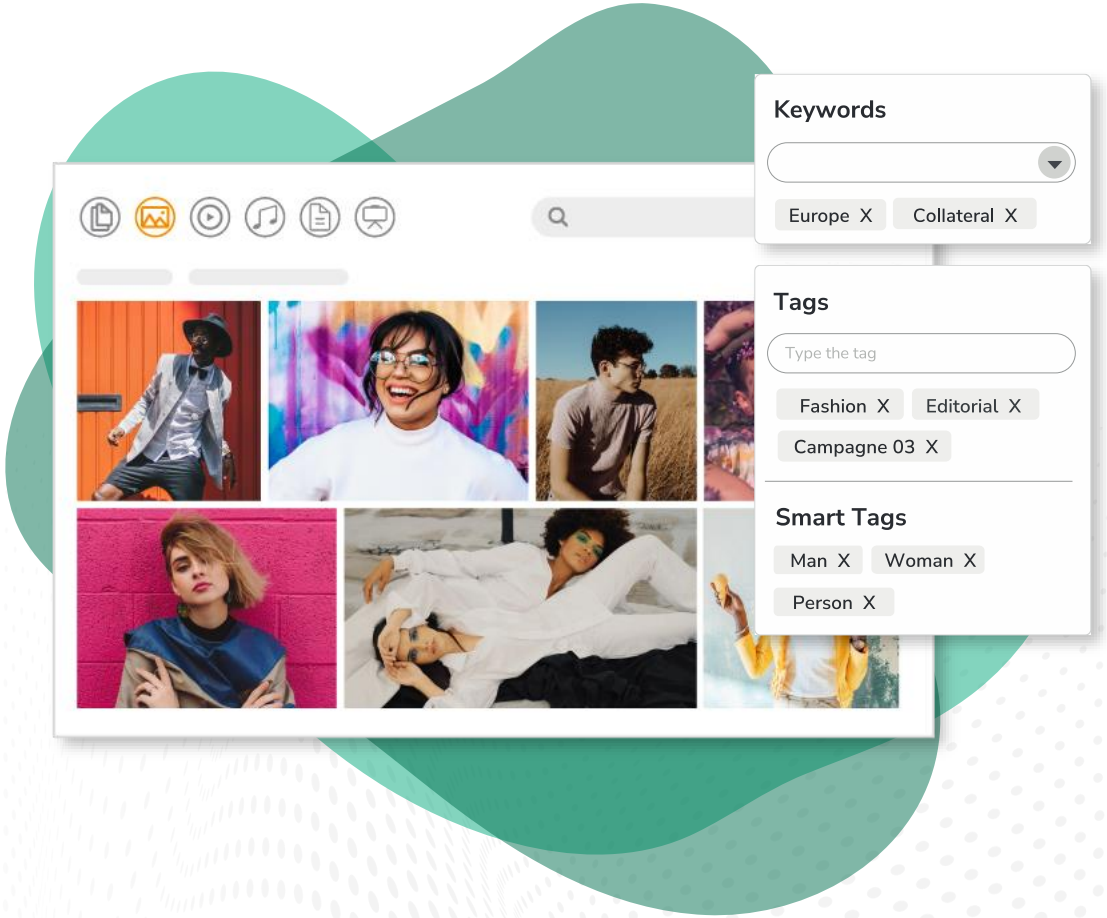
Workflows to Maintain Brand Consistency

2. Final, approved brand assets are now **organised** and **managed** within a **single platform**. As this content gets added to your library, develop a system where:

- Metadata is added to describe the content and campaign
- Directions are provided on how those assets should be used, as well as the intended channels for those assets.



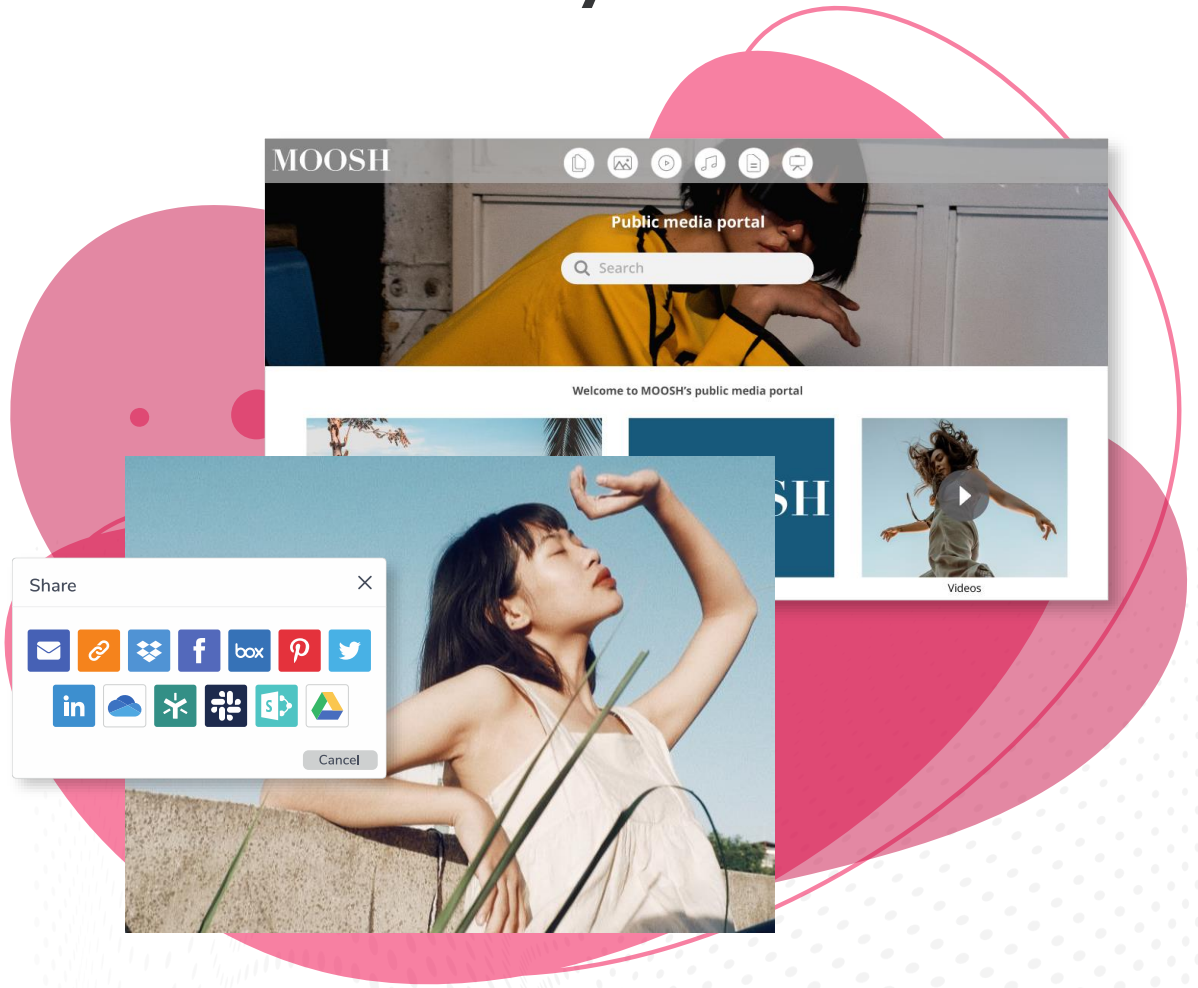
Workflows to Maintain Brand Consistency

3. Your digital asset management platform provides **version control**, ensuring that only the most current versions of branded content go into circulation.

Workflows to Maintain Brand Consistency

4. Develop content controls

- Establish **customisable permissions** for who can access what content within your full library
- **Share links** and **Portals** to evangelize your content



Now you’re built to scale

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Scale your brand asset development and ensure an increased speed to market

For creating new content, the **guidelines**, voice, tone, etc are already **defined** and **easy to find**.....

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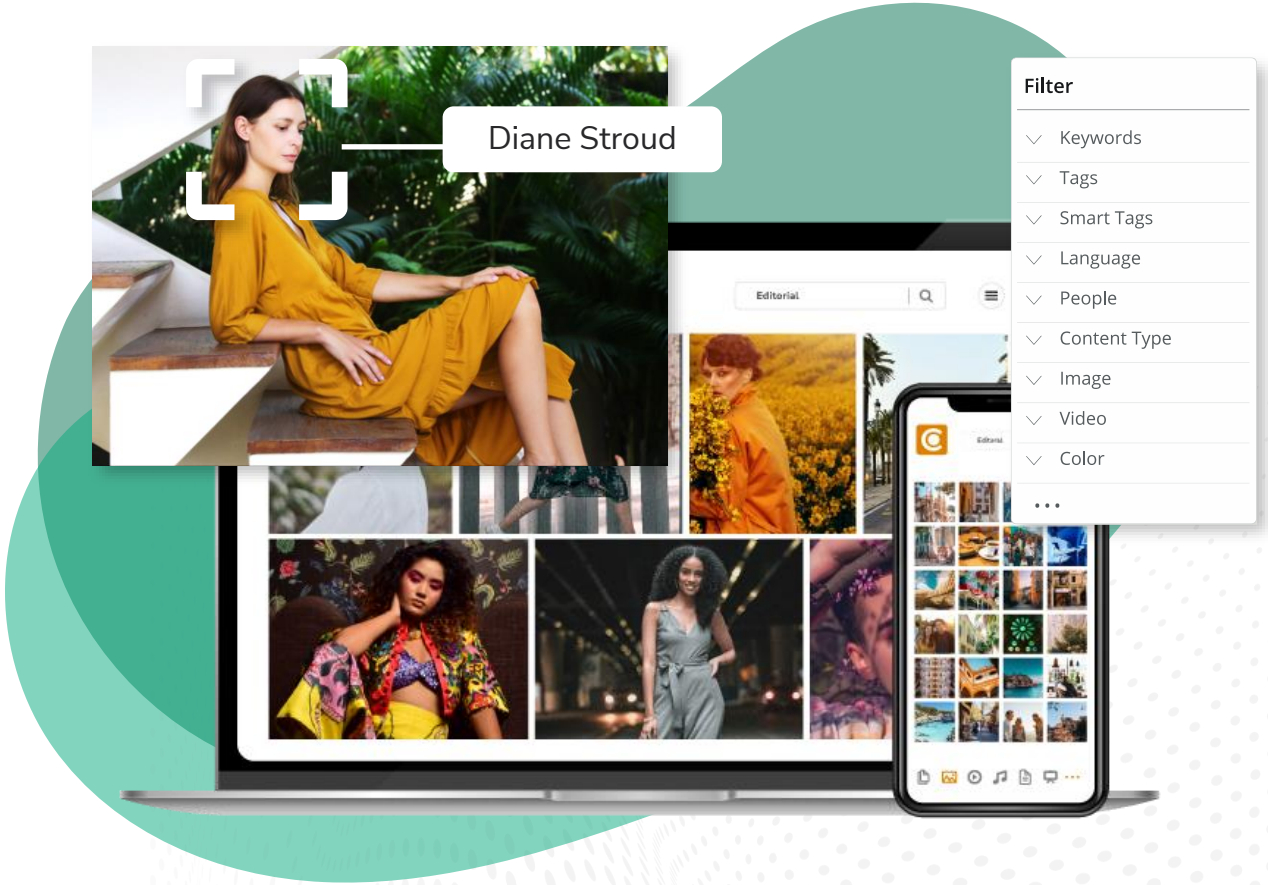
Scale your brand asset development and ensure an increased speed to market

.....and because your entire team is working from one single source of truth, you're able to **find** and **leverage EXISTING** content in new ways.



The Ideal Content (Re)Creation Workflow...

Leveraging your existing content library to create even more content by theme, topic, or use case

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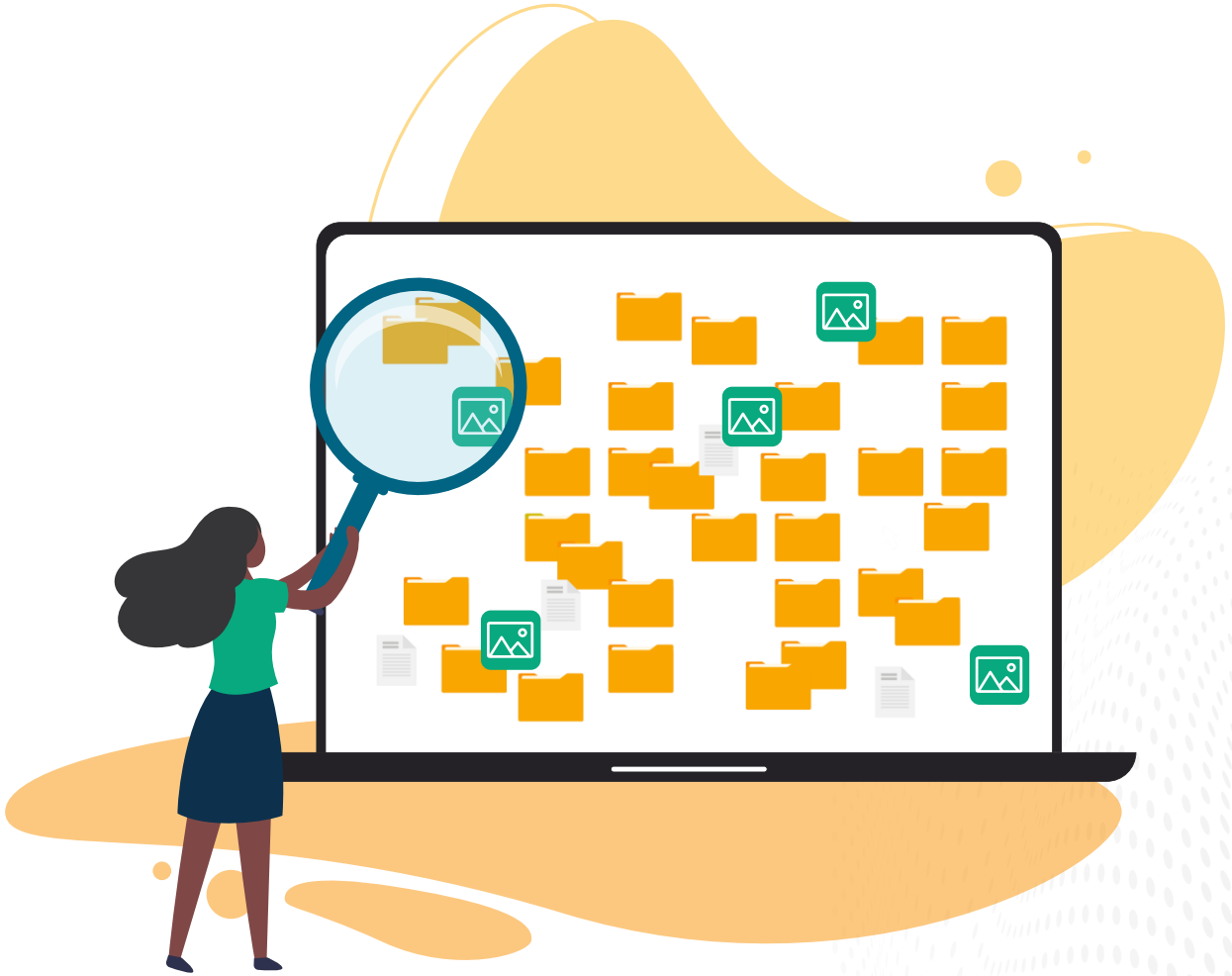
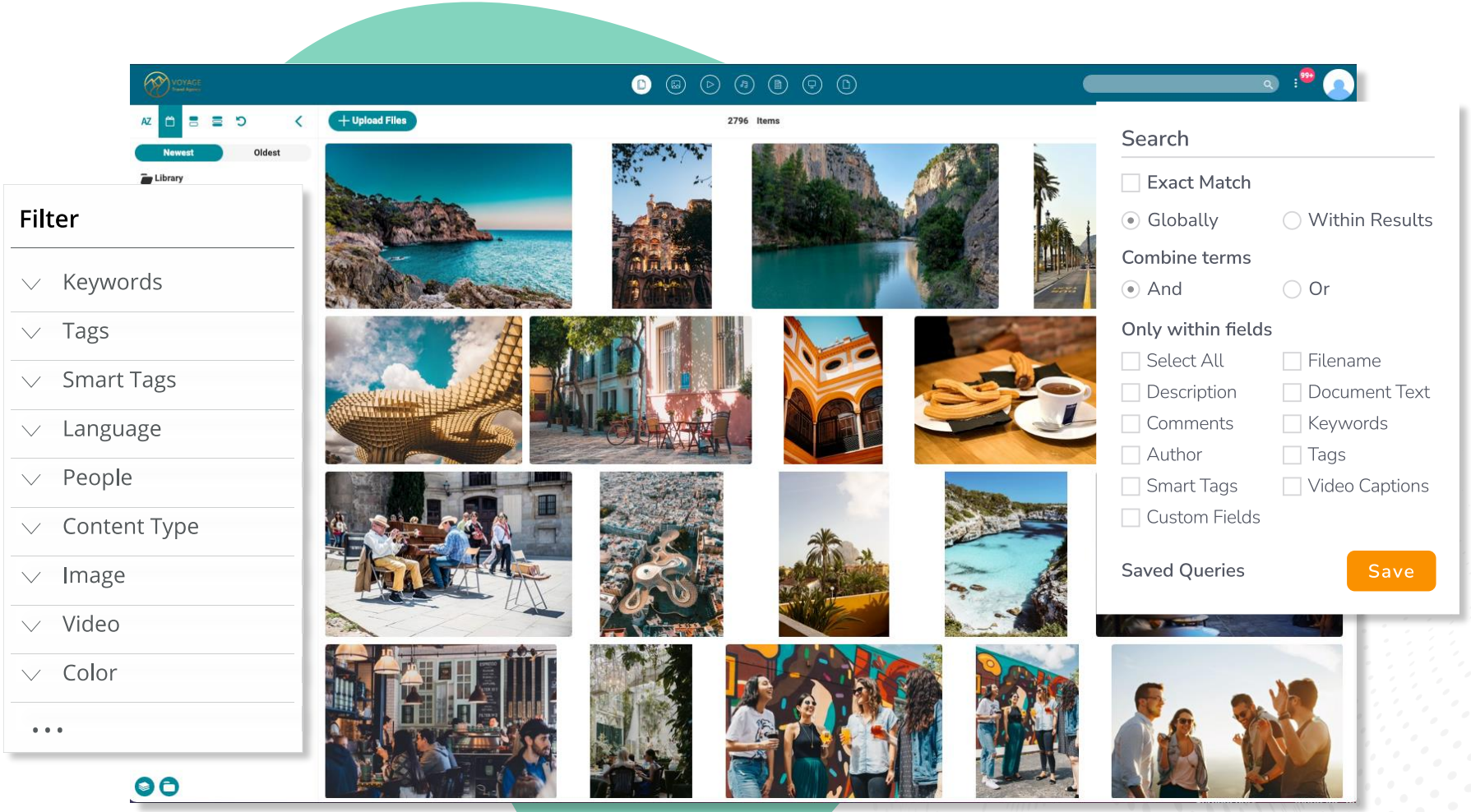
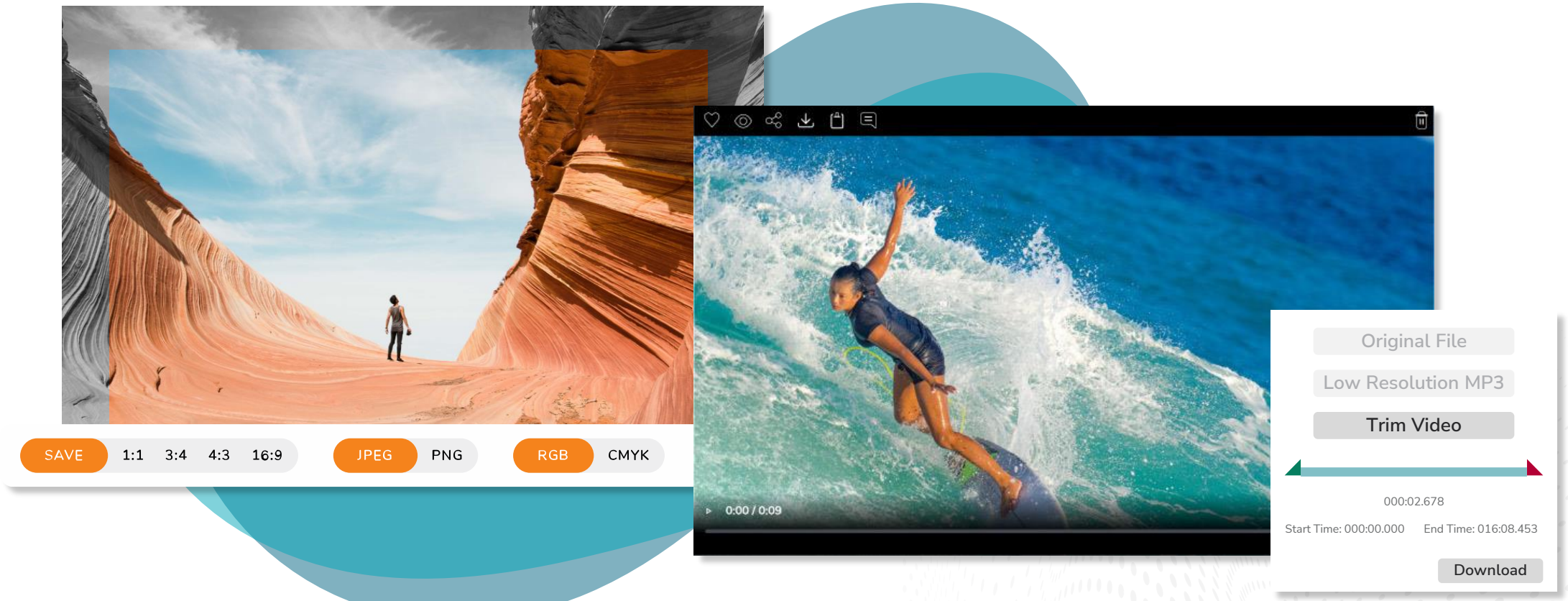
...isn't possible when you can't find your content



Organised, Searchable Content Library



Repurpose content for new channels and verticals



Real use cases

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Sony get specific search results fast

“It’s superb. To be able to punch a phrase into a search box and have the images there is brilliant. It’s a complete relief that I know where everything is, everything is immediately accessible, on a super-quick platform. I can always rely on Canto.”

Tim Stavrinou, Digital Imaging Content Marketing Manager, Sony

- Metadata is mapped to show images shot with the correct photography equipment
- Streamlined searching and asset request management
- Freed up time to double content publication YoY

Skanska rolls out rebrand

“It’s really good we had Canto before we rebranded last fall, it made it a lot easier to distribute all the new photos and branded material throughout the whole organization. It’s just so easy to use. Everyone is happy with it.”

Sandra Rocklind, Content Management Services Manager, Skanska

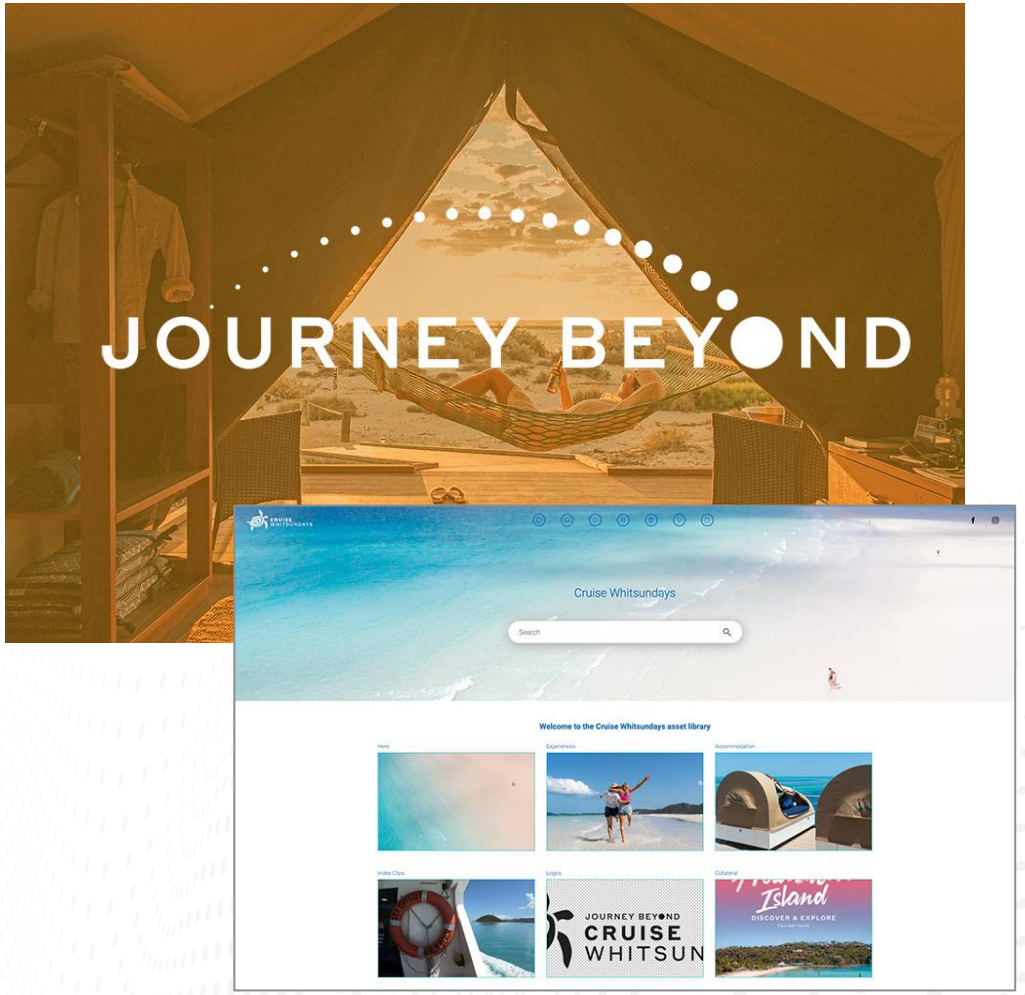
- Increased use of approved brand images
- Easy to distribute new braded material across whole organization and to media
- Connects business units

Journey Beyond coordinates content for 13 brands

“Anyone landing on those pages knows exactly where they are, and that they haven’t mistakenly gone to the portal for the wrong brand.”

Jordan Davidson, Creative Manager

- From a central library assets are curated into collections for individual brands
- Agencies, tourism offices, media and sales have a go-to place for digital brand assets
- Download presets are a “massive timesaver”

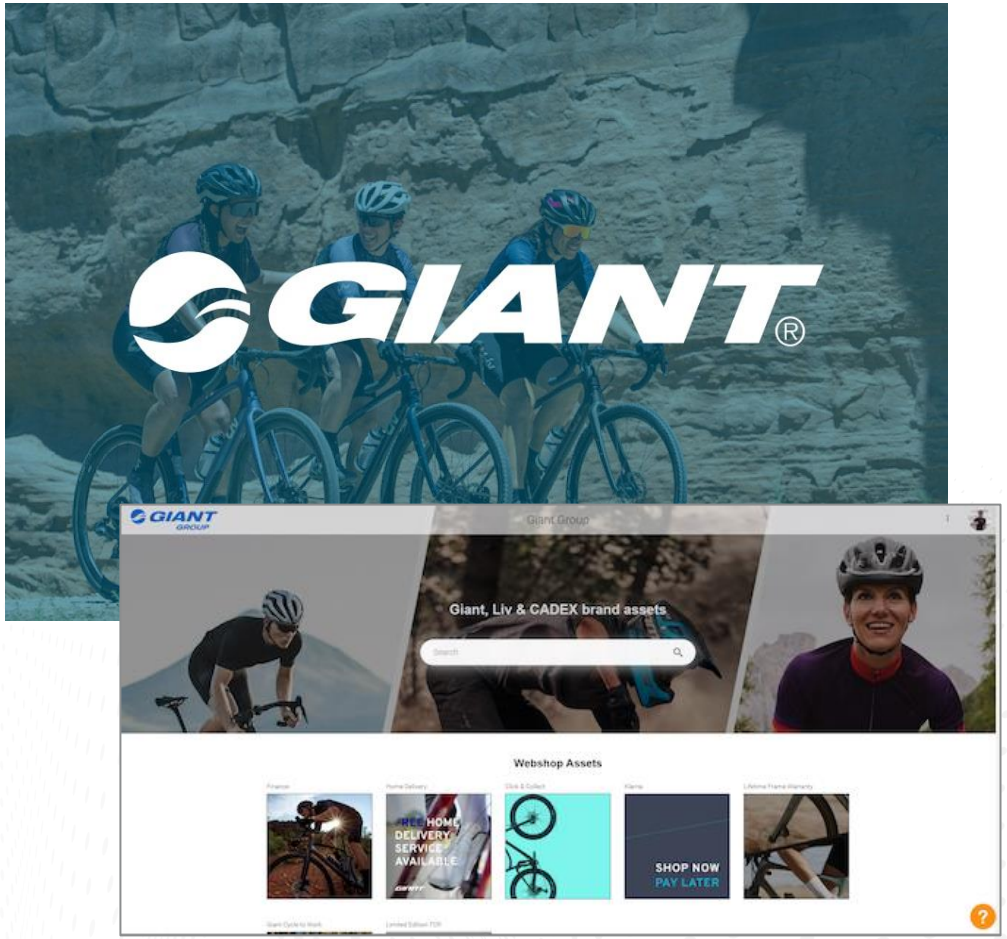


Giant Bicycles UK elevate their brand with retailers

“When retailers land on the Portal, it’s nicely laid out. A lot of feedback we get is that it’s one of the best-looking asset portals.”

Ricki Cumberland, Digital Content Strategist

- Upturn in brand imagery used in press articles
- Visibility over what content retailers are accessing and downloading to identify trends
- Smooth management of brand ambassador content



Summary

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Get building and scaling!

77% of marketing leaders say a strong brand is critical to their growth plans

Brand consistency can increase revenue by 23%

- Consistency across channels solidifies brand identity
- Storytelling is harmonious with your brand persona and voice
- Creates seamless workflows
- Provides content to the right people at the right time
- Create an ecosystem that helps you scale your brand story, voice and presence

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Thank You

Canto Free Trial