



Brand Guidelines

The ultimate digital home for your guidelines

THE CHALLENGE

The more channels and parties you involve in telling your brand story, the harder it becomes to keep it consistent. Organizations struggle to consolidate, maintain and distribute their corporate guidelines in a targeted and efficient way, leading to stakeholders using non-approved or outdated content that could harm the organization's image.

THE SOLUTION

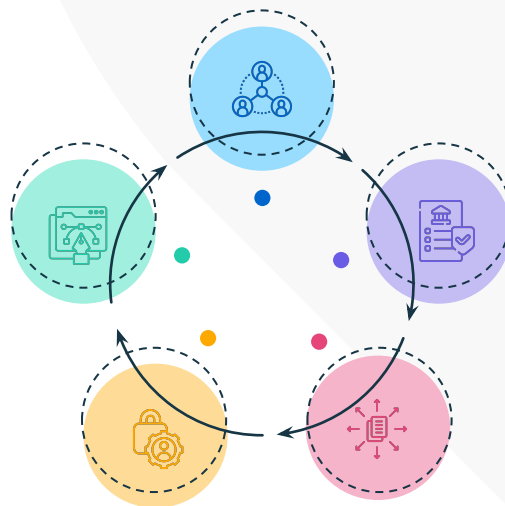
Brand Guidelines help you create an interactive digital home for all your guidelines - branding, legal, manuals, processes, and more - and unite and educate everyone in your organization on how to create and use on-brand assets.

THE BENEFITS

Ensure a single source of truth for internal and external stakeholders with a cloud-based portal for all your guidelines.

Convey the visual identity of each of your brands and make it easy for stakeholders to differentiate between them.

Have complete control over who has the right level of access to the content of the relevant guidelines.



Achieve greater content governance and mitigate the risk of sensitive information falling into the wrong hands with user-specific access rights.

Scale guideline creation for multiple brands or purposes effortlessly, in a modular way, and add/embed, reuse and remove brand assets, sections, and pages.

THE BYNDER DIFFERENCE

Bynder goes far beyond managing digital assets. The digital asset management platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive. With powerful and intuitive solutions that embrace the way people want to work and a richly integrated ecosystem, Bynder is the brand ally that unifies and transforms the creation and sharing of assets, inspiring teams, delighting customers, and elevating businesses.

Bynder's 500+ employees, known as 'Byndies', together constitute the world's most extensive pool of digital asset management expertise. Bynder enables more than 1.7M users across nearly 4,000 organizations, including Spotify, Puma, Five Guys and Icelandair.

Founded in 2013, Bynder has eight offices around the globe, including the Netherlands, US, Spain, UK, Australia, and UAE.