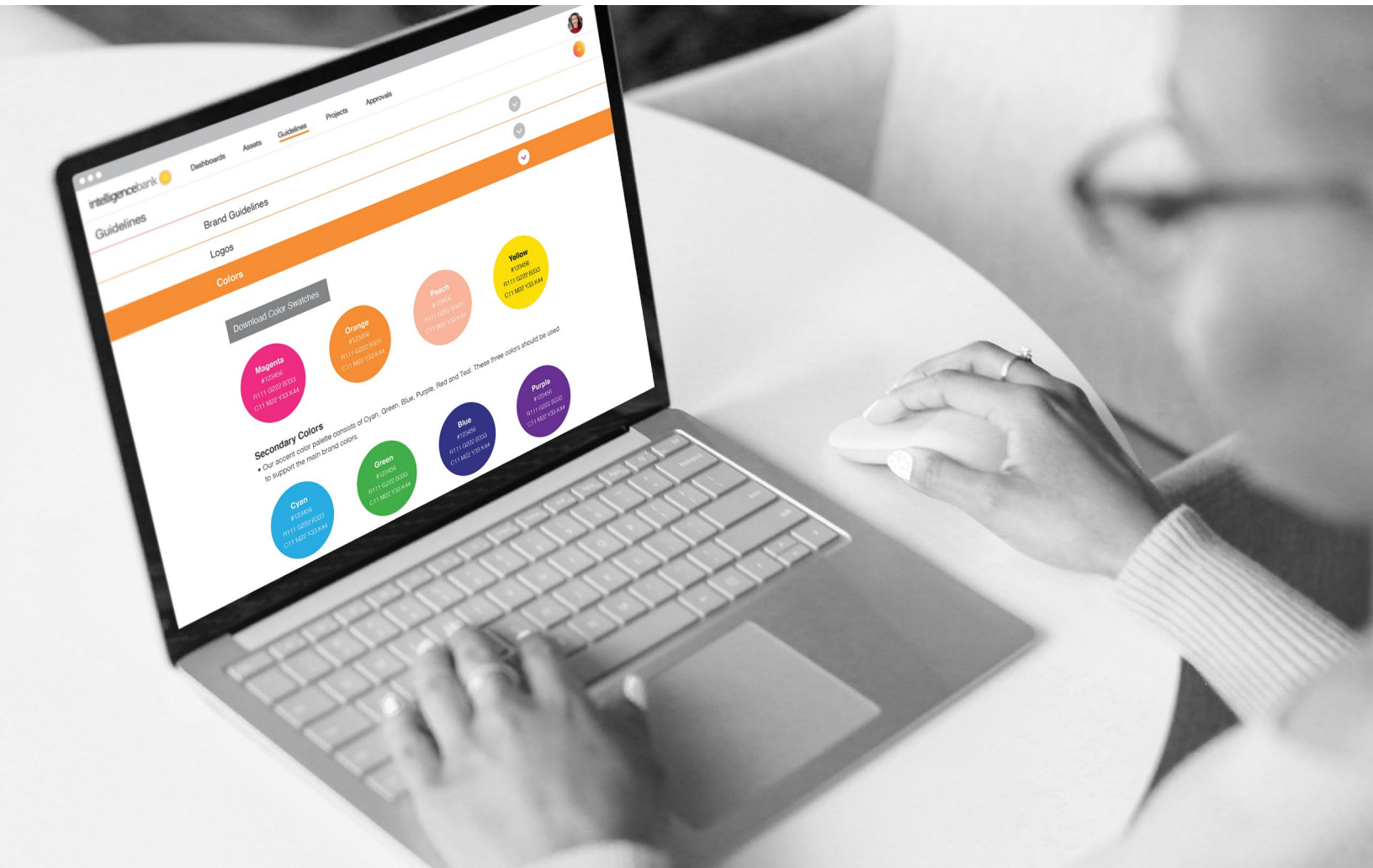


# How to buy an Online Brand Portal

Say Goodbye to Brand Guidelines in a PDF



# How to Buy an Online Brand Portal

**We get it and we see it every day. Brand managers want to preserve the integrity of the brands they manage, and empower Marketing teams with brand assets and resources to maintain the integrity of the brand and bring their brand to life.**

But at the same time, brand managers *don't* want to turn into the 'brand police' and nit pick every piece of creative. In fact with the explosion of digital creative channels and volume of content, it's physically impossible to review everything that gets produced. That's why it's so important for brand teams to showcase their brand guidelines in an **Online Brand Portal**. Brand managers can triage multiple brand requests and automatically direct their colleagues to the correct brand assets and brand guidelines; empowering their colleagues to self educate and view easy to access 'best practices'.

## Benefits of an Online Brand Portal

The benefits of an online portal to showcase your brand guidelines are many - **but here are our Top 5:**



**Easily Updated** - when there is a change to your style guide you can simply update the site and email a link to the change; no need to worry about redistributing an entire PDF or brandbook.



**Easy to Access and Version Control** - internal users and external agencies can easily access the same version of your brand guidelines.



**Self Serve** - an Online Brand Portal is the ultimate way people can self manage access - not only to the rules and technical guides around your brand, but also to access brand assets such as logos, fonts, color swatches, brand photography and icons.



**Inspiration** - designers and marketers love seeing great work that others have produced. Use your online brand portal to serve not only as the single source of truth for brand assets and your style guide, but for brand inspiration as well!



**Brand Automation** - with technology you can automate brand administration and repetitive design work - no need to send out the logo for the 100th time. Use a brand inbox to triage questions to the brand team, and set up automatic responses to 'the usual questions' without an actual person having to respond. You can even customise pre-approved creative content to streamline local marketing.

# Types of Online Brand Portals

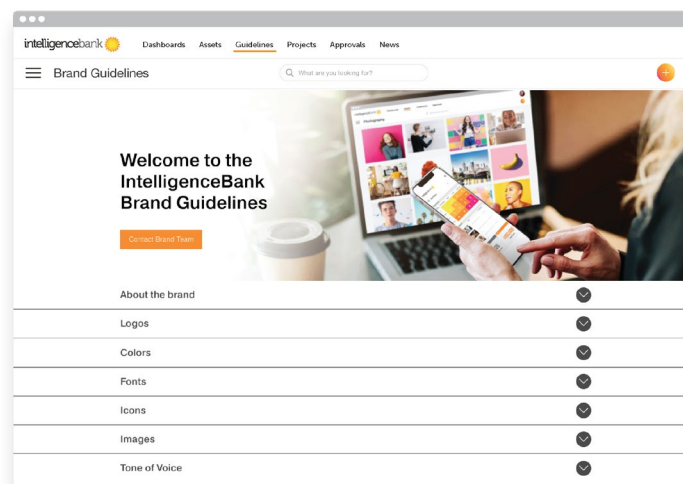
Before you start researching Online Brand Portals, you need to match the brand portal technology to the size and sophistication of your brand. If you are a **small company with a simple brand**, an out of the box 'plug and play' brand toolkit based on pre-existing templates may be the best choice for you. This is generally the most cost effective choice as you can usually pay monthly and you can configure this yourself. On the plus side, you can have an adequate online style guide up and running pretty quickly. However, there is limited functionality - and your online brand guidelines will look like a thousand others.

If you work at a **major brand** - with sub brands and hundreds (or even thousands) of users - **you should consider an Online Brand Portal** which consists of the following key features:

## Brand Guideline Pages

'Out of the box' pages you can customize, or unique pages that can be tailored to your brand. These pages can be either made private or publicly available. Many brand managers ask which style guides are a 'must' for launch; we recommend the following at a minimum:

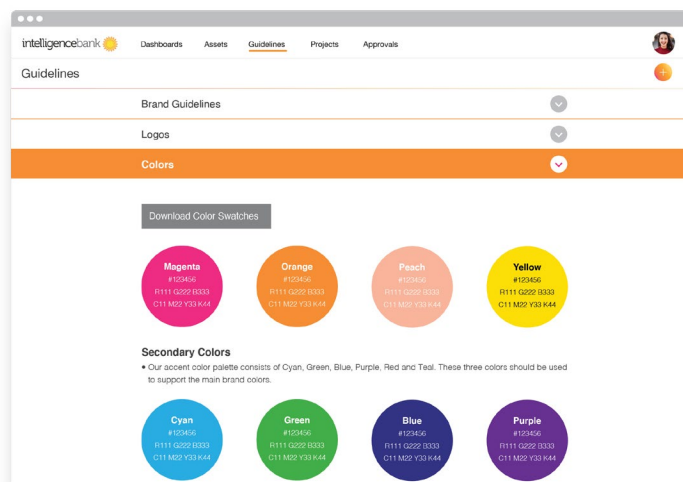
- Brand Overview - Mission, Vision, Audience
- Tone of Voice
- Logos
- Colors
- Fonts
- Icons
- Imagery
- Layouts
- Digital
- Broadcast/Video
- Outdoor



# Types of Online Brand Portals

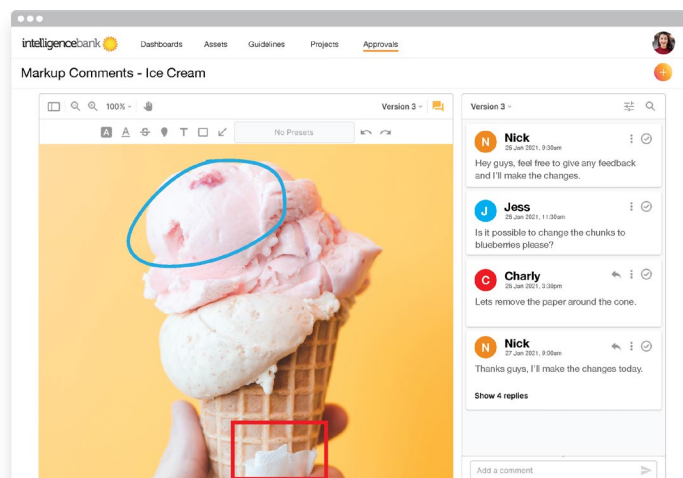
## Brand Asset Management

To manage logos, fonts, icons, brand photography - linked from your Brand Pages or as a stand alone brand asset repository.



## Workflow Approvals with Proofing

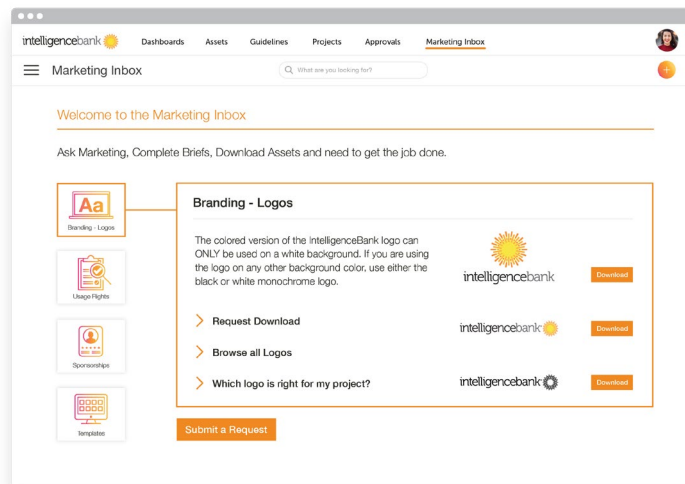
To approve downloading of brand assets and of creative before it's finalized.



# Types of Online Brand Portals

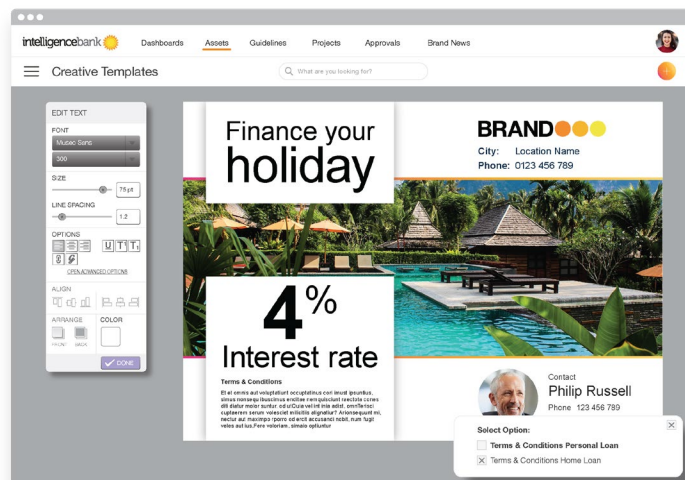
## Brand Inbox

Triage brand requests to reduce admin time and automate responses to repetitive questions to the brand team.



## Creative Templates

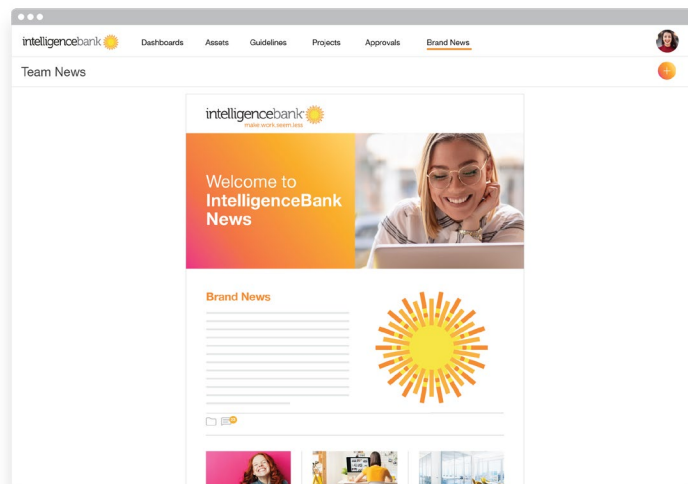
Enable local marketing teams to customize and localize pre-approved creative.



# Types of Online Brand Portals

## Brand News

Email 'brand update' newsletters out to your stakeholders. Or via an API - link your Online Brand Portal to Slack or Teams for instant brand updates when new content is added.



# How to Start Your Online Brand Portal Project

## Vendor Selection

Once you have scoped your project and have determined the type of Online Brand Portal you need, now it's time to speak with potential vendors. When you squint your eyes a lot of providers can look and feel the same, making it harder to choose who you want to work with.

Here's what to look for, in addition to how an RFP or a proposal is answered.



**Do they offer a live free trial?** If not, **this should be a show-stopper**. It's important for you to try and fall in love with the tool you will be living with.



**How responsive are they?** This is the dating phase and if they don't get back to you in a timely manner now, imagine trying to get support later on.



**What is their support like?** Do they have an a service level agreement (SLA)? Do they have a publicly available helpdesk? Check reviews. What do your peers have to say about the platform and overall service?

## The Internal Approval Process

To get your online brand portal up and running quickly, typically there are three parts of the business who need to sign-off and buy-in:



**Marketing** - Ensure others on the team, as well as the marketing heads and leaders, understand the need and support the project. Confirm the marketing budget to fund the initiative.



**IT** - Collaborate and outline requirements to ensure a successful on-boarding process. Get them across cloud hosting (eg: AWS) and necessary security protocols such as: SOC2 compliance, proof of penetration tests and Single Sign On capabilities to allow your network ID to login to your Online Brand Portal. Can external users self register and can some pages and folders be exposed to the public?



**Legal team** - Agree to terms and conditions.

# How to Start Your Online Brand Portal Project

## Determine Your Online Brand Portal ROI

Determining the ROI for your Online Brand Portal is not only critical for the business case stage, but also for justifying the ongoing usage of your Online Brand Portal. The cost savings to consider are as follows:



**Brand Consistency** - if your teams and agency partners keep making mistakes and you go to market with off-brand creative, **what is the actual cost of brand erosion to your business?**



**Reduce Brand Team Administration** - how much time does your brand team spend on answering the same questions on sponsorships, supplying the same logos and brand assets and approving creative that could be automated? **What could you be doing if you had 20-30% of your time back?**



**Design Costs** - If you could automate the localization of simple creative tasks such as business cards or in store posters - where local marketing managers could 'self serve' these items - how much would you save each year in design and agency costs?

These are the sorts of costs you could extract from your business with the investment of an Online Brand Portal.

## Tips for Planning your Implementation and Roll-out

To ensure a speedy implementation and launch, here are some pro tips that will ensure your roll out is successful:



**Draw a line in the sand** - While it's ideal to migrate your entire style guide into your Online Brand Portal, start with what your agency partners and marketing teams use most. This is usually the '80/20' rule. You can launch with the key elements of your brand guidelines such as Logos, Fonts, Colors, Layouts, etc and then migrate the rest over time. This principle also goes for brand assets and brand photography.



**Get organized** - The #1 hold up for launch is data migration. Often people are coming from an environment 'chaos' with files living everywhere! Start organizing your files in parallel to running your vendor selection process; that way you'll be ready to go when you need to be. Your vendor should be able to mass migrate your files quickly, or with bulk uploading capability you can do this yourself.



**Choose champions** - In addition to yourself, ensure others are engaged and know how to use the system. Make sure to include Online Brand Portal system maintenance as part of the relevant peoples' roles.



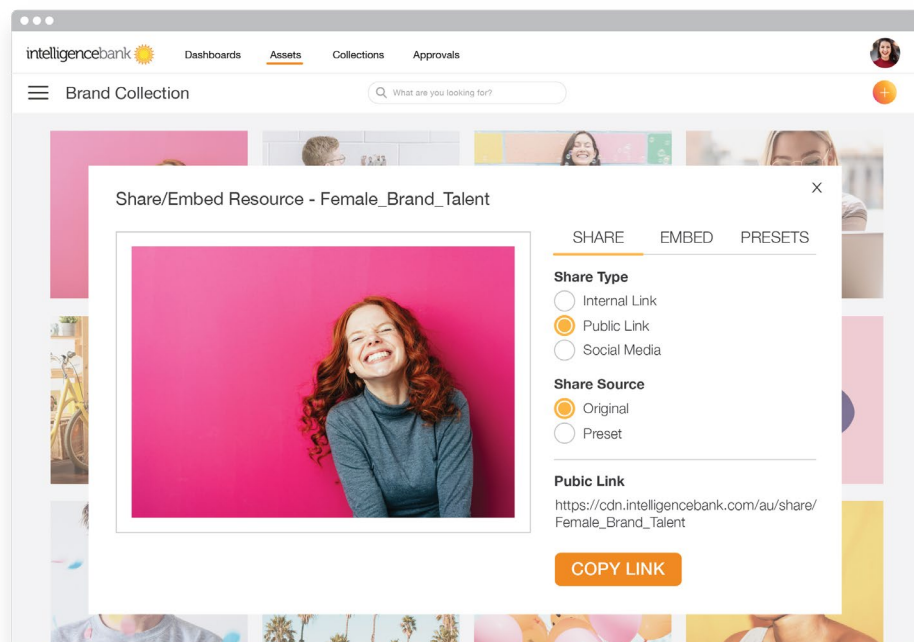
**If It's not in the Online Brand Portal it doesn't exist** - adopt this attitude from the start, so creating and managing files and content compliance starts and stays in the Online Brand Portal.



# How to Start Your Online Brand Portal Project

The right Online Brand Portal can transform how your broader teams implement creative assets so they are on brand, **which will ultimately free you up administratively**. When buying an Online Brand Portal, keep in mind the following:

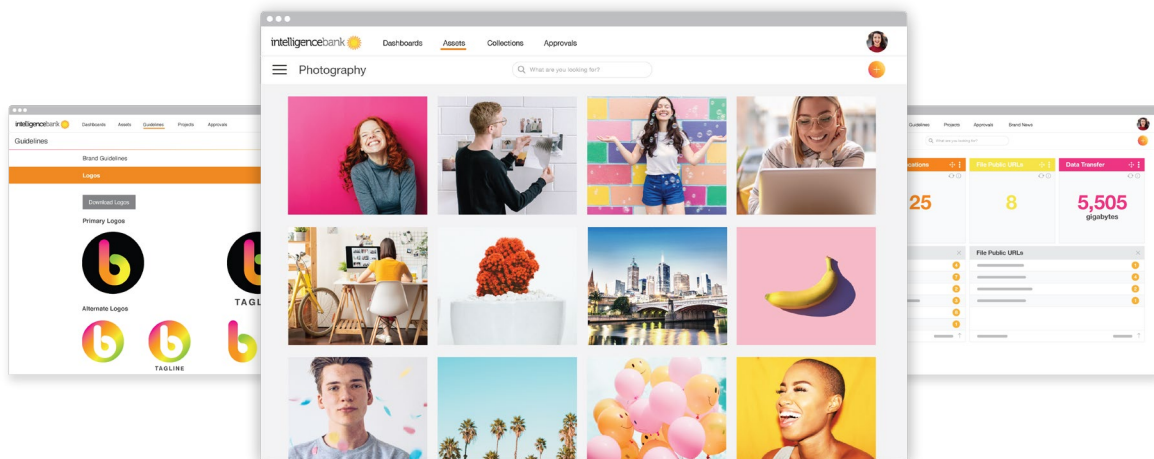
- **An Online brand Portal will help you educate your team about your brand at scale.**
- **Seamless, fast distribution of updates or changes to your style guides** to the right people, is a key attribute of an Online Brand Portal.
- **Pick an appropriate partner** - when choosing a vendor, pick the software that suits the size and sophistication of your brand. **If you are a multi-million dollar brand, your brand deserves a sophisticated online brand portal.**
- **Free trials are essential to ‘try before you buy’** when choosing an Online Brand Portal vendor, as are SLAs for service standards and support. Vendors should have glowing reviews and social proof to ensure you’re in great company.
- **Involving all stakeholders in your Online Brand Portal decisions** helps buy-in and sets you up for success when launching.



# Test drive the Online Brand Portal trusted by +400 customers in 55 countries

If you like the idea of being in the company of some of the world's leading brands, talk to IntelligenceBank, and we'll show you why we're the Online Brand Portal system of choice, with over 400 customers in 55 countries, storing over 70 million assets.

Speak with one of our experts and ask for your [free trial or demo today.](#)



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