Canto

The Essential Guide to Brand Management

Samuel Gordon 40 min ago

@Julia What do you think of this photo as our new cover image?

Colors

#920027

#fae2ca

#33211f

Keywords

Tags

Location

Project

Language

...

Introduction

Good branding is critical for standing out in today's competitive business landscape and forming an enduring relationship with your customers. Organizations invest heavily in developing unique brand assets that can be utilized across multiple channels to create a distinctive tone, aesthetic, and experience that shapes the way people think and feel about them. A strong brand identity not only raises awareness about what you do and what you stand for, but also increases customer loyalty over time and makes marketing strategies more effective.

In many ways, your brand is like the character or personality of your organization. It's the first thing people think of when they're introduced to it and it's the lasting impression that affects how they remember that interaction. You can invest lots of time, energy, and money into creating content that reinforces your brand identity, but it will all go to waste if you don't get it in front of the right people at the right time. In order to communicate and build your brand effectively, you'll need to have a brand management strategy in place.
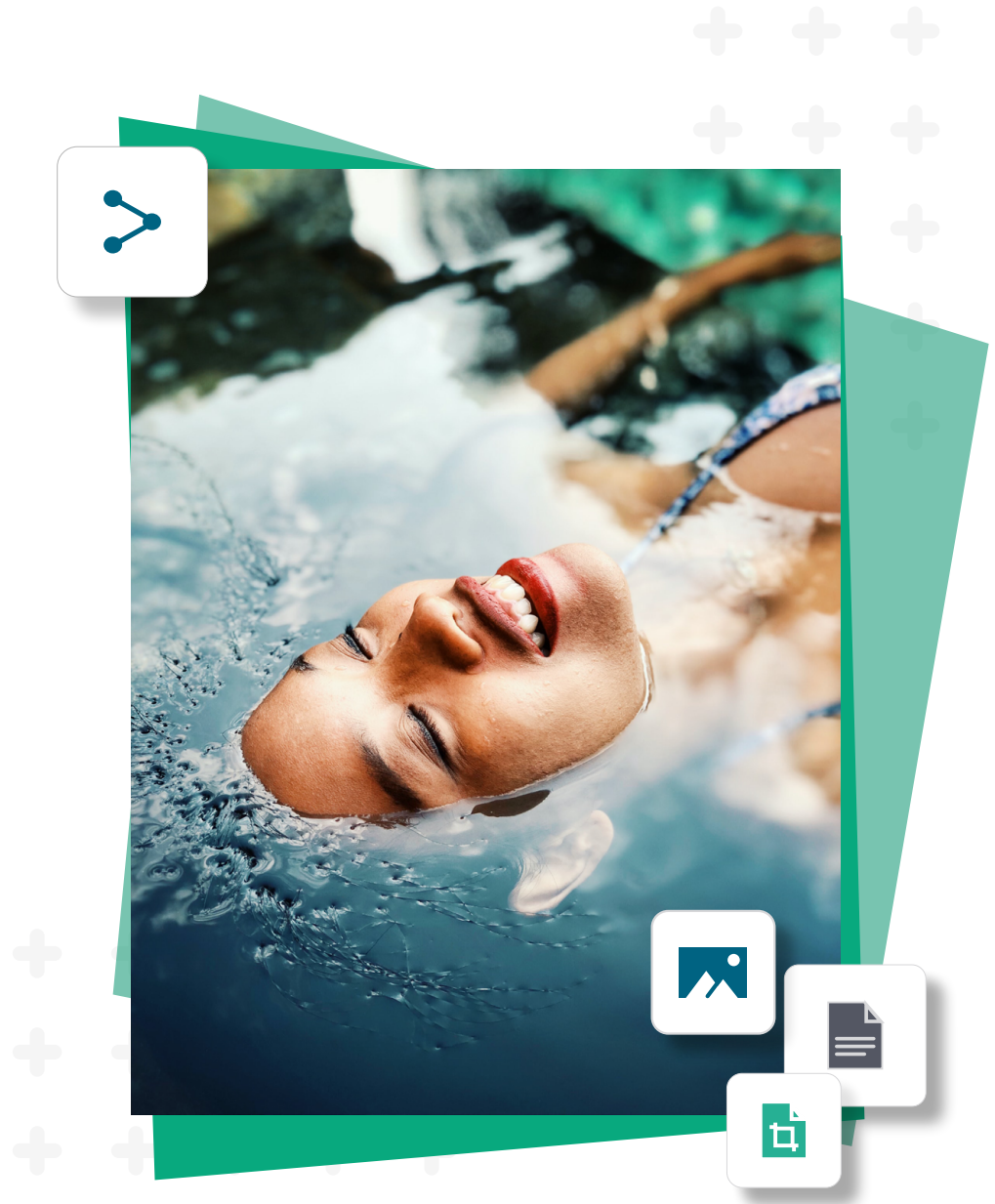
What Is Brand Management?

Brand management refers to the process of maintaining the integrity and reputation of your brand, refining your brand messaging, and raising brand awareness over time. Good brand management focuses on strengthening the relationship between your brand and consumers. Over time, your goal should be to raise the perceived value of your brand, improve customer satisfaction, and convince people to become advocates for your products or services.

Customers engage with brands across multiple touchpoints every day. Brand management focuses on ensuring that those interactions are consistently reinforcing your organization's brand identity and embodying your core values. It's also a form of future-proofing that ensures you're putting the processes and infrastructure in place that will allow you to scale your brand messaging in the future. As more people become involved in the branding process, whether that's external creative teams or simply employees looking to share digital assets over their personal media channels, it's important to maintain a degree of oversight and control over how your brand is being presented.

Why Is Brand Management Important?

Implemented effectively, brand management allows organizations to maximize the potential of their branding.

1. *Improves consumer trust in your brand*
2. *Increases customer retention and loyalty*
3. *Differentiates your products and services*
4. *Personalizes marketing communications*
5. *Boosts employee engagement*

What Goes into Brand Management?

If branding involves the creation of various brand assets and elements, brand management is all about the strategies and methods for getting the most value out of them. That includes creating detailed brand guidelines that establish the look, feel, and tone of all brand messaging. These instructions should also indicate when, where, why, and how brand elements should be deployed, which is especially challenging considering the number of channels available.

Establishing rules for how brand assets should be created and deployed is a good first step, but another component of brand management involves organizing those elements for ease of use. Clear structures and hierarchies make it easy to identify where different brand assets should be used, which makes it easy to find and deploy them when needed. Good brand management also requires you to monitor your entire brand ecosystem to gain visibility into how your assets are being used and how your

brand is being perceived in the broader market. Without this knowledge, you won't be able to know when something is no longer resonating with customers or when you need to adapt your messaging or identity in response to broader market trends.

Logo

MOOSH

moosh-logo.eps

MOOSH

moosh-logo-white..eps

Typeface

DIDOT

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t
u v w x y z

Consequences of Poor Brand Management

Perception is a powerful force among consumers. Even an otherwise solid and reliable organization can leave people feeling uncertain about it by failing to maintain the integrity of its branded elements. Inconsistent or poorly adapted brand elements, such as non-branded colors, blurry images, or hard-to-read fonts, give the impression that you either don't know what you're doing when it comes to presenting yourself to the world or you don't care how you're perceived. Whatever the reality, customers will be less likely to trust you with their business if your branding efforts are inconsistent and unprofessional.

Poor brand management can also create inefficiencies and confusion within an organization. Without any centralized source of truth for the brand, content creators will have difficulty generating the resources needed to communicate that identity effectively. This is particularly critical for day-to-day processes involving brand assets themselves, which frequently need to be located, shared, edited, and approved very quickly to meet important deadlines for marketing and messaging strategies.

Status

Status

✓ Approved

Expiration date

2025-10-30 11:00

Managing Brand Assets

Brand assets can come in many forms, including logos, graphics, fonts, color palettes, video clips, photos, and templates for assorted business functions (presentation slide decks, letterhead, press releases, etc.). A lot of work goes into getting these materials just right. A logo, for instance, is more than just a unique image that represents your company. It has detailed characteristics in terms of size, orientation, and coloring that were selected for specific reasons based on extensive research and development.

After investing in the creation of brand assets, organizations often think most of the hard work is done. But having a strategy in place for managing and leveraging the finalized versions is just as important as creating them. Effective brand management doesn't just happen automatically after designing a handful of digital assets. It instead requires careful oversight to make sure your assets remain readily accessible and are used appropriately.
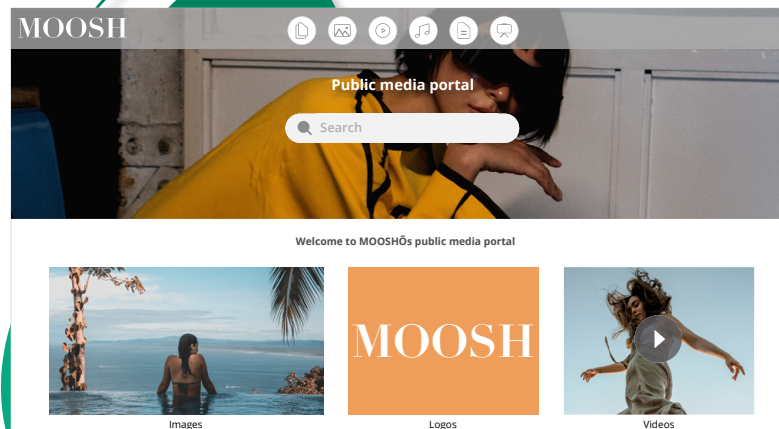
What Are Brand Assets?

A brand asset is any element that helps to identify your specific identity and creates value for an organization. They can include many types of digital assets, such as:

- Color palettes
- Graphics
- Logos
- Typefaces and fonts
- Photos
- Videos
- Audio clips
- Icons

MOOSH

Public media portal

Search

Welcome to MOOSH's public media portal

Images   Logos   Videos

Given the amount of time and money that goes into creating brand assets, one might expect organizations to have a system in place for leveraging them in a consistent and effective way. Unfortunately, this is often not the case. Branded content frequently ends up being managed with solutions that weren't really designed for that purpose, which results in confusion, mistakes, and delays that gradually erode the overall value of the brand.
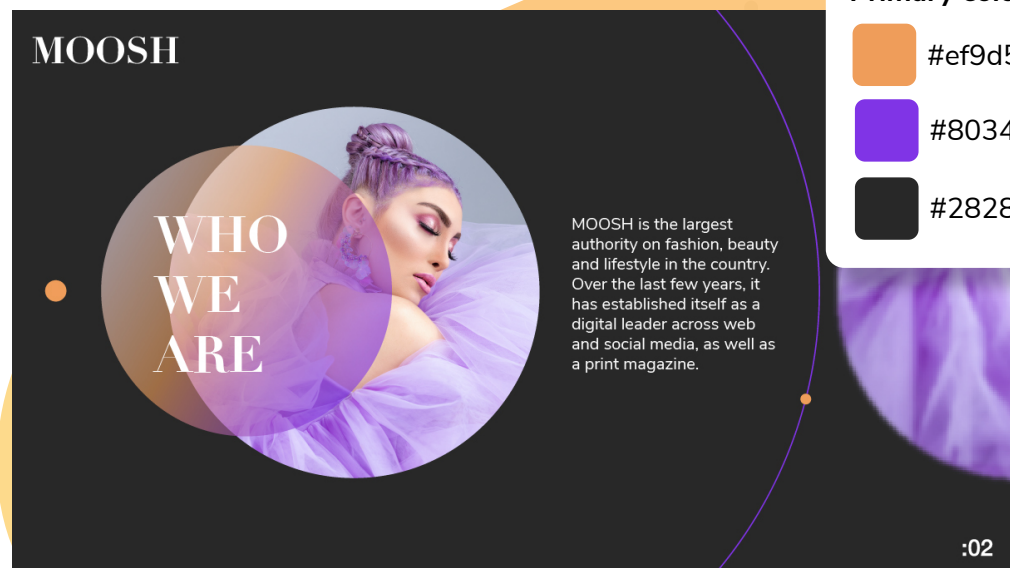
Cloud storage platforms like Google Drive or Dropbox were designed to store generalized file types and lack any customizable functionality for managing the unique requirements your digital brand assets. While it's possible to develop a strategy for handling brand assets on these platforms, these processes usually end up being carried out manually. People must know how to name them, where to store them, and how to notify other users and collaborators about changes. Like any manual process, all it takes is a few oversights or mistakes to create confusion.

There are three primary challenges organizations face when it comes to effective brand asset management:

- Protecting brand integrity
- Maintaining brand consistency
- Scaling branded content

Each of these challenges can make it difficult to realize the full value of your investments

in brand development. Together, they have the potential to completely undermine brand messaging and leave both customers and stakeholders confused about an organization's values, services, and products.

MOOSH

WHO WE ARE

MOOSH is the largest authority on fashion, beauty and lifestyle in the country. Over the last few years, it has established itself as a digital leader across web and social media, as well as a print magazine.

:02

Primary colors

#ef9d5a

#8034e6

#282828

Transforming Your Brand Management Strategy with a DAM Platform

A digital asset management platform (DAM) makes it easy to organize, manage, and distribute all your brand assets from a single source of truth, making it an essential part of a company's brand management strategy. By consolidating these assets into a centrally managed location, it's easier to ensure distributed teams are always using the correct brand materials and adhering to the same standards while doing so. Organizations can also scale their content strategies more effectively with a dedicated platform that provides digital workflows for streamlined collaboration and tools for sharing approved brand assets.

From a value standpoint, digital asset management software helps you get the most out of your substantial investments in brand development. They give organizations the ability to open content libraries without losing control over how the assets stored there are utilized, effectively providing the necessary

guardrails to protect your brand. Once implemented, a digital asset management system can democratize how assets are used, allowing multiple departments and functions to share content that helps build brand awareness in the market.

Benefits of Digital Asset Management

1. *Fewer lost assets*
2. *Streamlined collaboration*
3. *Better brand consistency*
4. *Enhanced access control*
5. *Content insights and usage data*
6. *Saved time and money*
7. *Tighter security*
8. *Expanded integrations*
9. *Improved digital rights management*
10. *Expanded sharing options for unique audiences*

Of course, building this dynamic content ecosystem doesn't just happen automatically. When implementing digital asset management, there are a few initial steps you need to take to make sure your new solution is protecting your brand integrity, maintaining brand consistency, and distributing brand content effectively.

3 Steps for Protecting Brand Integrity

Even though organizations frequently invest a lot of resources into developing their brand standards, that doesn't mean everyone is familiar with them. Without a clear system in place that dictates which assets need to be used in different contexts, teams are much more likely to simply grab whatever they think will work for the content they're creating. Unfortunately, this often means that they end up using materials that don't adhere to established brand guidelines, which results in content that's inconsistent in terms of visuals and tone. Over time, this can undermine the brand's integrity and even damage its reputation.

By creating a single source of truth with a digital asset management platform, you can ensure that your branded content is always aligned with your guidelines to create a coherent, consistent message in the market.

STEP 1
Centralize your brand assets

The best starting point for effective brand management is to place all of your brand guidelines and approved assets in a centralized location that's accessible to anyone who may need to use them. Anything stored in this location should be safe to use in public facing content, which greatly reduces the risk of anybody using something that doesn't align with existing brand standards. This is especially important for distributed remote teams, which might incorporate people working from anywhere in the world. Storing all brand assets in a central location removes any ambiguity about which assets are "safe" to use.
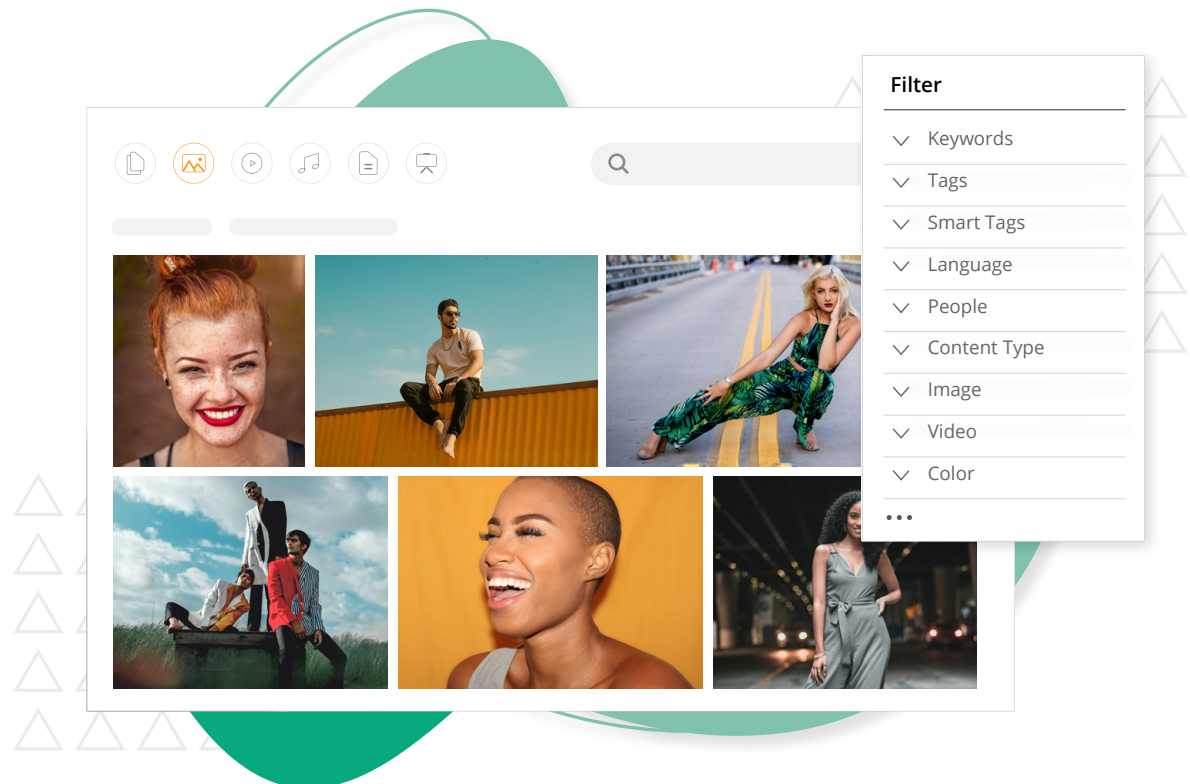
STEP 2
Establish approval workflows

Consolidating your assets is a good start to creating a single source of truth but isn't sufficient to ensure effective brand management on its own. After all, someone could still incorporate material from other sources or even alter brand assets as they're developing content. With digital asset management workflow tools, you can create a customizable approval process that keeps track of how assets are being utilized. Anything that doesn't meet brand guidelines can be flagged and sent back for revision to prevent non-branded assets from being used in the market. The same workflow process can also be used to control which assets are approved for use in the first place to prevent any inconsistencies.

STEP 3
Implement version control

Branded assets can undergo change over time. Creative teams frequently make minor tweaks based on research and feedback from various sources to refine their brand identity. Making any kind of change to digital assets, however, can create confusion if no steps are taken to establish which version is the most current. Digital asset management tools allow you to curate content to ensure that only the most up-to-date brand assets are available for use, which makes it far less likely that older content will find its way into circulation by accident.

MOOSH

August 2022

EXCLUSIVE

JULIANA SILVA
on fearlessness and finding love

BUY LESS, BUY BETTER
how to shop now

MILAN FASHION WEEK

Versions   Compare   Upload New

Version 2 Current
by Claire   2021-12-15

New image

Make Current

3 Steps for Maintaining Brand Consistency

After storing brand assets in a centralized location, your brand management strategy still needs to provide some sort of guidance on how each piece of content should be used in the market and on which channels. For instance, a logo that's optimized for display on a social media profile may look blurry or pixelated when stretched out to fill a website header. By the same token, images that are appropriate for an organization's Instagram feed might not be ideal for its more buttoned-down LinkedIn profile. What's more, if no system is in place to manage licensed content, an organization could quickly find itself in legal trouble in addition to sharing off-brand or incorrect content.

Fortunately, digital asset management platforms provide an array of content controls that allow you to manage your brand effectively across multiple digital touchpoints. When all assets are being organized and managed within a single platform, it becomes much easier to provide creative teams with the tools they need to find the right materials when they need them.

STEP 1
Tag brand assets with metadata

Even when everything is stored in a centralized location, it can still be a challenge to find the assets you're looking for. Marketing teams waste the equivalent of weeks each year searching for content and replacing assets assumed to be lost. Digital asset management platforms can label each asset with metadata that makes it easy to find using keywords, dates, smart tags, dimensions, permissions, and other unique identifiers. Metadata can also provide directions on how assets should be used, and even which channels are appropriate for them. These advanced search features help ensure that the right content is always being used in any situation.
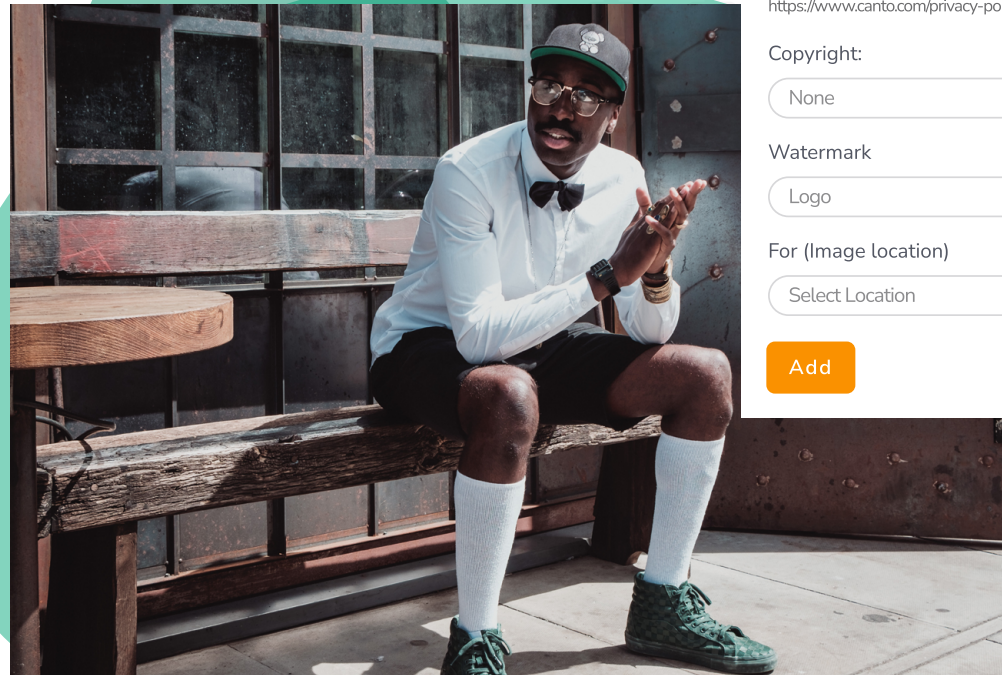
Tags

athleisure wear
street   women
desert   strong
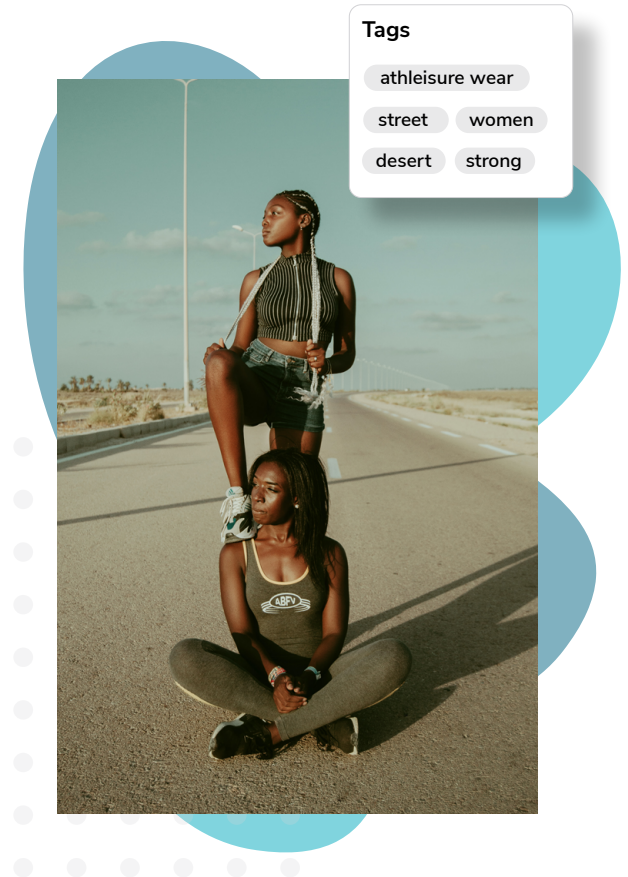
STEP 2
Control access and usage rights

Just because a brand asset has been approved for usage doesn't mean that everybody within the organization should be able to use it whenever they want. Some assets may not be appropriate for some content strategies and others may only be suitable for internal use. Digital asset management platforms allow you to customize access and usage rights for anything stored in the system. For instance, your content team might set up a portal that shares a handful of branded assets with approved freelancers rather than allowing people outside the organization to have access to the entire content library.

STEP 3
Implement digital rights management

Making a mistake with licensed assets can become very expensive very quickly. Not only does using licensed content inappropriately expose organizations to legal action, but it can also undermine public faith in the brand itself. At the same time, proprietary assets need to

be protected from unauthorized use. If your branded content is used without permission, having digital rights management tools in place can help organizations determine how assets were improperly shared. Features like watermarking can go a long way towards protecting the substantial investment you've made in developing your brand assets.

Digital rights

Terms & Conditions:

Usage Terms (Embedded)

https://www.canto.com/privacy-policy/

Copyright:

None

Watermark

Logo

For (Image location)

Select Location

Add

canto.com

3 Steps for Scaling Brand Content Creation

Once brand assets have been created, they need to be organized and made accessible to everyone who might need to use them to generate content quickly and effectively, especially as creative teams grow. This can be a major challenge when multiple collaborators need to be able to access and work with brand materials. Creating a centralized, single source of truth that consolidates assets that might otherwise be scattered across multiple hard drives and cloud storage services is a good start, but if this new solution lacks the functionality to streamline how they're shared and distributed, it could contribute to workflow delays and more confusions.

Digital asset management platforms allow you to connect collaborators to the assets they need so they can create content more efficiently and scale production smoothly as your organization grows.

STEP 1
Create collaboration workspaces

Today's creative teams frequently consist of a combination of internal and external team members, many of whom are distributed remotely. It can be a headache to manage access permissions across multiple platforms, especially when content passes back and forth as part of a creative workflow process. Establishing a shared workspace that consolidates all the brand assets the hybrid team needs within a single platform can streamline the creative process and ensure that everyone is working from the most up-to-date materials. This helps to eliminate redundancies, confusion, and approval bottlenecks so they can develop high-quality, consistent content with fewer delays.

> **D** Daniel Mahtani   40 min ago
>
> **@Alina**
> What do you think of this image for our instagram story?

> **A** Alina Hernández   20 min ago
>
> **@Daniel**
> I think it's great!

STEP 2
Set up distribution options

Sharing branded assets over email and public cloud storage is equal parts inefficient and confusing. Content can be misplaced easily and there are seldom any version controls in place to make sure that people are downloading and working from the correct files. With a digital asset management platform, however, you can completely bypass these potential headaches by using share links and customizable web portals to manage access to content. Sharable links can be used to access files directly, and the link can even be set to expire to prevent it from being widely shared. Portals offer an ideal way for anyone to access a collection of curated assets directly from their web browser without having to scrupulously manage individual user privileges. Both options allow collaborators to upload new content for approval or obtain the assets they need for a specific project.

STEP 3
Provide limited editorial control

Speed is often a factor when it comes to getting branded content out to the market.

While it's important to maintain brand integrity and consistency, sometimes minor changes need to be made to assets to accommodate a project's specific needs. If you've already set up an approval process through a digital asset management workflow, you have the flexibility to make edits while still making sure that the final product conforms to existing brand guidelines. For minor adjustments, such as cropping or resizing videos and images, you can allow users to leverage the platform's built-in tools to make the changes without having to involve a separate design team. Editing capabilities allow collaborators to make quick adjustments and get the finished content out to the market all without compromising brand standards.

Canto: One Platform to Build, Manage, and Grow Your Brand

Your organization has already dedicated resources toward developing a unique brand identity and the digital assets to support it across multiple channels. With a digital asset management platform in place, you can create a brand management strategy that allows you to take control over your content and utilize it more efficiently. It's the easiest way to build a consistent, scalable process for enhancing your brand in the marketplace. Rather than wasting time searching for digital resources scattered across multiple storage locations or managing access privileges and sharing over several platforms, you can organize your brand assets and simplify content creation with software designed with collaboration in mind.

Canto is an innovative digital asset management platform that provides a single source of truth for your brand and all the content behind it. By centralizing your brand assets and providing you with the tools you need to easily organize, share, and control them, Canto ensures that all of your content is always on hand and on-brand. In addition to centralizing your brand resources in a single platform, you can quickly locate any asset you need with powerful search functionality, streamline the approval process with custom workflows, and manage access for internal and external collaborators.

To learn more about how Canto allows your organization to scale content production without sacrificing brand integrity, register today for a **free trial.**

Book a Free Trial

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Canto