

# 3 Tips to Ensure Brand Consistency



## WHY IT'S IMPORTANT

Your brand is the platform that delivers your core product or service differentiation to customers. Overseeing brand consistency can be challenging, especially when working with a distributed sales force or through branches, dealers or agents.

Streamlining processes for creating approved marketing materials helps ensure consistency with your brand guidelines. It also prevents your sales force or distributors from creating their own materials and eroding your brand equity.

1

### SET THE BRAND GUIDELINES – AND BE SPECIFIC.

The more specific your brand guidelines are, the fewer opportunities your local sales teams will have to deviate from them.

- Be precise about brand color matching to ensure the right shades are used.
- Pay attention to the quality of the printed materials.
- Outline brand fonts and appropriate usage for headlines, text and font size.
- Set the tone of voice for your materials.

2

### AUTOMATE IT.

A marketing resource management (MRM) system helps make ensuring brand consistency easy.

- A streamlined, automated approval process can offer a central resource for reviewing, approving and requesting edits.
- Make sure the system is easy-to-use by providing access to regular training.
- Update pieces regularly to ensure the latest information is being distributed.

3

### SET CLEAR EXPECTATIONS.

It's important to make sure your sales teams understand why following brand guidelines is critical to the success of your company and their sales.

- Empower your distributed sales and marketing channels to create personalized, customized marketing materials while adhering to your brand guidelines.
- Provide training on brand guidelines and be available to answer questions.
- Make it clear that when sales channels create their own materials, it hurts the brand and sales.
- Build in a mandatory, easy-to-follow automated approval process before distribution.

## THE DETAILS MATTER.

Details such as logo size, colors and messaging tone all impact how your brand is perceived. Keep these critical brand elements consistent and powerfully connect with your audience.

## YOUR BRAND IS VALUABLE.

Visit [vya.com](http://vya.com) or call 1-800-426-7921 for more information on how a marketing resource management system can help simplify your marketing workflow.