

How to Simplify Brand Management With DAM

Create a unified experience across the customer journey



Acquia

©2022 All Rights Reserved

A brand is more than a name or a logo — it's the sum of every experience a person has with an organization. It's a set of perceptions fueled by marketing materials, product usage, reviews, personal interactions, news articles, social media, and more.

But delivering a cohesive brand experience across all of these touchpoints is a high-stakes challenge. Not only are numerous people involved in ongoing brand maintenance — everyone from writers and marketers to strategists and salespeople — but one wrong step can put a brand's reputation at risk.

That's why companies of all shapes, sizes, and caliber need brand management to safeguard their identity and control their narrative.

The Acquia DAM (Widen) digital asset management (DAM) solution gives marketers easy-to-use tools to manage their brand across teams and channels. And in this how-to guide, we take a close look at three DAM features that can be used to activate your brand content at scale:

Portals to manage and share brand guidelines

Templates to localize essential campaign materials

Integrations to streamline content distribution

Together, these capabilities support collaborative workflows across departments and regions — allowing all content creators to build and deliver seamlessly connected experiences.

Portals to manage and share brand guidelines

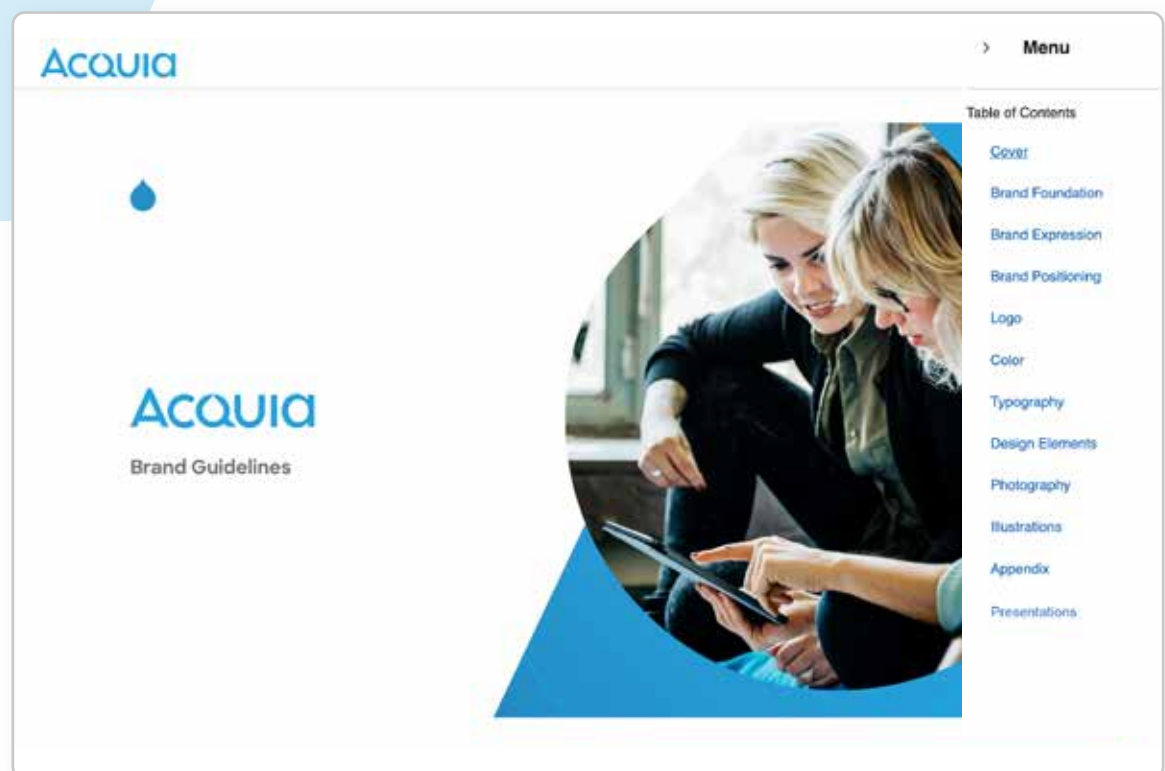
If stakeholders don't have access to current guidelines and high-quality assets, they often resort to using dated or distorted files — making it difficult (if not impossible) to present a consistent brand identity.



Many Acquia DAM (Widen) customers use Portals to display and share their brand guidelines, so that all stakeholders can easily access the most essential brand assets — along with instructions for proper use.

Portals offer a flexible, attractive, and simple way to share content within a branded environment. Each portal is a curated subset of assets that can be accessed via a URL, allowing content to be shared with individuals that aren't DAM users — such as agency partners and retailers. Let's take a look at some of the key elements in Acquia's own brand portal.

This portal is divided into sections for different types of brand assets and has a menu that allows users to jump to the area they need.



Some of the sections use dynamic features to pull in content from the DAM system. The Logo section, for example, links to a collection. And as files are updated, added to, or deleted from this collection, these changes won't need to be made again in the portal. By linking to the collection, the DAM site admin can ensure that portal users only have access to current and approved logo files.

The Photography section also uses a feature that automates portal maintenance. The Employee headshots tile links to a sub-portal that is populated using a dynamic gallery — which displays assets according to specified metadata criteria.



Other areas, like Color, include all of the content within that section. When a user mouses over one of these color tiles, it flips to display buttons that can be clicked to copy the color as a HEX, RGB, CMYK, or PMS number. And the Presentations section includes links to branded PowerPoint templates.

Acquia Color Palette - Meaning

The Acquia color palette has been carefully selected to represent the core values and attributes of the Acquia brand.

Seeks • Obsessed
 Fun • Vibrant
 Helpful • Provider
 Flexible

Acquia's color palette utilizes Three Primary Colors: Acquia Blue, Navy & Pink.

Yellow, orange, and teal are used as secondary colors for more graphic purposes. Pink is used as a primary color for branding Drupal content information, but for all other purposes is used as a secondary color.

Primary Colors

Acquia Blue Acquia Navy Acquia Pink

Seeks • Obsessed
 Acquia Blue is meant to be used in combination with Acquia Navy and white for the primary users throughout the brand. Acquia Blue is bright, and cheerful while remaining calm.

Helpful • Provider
 A useful color for spreads or both background and type applications. Acquia Navy represents the helpful and providing nature of the Acquia Brand.

Fun • Vibrant
 Acquia Pink is bright and acts as a hot color for the Acquia brand. Representing attention grabbing elements for Acquia that are needed for UX/UI as well for Marketing side of the Acquia offerings.

Secondary Colors

Acquia Orange Acquia Yellow Acquia Teal

Flexible and Open
 These represent the flexible and open attitudes of the Acquia brand. Eye catching and friendly, these colors add a welcoming and open spirit to design challenges.

| | | | | | |
|-----------------------------------|---------------------------------|---|----------------------------------|------------------------------------|-------------------------------------|
| | | | | | |
| Darker Blue HEX #005585 | Dark Blue HEX #1489C9 | Blue HEX #00A3D0 RGB 00, 164, 208 CMYK 52, 18, 5, 0 PMS 2968 | Light Blue HEX #70C8E9 | Lighter Blue HEX #A0DCE8 | Lightest Blue HEX #C9E9F5 |

Here are some additional strategies to consider when building a brand portal:

Embrace your branding: Update key design elements, including colors and fonts, to reflect your brand.

Include clarifying copy: Add text to sections to explain how assets should be used. You could also have a section at the top of the portal for a welcome message or notes that highlight recent additions.

Activate additional security: Control access to your portal by requiring users to log in or enter access code.

Strategic distribution: Increase the visibility of your brand portal by linking to it from your DAM dashboard or embedding it in other websites, such as an intranet.

Leverage analytics: Use performance analytics in the Insights app to understand how assets are being viewed, downloaded, and shared.

And bonus: no coding is required! Every portal can be built, customized, and maintained using a web editor.

As a one-stop-shop for all essential assets and usage instructions, brand portals empower teams and partners to be successful brand ambassadors and build a unified customer experience.

As our most-used portal, the Pega Brand Hub is where employees go to learn about the brand and get the assets, tools, templates, and guides that they need to put the brand into action every day.

Sara Fix

Creative Operations
Manager at Pegasystems

Templates to localize essential campaign materials

Another brand challenge is localization. Global campaign materials need to accommodate local languages and cultures, without compromising brand standards. While this could be as simple as adding retailer contact information or adjusting graphics, collectively, these revisions can create a lot of extra work for graphic designers.



Acquia DAM (Widen)'s Templates application gives DAM users the ability to customize marketing materials, while the creative team remains in full control of the brand.

Through an integration between Acquia DAM (Widen) and InDesign, Templates allows designers to create a piece of collateral and specify which elements are static or editable. Other DAM users, like regional teams or sales reps, can then personalize the copy and imagery — all within guidelines set by the brand manager.

This product sell sheet was created for regional teams to localize for their markets. It's configured with four customizable areas:

1. Product description
2. Product photo
3. Dealer logo
4. Product specifications



After a regional team makes their desired edits, the file is ready to send to the printer. All fonts, settings, graphics, and images are packaged together and housed within Templates, so there's no need for users to have these saved on their computers.

Some additional tactics for maintaining brand control with Templates include:

Choice without chaos: Select specific assets that users can choose from, rather than allowing them to upload their own graphics and imagery to the template.

Avoid outdated assets: Apply release and expiration dates to assets in Acquia DAM (Widen) to ensure only current files are used in the designs.

The right amount of creativity: Include multiple layers in the design process, to allow users to be a bit more creative without jeopardizing the company's brand.

And to keep all of the templates organized in the DAM system, consider using categories to organize projects based on groupings, like use or geography.

With Templates in your brand management toolkit, you'll empower users who aren't designers to create on-brand marketing materials — which will keep production-based tasks moving and help ensure consistency within campaigns.

“There is a lot of localization — we'll typically launch any new content piece in at least five supported languages. Managing that in the DAM allows them to easily see when new assets are going in, localize those, add them to DAM and spin them up from there.”

Curtis Foreman

Senior Editor of Brand Content
at Hootsuite

Integrations to simplify content distribution

In addition to Acquia DAM (Widen) Portals and Templates, system integrations also support brand management.

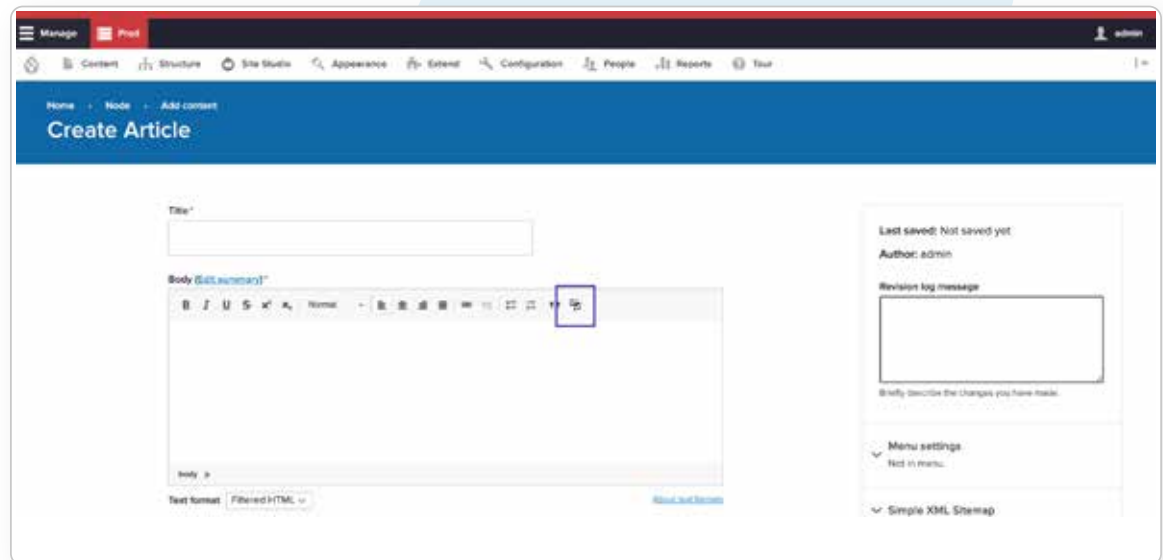


Connecting Acquia DAM (Widen) to other essential platforms allows assets to sync across tools — which helps ensure consistency and accuracy at every customer touchpoint.

One system integration that's particularly powerful in this connected environment is between DAM and a web content management system (CMS).

Acquia DAM (Widen) can connect with a range of CMSs via pre-built integrations or the DAM API. However, if you are a Drupal user, Acquia DAM (Widen) is your best DAM option because both tools are integrated within Acquia's larger digital experience platform (DXP). Let's take a look at how it works.

The Acquia DAM (Widen) and Drupal integration syncs assets stored in the DAM system with Drupal's Media Library, allowing users to search, browse, and select these assets without leaving the Drupal site builder interface.



Assets can be uploaded to Acquia DAM (Widen) once and then accessed via Drupal over and over again. This eliminates numerous manual steps, infusing speed across workflows.

And from a brand management perspective there are numerous benefits:

“We have thousands of images that we need to be able to syndicate, manage, and leverage. Not uploading content in two different systems is hugely beneficial for us. It’s how we protect the integrity of our brand.”

Cami Schnek

Director of Integrated Marketing Communications at Sargento

Consistency: Positioning Acquia DAM (Widen) as the source of truth for all assets ensures that only current, approved assets are being used to build digital experiences in Drupal.

Control: The security settings in Acquia DAM (Widen) that control access to assets extend into Drupal. So Drupal users will only be able to view the Acquia DAM (Widen) assets they are authorized to use.

Currency: This integration leverages embed codes, rather than downloading and serving assets through Drupal. This means that whenever an asset is updated in Acquia DAM (Widen), the newest version will instantly be published on the Drupal-built web pages where it is embedded — extending powerful automation across publishing workflows.

With Acquia DAM (Widen) at the core of a content ecosystem, teams are able to direct and automate the flow of assets across workflows to build a unified and coordinated brand experience.


Desired outcomes


Trust and reputations are built over time. And dated or inconsistent content can erode this hard-earned brand integrity. With DAM as the brand management command center, your teams can communicate with one shared vocabulary – both written and visual.




In this guide, we explored how Acquia DAM (Widen) Portals, Templates, and integrations can be used to simplify brand management and create unified experiences across the customer journey.

And once teams have mastered how to use these tools, they can consider expanding their DAM utilization to include these applications:

 **Entries** to enrich product data with marketing copy and digital assets for distribution

 **Workflow** to streamline the review and approval process for new creative content

 **Insights** to track how users are accessing content in the system

Expanding how [DAM is used across an organization](#) allows teams to deliver brand experiences at scale, as well as achieve other powerful DAM outcomes, including:

Minimized risk of content rights and usage violations

Cost avoidance through the reuse of best-performing content

Accelerated product launches by simplifying the distribution of product content

If you're interested in learning more about using Acquia DAM (Widen) to accelerate product launches, we encourage you to download and read our recent guide, [How to Prepare for Product Launches With DAM](#).

Successful brand management truly is a seamless collaboration between teams and tools.

With the right DAM system, your organization can control and refine your brand narrative across projects and channels.

[Contact us today](#) to learn why hundreds of world-class brands choose Acquia DAM (Widen) for their brand management solution.

Acquia
53 State St
Boston, MA 02109
www.acquia.com

About Acquia

Acquia empowers the world's most ambitious brands to create digital customer experiences that matter. With open source Drupal at its core, the Acquia Digital Experience Platform (DXP) enables marketers, developers and IT operations teams at thousands of global organizations to rapidly compose and deploy digital products and services that engage customers, enhance conversions, and help businesses stand out.

Learn more at <https://acquia.com>

ACQUIA