Pizarra Management Tool Research

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GOAL

Brand Guide System CMS (Web application Frontend)

Method to standardise how to make websites / other projects friendly to our tool, I.e. using a config file for your website.

WHAT IS A DAM?

How does it help companies and how can it be improved on?

A Digital Asset Management tool is a tool that companies use to ensure that assets like images stay uniform throughout the company, but mostly this is done manually, more specifically, the DAM is just used as a storage for people to look at and download assets to then manually update everywhere its used.

This is largely inefficient because this process of changing an asset everywhere it is used can be a big process that can take a lot of company time from more impactful projects, not to mention needing extra manpower for specific tasks E.g. Hiring a Frontend developer to update an image on your website.

➢ **The CMS Solution**

One possible solution is to automate things as much as possible, One way this can be done is with CMS Integration. Connecting your DAM to a CMS means that the content present on your website always checks the DAM as a source of truth for assets, which means that any updated asset will propagate the change on the websites the CMS controls.

Here are some digital brand tool companies that have already advocated for combining DAM and CMS.

https://www.bynder.com/en/blog/dam-cms-saas-soulmates/

https://blog.saleslayer.com/integrate-cms-dam

https://www.magnolia-cms.com/blog/integrating-your-content-management-with-your-digital-asset-management.html

What is a Brand Guide System / Brand Style Guide?

Brand guidelines, also called a brand style guide, are essentially an instruction manual and rule book on how to communicate your brand. They lay out all the visual details, as well as important notes about the company's voice, tone, and messaging. They come in the form of a physical or digital booklet filled with examples of what to do and what not to do.

Brand guidelines comprehensively cover a company's brand identity, including its:

- Logos: full logos, secondary logos, and icons
- Color palette: primary and secondary colours
- Typography: font styles, sizes, and spacing
- Other imagery: photos, illustrations, and artwork
- Voice and tone: how the brand uses language and emotion

When companies take the time to create brand guidelines, it helps to ensure that their brand image stays consistent no matter where it shows up.

This will pay off big time in the long run, as your company will generate the familiarity and reliability that open the doors to brand loyalty.

Our Goal is to combine Brand Guide Systems and DAM, with integrations to CMS'. This means that changes to the brand style guide and other assets should propagate brand-wide. E.g. Company Websites, Social Media, Merchandise, etc.

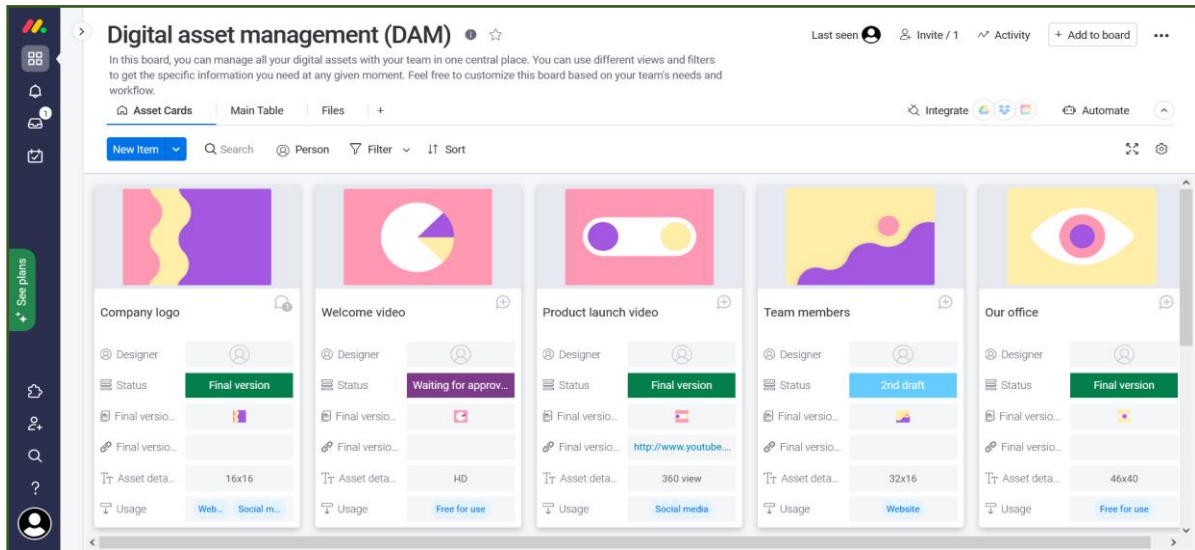### WHERE CAN WE LOOK FOR INSPIRATION?

Digital Tools for:

- Brand Guidelines
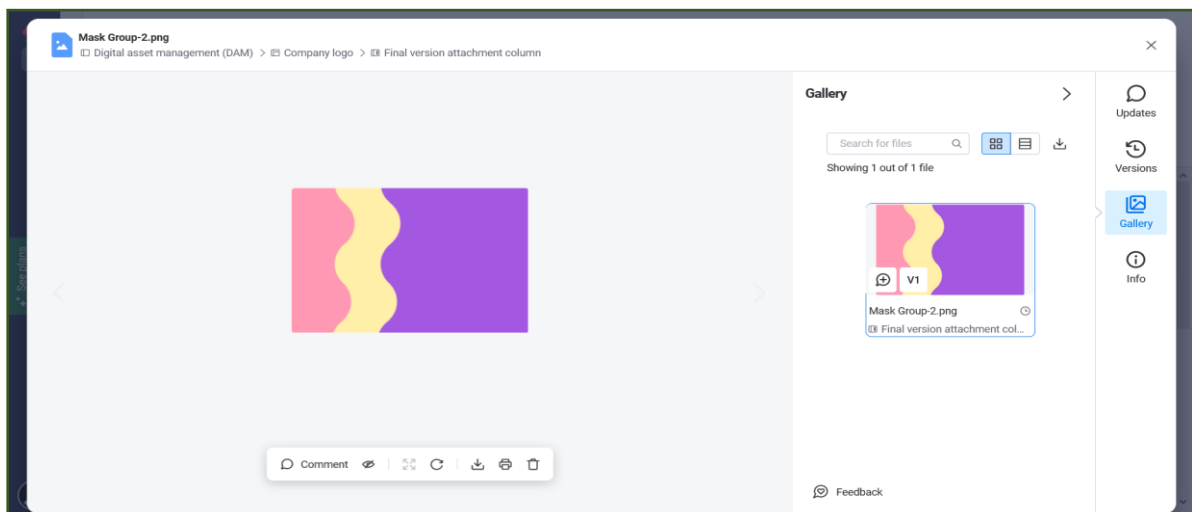- Digital Asset Management
- Content Management

Tools chosen:

- ➤ Monday.com DAM
- ➤ Bynder brand guidelines and DAM

■ Cards are too crowded with information, Left nav not closed by default, Whole UI is crowded,

■ Filter menu is simple

■ Everything is shown by default, but they could be separated into different components/ dialogs
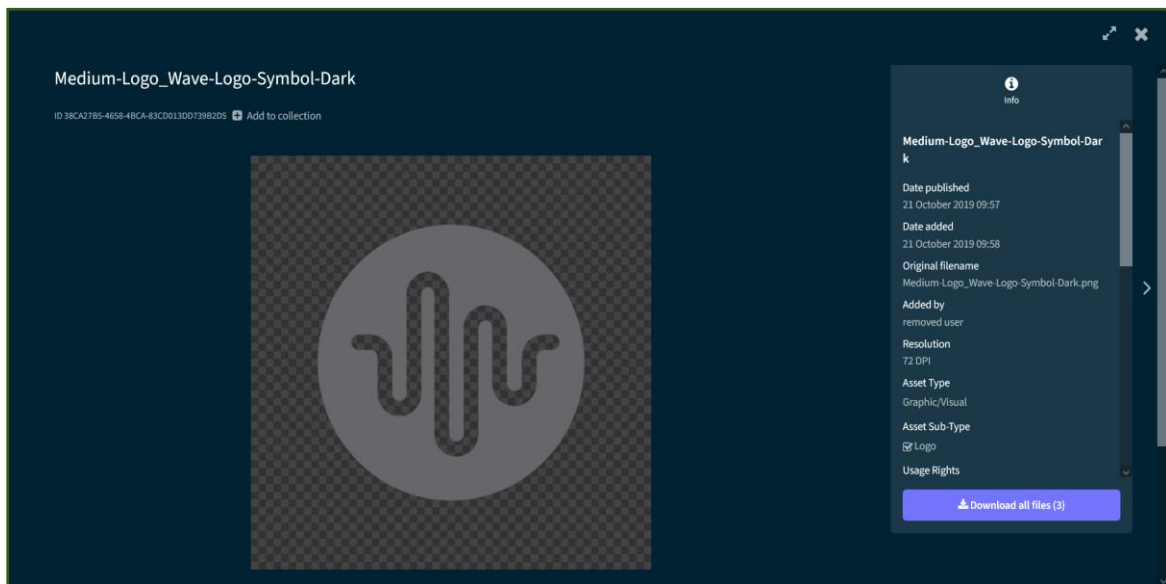
■ Color scheme is bland

Clicking on an Asset

▪ This view is too simple, options on the cards on the main page should be moved here instead

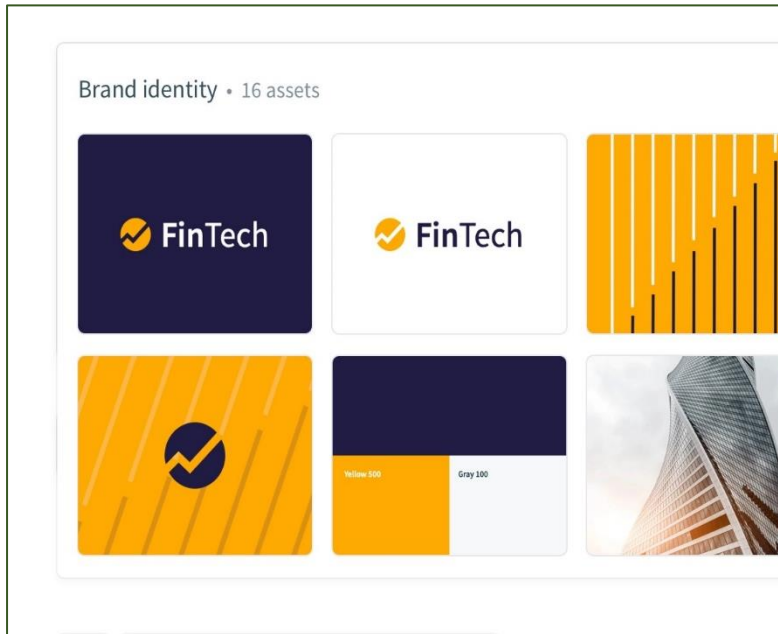▪ Card with print and download icons are very human centered, use of the icons makes it intuitive to use
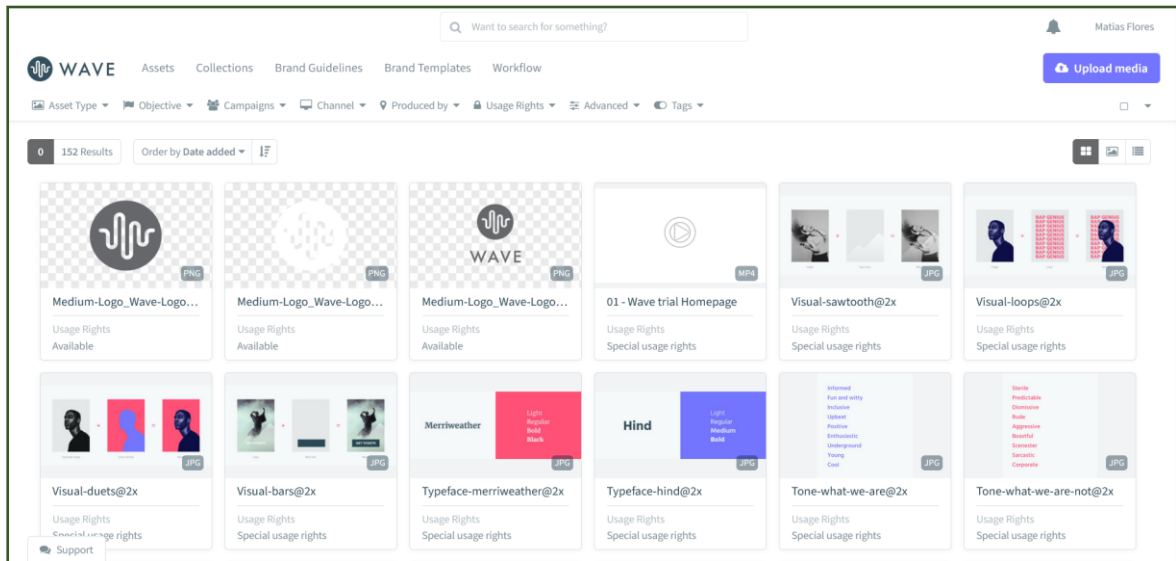
- Cards simple
- Powerful Filtering
- Page is not crowded
- Good options when opening the asset, provides a lot of possibility

- Simplistic navigation menu
- Asset specific tool menu, or brand-wide tools
- Collaborative, you can set permissions for specific assets, who can access etc.