

3 Strategies for staying on brand on all channels

Marketers know brand consistency is extremely important.



of marketers say achieving a consistent look at all locations is very to somewhat important.

But less than 1/4 of marketers

achieve consistent brand representation in their print materials across multiple locations.

And less than 1/3 of marketers

always achieve color consistency on print and digital channels.

The biggest roadblocks marketers say they face when it comes to brand consistency include:

#1

Tone and voice

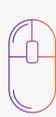
#2

Color consistency

#3

Correct current logos

To overcome these challenges:



Keep brand and legal approved documents in one place.

40%

of marketers say they mitigate the risk of brand inconsistency by providing brand and legal approved documents in one place where approved users can access.



Use templates to drive consistency across digital and print assets.

41%

of marketers say they mitigate the risk of brand inconsistency by using templates.



Use a single print vendor who can meet all your needs.

10%

of marketers work with a single print vendor.

Having a single source who is familiar with your brand, maintains high standards with their network of printers, and consults with you throughout the process can help ensure brand consistency across your printed materials.

What to look for in a print provider:



1

Invests in the appropriate equipment and expertise to help ensure color consistency in print.



2

Provides an online portal where all approved brand and legal documents as well as templates can be stored for your team to access quickly and easily.



3

Maintains a strong relationship with you and have a deep understanding of your business and brand.



4

Works with you in a consultative manner to help ensure brand consistency across all locations and channels.



5

Offers a large, multi-location footprint to help meet all your print needs at all your locations efficiently.

Learn more about how FedEx Office can help you achieve greater brand consistency.

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