



AI only pays off
when your brand
is built for it



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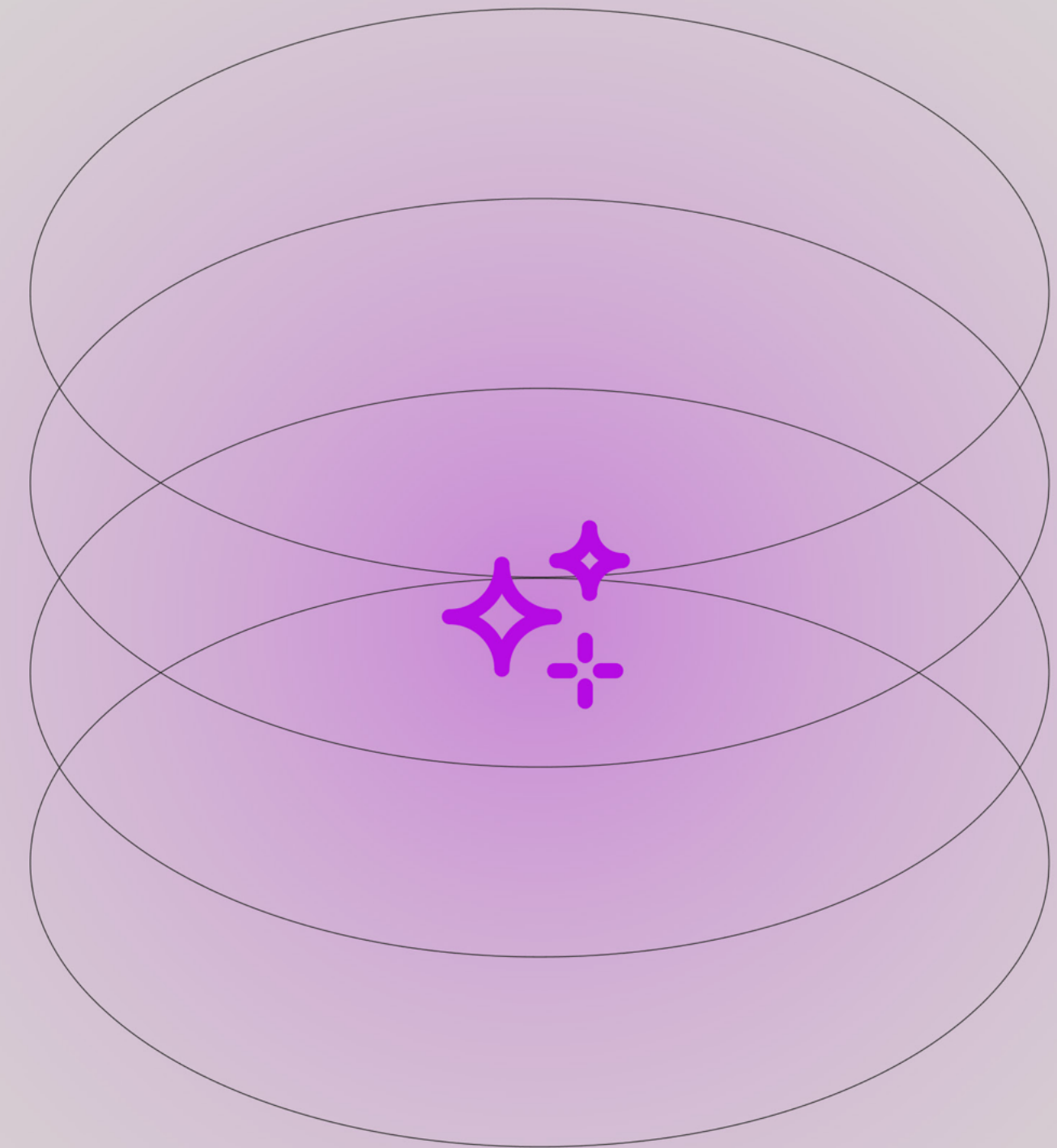
AI is everywhere. Value isn't.

AI is being adopted by almost everyone. The pressure to use it comes from the market and leadership alike, and few marketing teams want to be the ones explaining why they're holding back. They're moving fast and connecting AI to more of their work each month.

But the value has been slower to arrive. For all the adoption, many companies aren't yet getting much in return.

In a recent global survey*, most organizations were using AI regularly, well up from a year earlier. Only about a third had scaled it across the business, and fewer than four in ten reported a measurable effect on profit. So, while use is widespread, value isn't.

*Source: [The state of AI in 2026](#)





The fix isn't
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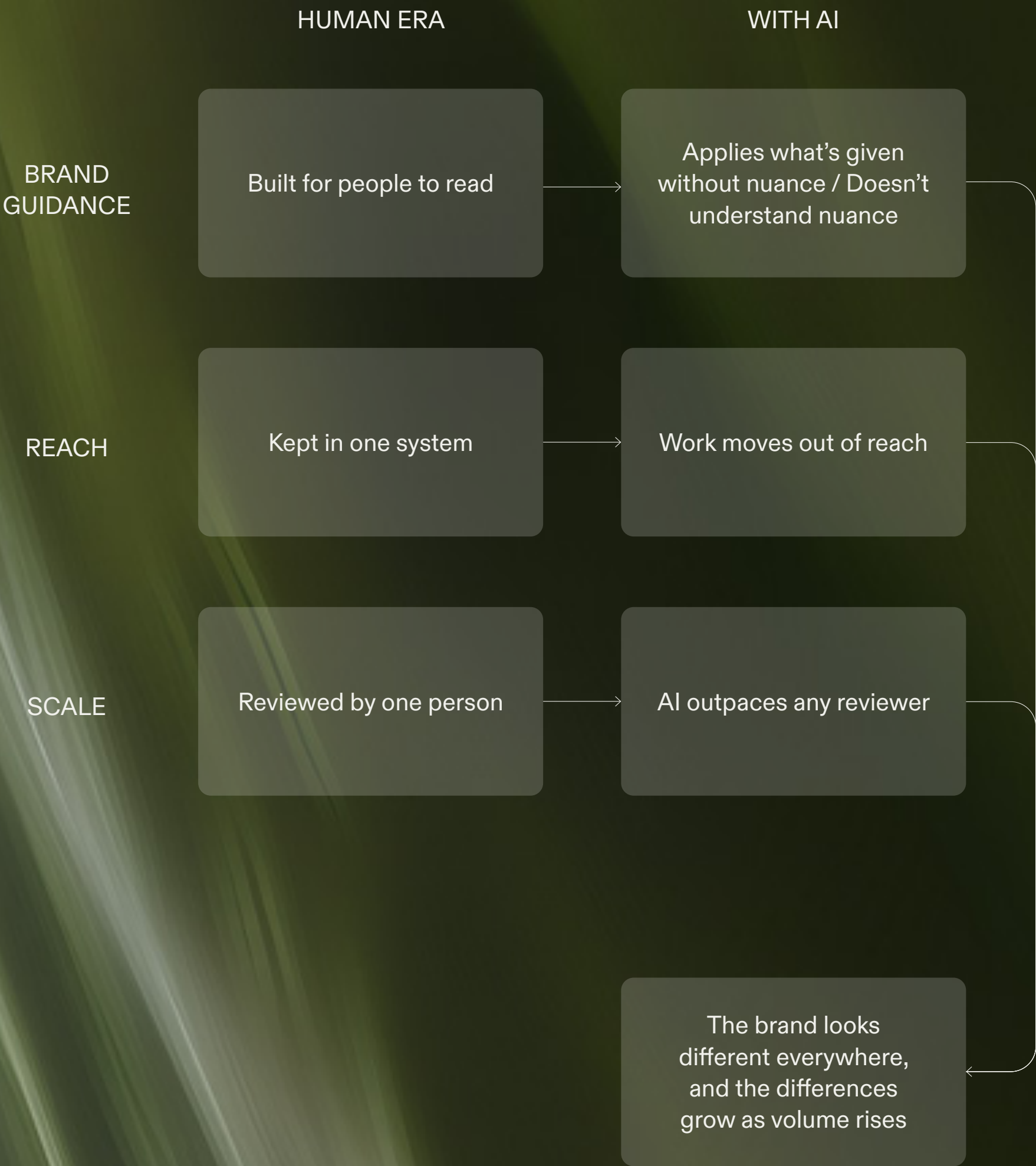


The fix isn't more AI. It's a foundation AI can use.

Brand guidance already reaches AI tools today, often as a PDF fed in directly. Some teams have gone further and have given AI a direct connection — through MCP, integration, or API — to their brand's source materials. The output isn't always on brand because the tool applies what it's given without the nuance a person would bring to reading it. And AI is just as confident when it's wrong as when it's right, which is why its output is a draft that has to be reviewed and tweaked before anyone uses it. Work that can't be relied on can't be handed off, and AI that can't deliver reliable output returns very little of what it promised.

But there is a solution, and it's not a more comprehensive prompt. The brand and marketing leaders who are getting real value from AI are the ones building a foundation that the tools can work from. This foundation is brand knowledge: The resources — including guidelines, assets, and decisions about how the brand looks and sounds — that are needed to create on brand.

Access is only the starting point. For teams that want to trust that AI output is on brand, brand knowledge has to be structured to read, connected to reach the work, and governed to scale.





When AI can't read the brand

A designer needs to know how the brand sounds, so they check the guidelines and build the visual. When time is tight, AI can feel like the ideal shortcut: write a prompt, attach the PDF guidelines, and get back visuals that look right but don't hold to the brand.

Most brands have their guidelines in good order — rules for how the brand looks and sounds, written for people to read. Guidance like “keep the tone warm and approachable” is something a person can understand at a glance and apply without being told how. When a machine opens that same file, however, it sees layout and formatting — nothing it can act on.

Because the brand lives in files built for people to read, AI works from the fragments it can access and produces at a far higher speed. So the brand starts to look different across every tool it's made in, and the differences grow as the volume rises.

With AI, speed trumps nuance

Even when a rule comes through clearly, applying it is a separate problem. “Keep the tone warm and approachable” means one thing in a sales email and another in a release note. A person writing each one adjusts without thinking. An AI tool doesn't know what it's missing. It applies the same reading everywhere — because nothing in the rule says when to bend it — and returns the result with confidence and at unprecedented speed.

Turn judgment into rules

What does it take to give an AI tool a brand it can apply consistently and at scale and at speed? Structured files it can process directly.

Structured means the information is organized into consistent, labeled parts — defined fields, set values, and the relationships between them — so a machine can read and act on it without having to interpret anything. Take “keep the tone warm and approachable.” For a person, that's the whole rule. Structured, it becomes fields a machine can match against: context is customer support, tone is warm, contractions are allowed, exclamation points are not. The judgment a person applies instinctively is now written down as conditions that the machine can check.

Structuring brand knowledge this way is what makes it machine-readable: Brand knowledge is organized so that a machine can act on it directly, without a person in the middle to interpret it. Once brand knowledge exists in that form, what AI produces can be trusted enough to build on without checking every output by hand.



How Frontify makes your brand

machine-readable



How Frontify makes your brand machine-readable

Start

Your brand knowledge is scattered

- Brand rules, assets, terminology, examples, and business context live across guidelines, files, folders, teams, and systems. Even when the information exists, it can be difficult to find, interpret, or keep connected as the brand changes.

01

Establish one maintained source of truth

- Bring brand guidance and approved assets into one connected system that can be structured, governed, and kept current.
- **Capabilities:** Guidelines, DAM, and templates, plus targets and publishing to control and share them.

02

Give the brand a shared vocabulary

- Standardize how assets and business information are described, so teams and connected systems can work from consistent terms and relationships.
- **Capabilities:** Predictive metadata, AI auto-tagging, metadata management, catalogs (currently in beta), and taxonomies

03

Make the brand readable by AI

- Turn brand guidance into structured content AI can read and use for answers, content generation, copy review, and asset discovery.
- **Capabilities:** Machine-readable guidelines, brand assistant, permissions, and targets

04

Make the right knowledge easier to retrieve

- Help people find the right guidance or asset from what they need, rather than having to know where it lives.
- **Capabilities:** Guideline search, library search, asset content search, predictive metadata, and enhanced image search

Goal

AI works from the brand you’ve defined

- Frontify turns scattered brand knowledge into a structured and searchable system that people can use and that AI can access within the rules the brand team sets. The brand is no longer just documented. It’s ready to travel.



When work happens beyond the brand's reach

Somewhere in the business, a field marketer is building assets for an event. They're working with an AI tool they chose themselves, and it performs well enough. The results come quickly and look finished. But the tool isn't connected to anything the brand team manages. It only knows the brand details the marketer thought to paste in, and no one on the brand team sees what those were.

People are doing their jobs, using the tools that are fastest or most familiar, but the brand isn't present where the work is being done.

Brand knowledge lives in the system built to hold it

But the work happens across every tool a team touches in a day.

In the moment that something gets made, the brand has to be reachable from inside that tool, or it has no bearing on the result. Most of the time, it isn't reachable.

Finding the current guidance takes longer than making something that looks close enough, especially against a deadline. Teams don't decide to go off-brand. They work where they are with what they have, and the brand gets left out of what gets made.

The brand has to travel to where the work is

The knowledge that lives in one system becomes something the tools people work in can draw on directly. It reaches most fully into the AI tools that generate whole assets and stays within reach everywhere else.

When someone asks a tool to make something, the approved asset and current guidelines are already there, without anyone leaving the tool they're working in. This removes the reason people go off-brand: Using the approved asset is now the quick option, so trust in the brand remains even as the work scatters across tools.

However, none of this works until the brand is machine-readable. Guidelines and assets can't be sent into another tool while they live in static documents, scattered files, or people's heads. Readable first, then reachable.

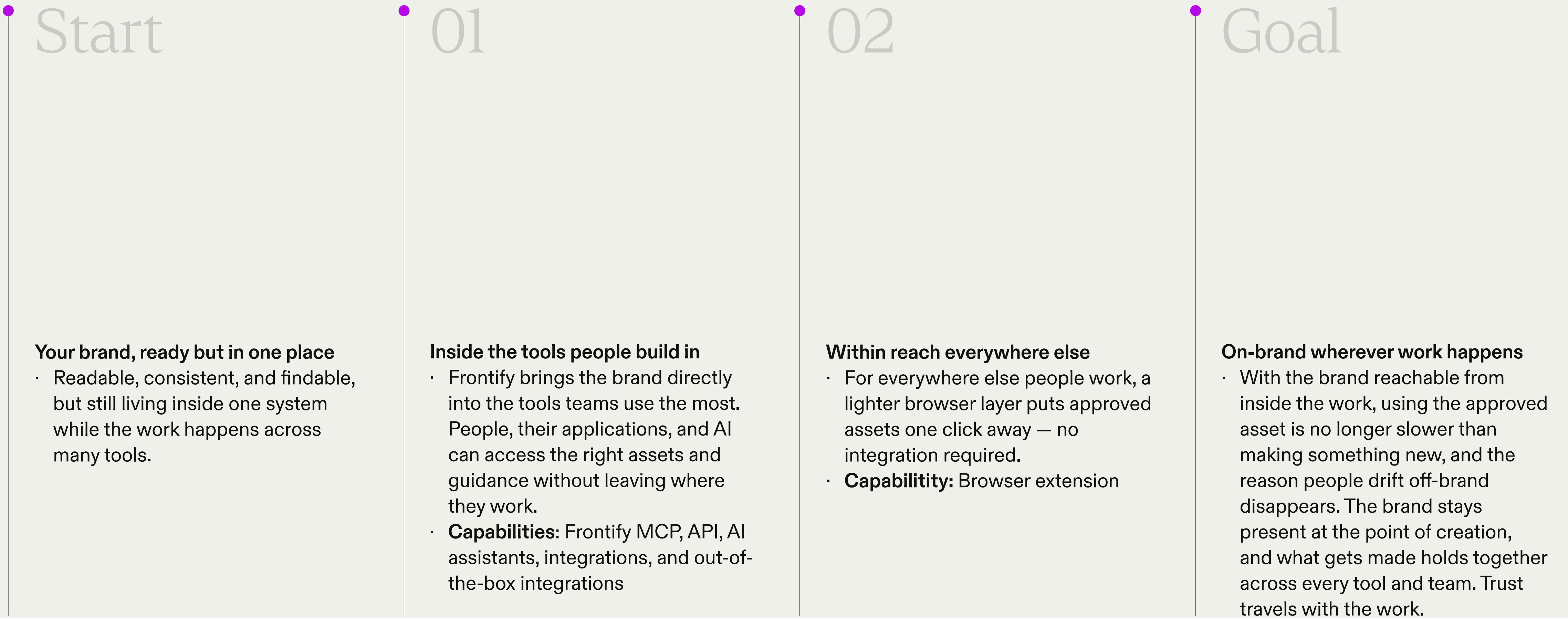


How Frontify brings your brand

to where the work is



How Frontify brings your brand to where the work is





When creation outpaces review

Not long ago, most of what reached the audience passed through a review step first. Perhaps a dozen campaigns a month came through for sign-off, and the people responsible saw each one before it went live.

That volume has since changed. Markets, business units, and agency partners now each use their own AI tools to produce far more than before. For companies, that's largely the point because more output that's produced faster is what AI was brought in to deliver. What hasn't changed at the same rate is how that output gets checked.

Creation now happens at a rate set by machines, while reviews still happen at the pace of a person reading carefully. And it still tends to happen at the end, once something is finished and waiting to go out.

The review queue becomes the place where everything backs up. This is why the answer can't be more reviewers or longer hours. A review that only happens at the end of the workflow will always be behind when work moves this fast.

Governance is built in

At this volume, approving each piece before it goes out is no longer possible. To create on brand at scale, governance must move upstream, built into the system at each stage of creating and managing an asset. People set the brand rules, and AI applies and checks against them at every stage. What comes out starts on brand instead of being corrected after the fact.

The fastest way to make something is now also the on-brand way.

This is more than automation because people stay in control of it. The brand team steps back from reviewing each asset and governs the system — easing off when things run smoothly, tightening oversight when it matters.

When brand knowledge is structured to read, connected to reach the work, and governed to scale, AI has a reliable, confirmed brand to work from.



How Frontify enables governance at scale

Start: Everyone creating at once

- Every market, business unit, and agency partner producing with AI, at a volume no single reviewer can sustain.

Step 1: On-brand before work starts

- Brand rules are locked into the blocks people build from, whether a person is assembling something or AI is generating it directly, so much of what gets made starts on-brand.
- **Capability:** Templates

Step 2: Self-checked as work is made

- Anyone can check copy or questions against the brand rules and get a sourced answer in seconds.
- **Capability:** Brand assistant

Step 3: Reviewed as it's submitted

- The same check for creative assets can run on demand or automatically on submission, returning specific fixes.
- **Capability:** Brand checker (beta)

Step 4: Managed by asking

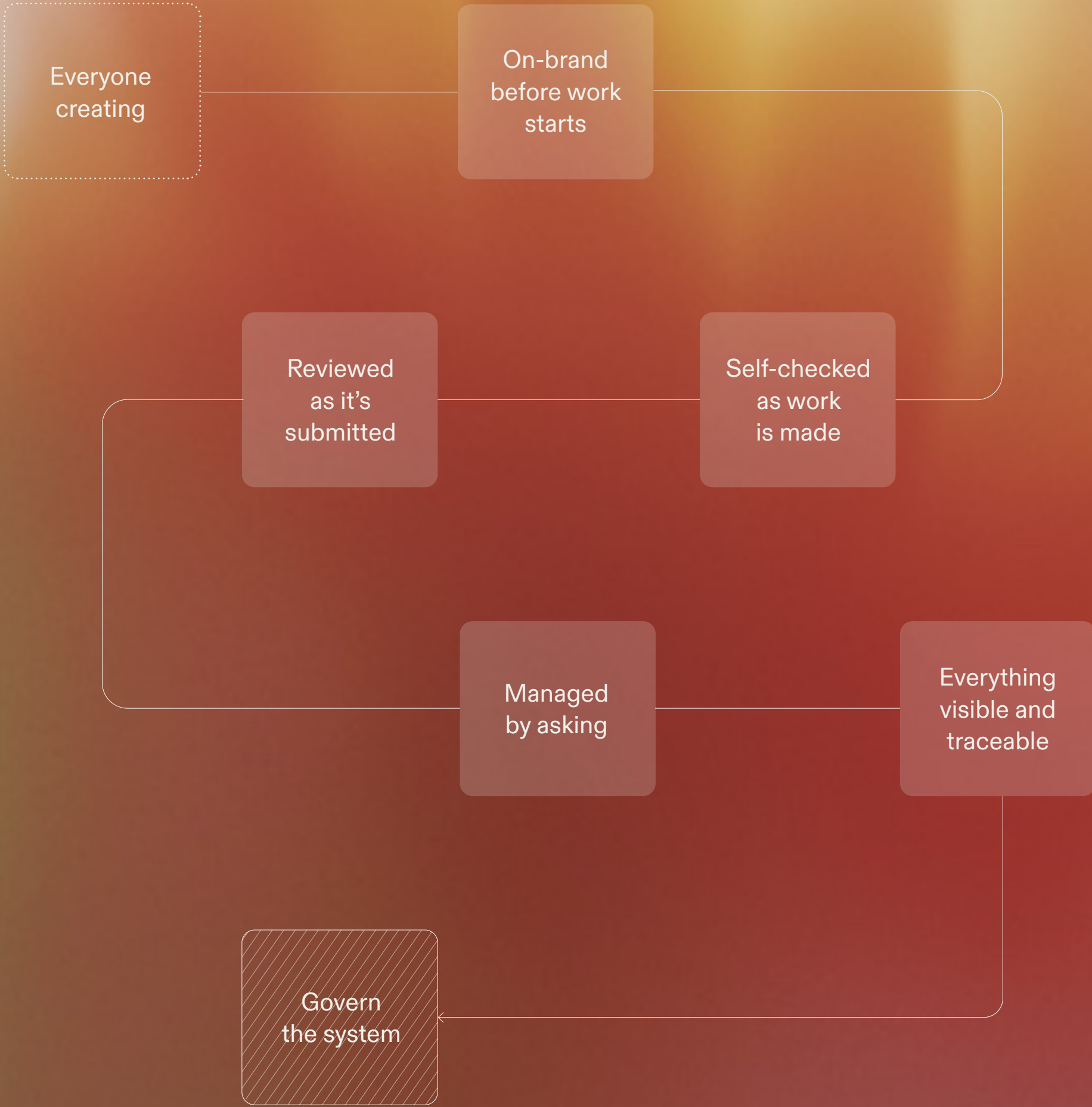
- Find, organize, and move assets using natural language, suggesting the right folder or action, then applying changes after confirmation.
- **Capability:** DAM agent (beta)

Everything is visible and traceable

- Every action the system takes — a generation, a check, an agent's edit — is logged, so teams can stop reviewing every piece and still see everything that's happening.

Goal: Govern the system, not every asset

- The reviewer's role moves from checking each piece to setting the rules the system applies, tightening oversight again for a new market or a sensitive launch.





When the brand
is ready,

AI delivers



- **Brand knowledge is machine-readable and structured.** AI stops piecing the brand together from fragments and works from the standards you've set, so what goes in is reliable and what comes out is on-brand.
- **Brand knowledge travels to where the work happens.** The brand stays present at the point of creation. What gets made holds together across every tool and team, and trust travels with it.
- **Brand governance works at scale.** The reviewer's role shifts from checking each piece to setting the rules the system applies. Oversight can be tightened again for a new market or a sensitive launch.

Explore how brand knowledge becomes machine-readable, reachable, and governed at [Frontify.com](https://frontify.com).



