

Fiducia successfully ensures brand consistency with empower®

“Some colleagues even say never take empower® away from me again.”



Cornelia Kuster, Communication & Marketing, Fiducia GAD IT AG



Challenge

Fiducia wanted to ensure a consistent brand communication company-wide. The challenge was to enable employees to create brand compliant presentation easier and more automated. Master and templates should be easily findable for everyone.



Solution

Fiducia provided master and templates through the central library of empower®. Design guidelines were embedded directly in PowerPoint in form of font and color picker and a design check that automatically corrects design violations in presentations.



Result

Master and templates are directly available for everyone. Users are able to create brand compliant presentations with ease. Fiducia ensures with empower® brand consistency in all presentations and strengthens their brand communication.