AI-based Front-End Generation

Branding Consistency.

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1.1   Introduction

In digital marketing keeping a consistent brand identity across all platforms is really important for companies. This is because a strong and clear brand identity helps people recognize and trust the brand no matter where they see it. Because of this I need to think well about how a brand style can be implemented into the pages the tool will generate.

I should consider things like the colors, fonts, logos, and look and feel that the brand uses. It's important to make sure that every page the tool creates looks like it belongs to the same brand, so that customers have a good experience and the brand's message stays strong and clear.

1.2   Purpose of Research

This research is important because it helps to find the important elements that the tool could focus on to make sure that the generated pages are in line with a companys branding. By understanding these elements I can create a tool that both saves time and also keeps the brand's identity.

This means that every promotional page will look like it belongs to the same company with the same style and message. This consistency is important for building customer trust and recognition. So by figuring out what these important elements are I can make sure the tool helps companies keep their branding strong and clear and also making the process quicker and easier.

Context.

Branding Elements.

2.1 Colors

Colors play a big role in a brand's identity. They help create a specific look and feel that customers can recognize right away. When creating pages with the tool, it is important to use the exact colors that a company has chosen for its brand.

These colors should match the ones used in the company's logo, website, and other marketing material. This way I make sure that all the pages look like they belong to the same brand. This helps build a strong and consistent brand image which is really important for getting customer trust and loyalty. *(Everything You Need to Know About Brand Consistency | Mailchimp, n.d.)*

2.2 Typography

Typography is also important when it comes to branding consistency. Typography is all about the fonts and text styles you use. If the fonts are all over the place it makes the whole page look messy and unprofessional.

First there is always a main font that matches the brand's peronality. For example if the brand is fun and playful there might be a more casual font. If it's more serious and professional a cleaner and more straightforward font would likely be used. There might also be a second font used for normal body text that is easier to read.

Then I have to stick with that font combination across all the pages the AI generates. This means using the same font for headings, subheadings, and the (somtimes) secondary font for the body text. *(Everything You Need to Know About Brand Consistency | Mailchimp, n.d.)*

2.3 Tone of Voice

The tone of voice is like the personality of the brand in written form. It's how the brand "talks" to its audience. For the tool to habe a consistent tone of voice is important. It makes the brand feel more reliable.

Consistency in tone of voice helps build a connection with the audience. It makes the brand more relatable and trustworthy. When people know what to expect from the brand's communication they are more likely to engage with it. *(Everything You Need to Know About Brand Consistency | Mailchimp, n.d.)*

2.4 Layout

The layout is how everything is arranged on the page like where the text, images, and buttons are. Having a consistent layout is also important for the tool. It makes the pages look organized and professional which helps build trust with the audience.

The pages should also have a responsive layout. This means the page should look good and function well on all devices like desktop, tablet, or phone. A responsive layout adjusts automatically to fit different screen sizes which makes the page accessible to everyone. *(Adobe Express, n.d.)(Adobe Express, n.d.)*

Possible Solutions.

3.1 Color Selector

The first and most obvious solution for integrating brand colors into the generated pages would be to have a color selector in tool. Here the user could select the colors of the brand which AI will then keep in mind when generating the page.

Another possible solution could be to let users upload a sort of config file like a Tailwind theme or simply a CSS file. Then let AI try to integrate this config into the page. However this would be a harder feature to develop and implement.

Lastly it could be a solution for the user to put in an URL of their website and let the tool analyse the colors used on the page. Then using those colors to generate the page.

3.2 Font Selector

Just like the color selector, the easiest way to solve this would be to let the user choose the fonts they want to use. This could be done with a dropdown menu where users can pick from a list of fonts or an upload box where they can upload their own fonts.

Another possible solution could be to let users enter their website URL into the tool. Then the tool could automatically detect and figure out what fonts are being used on different elements of the website. This way users wouldn't have to manually input the fonts themselves. It would be nice for users who might not know what fonts their website is using or for users who want a quick and easy way to find and use the same fonts.

3.3 Tone of Voice Selector

One way to use the tone of voice of a brand is to try and copy theirs. This could be done by letting AI analyze the content of their website and then try to clone it. The AI would look at the way the brand writes and talks and then try to clone that style. This would help in keeping the brand's tone consistent across all their content.

Another option could be to have a dropdown menu with a variety of different tones of voice. Users could pick one that best suits their brand from the list. This way even if they don't know exactly how they want their brand to sound, they can choose a tone that feels right for them.

3.4 Templating

One way to solve not only the layout but also the colors and fonts is to allow for templating. This means creating a predefined layout that can be used over and over again. Companies usually already have a layout so they could transform it to be used inside the tool. By doing this the colors and fonts can be included right from the start.

With templating, users can set up their layout just once and then use it as many times as they need. This would save a lot of time because they wouldn't have to start from scratch every time. Plus since the template would already include their colors and fonts, everything would match their brand perfectly.

This solution makes things easier for companies because they can keep their look consistent without extra effort. It's a convenient way to make sure that the layout, colors, and fonts are all used and ready to use whenever needed.

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4   Conclusion

Having a consistent brand identity across all digital platforms is important for companies to build customer trust and recognition. This research shows how important branding elements like colors, typography, tone of voice, and layout are in making sure that every page generated by the tool is in line with a company's branding.

By focusing on these elements I can develop a tool that both saves time and keeps the brand's identity, which makes the process quicker and easier for companies.

The possible solutions like a color selector, font selector, tone of voice selector, and templating, can be good ways to integrate these branding elements into the tool. These solutions make sure that the generated pages look "branded" and professional and helps to build a strong and consistent image.

Overall this research shows how important consistency in branding is and offers possible solutions to achieve it.

Conclusion.

5   Sources

Everything You Need to Know About Brand Consistency | Mailchimp. (n.d.). Mailchimp. https://mailchimp.com/resources/brand-consistency/

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