

...with global, cutting-edge technology.



Get control of your brand.

IdentityGuide brings order to fragmented corporate identity systems enabling efficient, targeted distribution of your identity materials. It strips away system inefficiencies, taking care of the day-to-day details so that you can focus your time and energy on strategy and brand building.

IdentityGuide is an online repository where all of your identity materials can reside. Benefit from:

- A user-friendly, customizable interface
- Worldwide access 24/7
- Customizable, searchable and instantly updatable content
- Seamless transition between your Web site and *IdentityGuide*
- Powerful administrative tools
- Auto-notification when files are updated
- And much more!

It's time for a change. Find out how *IdentityGuide* can simplify identity management, save time and money, and strengthen your corporate brand.

Learn More

To learn more about *IdentityGuide*, please visit us online at identityguide.com, e-mail us at info@bradycommunications.com, or call 412.288.9300.



BRADY COMMUNICATIONS

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Usher in the future of brand
identity management...

Build a more powerful brand.

If your business is like most, your identity standards are housed in a big, three-ring binder that sits on a shelf. When you need to make a change, you've got to print new pages, mail or e-mail updates to your partners, vendors and subsidiaries, and hope that your standards are followed. This process is time-consuming, costly and gives you little control, but that's what you had to do. Until now.

Introducing IdentityGuide

IdentityGuide by Brady Communications is a smarter way to manage your identity. Your identity standards and assets are securely housed online. You can make instant updates and be confident that everyone is using the latest version of your standards. You control and monitor site access, track downloads and customize content. And everything is in one convenient place, accessible 24 hours a day.

Strengthen and Maintain Your Identity

A strong identity is one that is consistently implemented. Following a set of standards is key to building brand recognition and loyalty. Avoid misuse of your identity by having your latest standards in one convenient, easily accessible location.

Global Distribution

You decide who has access to your identity materials. Then, approved staff, vendors and partners from anywhere in the world can easily find the information they need, download files and get to work.

Optimize Value and Efficiency

Printing out new corporate identity manuals every year and distributing them around the globe takes an enormous investment. Now you can wipe out these traditional costs and implement a solution that pays for itself right away. And you can use it for years to come.

Controlled Access

You decide who gets access to your IdentityGuide site, ensuring your brand assets are never in the wrong hands.

Registered users log in here!

User name

Password

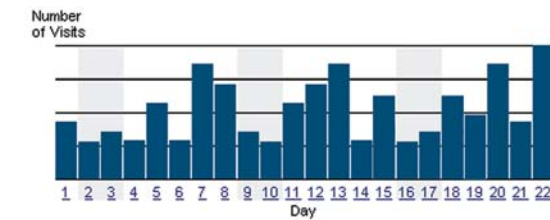
[Forgot your password?](#)

Reporting

Brady Communications generates customized reports that reveal who is using your site and what they are downloading.

Total visits: 72

For the month beginning March 1, 2002



Global Reach

Approved staff, vendors and partners from anywhere in the world can find the information they need, download files and get to work.

User-Friendly Functions

Users can quickly find what they are looking for with the keyword and advanced search functions.

With up-to-the-minute changes displayed on each page, you know you are using the most recent materials.

Related topics and helpful external links provide a wealth of useful information.

Users will always know who to call or e-mail if they have any additional questions.

Online Approvals

Save time and streamline your process by reviewing identity projects from staff and vendors online. The robust database also archives approvals and comments for future reference.

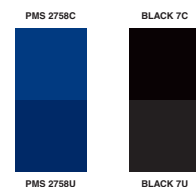
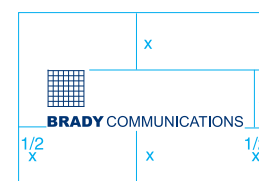
Multiple Brands

Each sub-brand or business division can be accessed from a pull-down menu.

Customized Control

Customizable headers, page content and navigation hierarchy give you control over how your site looks, what it contains and how it is organized.

Signature Usage



Easy Administration

You don't need programming skills to add, edit or delete content, and any changes you make are updated instantly.

User Accounts

Accounts Index

Sort By	Name	Company	Company Type	Date Recd.
	Baker, William	Baker Printing Services	Printer	2/21/01
	Boulez, Marie	Paris Packaging Inc.	Packaging	6/7/02

Project Review

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Sort By	Date	Project	Company	Name	Project / Tracking Number
Posted	6/10/08	Direct Mail Piece	Five Star Printing Services	Smith, Elizabeth	22856
		Brand X brochure		Ayers, Jamie	322444