HCLTech | Supercharging Progress™

AI-powered
brand guidelines
verification

Supercharging brand consistency
across the marketing supply chain
with iBurando

Is your brand consistent across all touch points?

Consistency in branding is key to any organization's success. This can translate to increased visibility and ensures the intended reaction from people interacting with it. With brand guidelines in place, businesses can ensure their brand's elements are used correctly and look recognizable anytime they are used. But how can the businesses turn their partners, vendors and contractors into their brand ambassadors, communicating with the audience on behalf of the brand while keeping the branding uniform?

Validating brand guidelines is tedious

A brand's identity is more than just a color palette and adaptations of the logo. There are specific rules and standards in which various elements of the branding interact with each other—such as clear spacing around logos, choice of images, font styles and sizes and much more. Validating such complex frameworks requires a keen eye for detail and a lot of time. Mostly businesses face these challenges:

- Human-verification is costly and has very long cycle times. Neither does it assure 100 percent brand compliance.

- Scaling up translates to new distribution partners. With every new addition of channels and product ranges, the brand validation workload also increases.

- A change in the brand guidelines cannot be implemented immediately across the huge volume of marketing artifacts without significant resources.

Augment your branding efforts with artificial intelligence (AI)

AI is finding more relevance in a wide number of use cases in today's world. Harnessing its power, HCLTech developed an intelligent software framework for image, video and document automation—iDoRAN (Image Data Optimizer and Automation). With iDoRAN as its foundation, iBurando presents a viable, scalable and efficient solution to address the challenges that businesses face in driving brand consistency. It is an AI-powered analytics tool that helps to analyze and validate any image/video for end-to-end brand artifact approval cycle.

With iBurando, business can carry out the following tasks with ease and speed:

Auto-validate logo/images or replace old logo/images with new logo/images from the repository

Promote partner/user experience with enhanced UX and intuitive user journeys

Measure color accuracy, positioning, safe area, aspect ratio, visibility check, background to foreground contrast and others

Validate the right usage of images and tone

AI advantage that can take your brand to the next level

iBurando proposes minimal human intervention, thereby significantly reducing long and laborious verification/rebranding activities. Automation eliminates human error in maintaining brand consistency across artifacts, ensuring 100 percent compliance. With the overall efficiencies gained, approval cycle time for validating brand guidelines in new marketing artefacts also reduces.

Why trust HCLTech's solution?

- iBurando was leveraged to rebrand 250,000 technical documents and drawings by one of HCLTech's largest industrial customers. 90 percent automation was achieved in the rebranding.

- iDoRAN has been instrumental in processing 2 billion image/video artifacts.

- HCLTech has delivered 300+ patents in document technology.

We've done it before. We can do it again.

iBurando-based AI portal for a leading English football club

The objective

Automated brand guidelines validation for artifacts submitted by partners of a leading football club

The challenge

Ensuring new brand guidelines across a large volume of artifacts, multiple static formats (PDF, image formats, MSWord, PowerPoint, HTML, etc.) and video file formats

HCLTech solution

- AI-based image/video extraction, validation and feedback for end-to-end brand artifact approval cycle

- Scalable solution to accommodate for changes in brand guidelines

- AI portal with enhanced UX and intuitive user journeys to promote partner/user experience

- Automated comments for the rejected artifacts

- Visual representation of the validation result

Benefits delivered

- Streamlined artifact approval with minimal human intervention

- Enhanced user experience with smaller cycle times and effort

We're here to help you achieve branding consistency with AI-powered verification. Please reach out to us at idoran@hcl.in.

hcltech.com

HCLTech is a global technology company, home to 219,000+ people across 54 countries, delivering industry-leading capabilities centered around Digital, Engineering and Cloud powered by a broad portfolio of technology services and software. The company generated consolidated revenues of $12.1 billion over the 12 months ended September 2022. To learn how we can supercharge progress for you, visit hcltech.com.