



ZUZA Identity Builder™


Easily customize and produce corporate identity materials with just a few mouse clicks over the web.




No matter how large your organization is, ZUZA's Identity Builder makes it a snap for your distributed users to produce customized stationery items – letterhead, envelopes, business cards, note cards and more – in just minutes, with no training required, while maintaining full compliance with corporate brand standards. All without you having to lift a finger.


 **Self-service saves you time.** ZUZA Identity Builder removes the burden of providing corporate stationery to your organization, with an Internet portal that lets your distributed users do the work for themselves. Users can log in anywhere, anytime to easily customize and order their stationery using the online library of layout templates already approved by your marketing team.

 **Always brand compliant.** ZUZA makes it simple for you to ensure that stationery across your organization is 100% compliant with your corporate branding standards. The tool lets you lock essential brand elements in the templates while allowing users to freely customize other elements. For even finer control, ZUZA lets you assign role-based permissions for access to specific templates and graphic elements.

 **Elastic formatting meets your needs.** Typically, names, titles, addresses and other fields can vary in length from short to ultra-long. Can one template fit all needs? With ZUZA Identity Builder, it can. Intelligent formatting dynamically adjusts the template layout and type sizes to accommodate a wide range of text field lengths. As custom information is entered, layouts adjust visually on screen in real time, letting users preview exactly how pieces will look before they are printed.

ZUZA Identity Builder can also provide specific templates within a stationery asset category based on attributes selected on the fly such as product line, division, department, theme, single- or double-sided – you name it.

 **Always up to date.** As your corporate identity evolves, simply revise the digital assets available in the online library. This will ensure that your users everywhere have access to the latest assets to build their stationery. And if your organization has frequent changes in structure, location or personnel, ZUZA's on-demand printing will help you cut down on waste, letting users order just the right number of pieces for current needs and economically reorder whenever changes occur.

 **Automatic printing and fulfillment.** Once your users build and place their print orders, ZUZA will immediately take care of the rest with its own state-of-the-art printing and fulfillment facility. Your users will receive beautiful, high-quality stationery produced and delivered in the shortest possible time.

What it looks like ►



ZUZA Identity Builder is extremely flexible and easy to use.

Lock corporate branding elements in stationery to maintain a consistent look and feel across your organization.

ZUZA Identity Builder is as simple to use as an online store.

Easily drill down to the exact stationery template you need with a flexible menu of choices.

Enter text strings of nearly any length. Type sizes and layouts automatically adjust on screen to accommodate.

Have as many customizable fields as you like.

Preview exactly how your stationery will look as you build it. View right within the tool or download a PDF.