



BrandStencil – Brand Management Software

Service Definition

1. Service overview

BrandStencil is a cloud-based brand management software platform that combines digital asset management, on-brand content creation and controlled distribution. It enables organisations to store, manage and reuse brand assets, create compliant materials from templates, manage case studies, and order branded materials, supporting consistent branding and efficient workflows across teams and partners. The service is provided as a browser-based Software as a Service (SaaS) solution and requires no local installation.

2. What the service does

BrandStencil enables organisations to:

- Store and manage brand assets in a central digital asset library
- Control access to assets and templates using role-based permissions
- Enable self-service creation of on-brand materials using approved templates
- Manage reusable content assets such as case studies and approved copy
- Support digital and print asset workflows
- Support ordering of branded materials through the platform where required
- Distribute brand-compliant materials to internal teams and third parties

3. Who the service is for

BrandStencil is suitable for:

- Public sector organisations



- Arm's-length bodies
- Charities and not-for-profit organisations
- Organisations with distributed teams
- Organisations working with multiple suppliers or partners

4. Service delivery model

- Software as a Service (SaaS)
- Cloud-hosted in the UK and/or EU
- Accessed via a standard web browser
- No customer-managed infrastructure required

5. Security and data protection (high level)

- Data in transit is encrypted using TLS 1.2 or above
- Role-based access controls
- Logical separation of customer data
- Restricted staff access to production systems
- UK and/or EU data hosting
- GDPR compliant
- BrandStencil is certified under the UK government's Cyber Essentials scheme
- BrandStencil follows the National Cyber Security Centre SaaS Security Principles

BrandStencil acts as a data processor on behalf of customers. A data processing agreement is available.

6. Onboarding and training

- Supplier-led setup and configuration
- Tailored online training for Account Owners and Account Administrators
- Optional online end-user training sessions
- Online help documentation
- In-platform chatbot provides answers based on help documentation



7. Support

- Email-based ticketed support
- Phone support during UK business hours (9am–5pm, Monday to Friday, excluding UK bank holidays)
- Severity-based response targets
- Dedicated point of contact

Standard support is included in the subscription.

8. Pricing model

- Subscription-based
- Pricing based on number of users and/or accounts
- Support included
- VAT excluded

Published pricing is provided within the Digital Marketplace.

9. Service constraints

- Internet access required
- Modern, standards-compliant web browser required
- No offline functionality

10. Availability and resilience

- Service availability monitored continuously
- Automated recovery processes in place
- Regular backups performed
- Documented Business Continuity and Disaster Recovery Plan
- Planned maintenance may be scheduled with notice
- Account Owners are notified by email if service outages occur



11. Customisation

BrandStencil supports three levels of adaptation:

- Configuration – platform settings, roles, permissions, content fields
- Customisation – templates, workflows, user flows, interface theme, ordering processes, MI reports
- Development – new features or integrations where required

Initial configuration and most customisation is carried out by the BrandStencil team.

Customers manage users and content within the configured environment.

12. Data export and exit

- End users can export individual designs they have created
- Account Owners and Account Administrators can request full data export via support
- Exports can include designs, customer-uploaded assets and template HTML files
- No self-service bulk export
- Data extraction may be subject to additional charge depending on scope
- After account closure, data is retained for up to 30 days
- Data is securely deleted after this period

13. Free demo

- Free demo accounts available for evaluation
- Multiple users can access core platform functionality
- Demo period up to three months
- Production use, full onboarding, configuration, customisation and ongoing support are not included