# Brand management

Organize vcards into specific categories, such as divisions or sub-brands of your company.

- About brands
- Create a new brand

# About brands

Brands are an effective way to organize and manage vcards into specific groups. For example, you can create different brands for each of the following categories within a company:

**Subdivisions:** such as branches or geographical divisions.

**Sub-brands:** commercial identities or secondary brands within the company.

**Departments:** functional areas such as sales, marketing, human resources, etc.

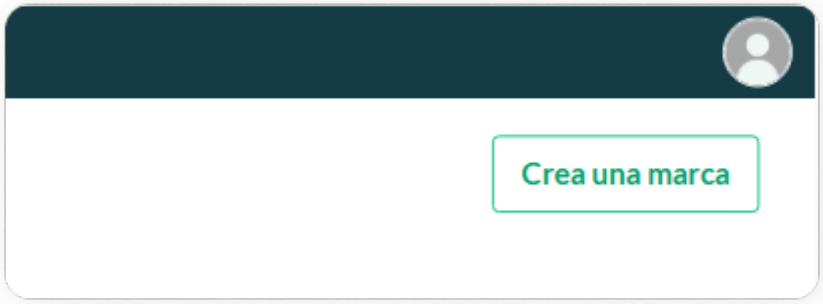
? These brands allow grouping vcards that share the same style or type of relevant information, thereby facilitating the organization and quick access to specific contacts within the company's organizational structure.

However, if you are a smaller company, you can also choose to have a single brand to manage all your contacts centrally and effectively.

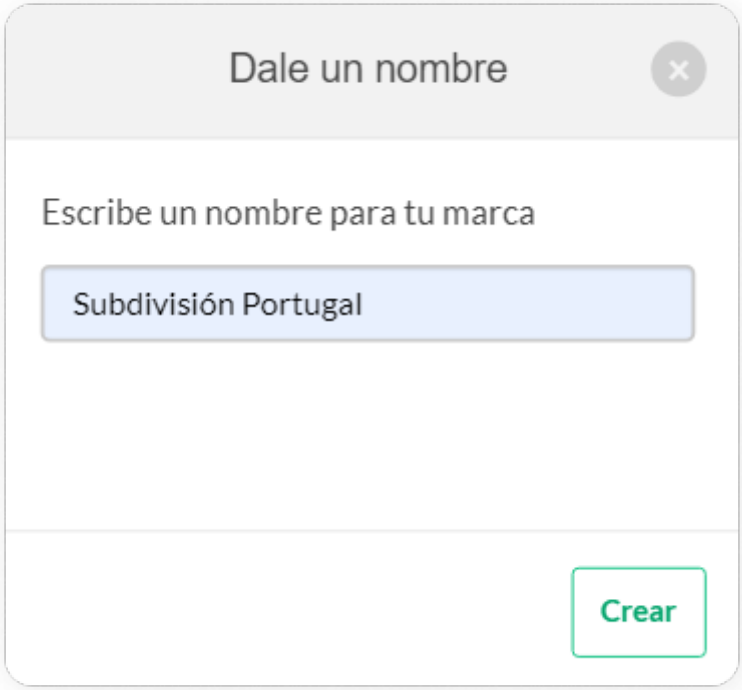
# Create a new brand

To create a brand, access the *Brands* section from the left sidebar menu. Here you will find all your brands and can manage them comfortably. If you want to **create a new brand**, follow these steps:

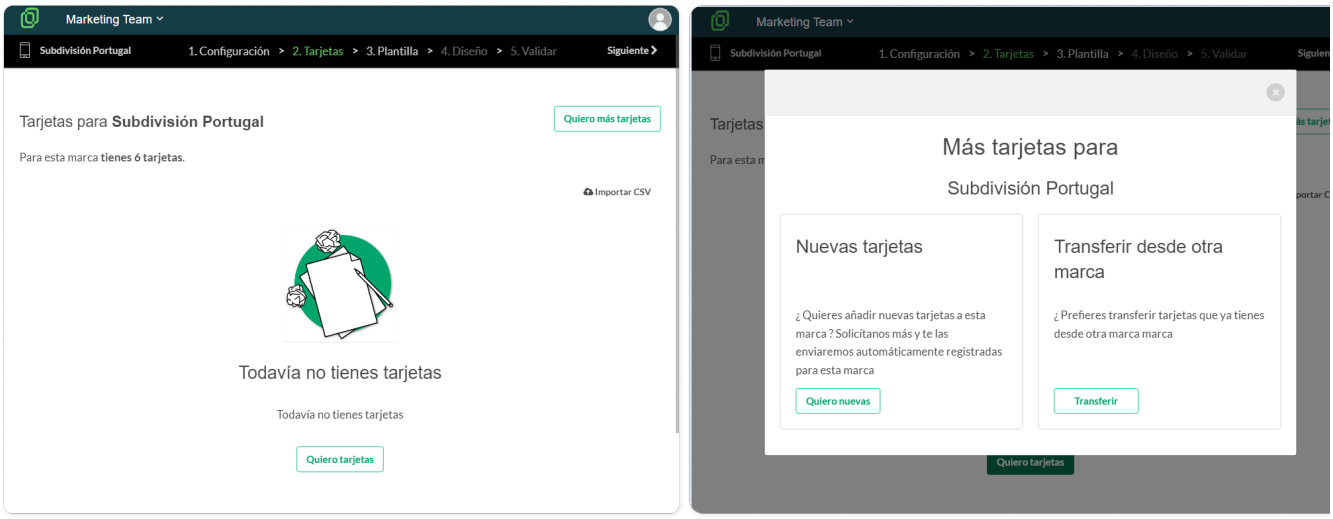
1. Click on the **"Create a brand"** button located in the top right corner.



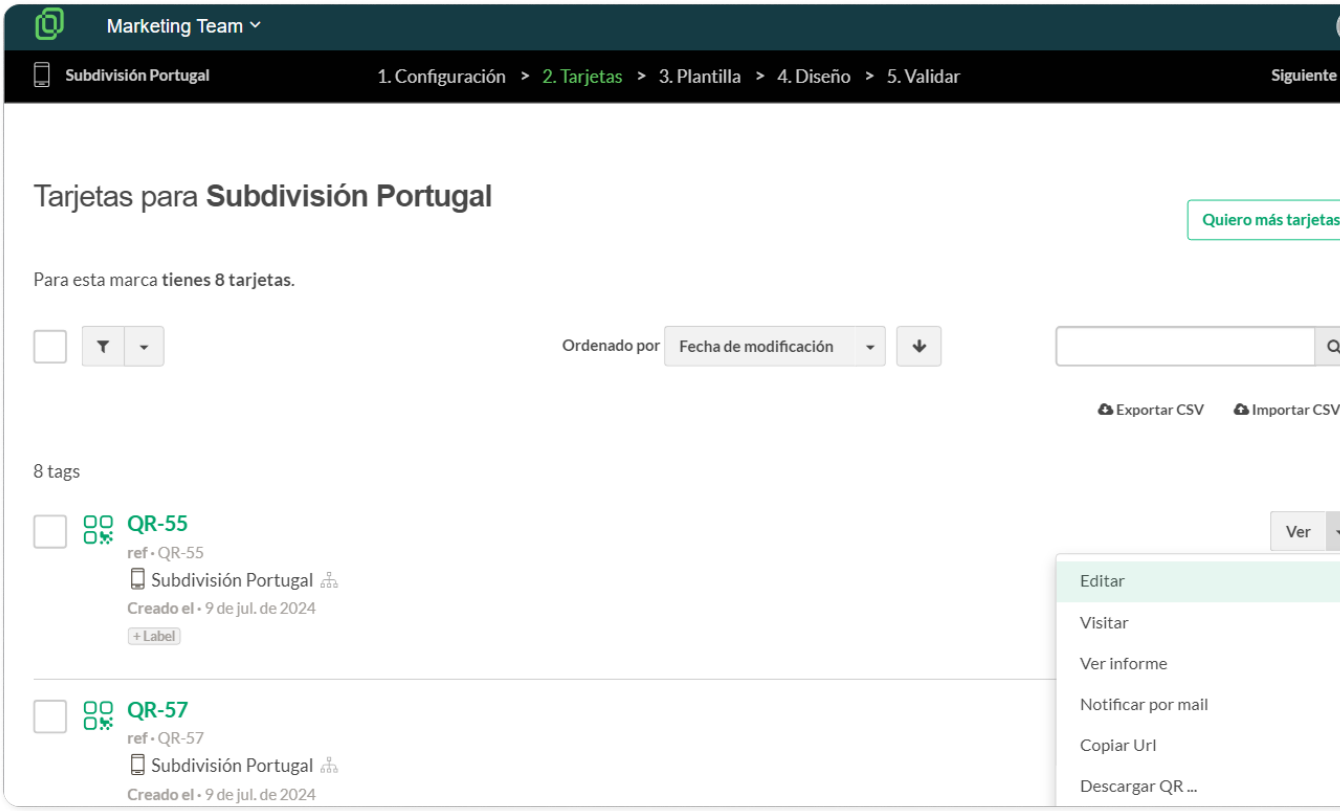

2. Enter a **name** for your brand, for example, the name of your company's subdivision, and optionally add a description.



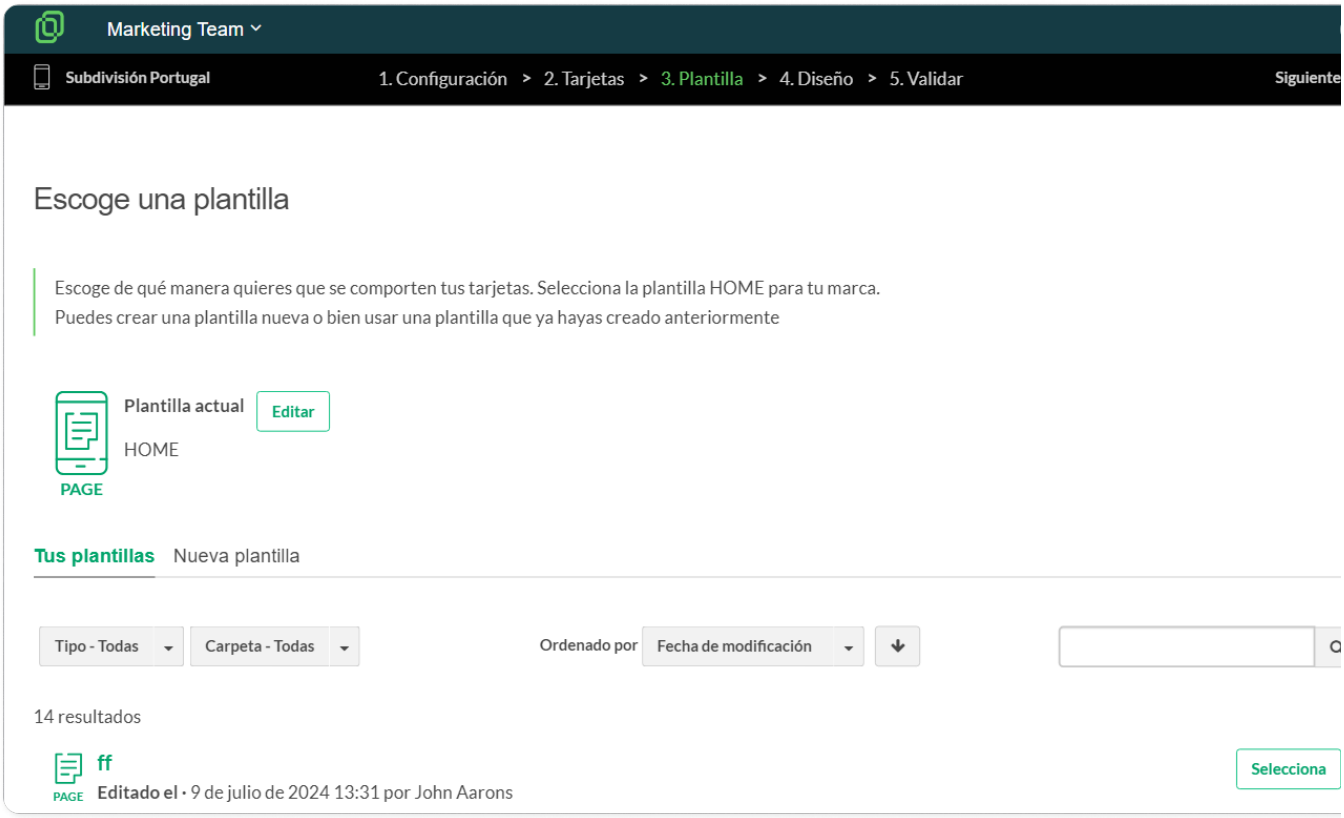

3. **Add cards** to your brand by clicking on the "I want cards" button. You can choose to create new cards from scratch or transfer existing cards from another brand to the new brand.




4. Now that you have created cards for your brand, you need to add their information. Edit the text fields of your cards. For more information on editing vcard data, read the following article: **Edit card data**




5. Once your cards are ready, select a **Home template** for your brand. This template will be the first view when scanning the QR code of the vcards for this brand.




6. Design your template in a personalized way or skip this step if you already have the template designed.
7. Save the changes, and you have successfully created your brand!

? This process allows you to establish and manage brands effectively within the platform.