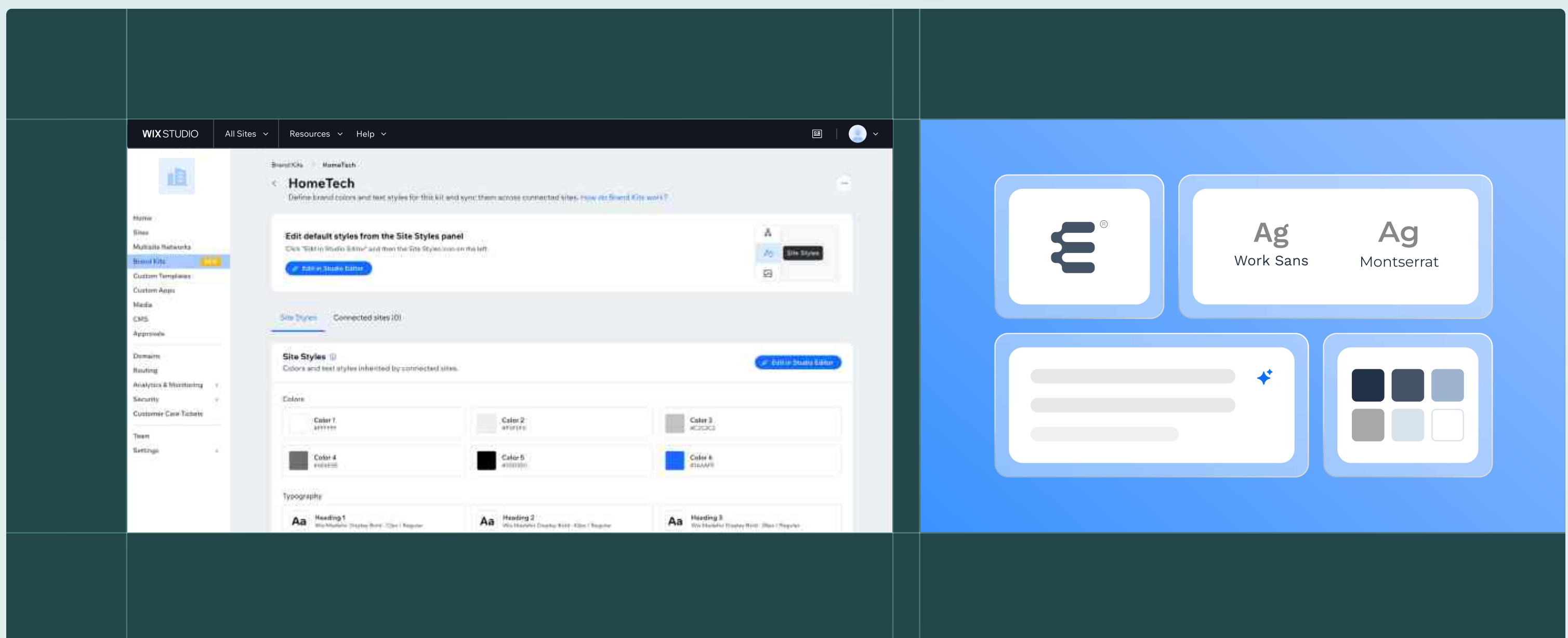


Feature Spotlight: Brand Kits

Large organizations managing multiple premium sites use Brand Kits to define typography and color once and push updates across hundreds of sites from a single source of truth, so every site stays on brand without replicating each change by hand.



Centralized design system management to scale your digital presence

Brand Kits in Wix Enterprise give enterprise teams one place to define and enforce a brand's design system across every site.

Set your colors and typography once, manage them centrally and push updates to your whole portfolio, so every site stays consistently on brand as guidelines evolve and your network grows.

Centralized brand control

Set your brand's design system once and keep it consistent everywhere, from typography and color to the guardrails that hold it in place.

- **Global design sync:** Update your color palette and typography styles centrally and push them to all connected sites at once.
- **Site style inheritance:** Connected sites automatically pick up your brand colors and text styles, so every new site starts on brand.
- **Locked properties:** Core styles stay locked in the Editor, so local teams can build freely without altering the brand foundation.



For more info, visit:
<https://www.wix.com/enterprise>

How it helps

Brand Kits help you protect brand integrity, move faster and keep every site aligned as your portfolio grows.

- **Brand integrity:** Connected sites inherit your colors and text styles automatically, and locked properties keep local teams from publishing off-brand changes.
- **Operational efficiency:** Update a primary button color or a typeface across your whole portfolio in minutes instead of the hours or days it takes site by site.
- **Accelerated delivery:** Marketers launch new pages quickly, knowing the underlying design system is already correct and locked.

Roles and responsibilities

Give enterprise web admins central control over your design system while local teams add content freely and stay on brand.

For web admins

- **Control:** Centrally manage the Brand Kit and push design system updates to all connected sites at once.
- **Protection:** Lock core Site Styles from unauthorized changes while keeping content tools flexible.

For local site owners

- **Ease of use:** Add local text, images and content to new pages without configuring complex design systems.
- **Always on-brand:** Your site design matches corporate identity and stays up to date automatically.

