

**Smarter technology for all**

# **Brand World agency guide**

For downloading Lenovo brand assets

**Lenovo**

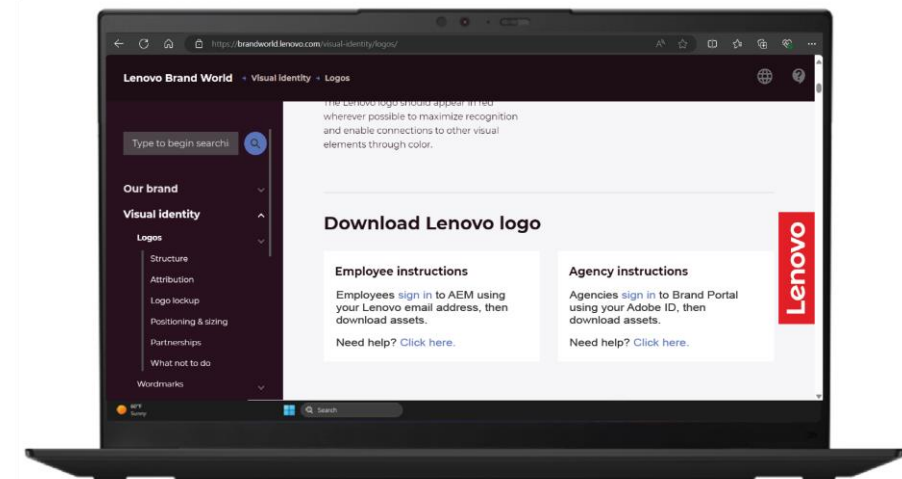
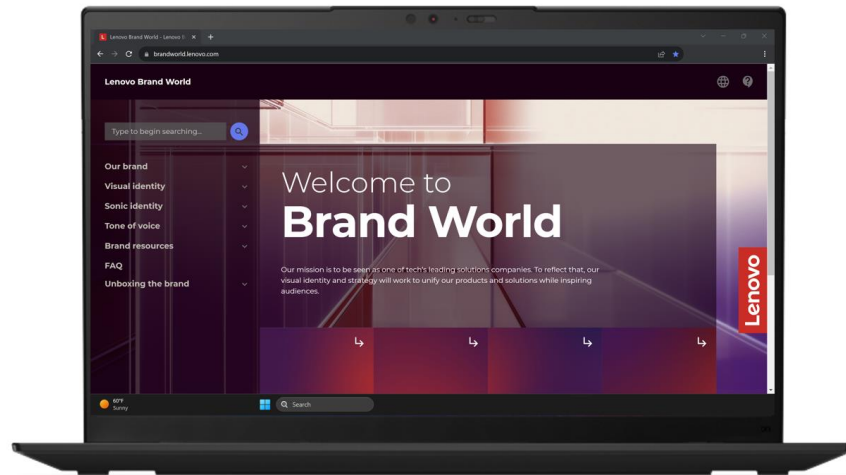
# Welcome to Brand World

[Brand World](#) is accessible to all, but our brand assets are gated in Brand Portal.

Brand Portal is an external extension of Adobe Experience Manager (AEM), our internal digital asset management system.

Download boxes near the top of each page have gated links to brand assets.

This document shows how to log in and download the asset(s) you need.



## NOTE

If you're a Lenovo employee or have a Lenovo email address, refer to the employee guidelines near the top of each page on Brand World.

# Signing in to Brand Portal

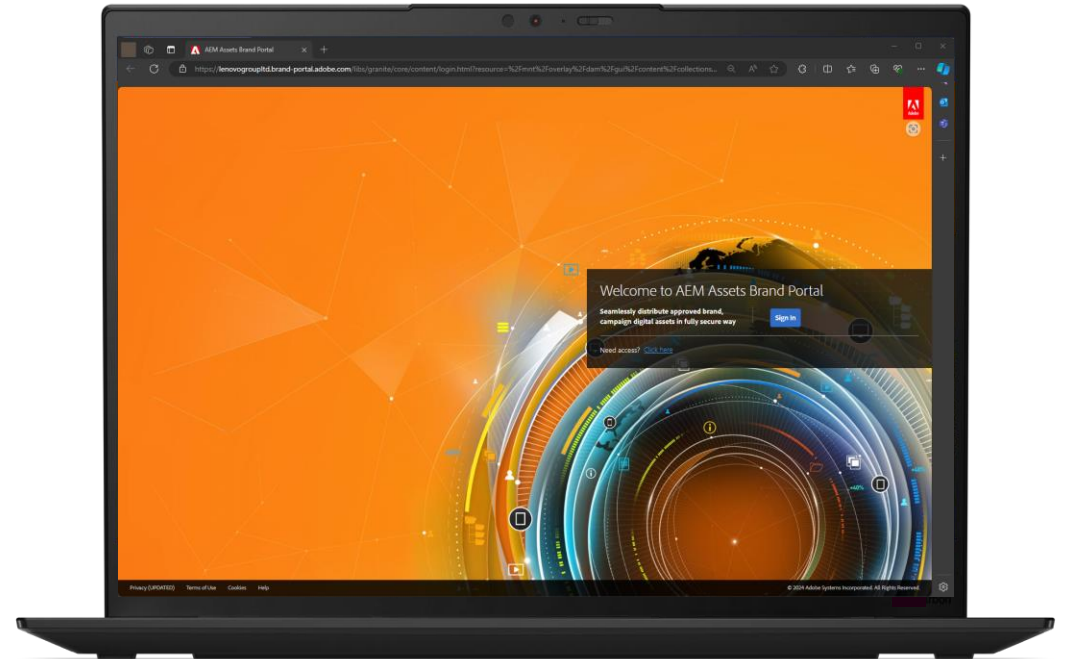
For returning and first-time users



# Signing in to Brand Portal

Returning users

1. Click “Sign in” and enter your Adobe ID
2. Once you’re signed in to Brand Portal, the link will take you to the referenced assets



## NOTE

For technical support, contact the [Admin](#).

For escalations, contact [Sapna Gokam](#) and [Miranda Zhou](#).

# Signing in to Brand Portal

First-time users

Navigate to [Brand Portal](#)

1. Select “Need access? Click here”
2. To request access:
  - a. If you have an Adobe ID, select “Sign In”
  - b. If you don’t have an Adobe ID, select “Get an Adobe ID”
  - c. Create an Adobe ID, then repeat steps 1 and 2a
3. Complete and submit the form

## NOTE

- Access is limited to two users per agency
- Access will not be provided for Lenovo Business Partners or Distributors

The screenshot shows the AEM Assets Brand Portal sign-in page. The page has a dark header with the Adobe logo in the top right corner. The main content area has a dark background with a futuristic, glowing interface. A white box in the center contains the text: "Welcome to AEM Assets Brand Portal", "Seamlessly distribute approved brand, campaign digital assets in fully secure way", and a "Sign In" button. Below this, there is a link: "Need access? [Click here](#)". A red circle with the number "1" and an arrow points to this link. Below the main content area, there is a dark bar with the Adobe Experience Cloud Assets logo and the text "Adobe Experience Cloud Assets". Below that, there is a white box with the heading "Request Access". Under "Request Access", there are two options: "Already have an Adobe ID or Enterprise Id?" with a "Sign In" link, and "Not a member yet? Click sign up button in the next page" with a "Get an adobe Id" link. A red circle with "2a" and an arrow points to the "Sign In" link, and a red circle with "2b" and an arrow points to the "Get an adobe Id" link. At the bottom of the white box, there is a "Back" link.



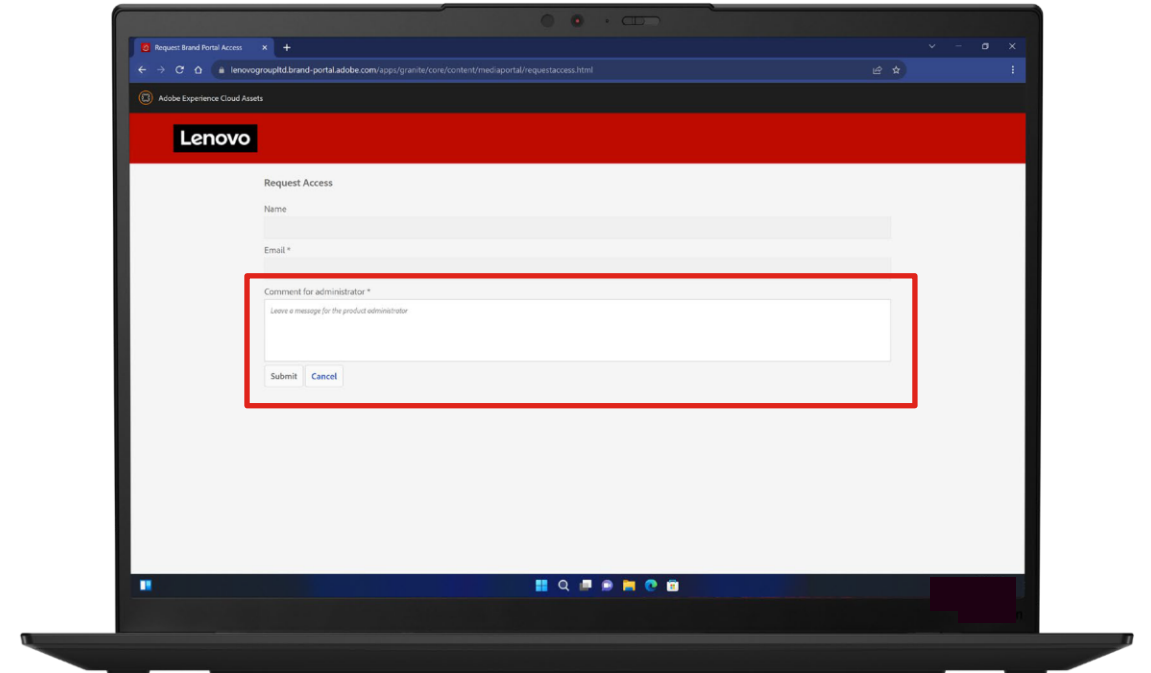
# Completing the 'Request Access' Form

## First-time users

When completing the "Request Access" form, provide the following details in the "Comment for administrator" box:

1. The name of your agency
2. The reason you need Brand Portal access
3. Whether you require asset upload permission
4. The name and email of your Lenovo contact

After submitting the form, your Lenovo contact must email [the admin](#) with your "email address" and their approval of your "Brand Portal request"



The screenshot shows a laptop displaying a web browser with the URL [lenovogroupd1.brand-portal.adobe.com/app/graffle/console/mediaportal/requestaccess.html](http://lenovogroupd1.brand-portal.adobe.com/app/graffle/console/mediaportal/requestaccess.html). The page features a red header with the 'Lenovo' logo. Below the header, the form is titled 'Request Access' and contains the following fields: 'Name', 'Email \*', and 'Comment for administrator \*'. The 'Comment for administrator \*' field is highlighted with a red border. Below the form are 'Submit' and 'Cancel' buttons.

### NOTE

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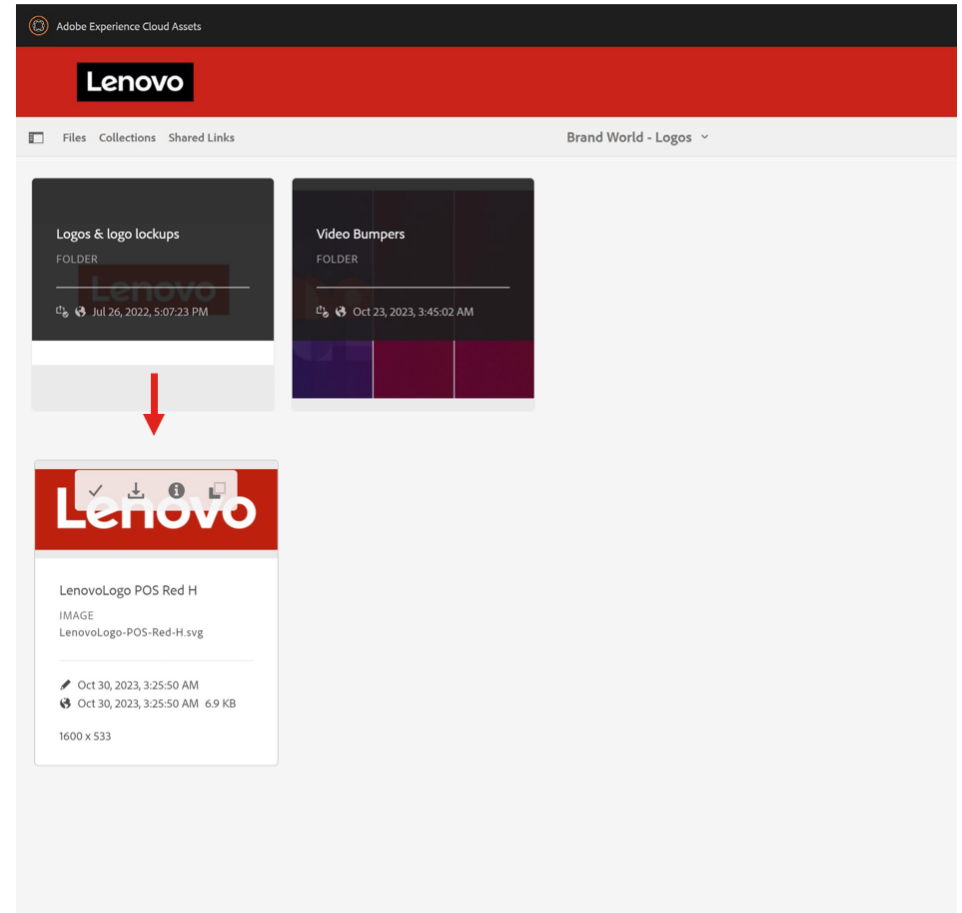
# Best practices

Navigating and downloading in Brand Portal



# Navigating and downloading assets in Brand Portal

- Download links open new tabs to the collection of assets referenced on the page
- Each collection consists of categorized folders to click through to find the asset(s) you need
- To download:
  1. Hover your cursor over the asset(s)
  2. Select the check mark that appears over each asset you want to download
  3. Select “Download” in the top menu bar
  4. To download single assets, hover over the asset and select the download icon



## NOTE

There is a file size download limit. If you receive an error message, select fewer assets and try again. You can download zip files where available.



# Additional ways to find brand assets in Brand Portal

## Files

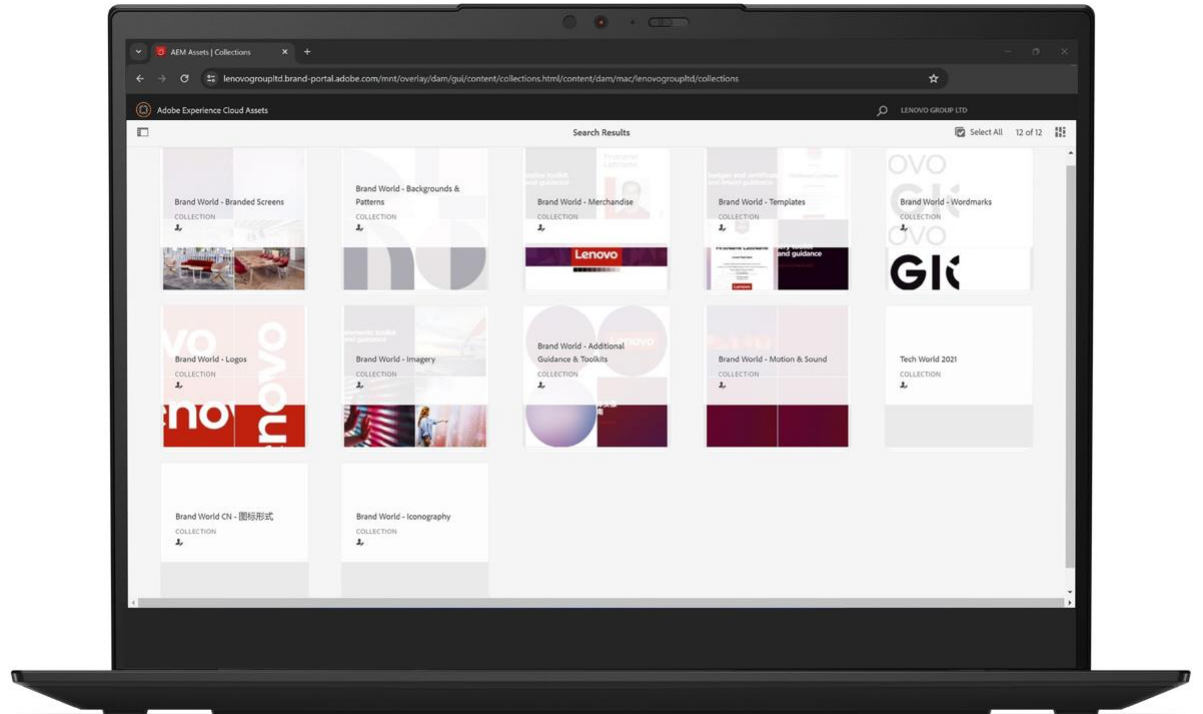
From the Brand Portal homepage,

- Click Lenovo > Corporate > Brand > Masterbrand
- From the Masterbrand folder, the file structure aligns with Brand World’s left navigation menu (i.e., visual identity, sonic identity, brand resources)

## Collections

From the Brand Portal homepage,

- Click Assets > Collections
- Search “Brand World” to bring up all collections associated with the site



# FAQs

**Are all assets in Brand Portal brand-compliant? No.**

- Use the download links throughout Brand World that take you to approved, compliant assets
- FYI: If you use the search function within Brand Portal, search results may include unapproved, non-compliant assets

**Do I need to use a specific browser? Yes.**

- Use Google Chrome or Mozilla Firefox
- If you have issues, use the incognito version of your browser or clear your browser's cache and cookies:
  - Open your browser > press Ctrl + Shift + Delete simultaneously > uncheck the browsing history option > choose clear data > close all tabs and windows > restart the browser to complete the deletion





# Need support?

## Brand Portal

- Contact the [admin](#) for access and technical support
- Contact [Sapna Gokarn](#) and [Miranda Zhou](#) for escalations

## Brand World

- Contact the [Brand Help Desk](#) for brand reviews and other brand-related questions



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technology  
for all

Lenovo

thanks.