Brand World employee guide
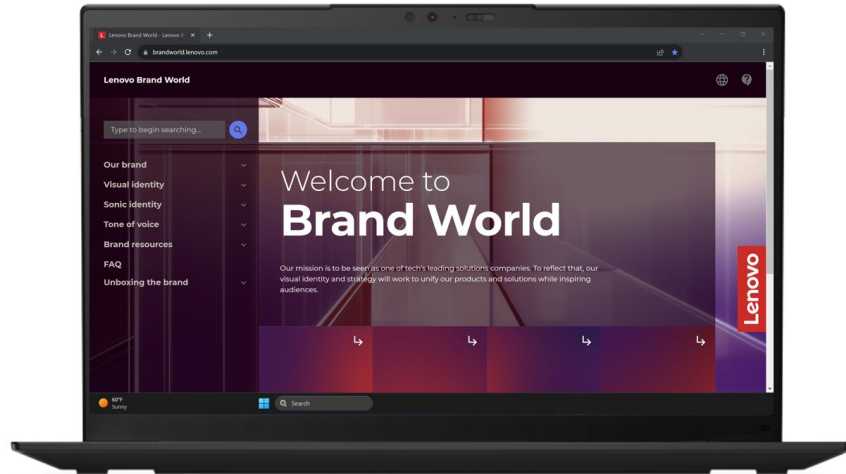
For downloading brand assets
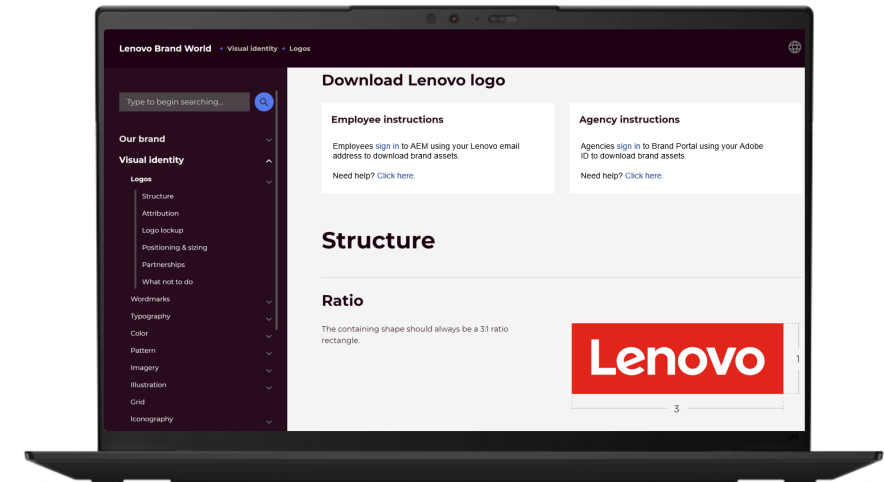
Welcome to Brand World

Brand World is accessible to all, but our assets are gated in Adobe Experience Manager (AEM).

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
Check out the agency instructions on Brand World if:
1) You're a creative agency or vendor creating Lenovo-branded content *or*
2) You don't have a Lenovo email address (@lenovo.com)

Signing in to AEM

For new and returning users

Signing in to AEM

Returning users

Before following the prompts, connect to Lenovo's
VPN using your IT code, password and OTP code.

1. Click "Sign in" and enter your Lenovo email address
2. Click "Company or School Account"
3. Once you're signed in, the link will take you to the referenced asset collection. For example, the logo page will take you to our logo assets.
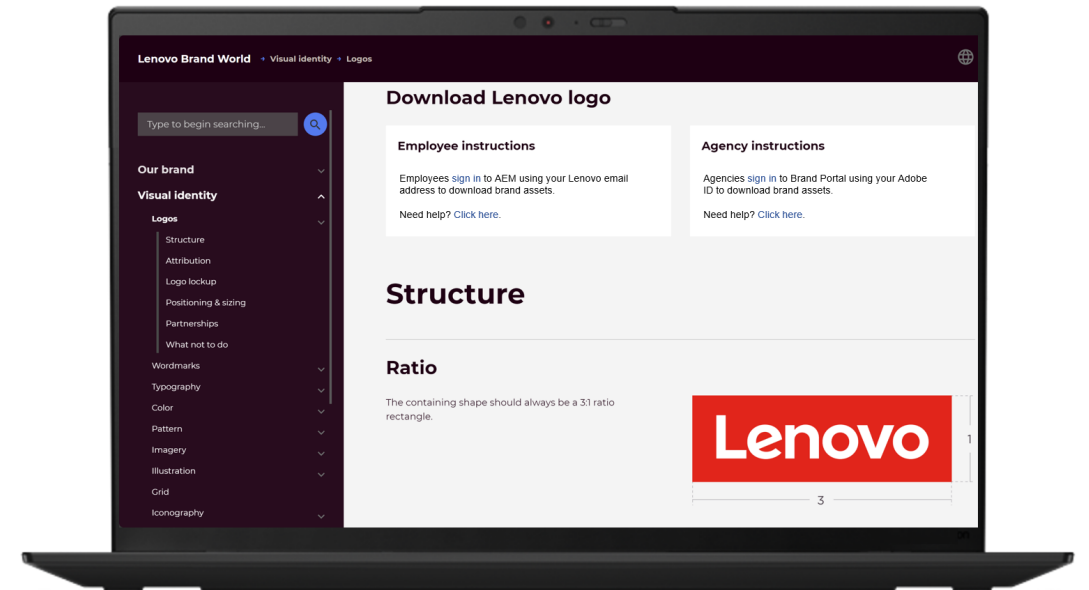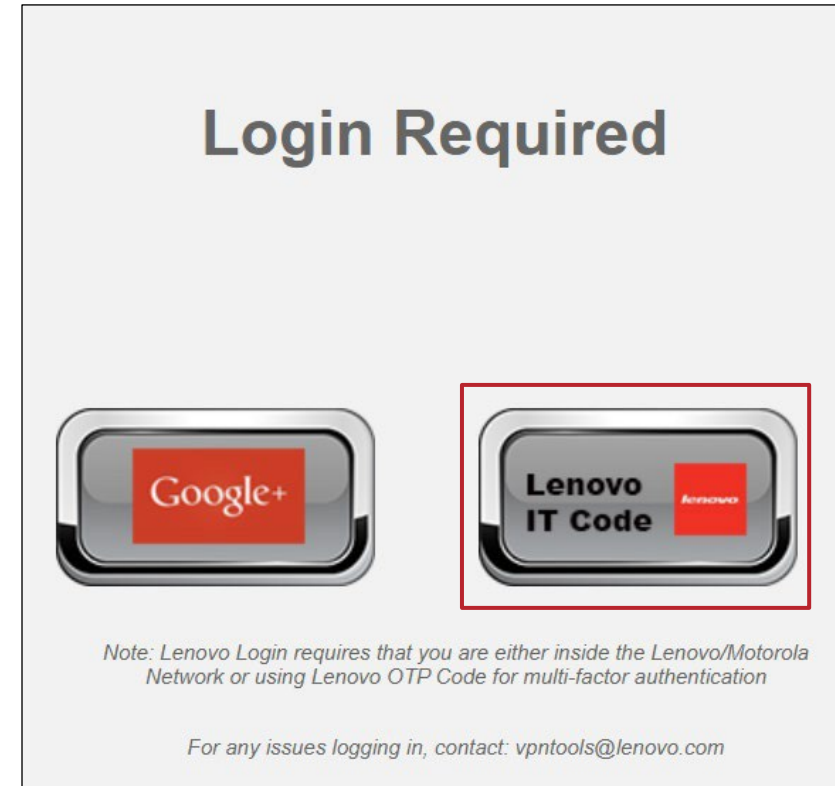
NOTE
You may run into issues if you have a personal account for Adobe Creative Cloud. Try using an incognito window.

For issues related to user access or technical support, contact the AEM admin. For escalations, contact Sapna Gokarn and Miranda Zhou.

Signing in to AEM

First-time users

1. Navigate to https://go.lenovo.com/aem

2. Click "Lenovo IT Code"

NOTE
For technical support, contact the AEM admin.
For escalations, contact Sapna Gokarn and Miranda Zhou.

Signing in to AEM

First-time users

3. Check if your IT Code is in the correct form

4. Click the "requires upload asset permission process" check box to request Anaplan and business unit folder access

NOTE
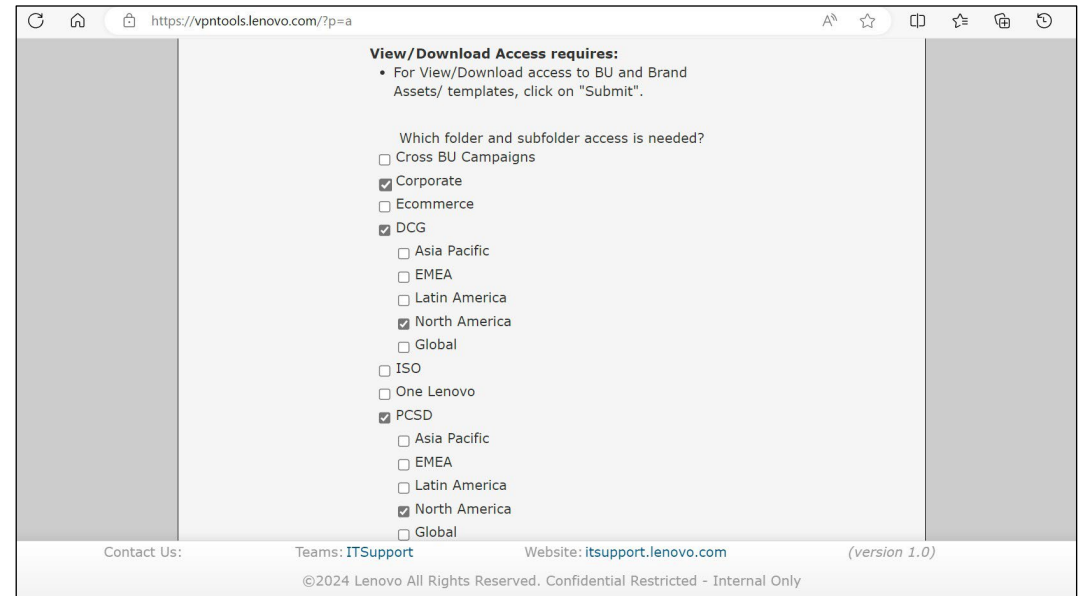For technical support, contact the AEM admin.
For escalations, contact Sapna Gokarn and Miranda Zhou.

Signing in to AEM

First-time users

5. Select the folder(s) and sub folder(s) for the folder level access you need

Signing in to AEM
First-time users

6. Click on one of the three user roles for your required access level:

   – If you need the business unit (BU) and Anaplan BU/Geo folder, choose Asset Manager and Marketing Manager (Anaplan Specific Role)

   – To choose multiple selections, click the first selection then press the "shift" button while clicking your next selection

   – Include the details of your need in the comments section

7. Click Submit

NOTE
For technical support, contact the AEM admin.
For escalations, contact Sapna Gokarn and Miranda Zhou.

Best practices

Navigating and downloading in AEM

Navigating and downloading brand assets in AEM

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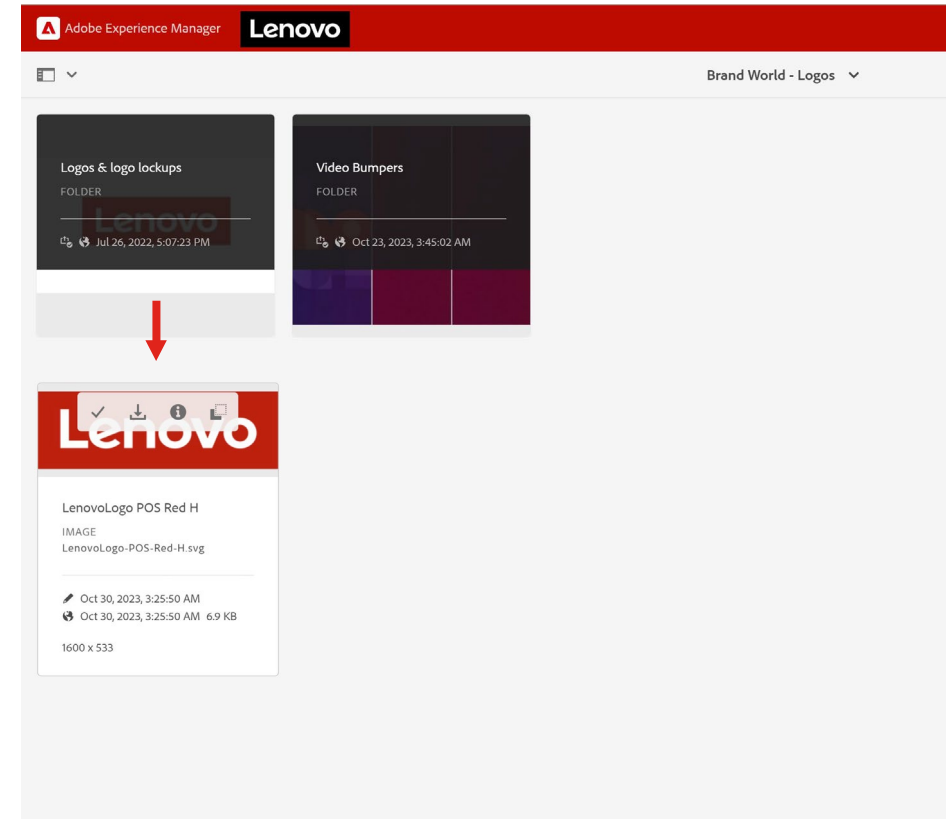
NOTE
There is a file size download limit.
If you receive an error message, select fewer assets and try again.
You can download zip files, where available.

Additional ways to find brand assets in AEM

Files

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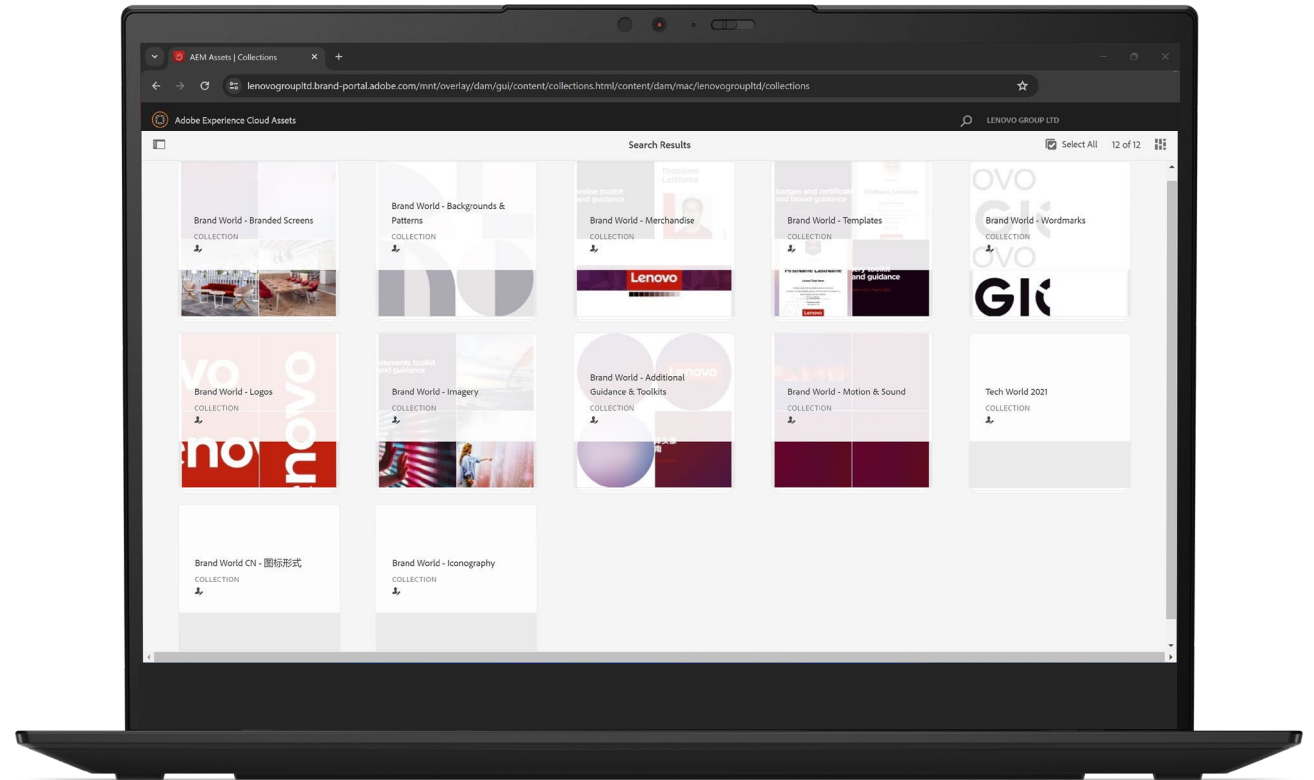
- Click Assets > Files > Lenovo > Corporate > Brand > Masterbrand
- From the Masterbrand folder, the file structure aligns with Brand World's left navigation menu (i.e., visual identity, sonic identity, brand resources)

Collections

From the AEM homepage,

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

FAQs

Are all assets in AEM 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 AEM, search results may include unapproved, non-compliant assets

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

- AEM recommends 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?

AEM

- o Contact the admin for access and technical support
- o Contact [Sapna Gokarn](Sapna%20Gokarn) and [Miranda Zhou](Miranda%20Zhou) for escalations

Brand World

- o Contact the [Brand Help Desk](Brand%20Help%20Desk) for brand reviews and other brand-related questions

thanks.