

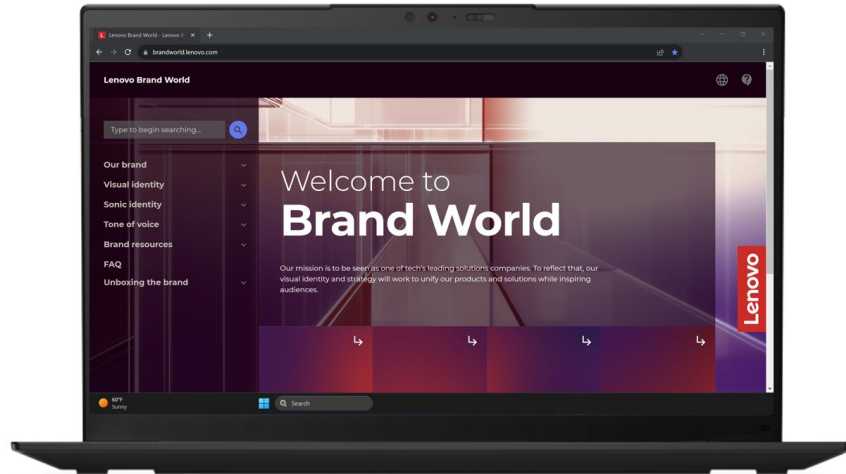
Brand World employee guide

For downloading brand assets



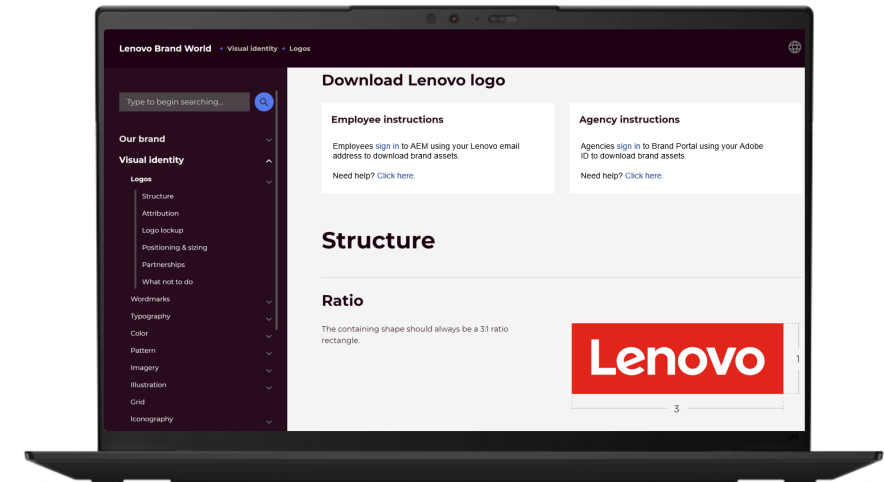
Welcome to Brand World

[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

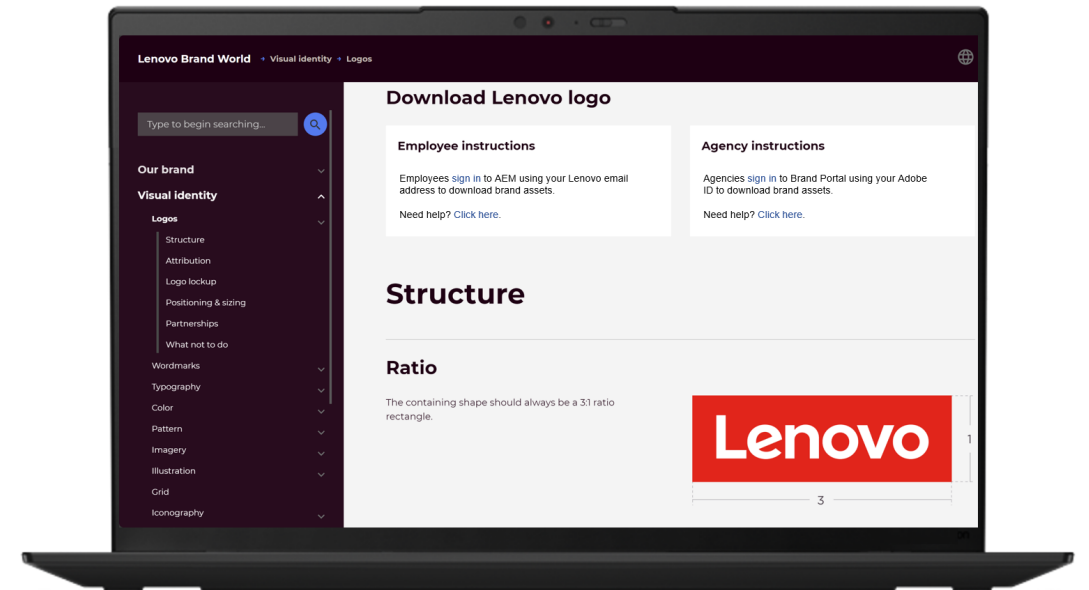


Signing in to AEM

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

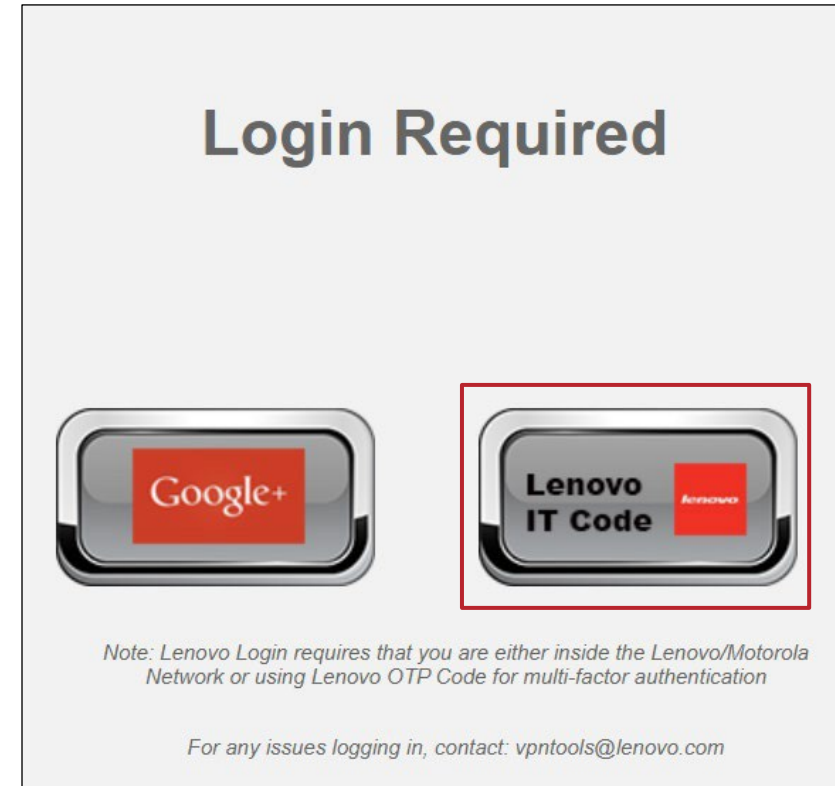
You may run into issues if you have a personal account for Adobe Creative Cloud. Try using an incognito window.

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

https://vpntools.lenovo.com/?p=a

Lenovo Adobe Experience Manager Access Request Logged In:

This form is used to request a new account for Adobe Experience Manager or request additional folder access.

- If you are requesting an account for an employee, your account will be auto-approved and you will receive an email in the next hour.
- If you are a supervisor requesting an account for a vendor reporting to you, the account will be auto-approved and the user will receive an email in the next hour.
- If you are a vendor requesting an account, your manager will receive an email to approve.
- If you require upload permissions, the AEM team will be contacted to approve the folder permissions.

Which ITCode is this request for?
jdoe

MBG Access requires:

- MBG Asset Folder Access requires the completion

Contact Us: Teams: [ITSupport](#) Website: [itsupport.lenovo.com](#) (version 1.0)
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https://vpntools.lenovo.com/?p=a

Which ITCode is this request for?
jdoe

MBG Access requires:

- MBG Asset Folder Access requires the completion of this [form](#)

Anaplan and Assets Folder Access requires:

- Anaplan All BU (including MBG) & BU Assets folder access requires upload asset permission process:

View/Download Access requires:

- For View/Download access to BU and Brand Assets/ templates, click on "Submit".

Which folder and subfolder access is needed?

Cross BU Campaigns
 Corporate

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NOTE

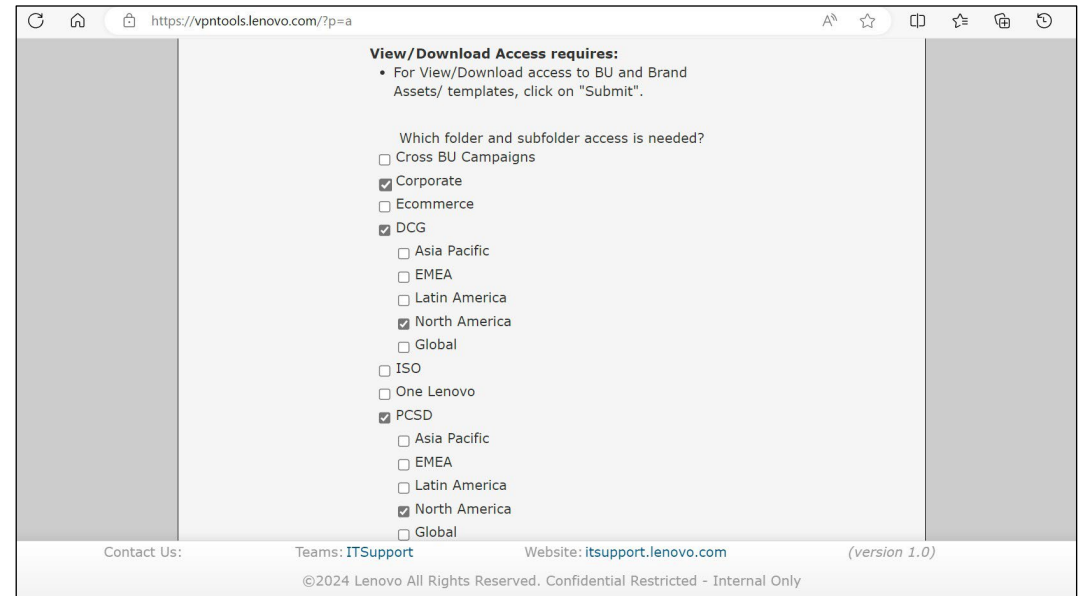
For technical support, contact the [AEM admin](#).

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Signing in to AEM

First-time users

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



NOTE

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

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

https://vpntools.lenovo.com/?p=a

- EMEA
- Latin America
- North America
- Global
- MBG for Anaplan

Select the Required Access Level
*** Required**

Asset Manager - Upload, Manage, Delete assets in specified BU/Geo folders.
Marketing Manager (Anaplan Specific Role) - Uploads, Manages assets in Anaplan folder (POE & PR documentation)
Agency User - Manages, Uploads, Delete assets within specified BU/Geo folders. Restrictions may apply.

Comments

Submit

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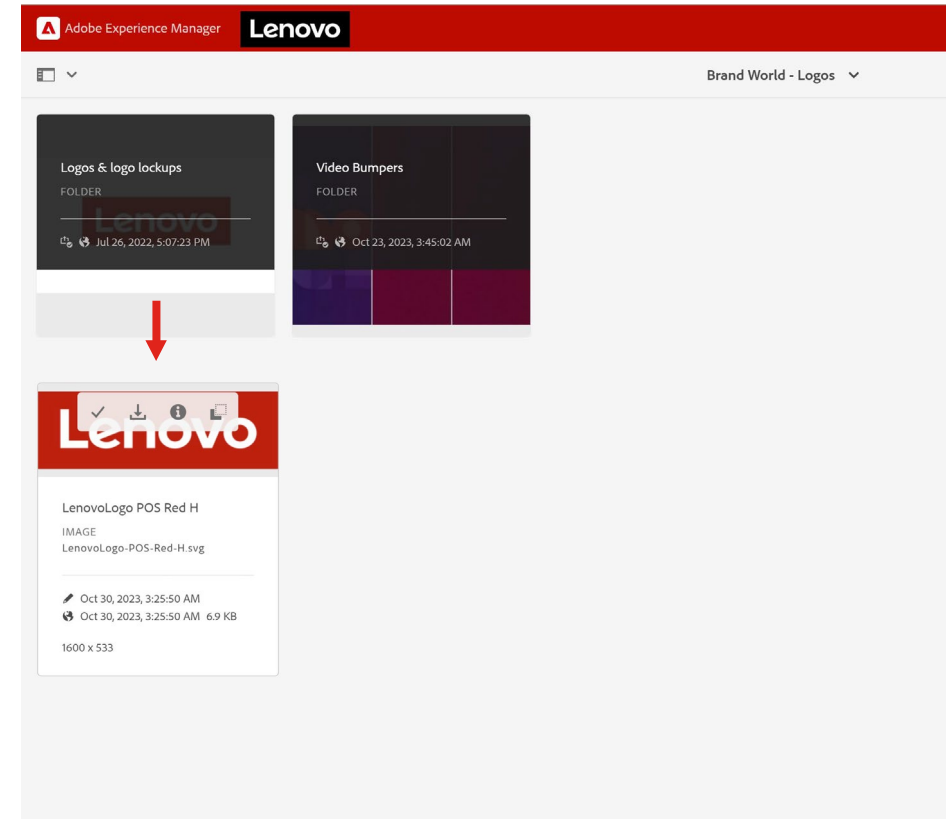
Best practices

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

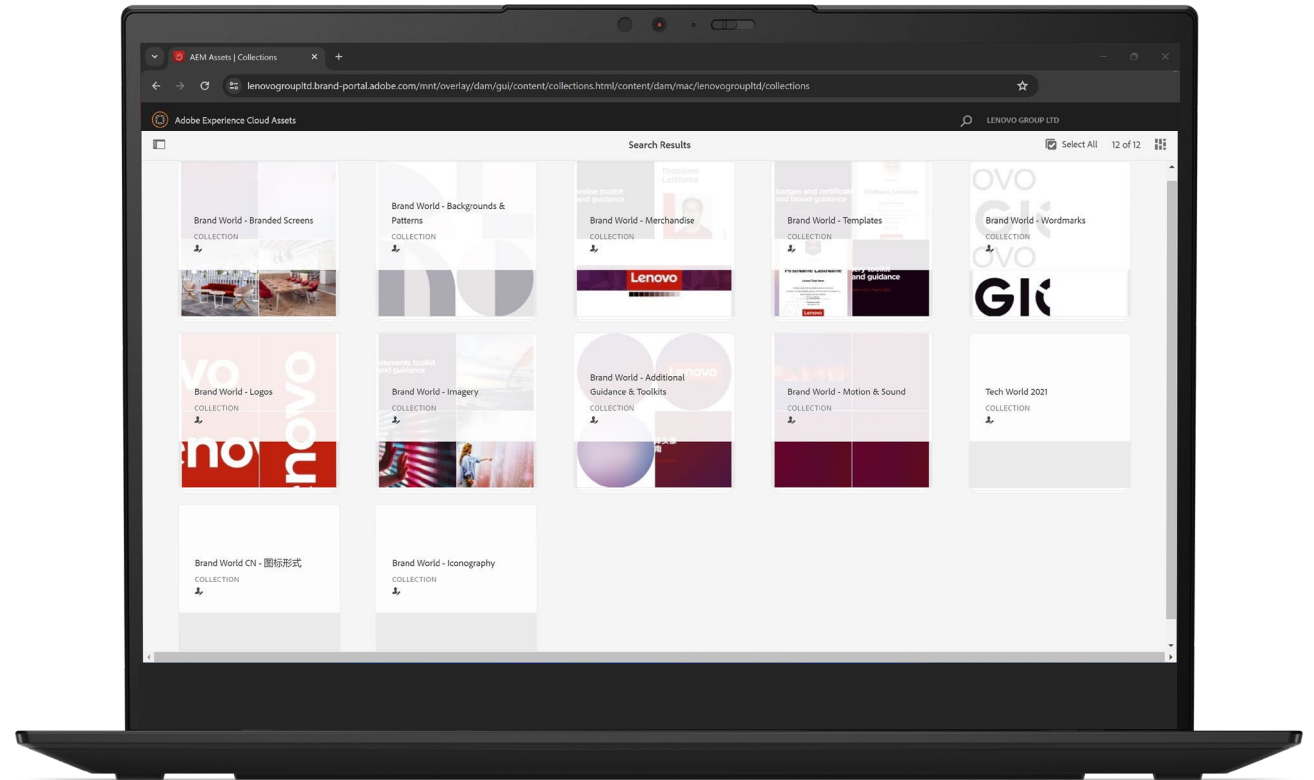
From the AEM homepage,

- 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

- 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



Smarter
technology
for all

Lenovo

thanks.