

THE NEW BRAND POINT

Explore the new look!



**FOLLOW US INTO THE
PORTAL**

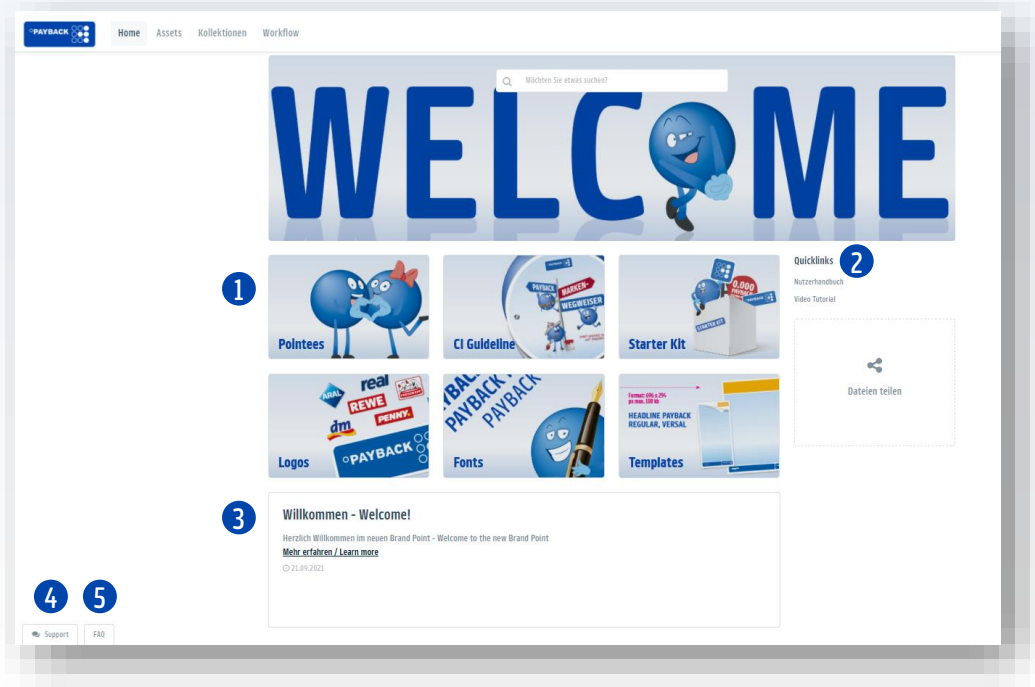
Welcome to our new Brand Point – our central platform for all PAYBACK brand assets. Here you find everything you need to create layouts and advertising material: **pointees, logos, fonts, templates and more**. The following manual will help you to use the new Brand Point.



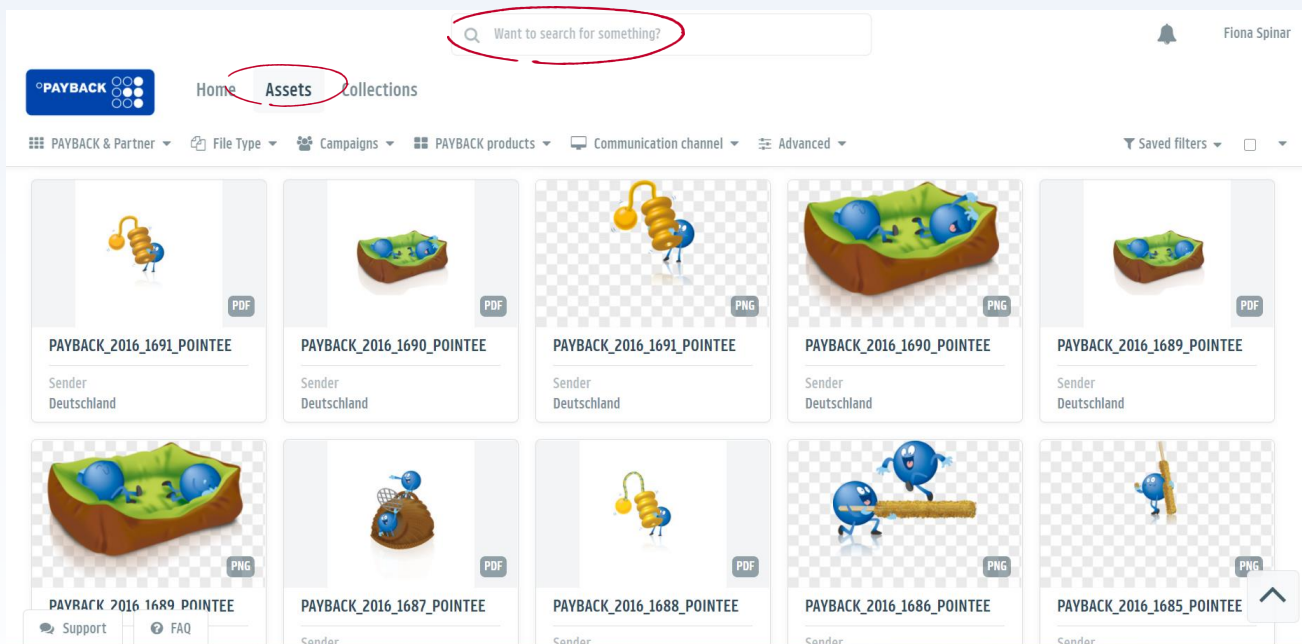
1. HOME	03
1.1. Navigation	
1.2. Quicklinks	
1.3. Articles	
1.4. Tutorials	
2. ASSET DOWNLOAD	04
2.1. Information	
2.2. Filters	05
3. Collections	06
3.1. Filter	
3.2. Add assets	07
3.3. Editing	08
3.3. Creation	09



The homepage welcomes you with news about the Brand Point as well as information concerning current campaigns.



- 1 **The navigation pannels** offer you quick access to frequently searched assets like pointees or templates
- 2 Via **Quicklinks** you can easily access important documents, for example the video tutorial for the usage of the Brand Point
- 3 **Articles** include current information about the Brand Point.
- 4 By clicking **Support** you can open a ticket to clarify upcoming issues or questions. If you have questions, you can also write an e-mail to: support.brandpoint@payback.net
- 5 In the **FAQ section** you find answers to the most frequent questions



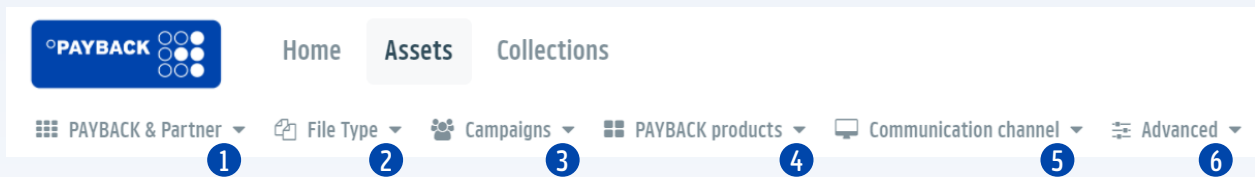
In the **Assets section** all assets are available for download.

To find a certain asset, you can either use the search bar or you can use filters.

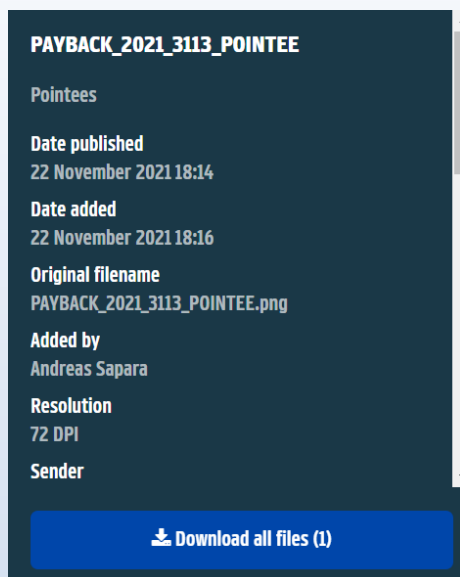
For an easy and quick search, tags, like “pointee” or “logo”, can be entered in the search bar. You can also use more than one tag for your search, by connecting the tags with “AND” or “OR”. For the “AND” and the “OR” it is important to use capital letters. Alternatively you can use filters for a more specific search.

Filter settings can be saved, in order to simplify your next search.





- 1 **PAYBACK & Partner:** Here you can filter the assets by countries (e.g. PAYBACK DE or PAYBACK AT) and by PAYBACK Partners.
- 2 **File Type:** Here you can filter the assets by file type (e.g. visual, font, etc.).
- 3 **Campaigns:** Here you can filter by campaigns using the year of the campaign, the category (multipartner, singlepartner or PAYBACK) and campaign type.
- 4 **PAYBACK Products:** Here you can filter by PAYBACK products, like App or GO.
- 5 **Communication Channel:** Here you can filter the assets by communication channels (e.g. print, app, newsletter, etc.).
- 6 **Advanced:** Here you can filter by orientation, date, size and other characteristics.



To download an asset, click on the asset you need. It opens up in a new window, where you can select “**Download all files**” on the right side.

[Home](#)[Assets](#)[Collections](#)

Collections are very helpful. They are like a folder, where you can save assets.

Therefore, by using collections you do not have to search for assets over and over again. Furthermore sharing assets with other people or groups is very easy when you use collections.

Filter Collections

 **My collections** 0

 **Collections shared** 0

 **Collections received** 0

 **Published online** 11

My collections: Here you find all the collections that you have created.

Collections shared: Here you find all the collections that you shared with others.

Collections received: Here you find all the collections that someone has shared with you.

Published online: Here you find all the collections that were published online by you or others. They are automatically visible to all Brand Point users.

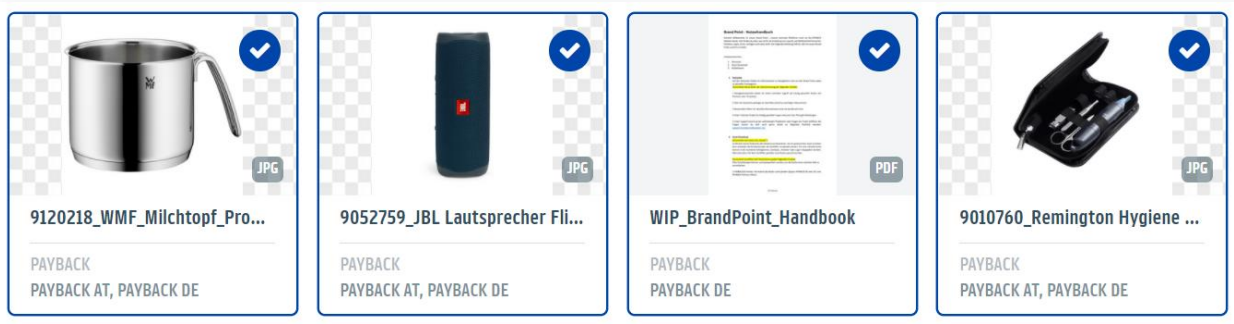


Add assets to a collection:

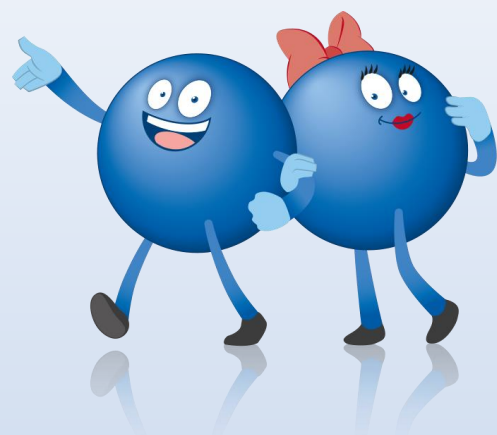
Select the asset that you want to add to the collection and activate the tab "Add to collection".

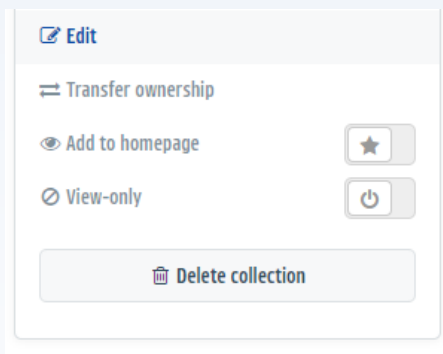


Alternatively you can select more than one asset by using the check mark and add all selected assets at once.



The asset can be added either to an existing collection or you can create a new one.





Editing collections:

To edit a collection, select the collection that you would like to edit and click on the settings symbol at the top on the right.

Edit: Here you can rename a collection or add a description.

Transfer Ownership: Here you can transfer the rights you have on a collection to other people. This is especially important, if you leave the Brand Point, so that the collection does not disappear for all users.

Add to homepage: Here you can select that collections are displayed on your homepage.

View-only: If you do not want that other colleagues can edit your collection, switch on the view-only option.

Delete: Here you can delete collections that were created by you. To delete more than one collection at once, select all collections that you want to delete in the collection overview and click on the bin in the corner at the top on the right.

To undo the publishing of a collection, select "Remove online-visibility".



Shared (0)

Not published online

Publish online

<https://brandpoint.payback.net/web/1b67b619d...>

Shared with specific people

Who has access

Creating online collections:

If your collection should be visible to all Brand Point users, you can create an online collection. Select one collection that was created by you and click **“Publish online”** in the navigation field on the left.

Sharing collection:

If you want to share a collection with specific people, select the collection that you want to share and click the tap **“Share”**.



After that select **“Share with specific people”** or **“Create link”**.

By clicking **“Share with specific people”** you can choose who is allowed to access the collection, which rights this person has and if the access should be only for a limited period of time.

By clicking **“Create link”** you can create a link for the collection, which you can share with others, for example via e-mail. Here you can also choose which rights are granted and if the access should be only for a limited period of time.

After sharing a collection, the **recipient** additionally gets a **notification via mail**.