

Brandfolder User Guide





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Introduction

Covenant Health has long existed as a collection of many brands. Although these brands have been successful separately in their respective markets, our market research shows that we are undoubtedly better together. If we can truly unify every hospital, service, touchpoint, and employee, we will be better equipped to deliver on our promise to the communities of East Tennessee. To bring about this unification, there are two crucial elements that will begin to make this unification possible: The Brand Books of Covenant Health, and Brandfolder, our Digital Asset Management system.

The Brand Books of Covenant Health

Never before has Covenant Health had a more thoughtful and clear message about how and why we communicate. The Brand Books of Covenant Health are six guidelines that broadly communicate our core messaging, describe our identified targets, and specify how internal and external communication should look, feel, and sound. The Brand Books were developed to support the efforts of unifying our messaging and creative executions across the network. These books are intended to be updated and refined over time as we continue to unify as a brand and find more effective ways to communicate with our audiences.

Digital Asset Management (DAM)

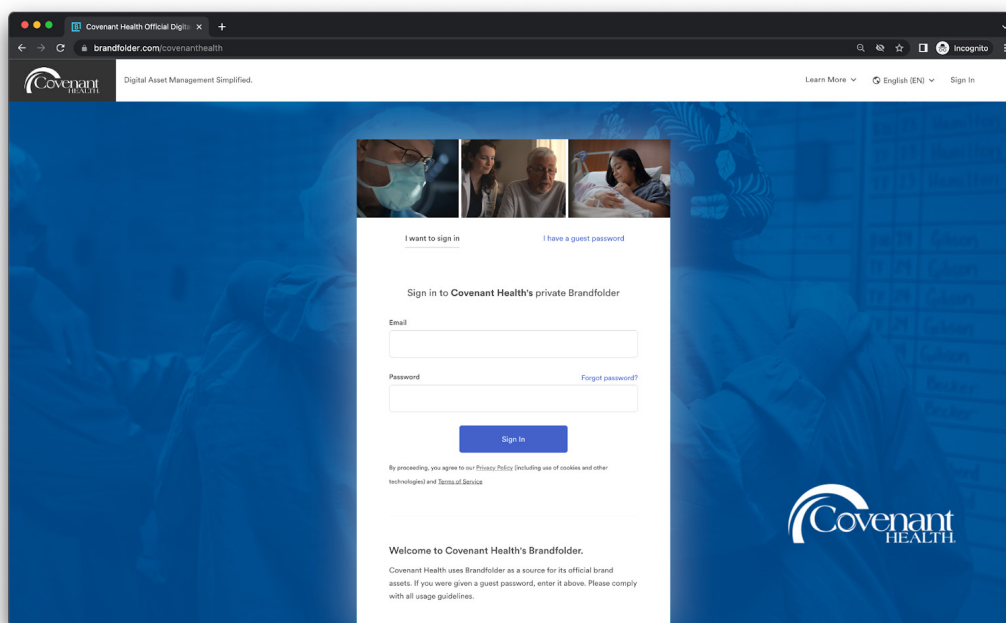
Everything stored on the DAM (Brandfolder) is intended to be completely aligned with our Brand Book and the strategic direction of the leadership team. In addition to providing a quickly accessible, organized, brand-consistent source for several different types of assets, this DAM system will also allow you to access approved communication assets that can be printed for facility use. These resources are intended to become more useful over time as additional assets are stored on Brandfolder and templates are produced.

Keep in mind that Brandfolder is not intended to be a replacement for the Job Bag, but rather an additional resource to help you curate brand-consistent assets by using the correct colors, fonts, logos, and approved imagery. Templates can be used as a guide post for what your assets should look like, whether you design them yourself, or download the template and attach it to a Job Bag with approved copy for the Design Team to produce.

Introduction

Accessing Brandfolder

Covenant Health's Brandfolder can be found at brandfolder.com/covenanthealth. To access Brandfolder, you may be prompted to either enter a guest password on the login screen or login to create an account using your email and password. Note: If the Covenant Health Brandfolder is in a state where it is publicly accessible, these login methods may not necessarily apply, and guest users will be redirected to directly to the Covenant Health Brandfolder.



Whether you are accessing Brandfolder via email login or through the use of a guest password, you will be able to view, download, and share all brand-consistent assets made available to you by your Brandfolder Administrator.

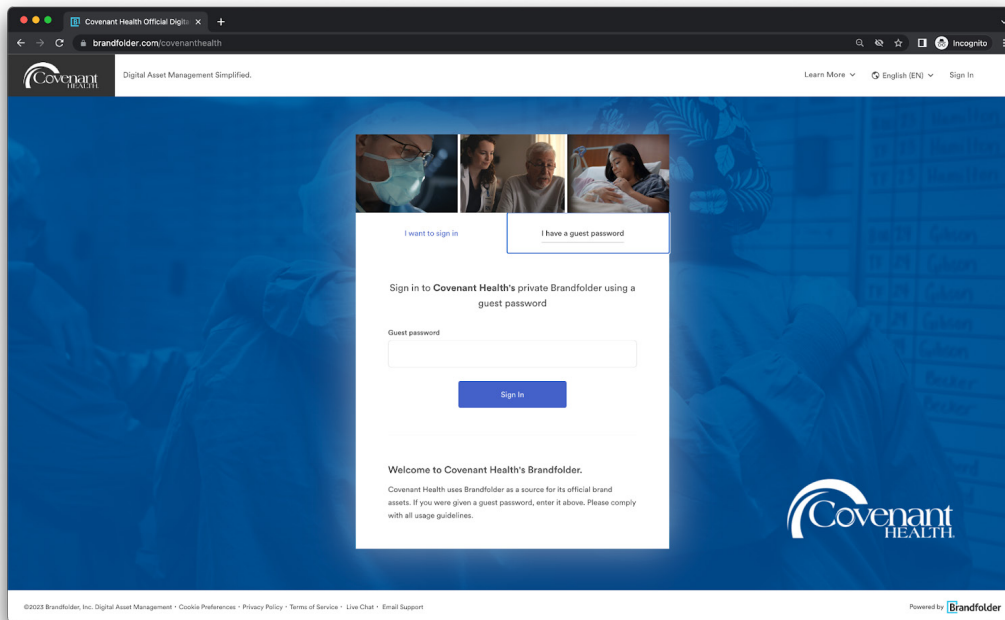
Guest users will not be able to login using an email address unless a Brandfolder Administrator has sent an invitation to create an account via email. Most users will instead be prompted to enter the guest password, which can be found below:

Brandfolder URL: brandfolder.com/covenanthealth

Guest Password: CovenantHealthBF

Introduction

Accessing Brandfolder



This guest password is intended to be used by Covenant Health employees and select vendors. While Brandfolder should never contain any private patient information, these login methods were put in place by your Brandfolder Administrator to add a layer of security by controlling public access to all assets that could otherwise be accessible via a Google search. Please reach out to your marketing representative to confirm whether a vendor or outside resource should have access to Covenant Health's guest password. You can learn more about creating **"share links"** for vendors, which is the safest way to share a limited set of select assets.

Navigating Brandfolder

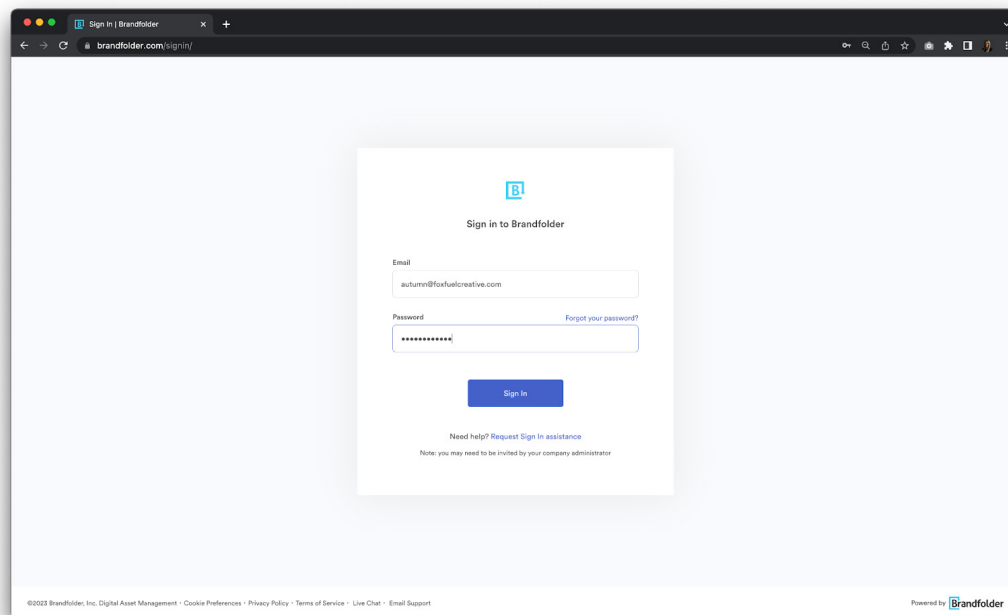
Brandfolder is a robust Digital Asset Management system (DAM) with many different helpful features and tools. This Brandfolder User Guide is specifically curated for guest users who are searching for and downloading assets for personal use and for users who need to share assets with internal teammates and / or select vendors.

This section of the User Guide provides an overview of the most important elements that you'll interact with while navigating through Brandfolder as a guest user but does not cover every available navigation or action available. The goal of this guide is to provide you with a high-level understanding of the system so that you can easily access and download brand assets. Answers to additional questions that you may have can be **found here** for quick reference, or you can reach out to a member of the marketing team to set up a training session as needed.

Logging In and Creating a Profile

Covenant Health's Brandfolder can be found at brandfolder.com/covenanthealth. Given that you are invited to create a personal profile by your Brandfolder Administrator via email, you will be prompted to enter your email and password on the login screen. If you did not receive an invitation to create a personal profile, please **follow the instructions here** to access Brandfolder assets.

Once you've created a login, you will be able to view, download, and share all brand-consistent assets made available to you by your Brandfolder Administrator. If you have been given the permissions necessary to create an account, you will have the option to save your frequently accessed assets on **personal boards** for future use.

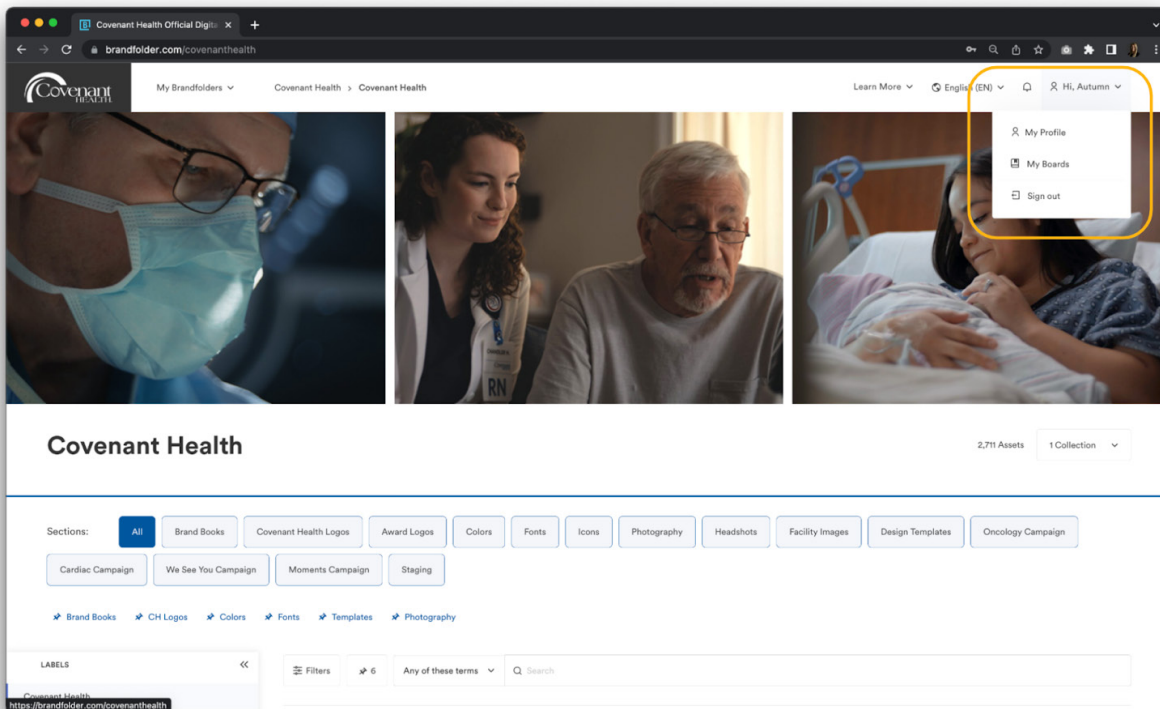


Navigating Brandfolder

Logging In and Creating a Profile

MY PROFILE

Once you are logged into Brandfolder you can access My Profile by clicking Hi, [Your Name] in the upper-right-hand corner and selecting My Profile from the dropdown. My Profile provides an overview of your Brandfolder activities, including the option to save your favorite assets stored within a Board.

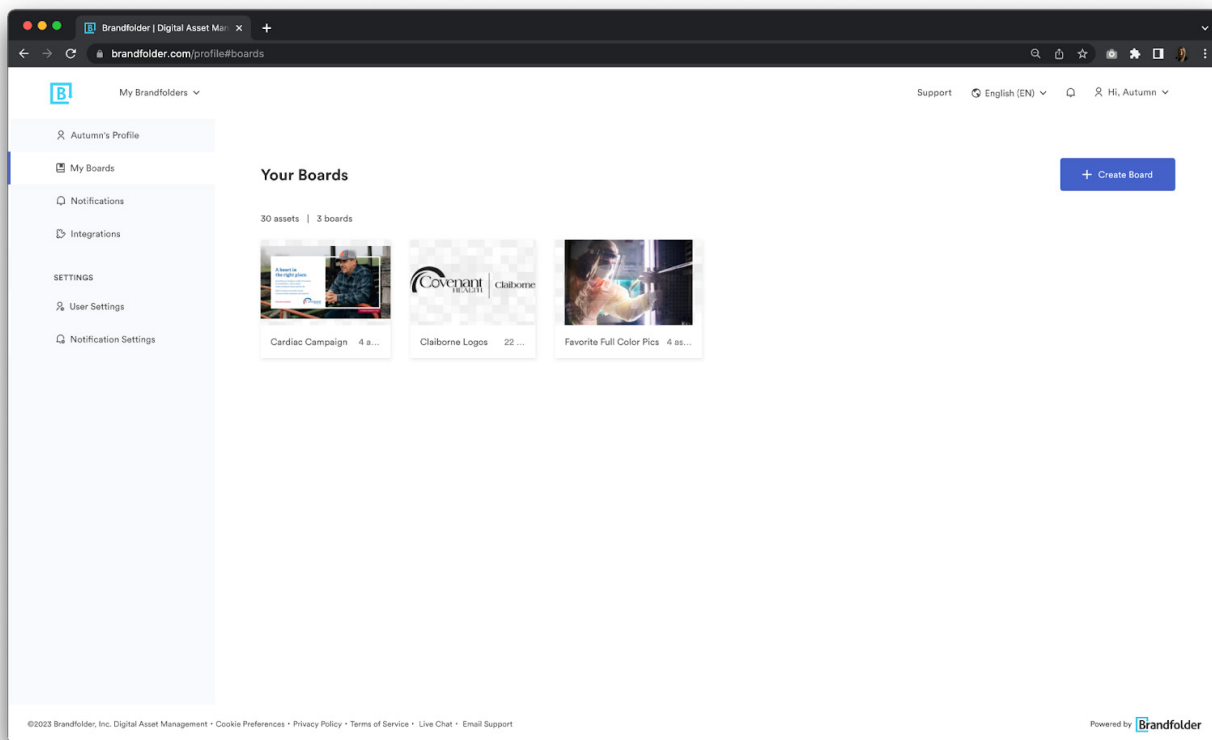


Navigating Brandfolder

Logging In and Creating a Profile

MY BOARDS

Boards can be used to create a cultivated view of user-specific assets. These boards are only visible to you and can't be shared with other users, but are a great way to store any assets that you use on a frequent basis. Once you learn how to select assets and use the bulk action bar, you'll be able to save assets in your boards for easy access at a later time. See the image below for an example of what these boards may look like on your profile, and [see here](#) for more information about creating boards.



Navigating Brandfolder

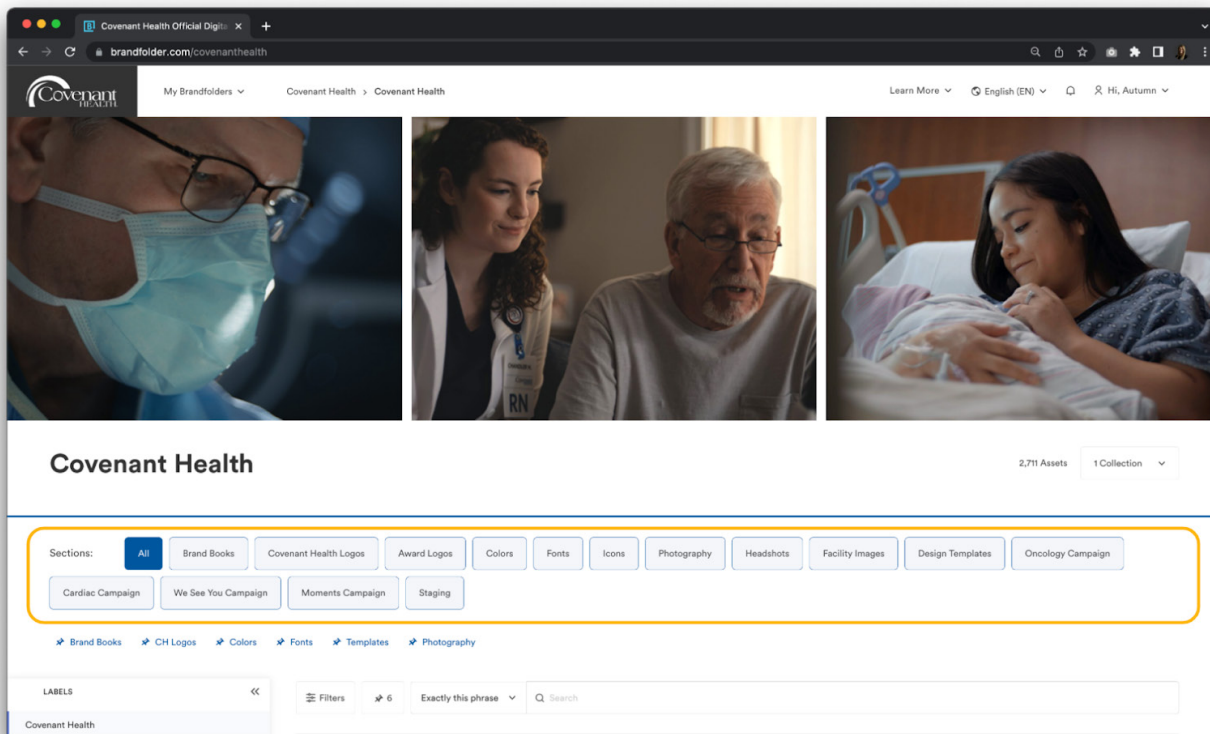
How Brandfolder is Organized

Brandfolder has multiple options available for users to search for and filter through assets. The four main areas of the Brandfolder that a user will interact with are sections, pins, labels, and the search bar.

SECTIONS

A visual folder style of organization for assets sorted and organized in the Brandfolder.

- Sections appear across the top of your Brandfolder and are the broadest way of organizing assets.
- Sections are commonly used to separate assets by their category, type, or purpose.
- Clicking on a Section's name will show you all of the assets within the Section.



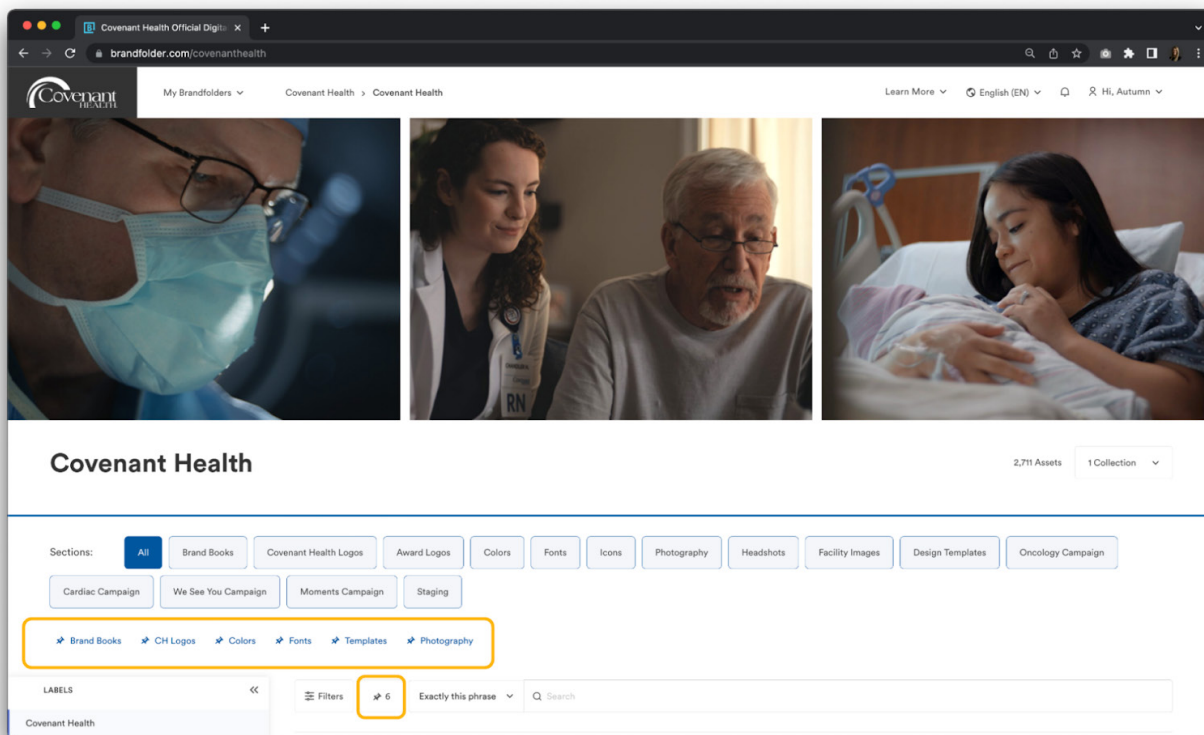
Navigating Brandfolder

How Brandfolder is Organized

PINS

Commonly used search queries that have been saved for users to navigate to items quickly.

- Pins appear below sections and are created by the Brandfolder Administrator to highlight frequently used search terms.
- Administrators will feature the most relevant Pins above the search bar.
- Items that are linked in the Brand Resource page on [Covenanthealth.com/brand](https://covenanthealth.com/brand) (colors, photography, etc.) are linked to Brandfolder using a pin.



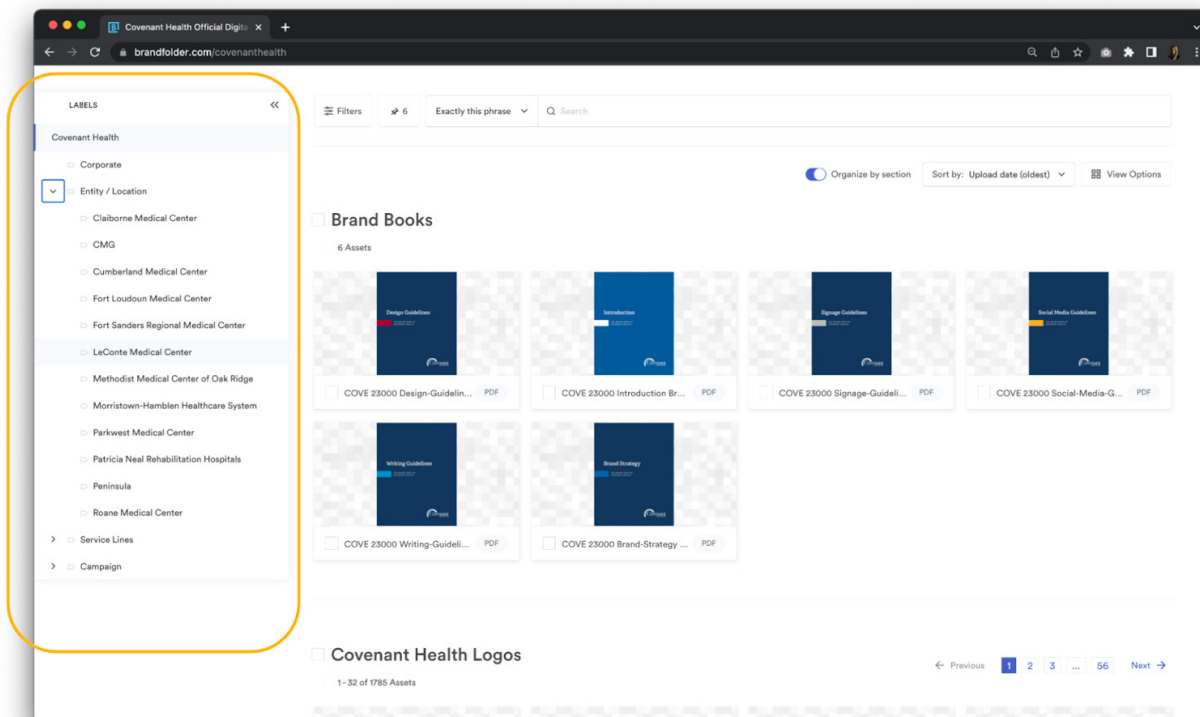
Navigating Brandfolder

How Brandfolder is Organized

LABELS

A visual list-style organization for assets that are stored within sections.

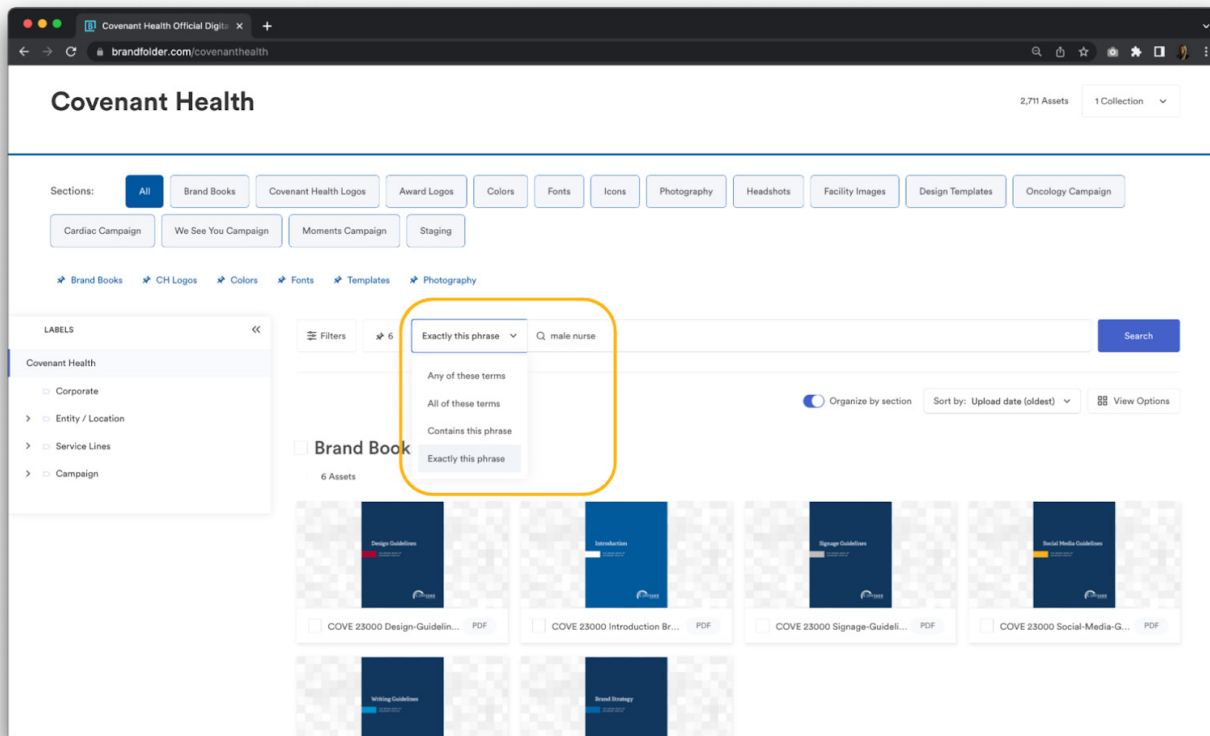
- If they are enabled for your account, Labels will appear on the left-hand-side of the Brandfolder that you are accessing. You can open up the Labels drawer by clicking the double arrow icon on the left side of your screen below the Pins.
- You can view Sub-Labels by clicking on the top-level Label.
- Pins or Sections can be used in tandem with Labels to help refine search results. For example, if you first click a Pin and then browse Labels, you may notice more refined results based on which assets have been added to specific labels.



Navigating Brandfolder

Using the Search Bar

The search tool allows you to find assets using keywords (i.e. "male nurse") and specific tags related to campaigns or specific types of assets (i.e. "cardiac", "flyer template"). There are four different drop-down options to help narrow down your search:



Navigating Brandfolder

Using the Search Bar

“Any of these terms”

Includes all options and allows for the most flexibility for returned results. This is an ideal search mechanism when you are not sure of the asset name or any associated tags. Only one of the terms needs to match for an asset to be returned. For example, when searching for *male nurse*, the query will come back with any asset that has *male* **OR** *nurse* present in at least one of its indexed fields.

“All of these terms”

This option allows you to be more precise in your search by replacing the flexibility of **OR** with **AND**. For example, when searching for *male nurse*, the result will come back with any asset that has *male* **AND** *nurse* across any of its indexed fields. The two terms do not need to be part of the same field (*nurse* could be in the name while *clinician* might be a tag), but all terms do need to be present somewhere for an asset to match.

“Contains this phrase”

This option is a great choice if you know part of an asset’s name or a bit of text in its description. For example, when searching *male nurse*, using this phrase will pull in all assets that contain the phrase *male nurse*. An asset with the name of *male nurse at bedside* would be returned as the name contains *male nurse*. It will not return results where the terms are spread across multiple indexed fields.

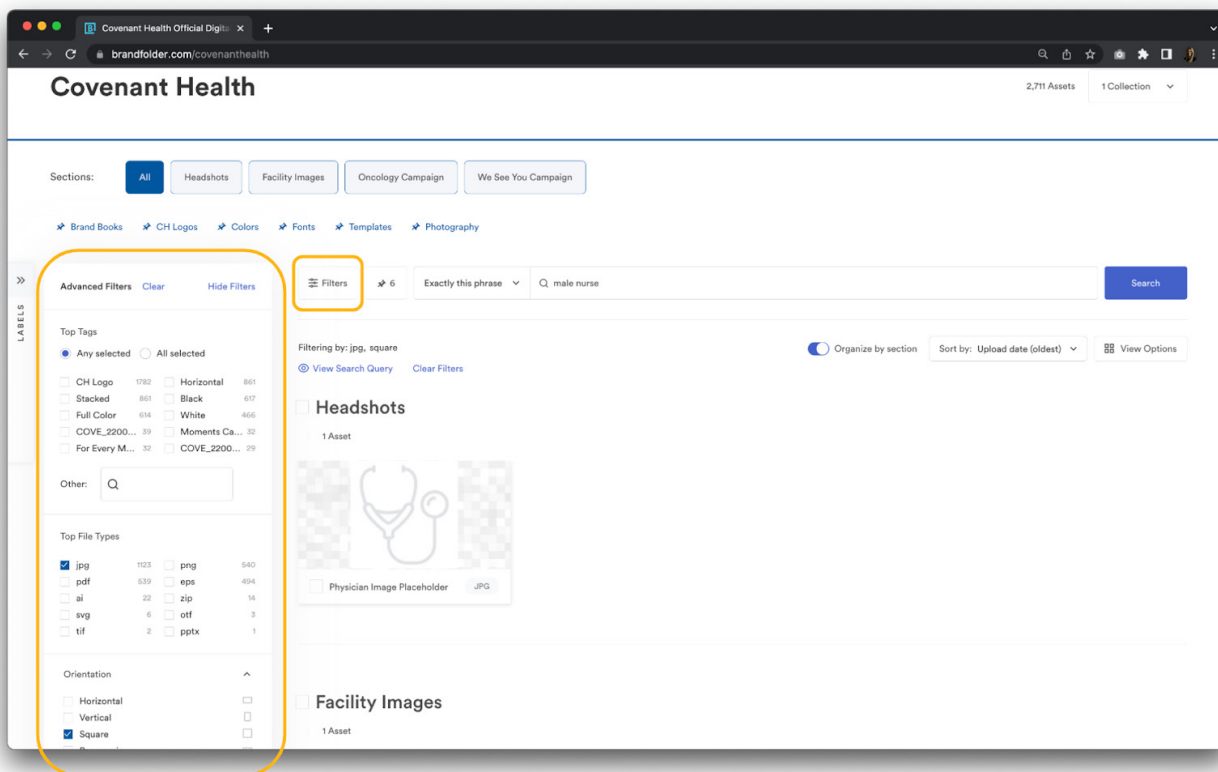
“Exactly this phrase”

This is the strictest of the four options and requires users to be precise when searching. For example, searching *male nurse* with this option would not return an asset named *male nurse at bedside* in your results. You would need to type the full name, nothing less and nothing more, for an asset to match.

Navigating Brandfolder

Using the Search Bar

On the left side of the search bar, there is a filter function that can be used to refine your search further, given that you know specific details about a particular asset that you are trying to locate (i.e. file type, orientation, upload date, etc.). For example, let's say that you're looking for the placeholder image that was used for physician headshots on the website, but you don't know what the file was named when it was uploaded to Brandfolder. If you know that the image is square and was uploaded as a jpeg, you can use the filter section to specify these details to help locate the asset.



Note: Once you've finished searching for an asset using the search bar function or the filter function, make sure you clear your search and or filters before starting a new search or navigating to a new section to find an asset.

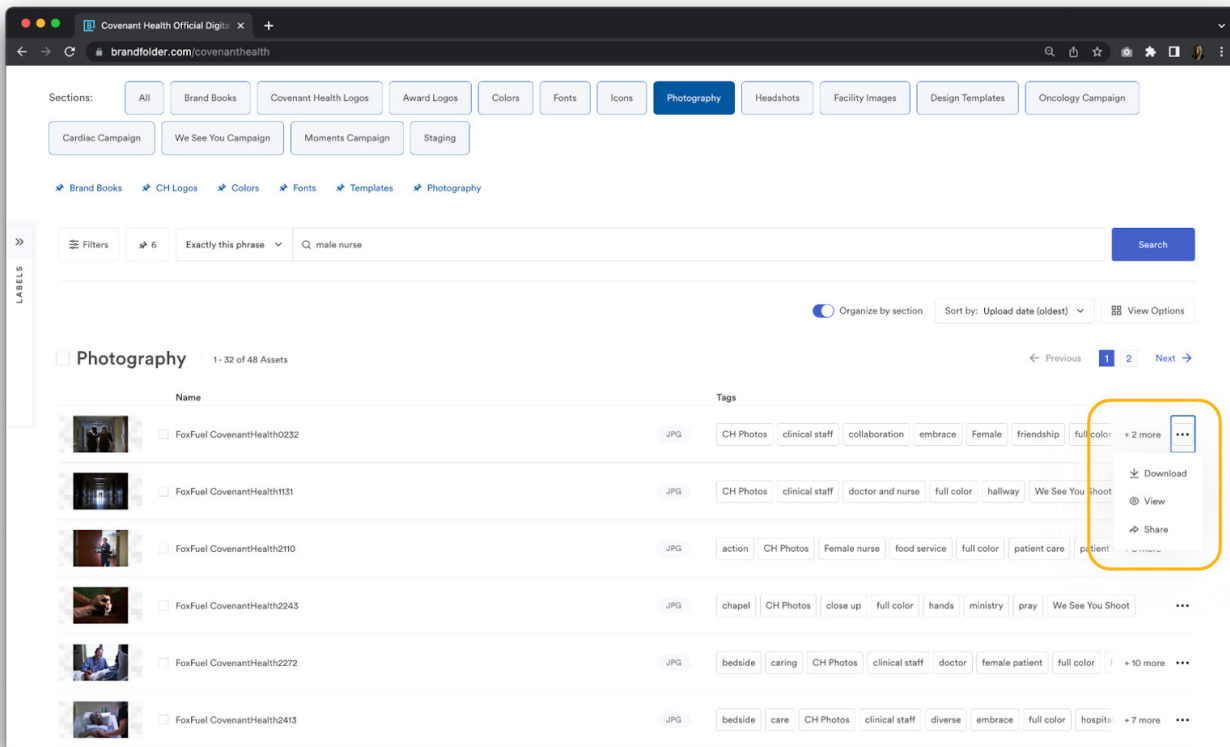
User Actions

While there are many different possible actions that you can explore in Brandfolder, we've identified the top three actions that you'll need to be familiar with as a guest Brandfolder user. They are downloading assets, sharing assets, and creating boards.

Downloading Assets

There are three main methods that you can use to download an asset in Brandfolder:

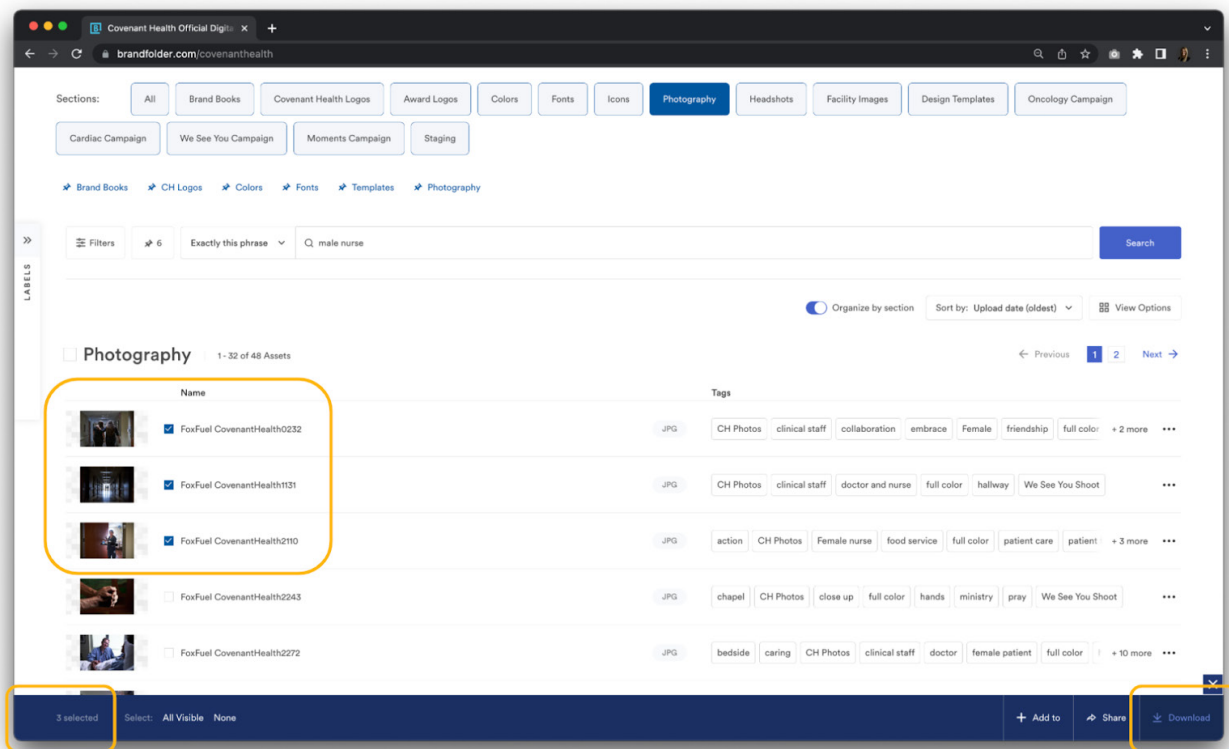
1. While viewing a specific asset in **list view** or **tile view**, use the ellipses to the right of the screen to bring up a dropdown for download.



User Actions

Downloading Assets

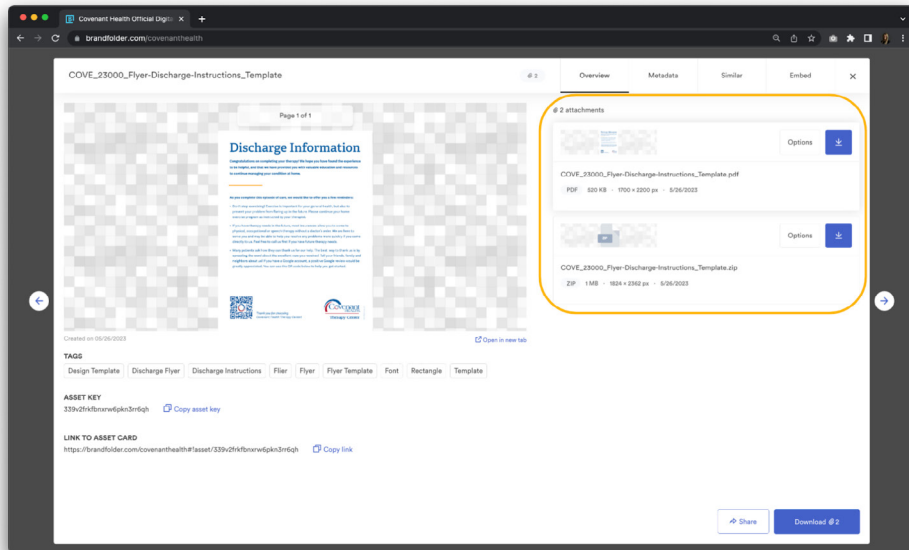
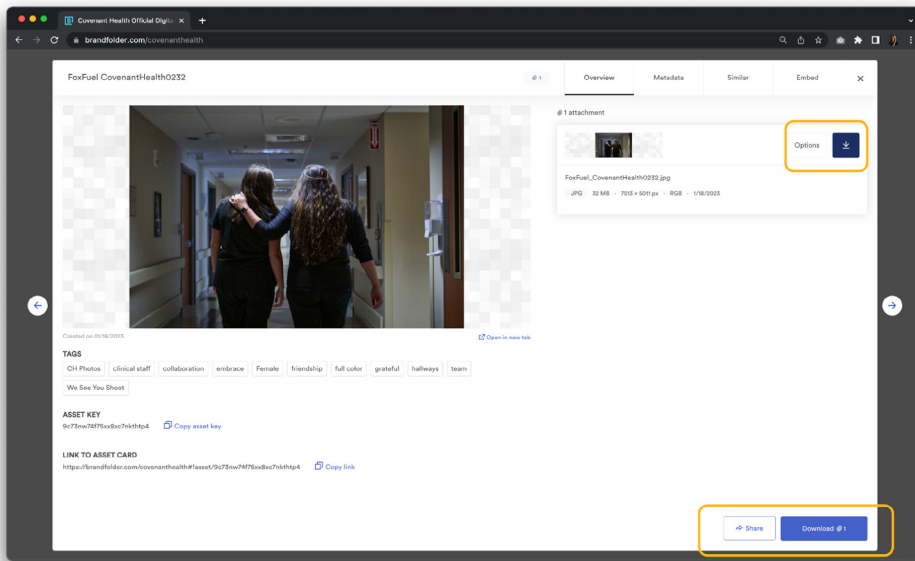
2. Select the box next to the asset or multiple assets that you'd like to download and use the "bulk action bar" to download one or more assets.



User Actions

Downloading Assets

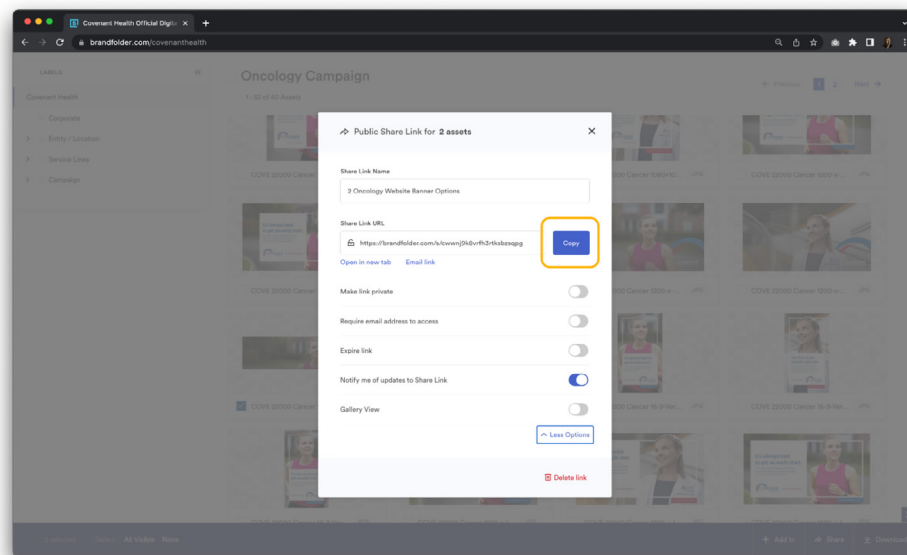
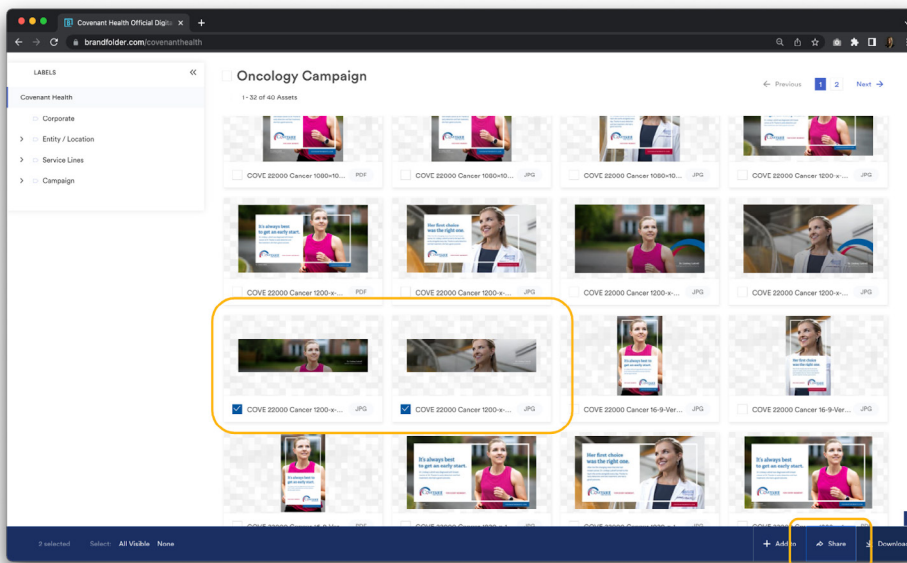
3. Click inside of an asset container (the digital “folder” that a single or multiple assets are sitting in) and select the files that you need to download. Occasionally you will only see one asset, but other times you may see more than one file type in the same container. If an asset container has multiple attachments or file types within it, your downloaded item will appear as a ZIP file.



User Actions

Sharing Assets

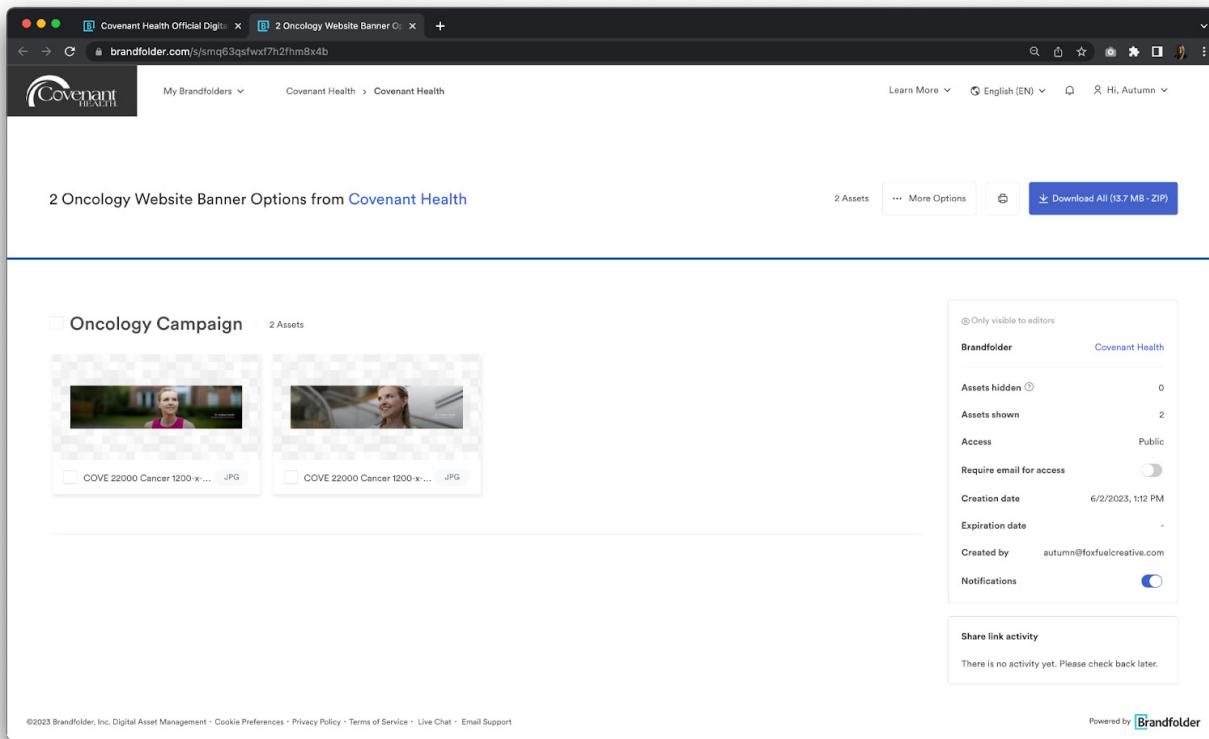
Brandfolder allows guest users to share assets directly with internal teammates or external users by creating what are called “share links.” To create a share link, select the asset(s) that you’d like to send, then click on the “share” button on the bottom right of your screen. The URL that is generated on the next screen can be shared with another user via email, Slack, etc. for download.



User Actions

Sharing Assets

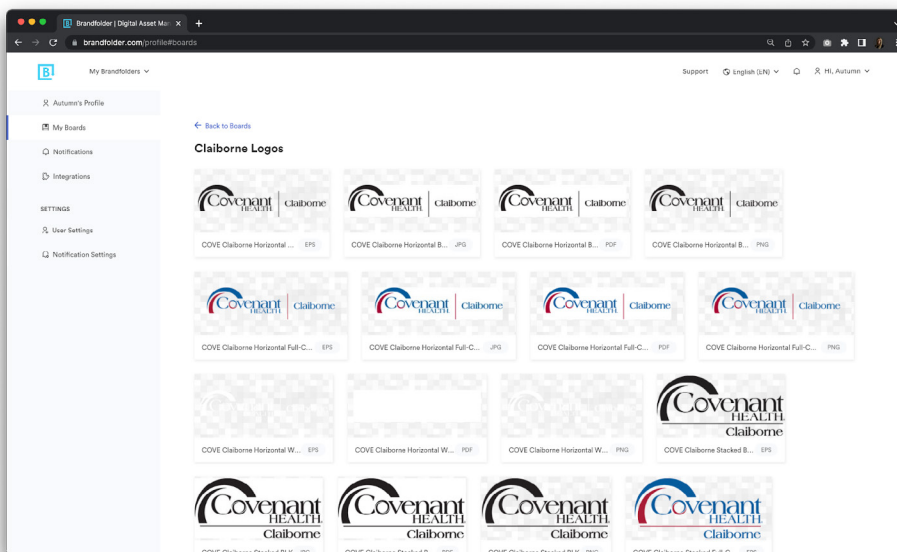
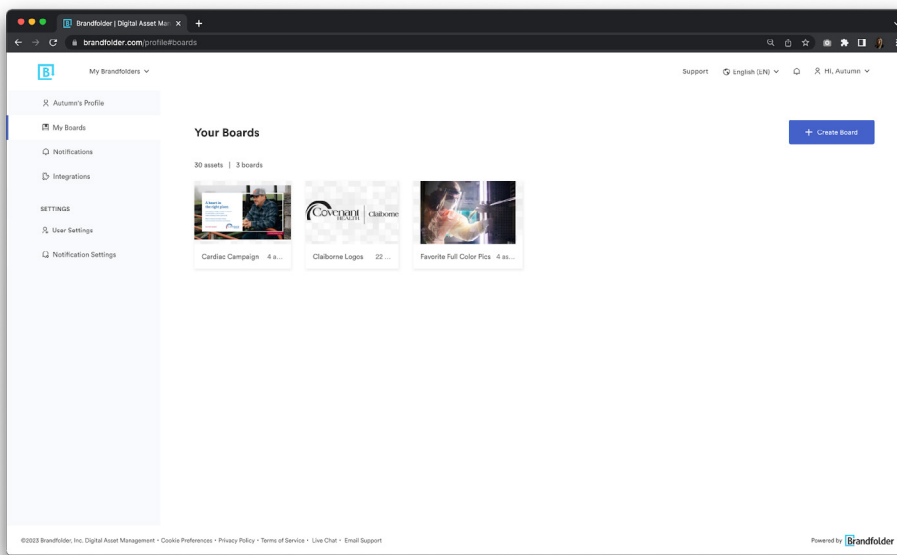
When selecting multiple assets for a share link, keep in mind that the Brandfolder search function will not be available for the end user, so it's best to only share a few assets at a time. For example, if you were to create a share link for all Covenant Health logos, it would be difficult for users to locate and download the exact logo they are looking for from this curated view without being able to filter using the search bar that's available on Brandfolder.



User Actions

Creating Boards

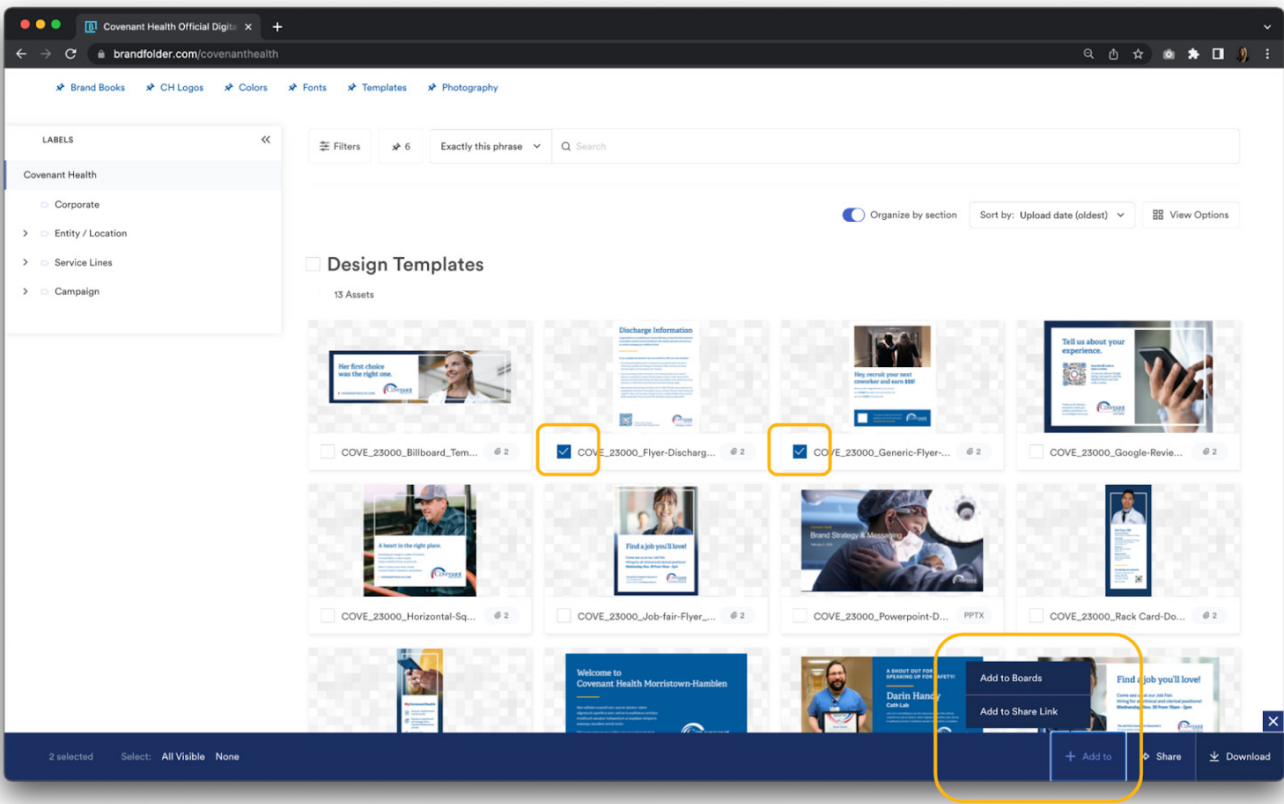
Given that you've been invited to create your own login for Brandfolder, you will have the ability to save assets that you use frequently within "boards" that can be found in your profile. Because boards are created within your personal profile, they will not be accessible to other teammates, but they are a great way to organize frequently used materials. See the images below for an example of what they can look like:



User Actions

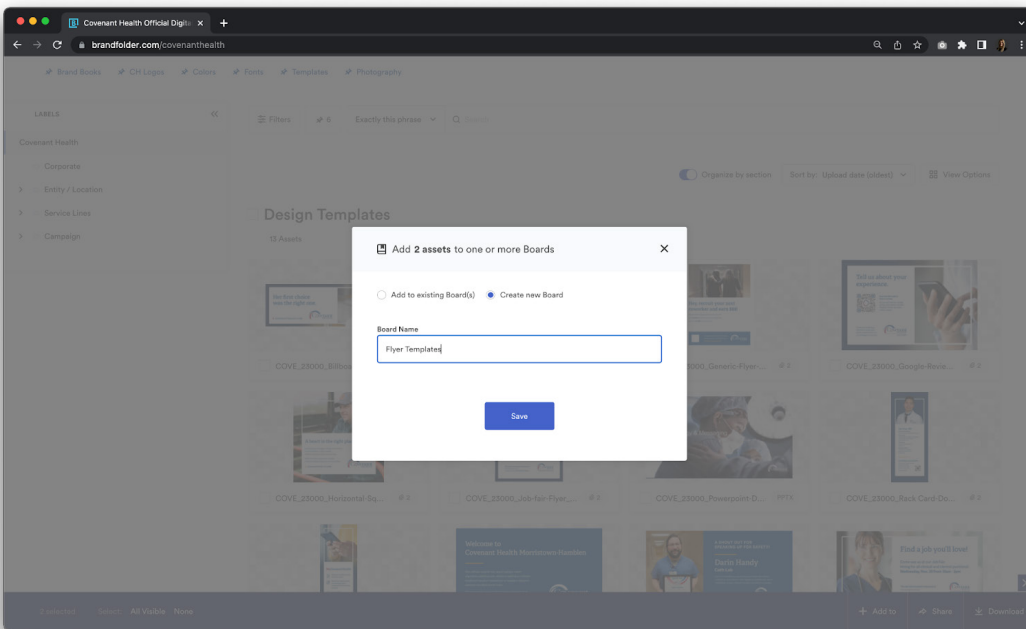
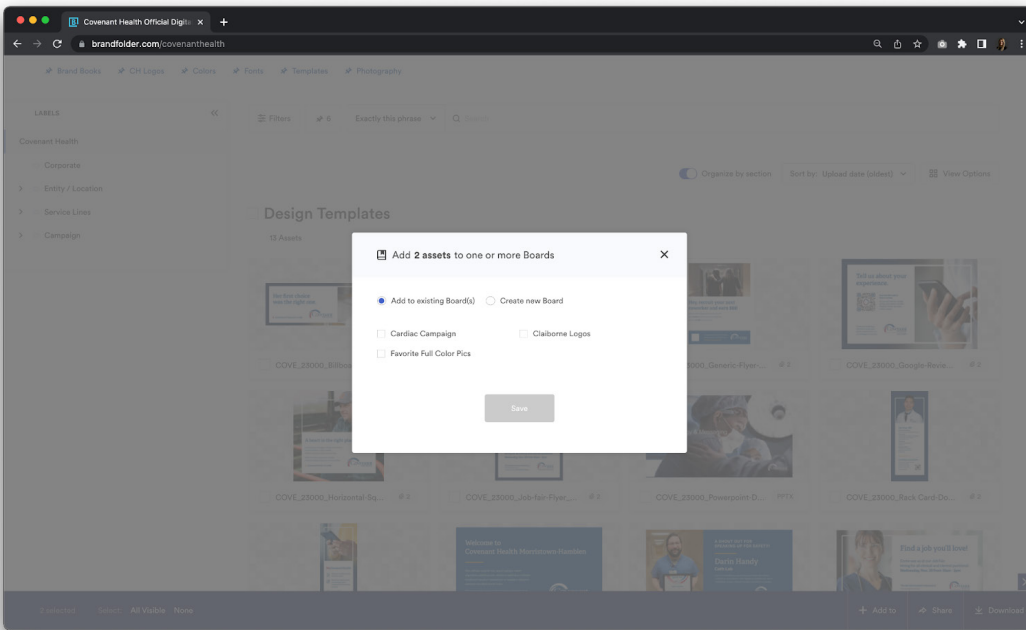
Creating Boards

You can select multiple assets and use the bulk action bar at the bottom of the screen to add them to boards that are saved on your profile. Once you've selected the option to add assets to a board, a pop-up window appears giving you the option to add your selected assets to a board that already exists or create a new one.



User Actions

Creating Boards



Good To Know

Brand Resource Page Pins

The quick links found on the Brand Resource page at covenanthealth.com/brand are either specific search queries that have been pre-populated to show you the full list of assets available in that section (i.e. logos, colors, and photography), or you will see that they direct you to a specific “share link” within Brandfolder that shows you a selection of specific assets (i.e. fonts).

If you’re looking for a specific logo within the logo section of Brandfolder after navigating from the Brand Resource page, you’ll need to clear your search bar and use the labels or a more refined search query to locate the specific asset that you’re looking for. See the section below for more information on clearing your search bar.

Clear Your Search Bar & Filters

Once you’ve finished a search, make sure you clear your search bar if you’re planning to search for a new item within a section or label. If you don’t clear your search bar, Brandfolder will apply the search terms to the particular section that you’re looking through. This feature is helpful when you’re refining your search to a specific section, but can be limiting if you’re attempting to look for a different asset.

Deselect Assets

Once you’ve added assets to a board or selected them for a share link or for download, you’ll need to make sure you deselect assets at the bottom of the screen before selecting new assets. If you don’t deselect the assets, the originally selected items will end up in your new board, downloaded file, or in your share link, and you may end up with some duplicate content.

View Options

Brandfolder allows users to update individual viewing preferences while they’re searching through assets. Below the search bar, you’ll see three different options that you can adjust:

1. Change whether your assets are automatically organized by section, or if they are all lumped together in a single category based on your search criteria.
2. Filter through assets alphabetically, by popularity, or based on the upload date.
3. Update Brandfolder’s layout based on your viewing preferences to show assets in either list view or in tile view.



