ASSET MANAGEMENT TOOL USER GUIDE

Updated January 20, 2021

INTRODUCTION

Welcome to Hussey Seating Company's digital asset management tool!

Using this tool will save you time and provide you with a fully indexed asset manager – making it easy to find the exact asset you need.

With any questions, please reach out to us directly at **marketing@husseyseating.com**

LOGGING IN

Check your email.

You should have received an invitation from Hussey Seating to join the platform (Brandfolder) for you to gain access to the assets available to you. From that email – follow the instructions to activate your account.
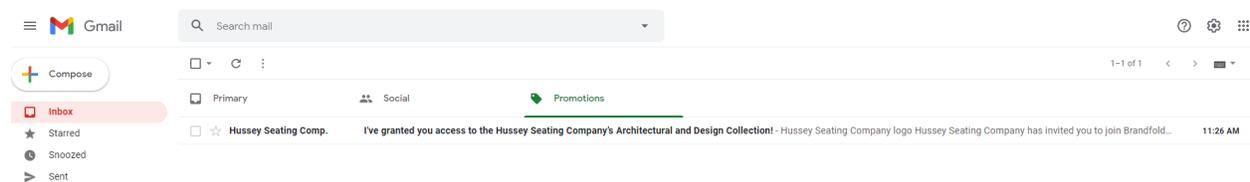
The email will come from "**Hussey Seating Company via Brandfolder <pleasereply@em.brandfolder.com>**" – once opened, click "Accept Invitation."
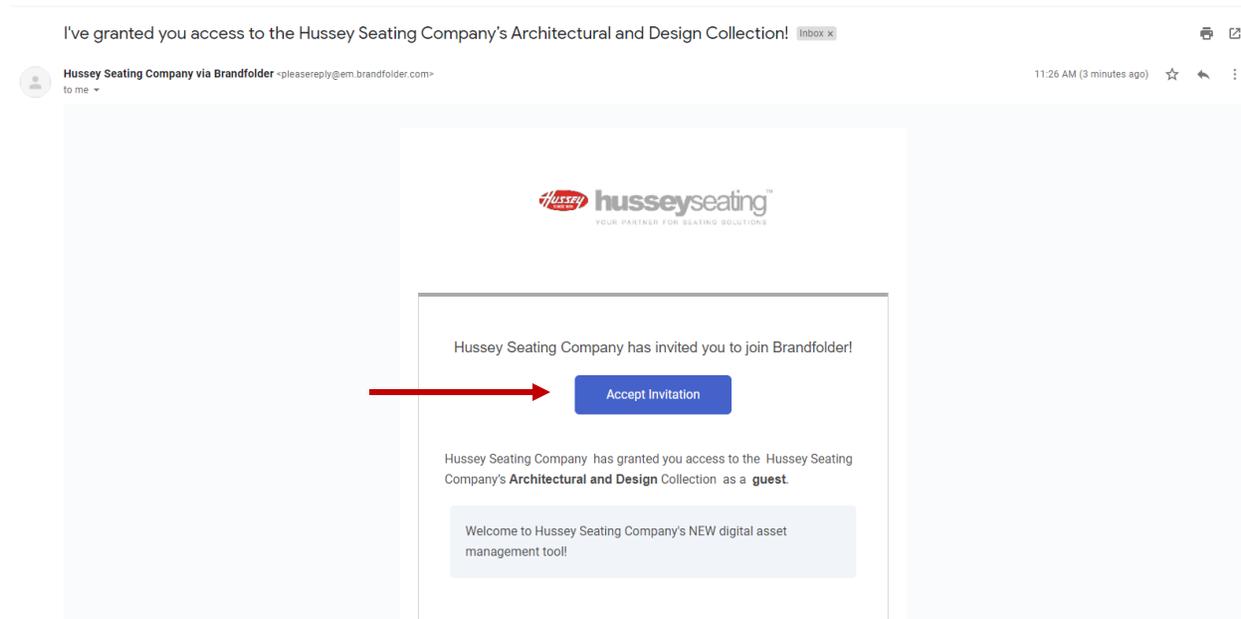
NOTE: If you have not received the email – please reach out to **marketing@husseyseating.com** and we'll resend the invitation or send you a direct link to your invitation.

You will then be prompted to create your login information from there. Once that is completed go to the next steps.

LOGGING IN

After your account has been created you can login directly at the login screen:

LOGIN

NOTE: Follow these steps if you forget your password.

FORGOT PASSWORD

If you cannot remember your password, click "Forgot password?" and follow the instructions from there.

I want to sign in   I want to request access

Sign in to **Hussey Seating Company's** private
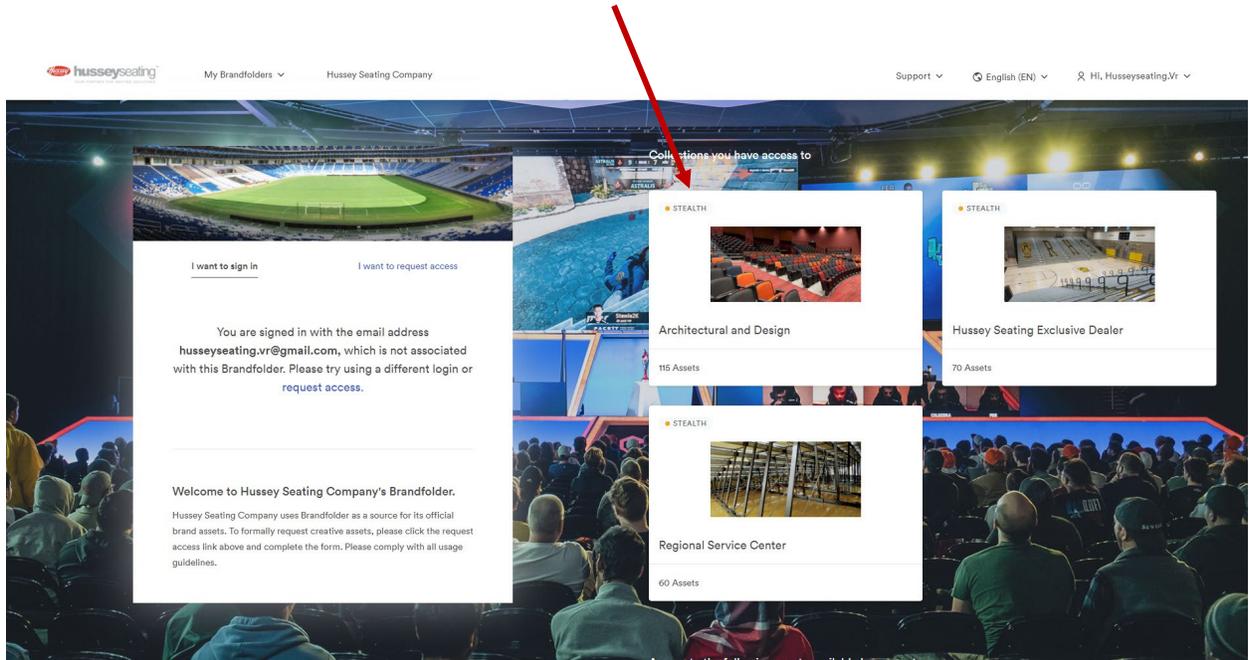Brandfolder

Email

Password   Forgot password?

Sign In

By proceeding, you agree to our Privacy Policy (including use of cookies and other technologies) and Terms of Service

Once you are logged in, you will find yourself on the main landing page for the sign-in screen. On the right of the screen, you will see which Collections you have access to.

Click on the Collection you want to search. From there you are on your way to gaining access to the assets and resources available to you.

Understanding the User Interface >>>

Start searching >>>

After clicking on the Collection you want to access on the login screen here is the user interface you'll experience:


1. **Homepage link:** Click here to go to husseyseating.com

2. View all Collections you have access to here and #7

   - Clicking on #2 will allow you to access a **bulk search function** for all collections you have access to, see here.

3. Change the software language here. **Note:** Not all language will translate.

4. My Account, My Boards, Notifications and Sign Out.

5. Collection introduction text and support information.

6. **Quick links to outside resources:** HusseyConnects, Hussey Gear, Surface Material Selector, HSC Literature Archive, and 3D Configurator Tool.

7. **Collection Quick Access:** Click dropdown and select the collection.

8. A count of the number of assets you have access to.

9. **Sections**: Sections act as folders for the assets. Click to filter to specific asset types.

10. **Pinned Searches**: Click to perform quick searches. Same functionality as #13.

11. **Labels:** Labels allow you to filter assets/content based on product lines.

12. **Filters:** Filter your search by file extension type, keywords, and more.

13. **Pinned Searches**: Click to perform quick searches. Same functionality as #10.

14. **Search**: Click to perform quick searches. Same functionality as #13.

15. **Organize by Section:** Allows you to see the assets broken into their sections. Turning this off you will see all assets without the sectional breakdown.

16. **Sort by:** Select from the dropdown which way you want to sort the assets.

17. **View Options:** View by list or image/icon

18. **Sections:** These are your sections. Clicking on the box next to the section name will select all the assets displayed to you in that section.
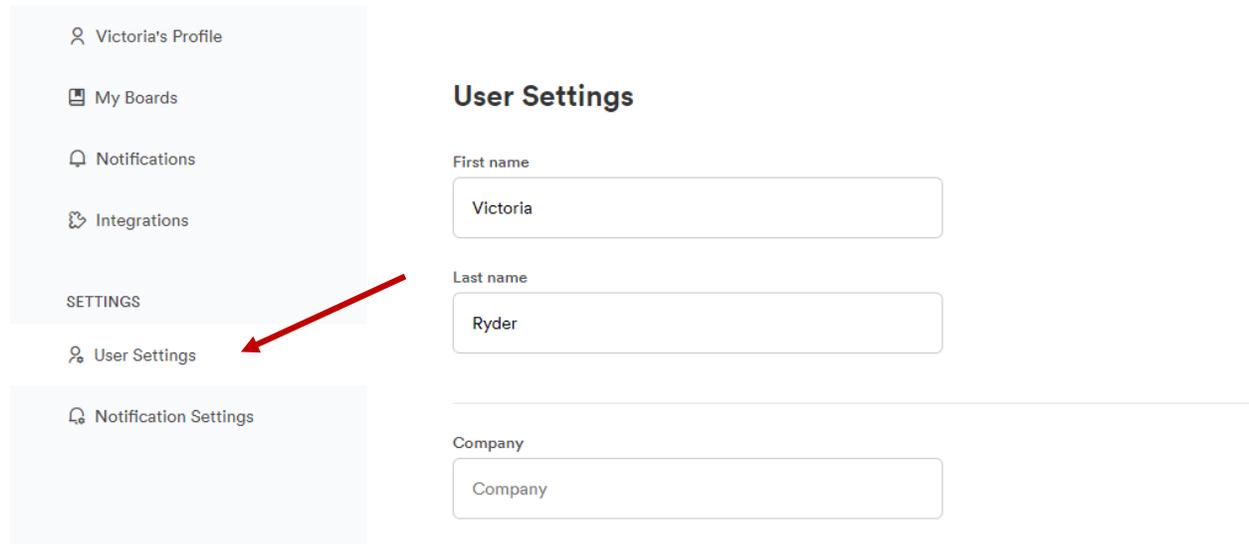
ACCOUNT SETTINGS

My Profile provides an overview of your activities, including favorite assets, Notification Center, and easy access to account settings.

NAVIGATING TO MY PROFILE
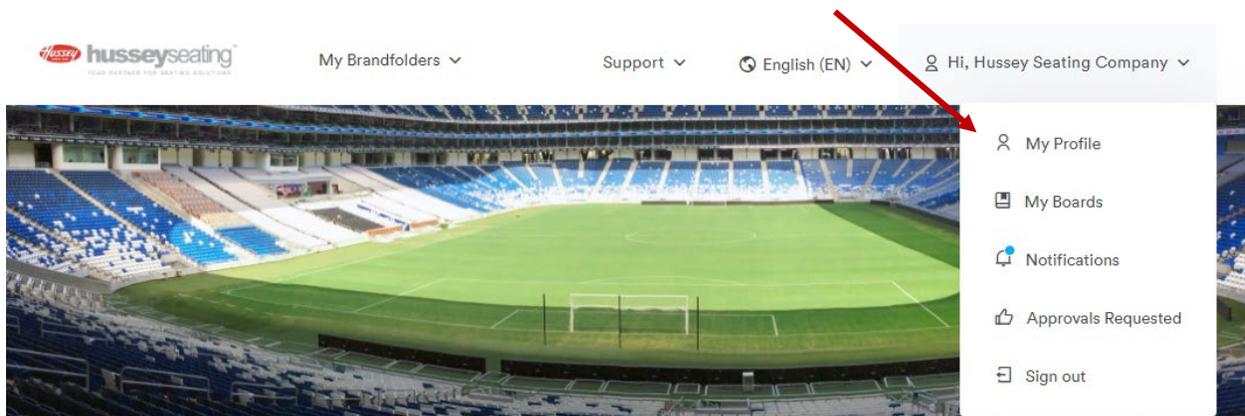
"My Profile" appears in the far upper right-hand corner. Use My Profile to update your personal information, see notifications, review any assets that you have favorited (Boards), and more!
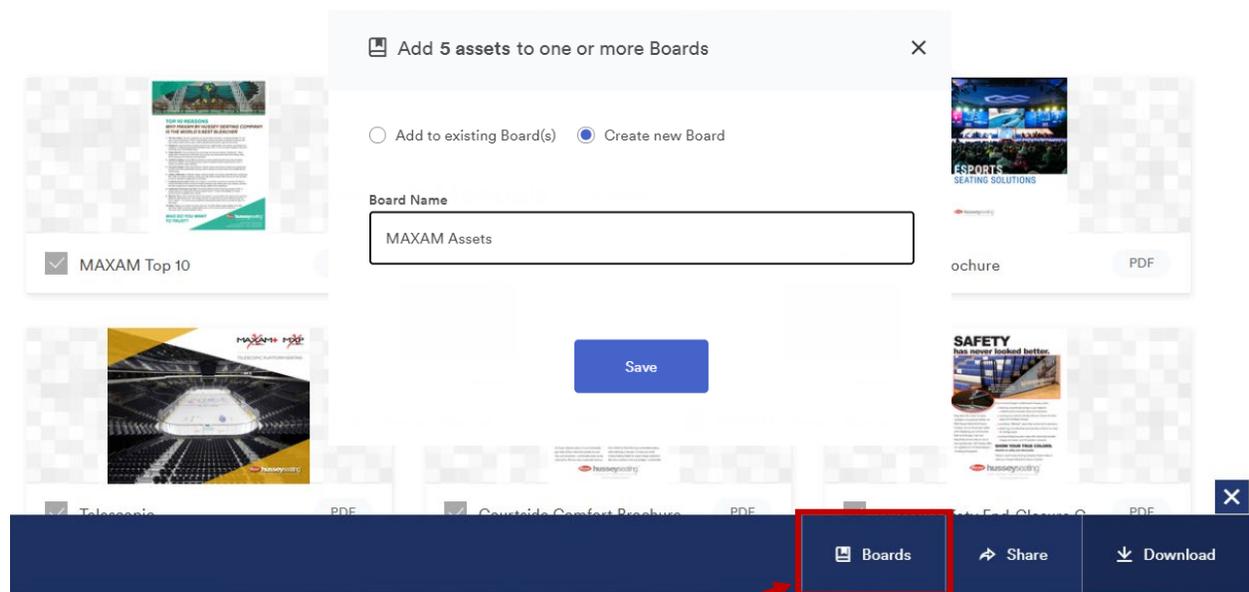
ACCOUNT SETTINGS

Update your email and password quickly and easily by going to your User Settings.

MY BOARDS

Boards can be used to create a cultivated view of user-specific assets.

To add an asset to a board, start by selecting the asset(s) by ticking the check box on the left of the asset and clicking **Boards** in the actions bar below. A window will then pop up with the ability for you to **Create new Board** or **Add to existing Board(s)**.

Select **Add to Board**. From there, you will have the option to add the asset(s) to a new Board or a pre-existing Board.

To access your created Boards, return to **My Profile** and click on **My Boards**.

NOTIFICATION SETTINGS

In the Notification Settings you can indicate if you want Email notifications in addition to your In App notifications. Email notifications are sent out weekly with a synopsis of the week's activity. **You'll need to opt-in to receive any notifications regarding new assets we load into the tool or additional updates from this system.**

NOTIFICATIONS

Notification Center allows you to monitor asset activity by viewing updates, alerts, and requests. You will receive a real-time notification when updates are made to your Brandfolder.
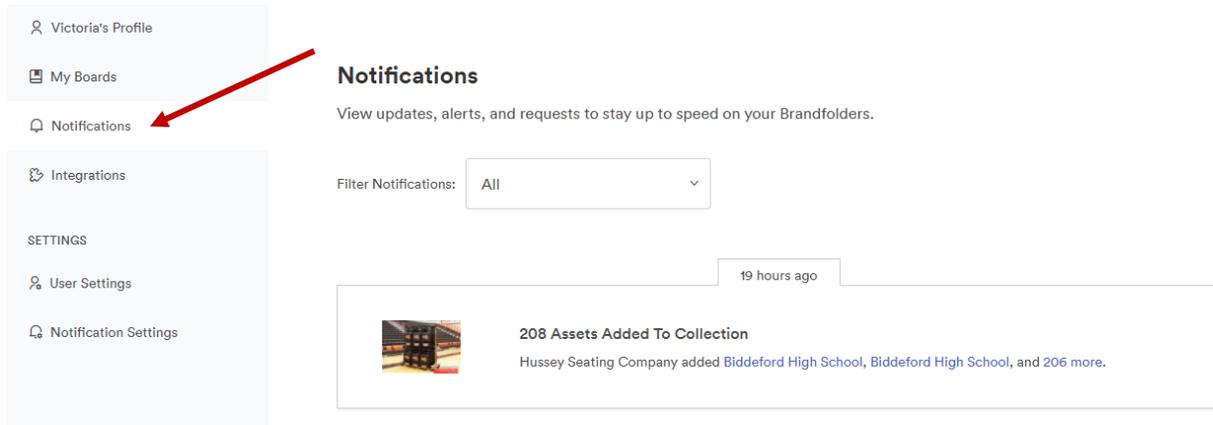
To view your notifications, when select Notifications. Here you can view specific uploads and downloads in Notification Center.

SEARCHING ASSETS

IMPORTANT NOTE: **Each search needs to be reset BEFORE you begin looking for other assets.** Either refresh your browser **OR** clear out each individual selection and search terms you have entered or selected.

Hussey Seating Company's digital asset management tool is fully indexed, making it easy to find the exact asset you need. Each asset's name, description, metadata, and many other details are instantly full-text searchable.

Use the Search Bar, Pinned Tags, or looking by Section to find assets and put them at your fingertips.

Here is what you will see (depending on Collection) once you have access:

On this screen you will see, Collections, Sections, Tags, Search, and Labels.

Additionally, you'll see quick links to resources available outside of our asset management tool.

Find assets based on their name, tags, metadata, or description.

Type your search term into the search box and any matching results will display. Here are some general search terms you can search for:

- **Venue Type** (Gymnasium, Performing Arts Theatre, Arena, etc.)

- **Application** (Wall Attached, Recessed, Fixed, Telescopic, Seat Count, etc.)
- **Product Family** (MAXAM, Clarin, MAXAM+, Quattro, etc.)
- **Colors** (Red, Blue, Green, etc.)
- **Accessories** (Stanchion Type, Seat Type, Back Type, Arm Type, Spacers, Logos/Graphics, Cup Holders, etc.)
- **Mascot** (Eagle, Shark, Ravens, etc.)
- **Seat Count** (1-250, 251-500, 501-750, 751-1000, 1000-1500, 1500-2000, 2000-2500, and >2500)

If you want to search on phrases or terms with multiple words, wrap the phrase in quotation marks. For example, search will consider *"blue fox jumps"* as a single search term whereas *blue fox jumps* will count as three separate search terms and result in searching for *blue OR fox OR jumps.*
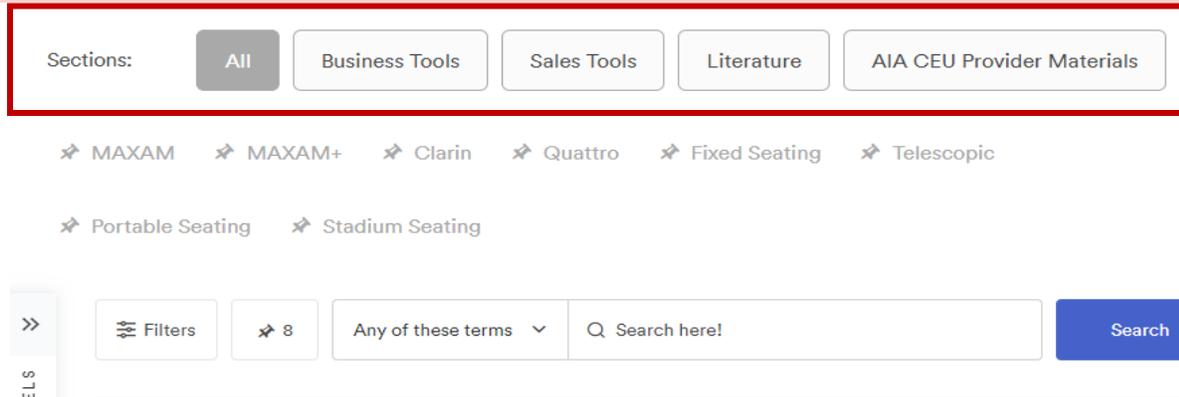
PINNED TAGS

Pinned Tags appear right above the Search Bar. These are saved searches created by the Hussey Seating Company marketing team to help you find groups of assets across different Sections quickly.
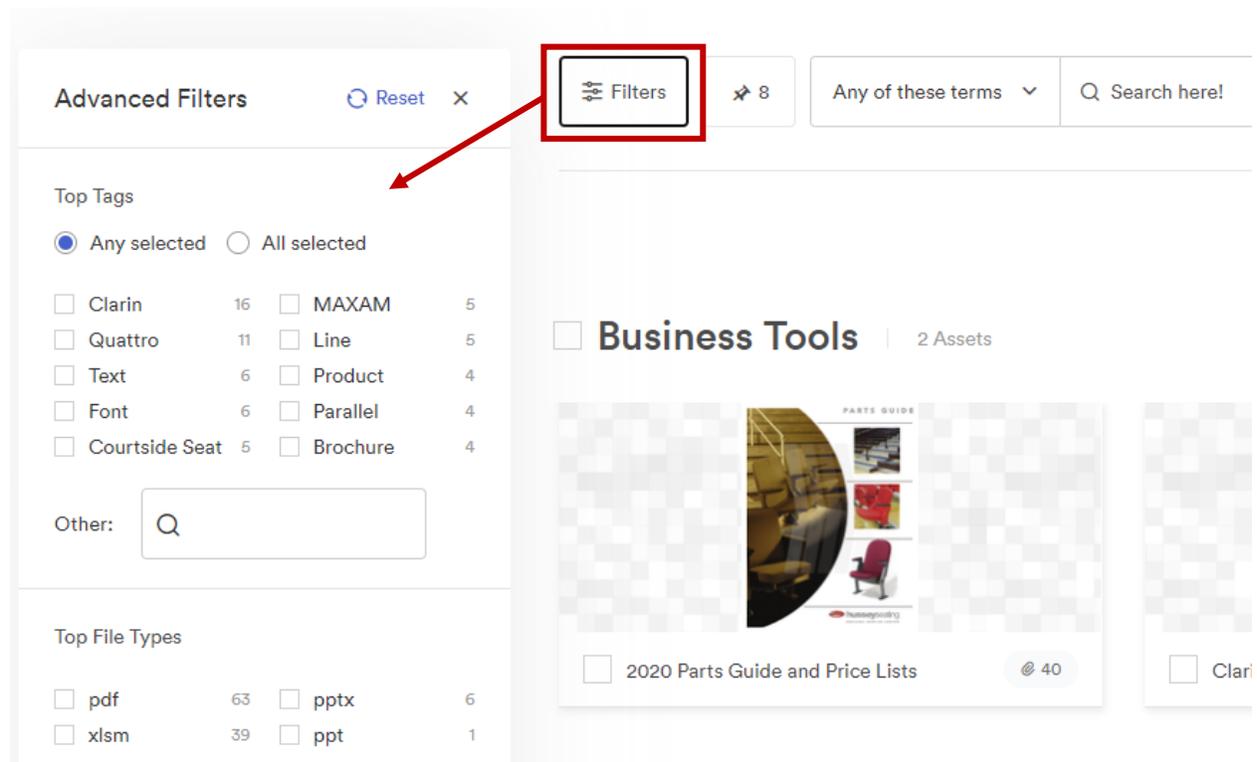
SECTIONS

Sections appear across the top of your Collection. These are essentially folders you'll find assets in and are the broadest way of organizing assets.
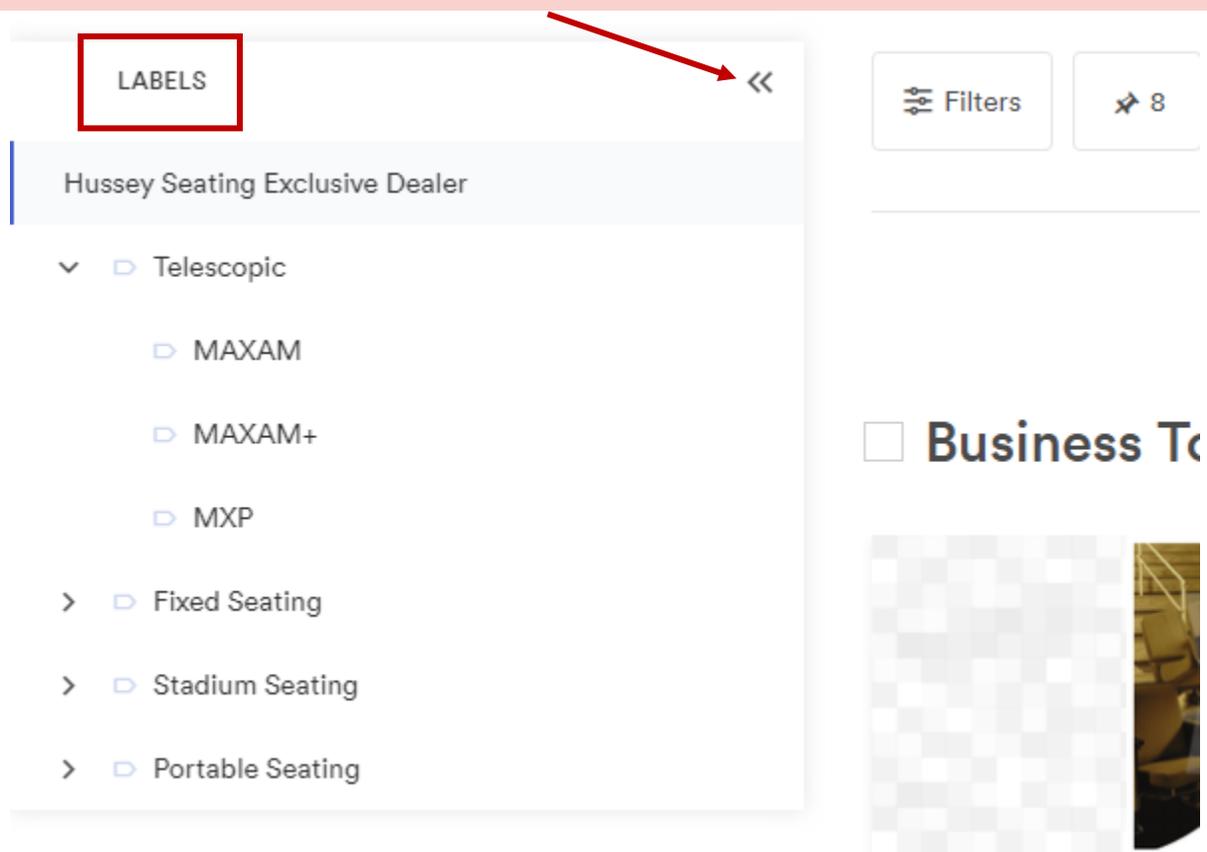
Clicking on a Section's name will filter the results anything contained within that Section.

ADVANCED FILTERS

Use the Advanced Filters to search by Exact Terms, Asset Status, Top Tags, File Types, Custom Fields, Orientation, Comments, or Upload Date. You can also combine any of these filters to further narrow your search results.

Labels will appear on the left-hand side of your screen. You can open up the labels drawer by clicking the two-arrow icon as shown in the picture above. Labels are another mechanism for navigation to find the asset you are searching for.

You can click through the labels to browse the content associated with each. Additionally, you can use Pinned Tags in tandem with Labels. For example, if you first click a pinned tag and then browse labels, you will notice more refined results.

To the right of the search bar, you will see a button that says, "View Options". When you click this button, you will be able to change your layout, sort options, assets per section and show custom fields!

19. **Layout** - you can choose between a thumbnail view or a list view.

20. **Sort by** - this will allow you to sort assets based on *Position* (the order the Admin has placed assets in), *Name* (alphabetical), *Most Popular* (views and downloads), *Least Popular* (views and downloads), *Updated* (changes were made to the asset), or *Created* (most recently uploaded assets).

21. **Assets per section** - you can choose how many assets will show per page

22. **Show custom fields** - turn this on to see any prioritized custom fields as you browse through asset thumbnails
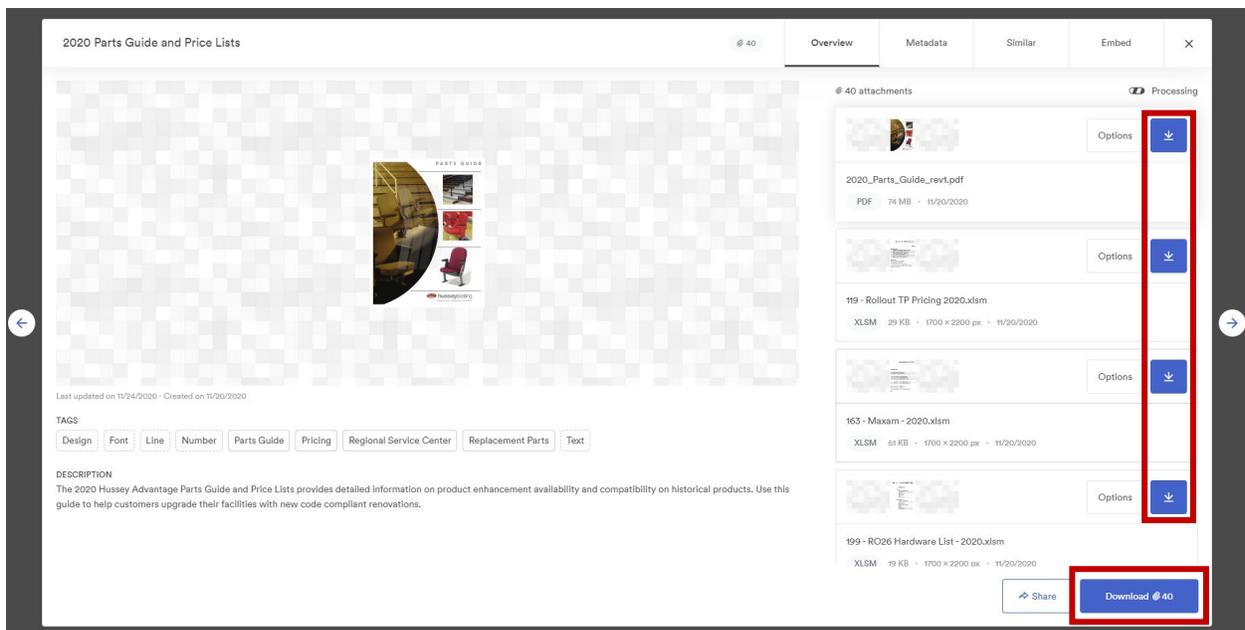
BULK SEARCHING
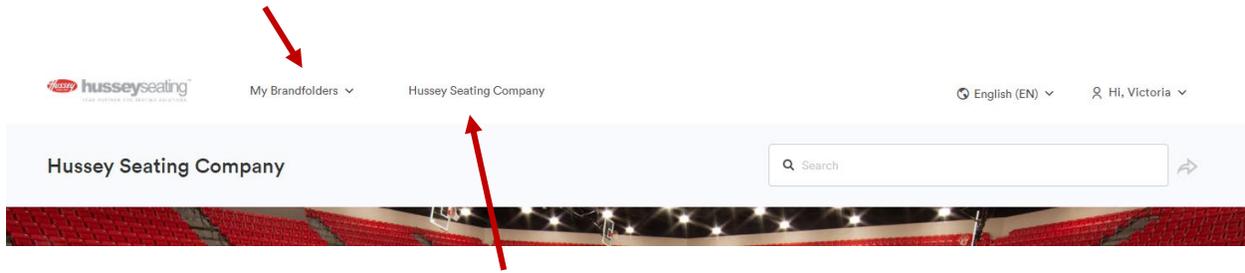
Once you are logged in, click on either of these sections in the header of the page. This will bring you to a page that displays all your collections.

To the right you'll see a search bar. Enter your search term there, and you'll be able to search all of your collections in relation to what you're looking for.
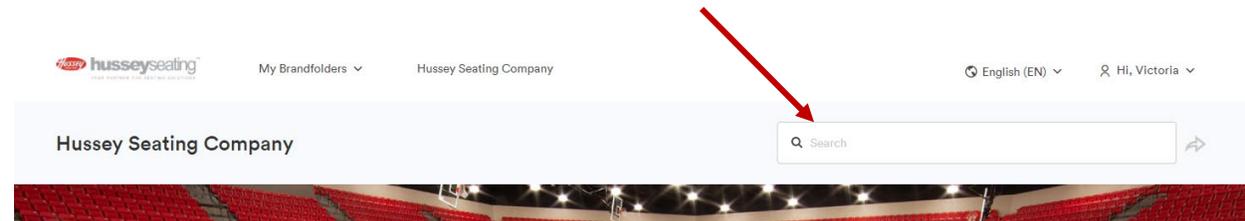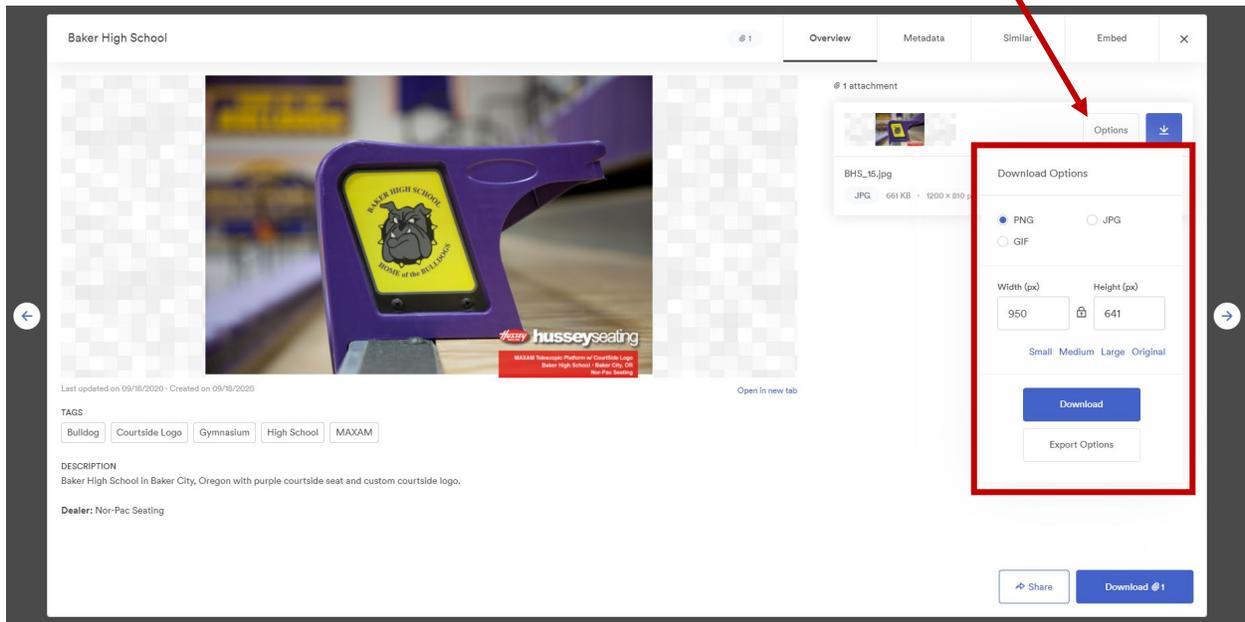

DOWNLOADING ASSETS

DOWNLOAD A SINGLE ASSET

To download all files an asset, select the "Download X Attachment(s)" in the bottom right hand corner. To download a single file, select the download icon next to the file.
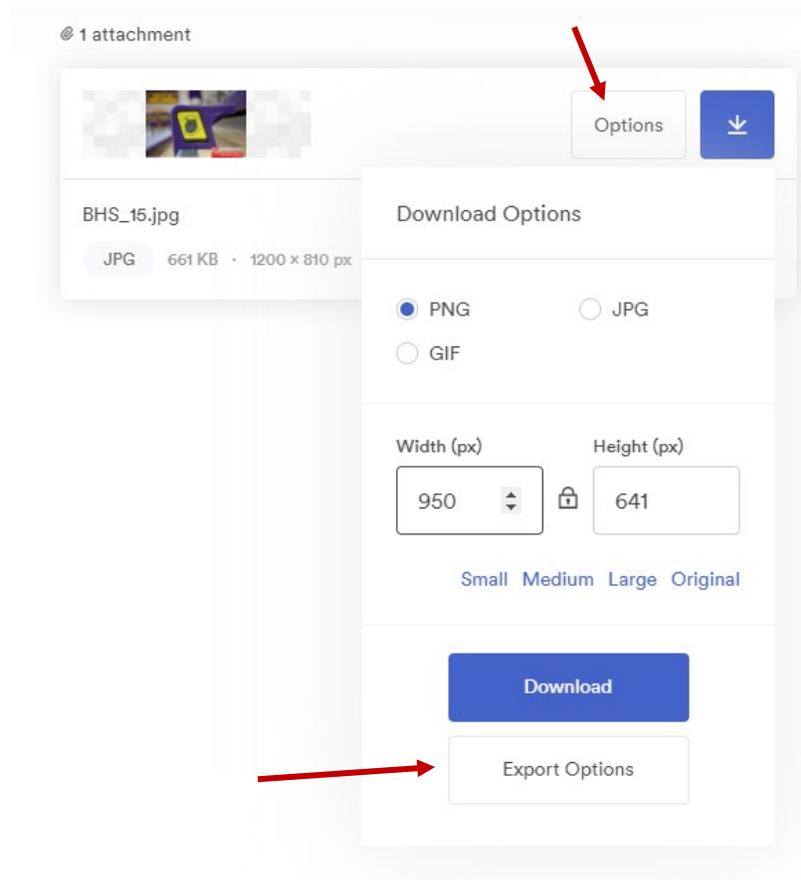
FORMATTING AND RESIZING

To change the format or size of an image click on "Options" to the right of the asset name. This will open a menu (shown above) to select your format and size options. Note that the file will always respect the original aspect ratio. When entering a width or height, the other will update automatically.

ADVANCED EXPORT OPTIONS

By clicking 'Options' next to the download icon within an asset, you can download the file you need in a different format and size. Additionally, if the settings allow on the asset you are working in, you can choose from custom cropping presets by clicking 'Export Options'. These presets will include social media presets, freeform crops, or custom presets that your Admin has configured for you.

DOWNLOAD IN BULK
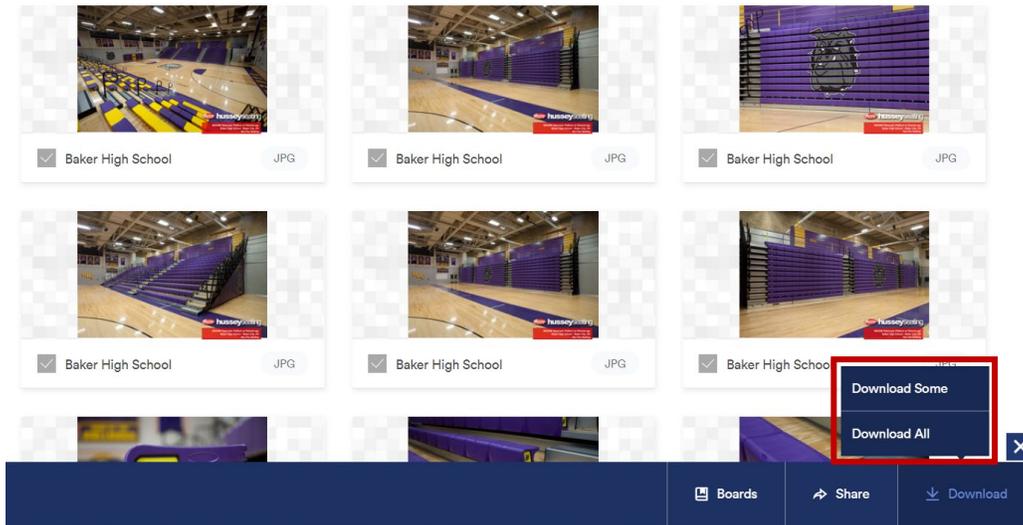
Select assets individually by selecting the checkbox in the bottom left OR select entire sections by checking the box next to the Section name. After assets are selected the Bulk Actions Bar will appear in the bottom left where you can choose "Download" to create a .zip, or "Download Some" for more options.

DOWNLOAD SOME
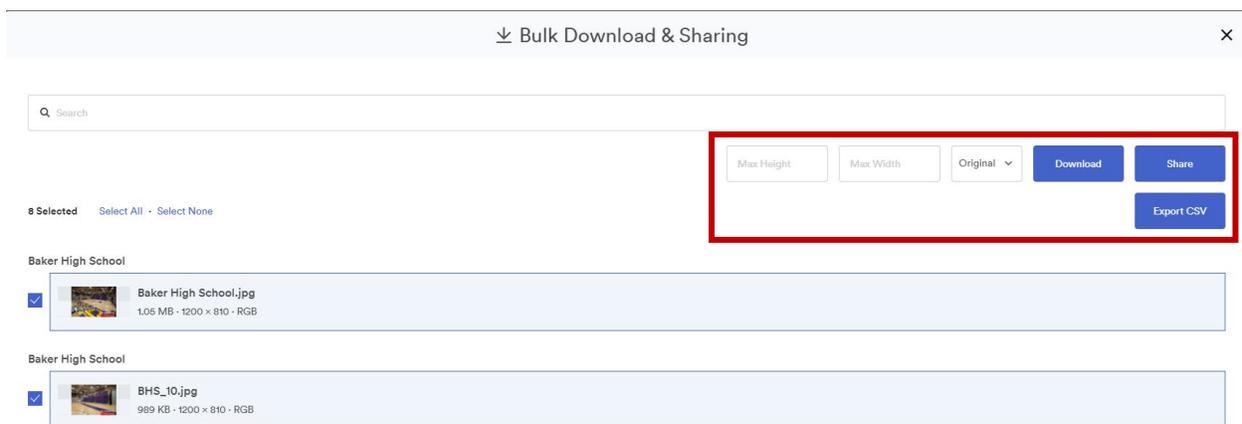
Selecting "Download Some" will allow you to create a .zip file or share link to a .zip file with a subset of assets by deselecting any merged files from the window that appears. Download Some also allows you to resize and reformat in bulk by using the "Max Height" "Max Width", and the format dropdown.

Once your final selection is complete, you can choose "Download" or "Share" from the upper right hand corner.

SHARING CONTENT

IMPORTANT NOTE: **ALL SHARE LINKS ARE SET TO "PRIVATE"** – these links are restricted to our users within the tool, to share with outside resources you must download the file and share it how you normally would via email, fax, etc.

You can share assets via a share link with people internally who already have existing access to the Hussey Seating Company digital asset management tool. You can share individual assets or in bulk.

CREATE A SHARE LINK
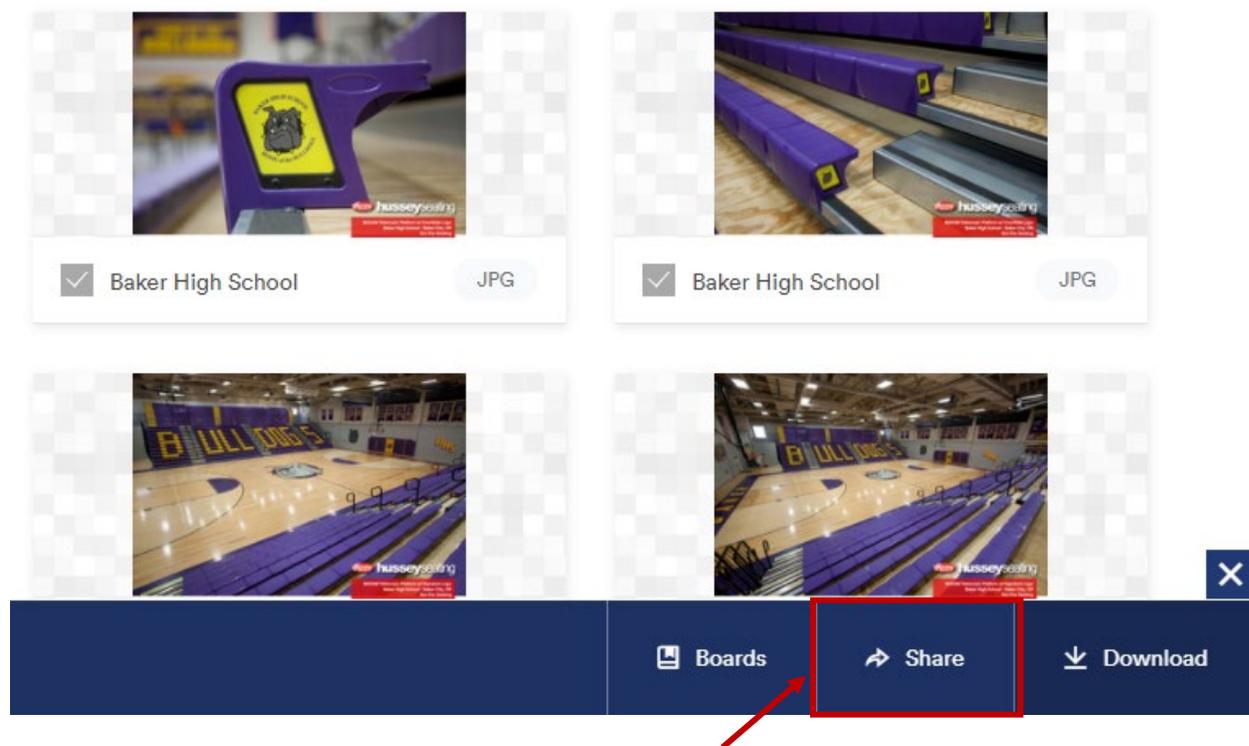
Select assets individually by selecting the checkbox in the bottom left OR select entire sections by checking the box next to the Section name. After the assets are selected the Bulk Actions bar will appear in the bottom left where you can choose "Share". This will open a window with your share link(see below), which you can then copy/paste/send.

You are also able to enable "Set Link Expiration" which will deactivate the link on a specified date.