

**Smarter technology for all**

# **Brand World Agency Guide**

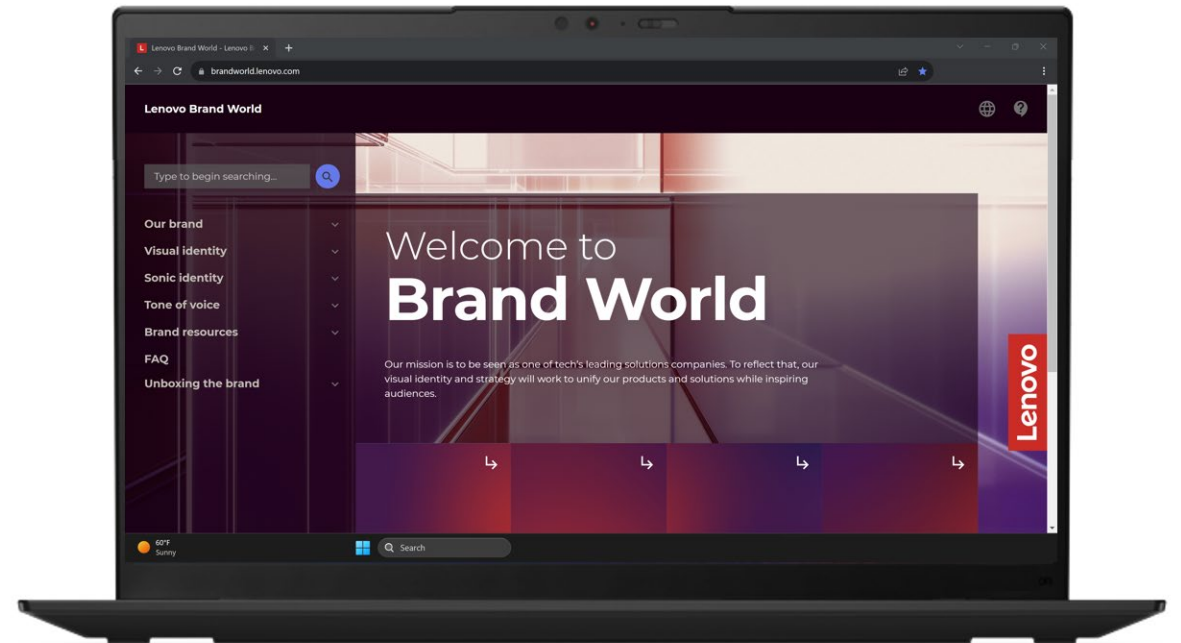
For downloading Lenovo brand assets

**Lenovo**

# Welcome to Brand World

Although [Brand World](#) is an open site, our brand assets are gated behind Lenovo's digital asset management system, Brand Portal.

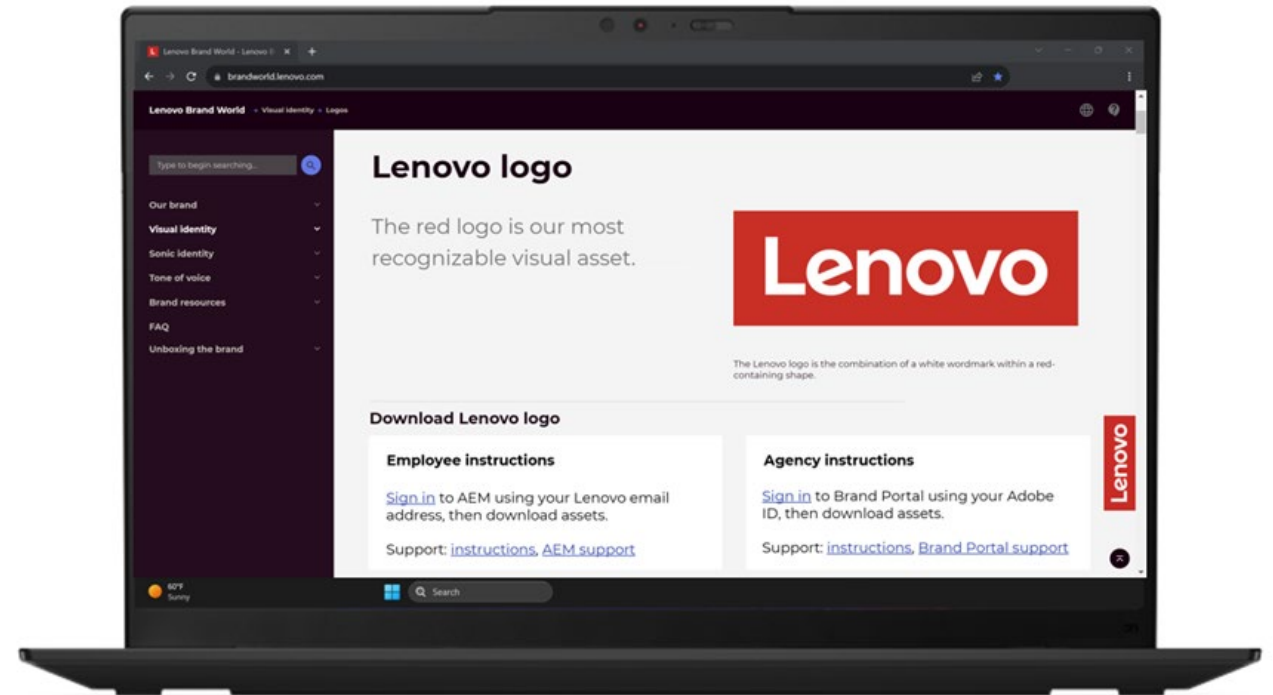
This instructional guide shows how to log in to Brand Portal and download Lenovo brand assets.



# Accessing assets on Brand World

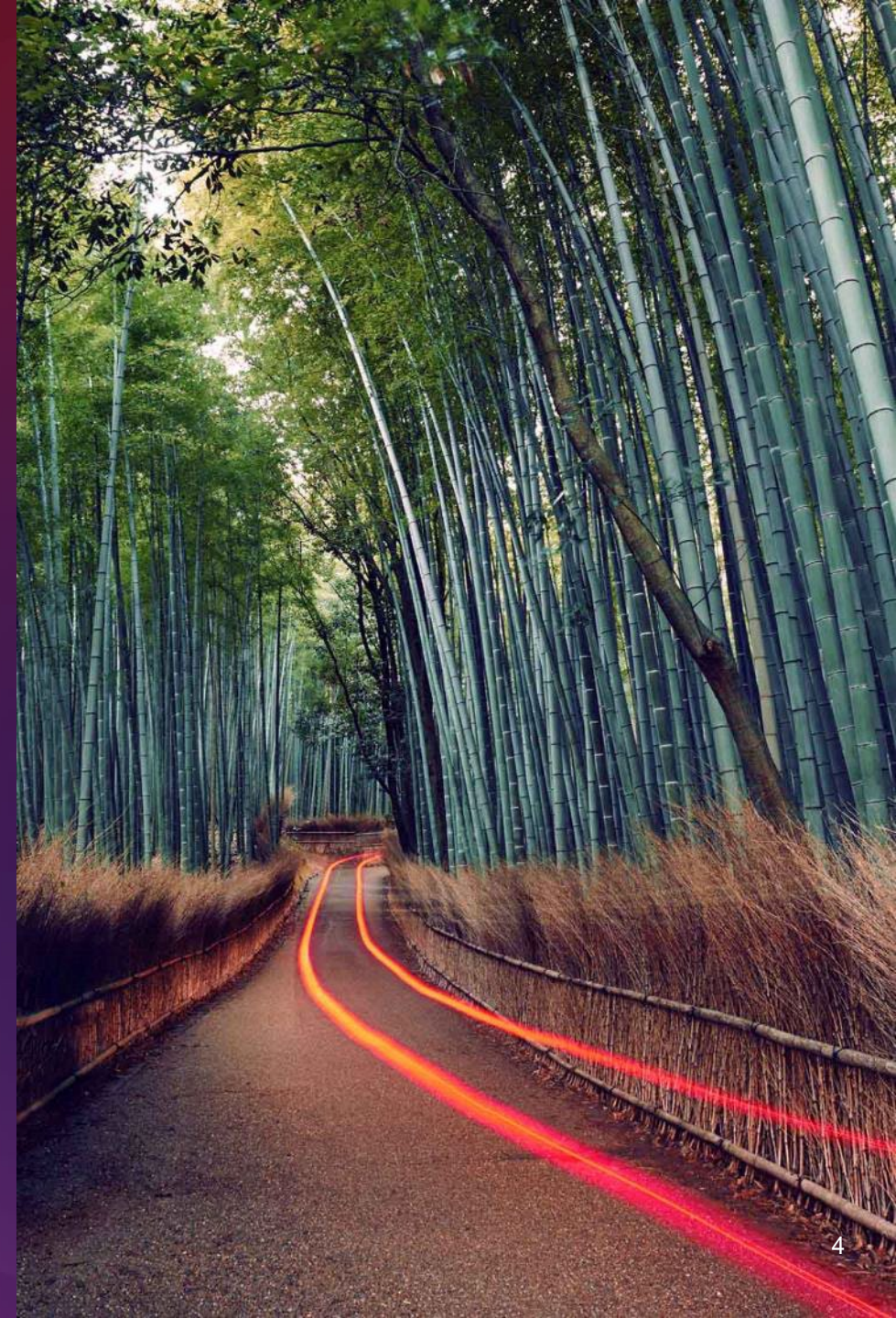
Asset download boxes are near the top of each page throughout the site.

Each link will open in a new tab directing you to the assets referenced on the page.



# Signing in to Brand Portal

Step-by-step instructions for returning  
and first-time users

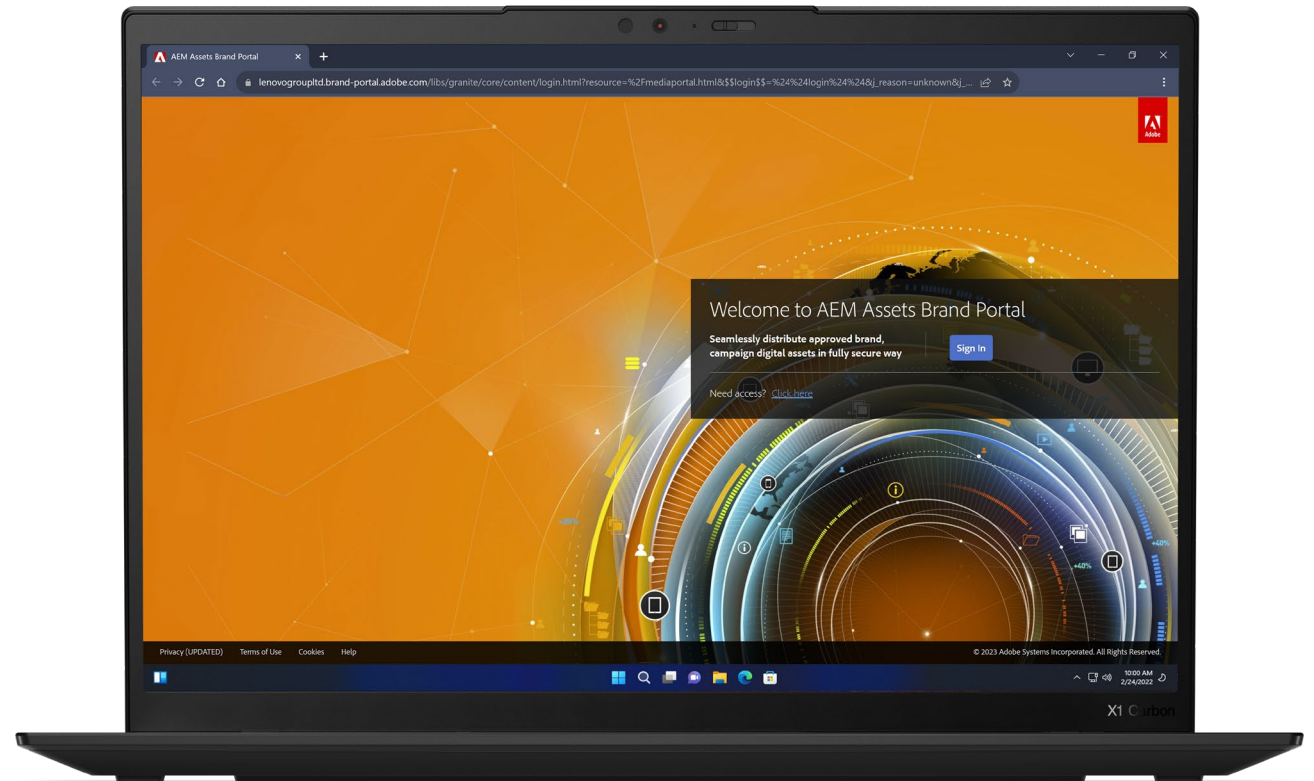


# Signing in to Brand Portal

Returning users

Click “Sign in” and enter your Adobe ID.

Once you are signed in to Brand Portal, the link will take you to the assets referenced on the page.



# Signing in to Brand Portal

First-time users

Navigate to:

<https://lenovogroupltd.brand-portal.adobe.com>

1. Select “Need access? Click here”
2. To request access:
  - a. If you already have an Adobe ID, select “Sign In”
  - b. If you do NOT have an Adobe ID, select “Get an Adobe ID”
  - c. Create an Adobe ID, then repeat steps 1 and 2a
3. Complete and submit the “Request Access” form

## NOTE

- Access is limited to two (2) users per agency
- Access will not be provided for Lenovo Business Partners or Lenovo Distributors

Welcome to AEM Assets Brand Portal

Seamlessly distribute approved brand, campaign digital assets in fully secure way

Sign In

Need access? [Click here](#)

Adobe Experience Cloud Assets

Request Access

Already have an Adobe ID or Enterprise ID?

[Sign In](#)

Not a member yet? Click sign up button in the next page

[Get an adobe Id](#)

[Back](#)

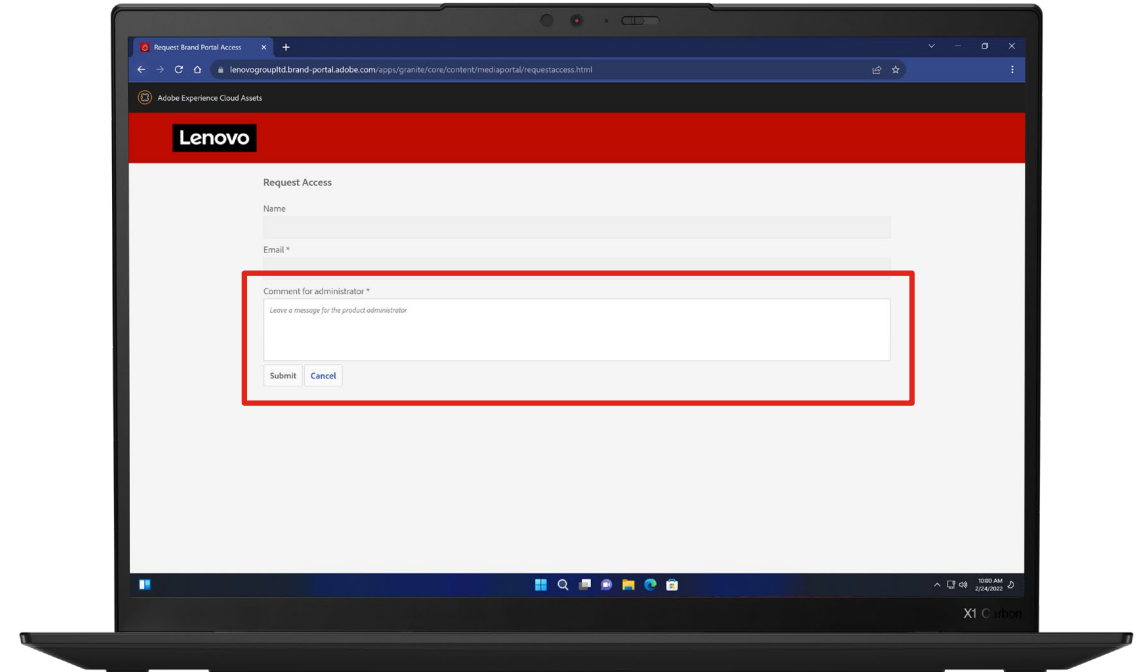
# Completing the 'Request Access' Form

First-time users

When completing the "Request Access" form, be sure to provide the following details in the "Comment for administrator" box:

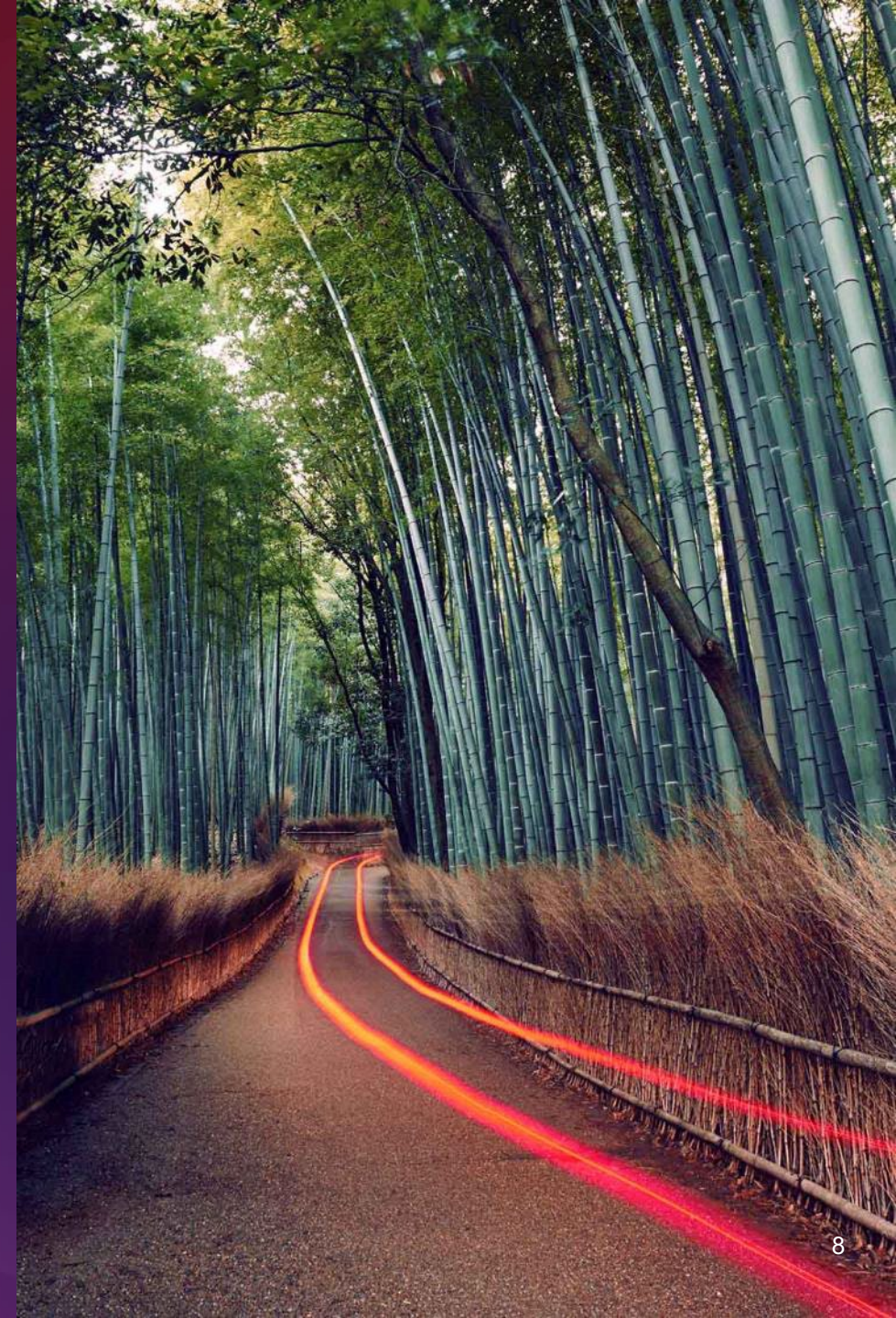
1. The name of your agency
2. The reason you need Brand Portal access
3. Whether you require permission to upload assets
4. The name and email of your Lenovo contact

After submitting the "Request Access" form, ask your Lenovo contact to email [aem\\_admin@lenovo.com](mailto:aem_admin@lenovo.com) with their "approval" of your Brand Portal access request.



# Downloading brand assets

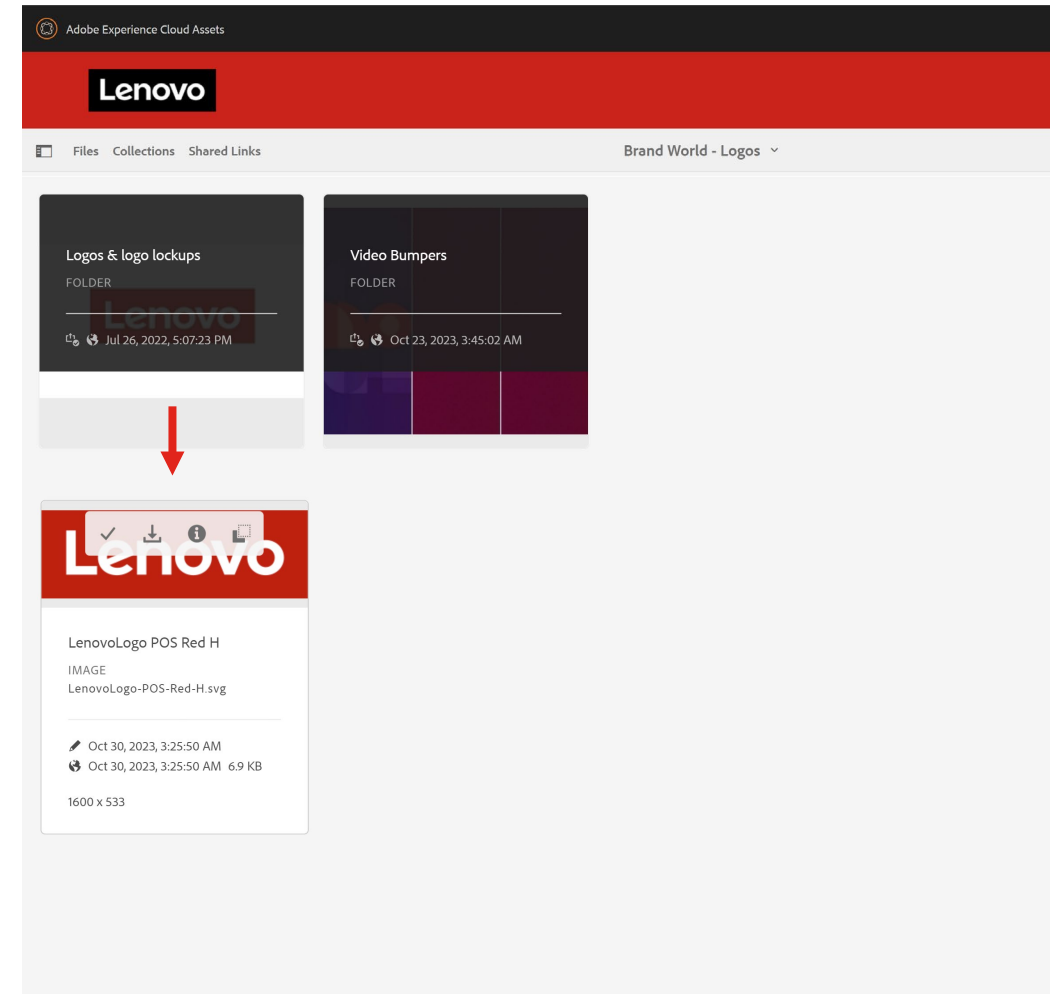
Navigating and downloading brand assets in Brand Portal





# Navigating and downloading assets in Brand Portal

- The download links open new tabs directing you to the 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 Brand Portal

## Files

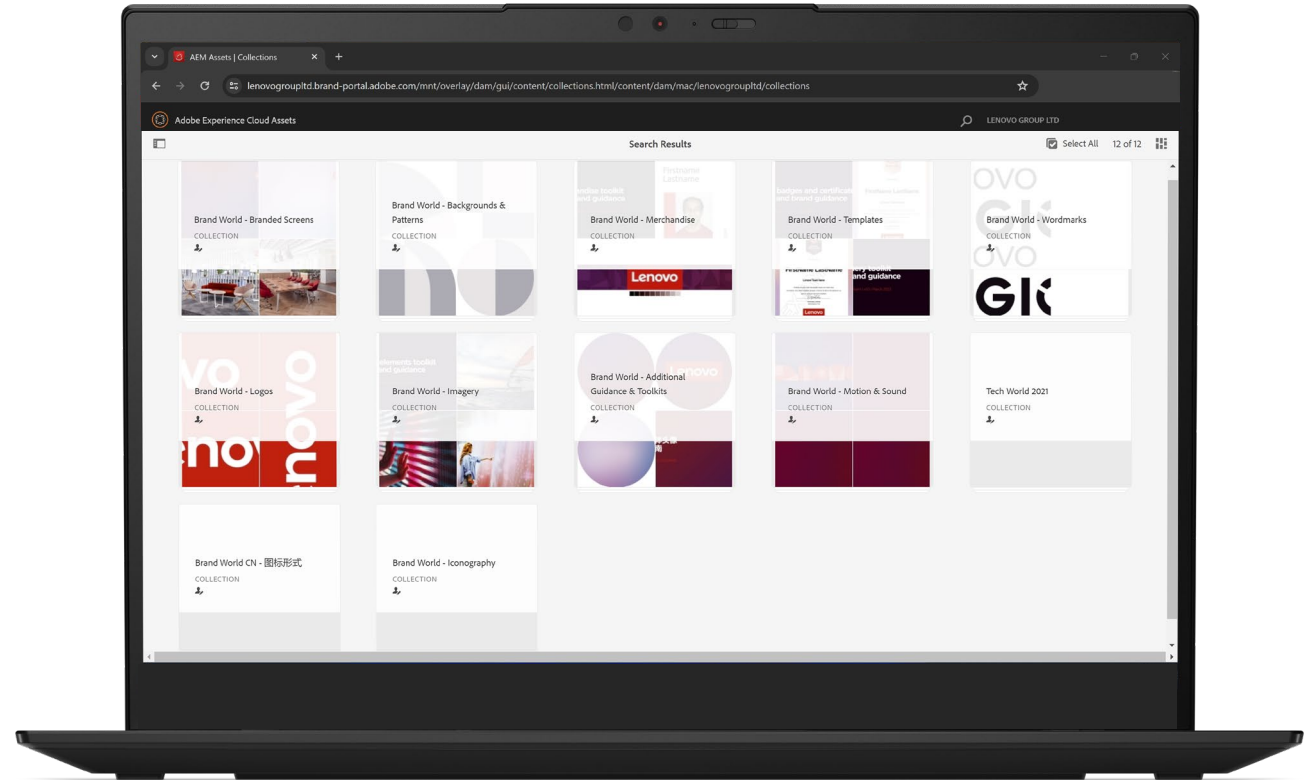
From the Brand Portal homepage,

- Select 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)

## Collections

From the Brand Portal homepage,

- Select Collections in the top left menu
- Search “Brand World” to bring up all collections associated with the site



# Questions?

## For technical support:

Contact the Brand Portal Admin at  
[aem\\_admin@lenovo.com](mailto:aem_admin@lenovo.com)

## For Lenovo brand support:

Contact the Brand Help Desk at  
[wwbrandcomms@lenovo.com](mailto:wwbrandcomms@lenovo.com)



Smarter  
technology  
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Lenovo

thanks.