

Smarter technology for all

Brand World Employee Guide

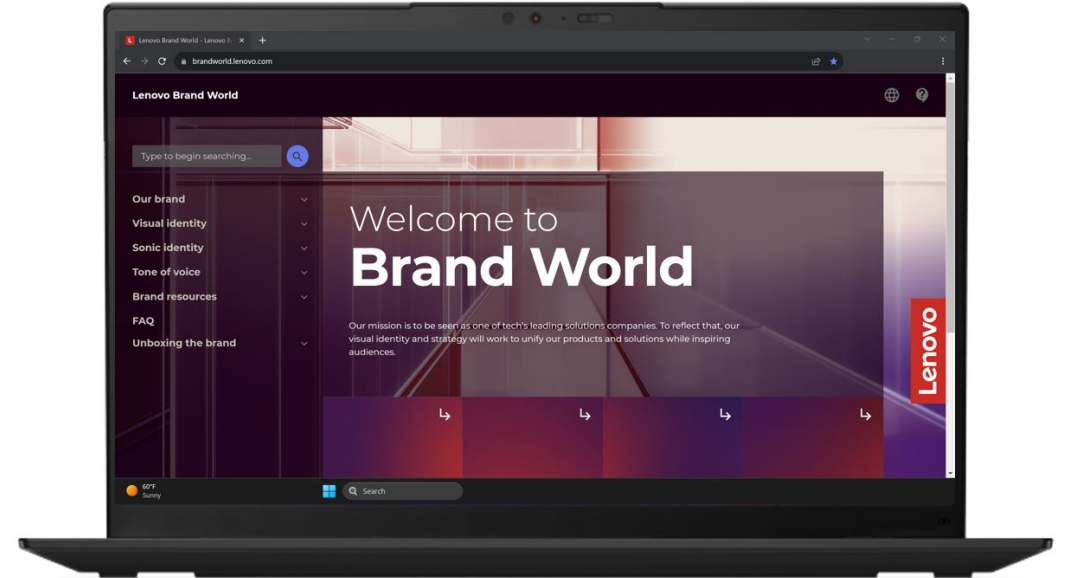
For downloading Lenovo brand assets

Lenovo

Welcome to Brand World

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

This instructional guide shows how to log in to AEM and download brand assets.



Accessing assets on Brand World

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

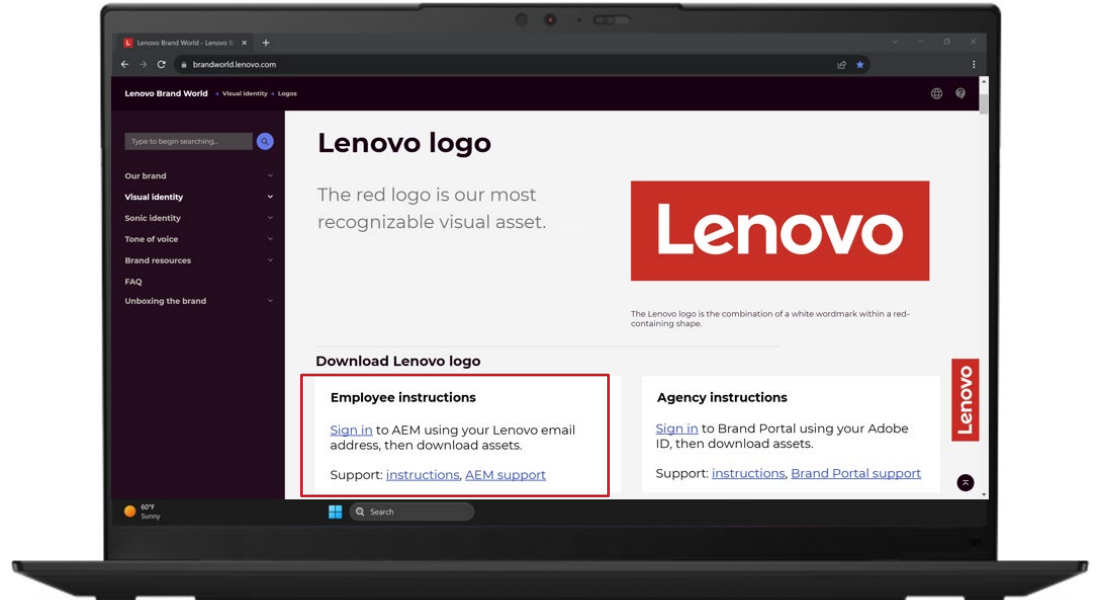
Before following the prompts, connect to Lenovo's VPN using your IT code, password and OTP code.

1. Click "Sign in" and enter your Lenovo email address
2. Click "Company or School Account"
3. Once you are signed in to AEM, the link will take you to the asset collection referenced on the page

NOTE

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

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



Navigating and downloading assets in AEM

The download links open new tabs directing you to the assets referenced on the page.

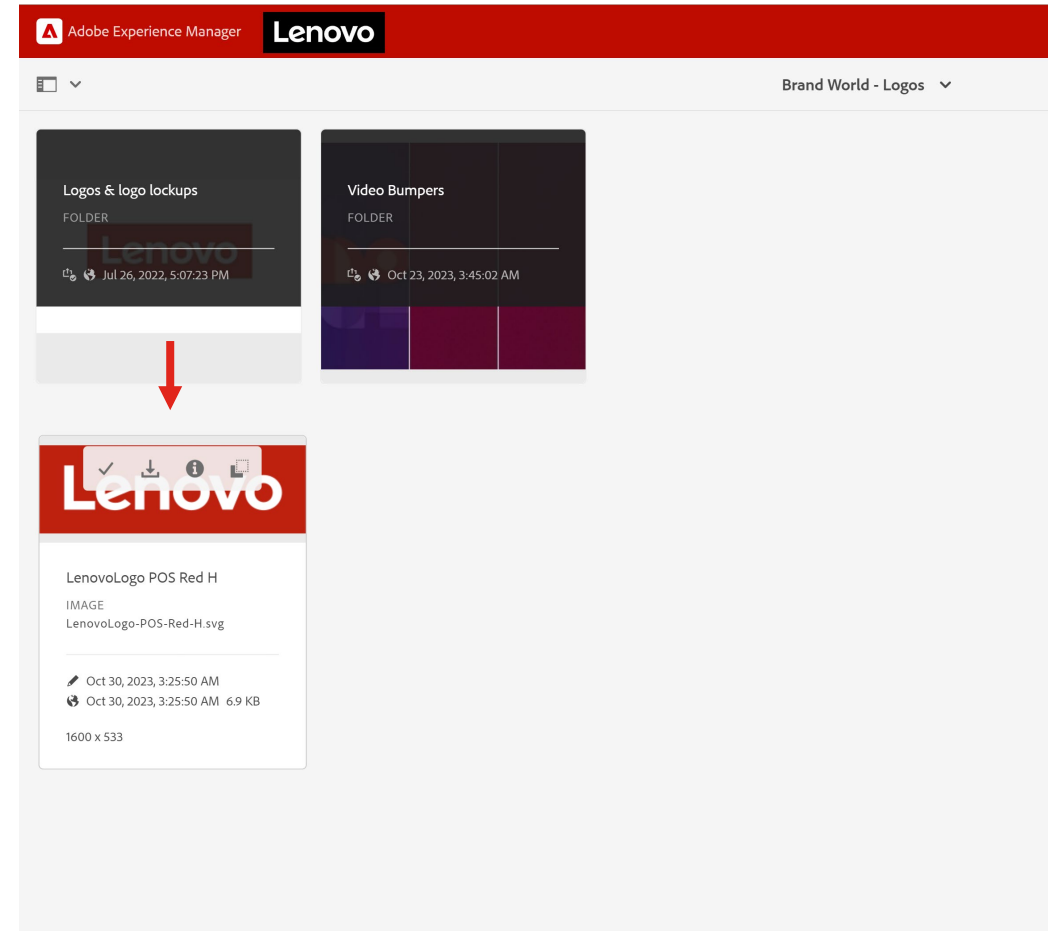
Each collection consists of categorized folders to click through to find the asset(s) you need.

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 AEM

Files

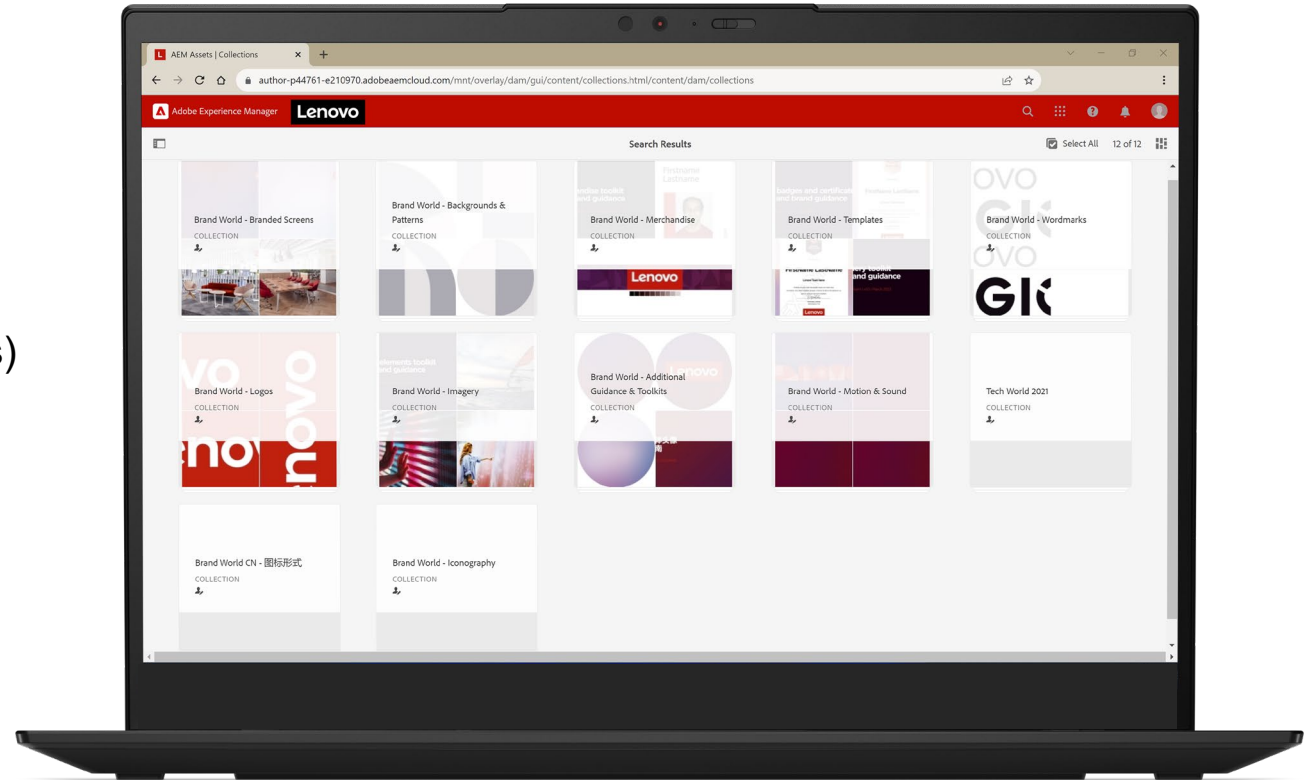
From the AEM homepage,

- Select 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,

- Select Assets > Collections
- Search “Brand World” to bring up all collections associated with the site



Need support?

For registration and access:

- <https://go.lenovo.com/aem>
- See the process map on the next slide

For technical support:

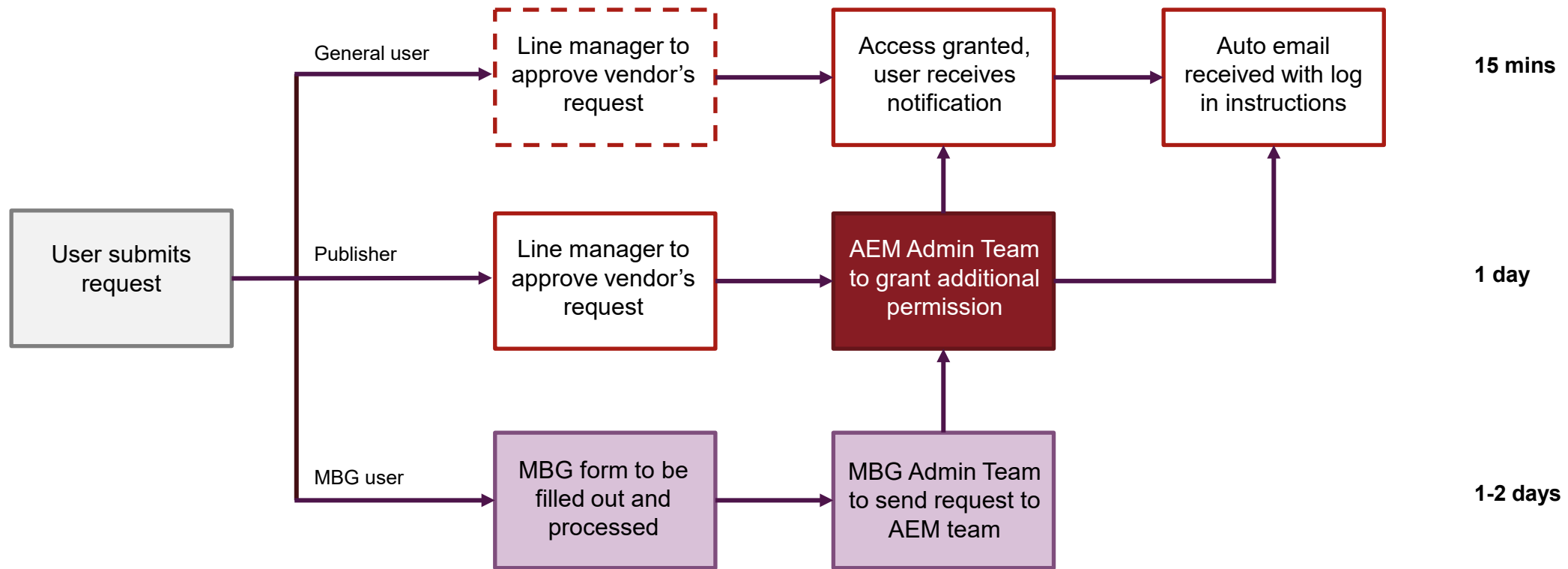
- Contact aem_admin@lenovo.com
- They'll assist with user registration, access issues and navigating AEM

For Lenovo brand support:

- Contact the Brand Help Desk at wwbrandcomms@lenovo.com



AEM Access Management Process



□ Auto process □ Optional ■ AEM Admin ■ BU specific

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thanks.