

CREATE DIGITAL LOGOED COLLECTIONS



CHALLENGE

Want to create digital, logoed collections for customers



SOLUTION

Place your logos on SanMar's images and use them in your presentations and emails



HOW TO

Visit www.sanmar.com and log in to your account. From the top navigation, hover over Marketing and select "Media Library." Click on "View Media Library."

Click on "Collections" in the top navigation bar. This opens a box that lists the different collections of images and marketing materials available for you to use and share. Select the collection that meets your needs.

The screenshot shows the SanMar website interface. At the top, the SanMar logo is on the left, and user information (Welcome sanmar, Your AE is: DESTINY SWIFT, X.5401) and account links (My SanMar, Contact, Saved Shopping Box, Logout) are on the right. A shopping box summary shows 5 pieces for \$99.95 with a Checkout button. The main navigation bar includes Products, Marketing, Resources, and Sale, along with a search bar. The page content is titled 'Media Library' and includes a list of Marketing Tools (Custom Websites, Generic Websites, Design Center, Logoizer, Price Lists, Catalogs) and a 'View Media Library' button highlighted with an orange circle. The Media Library section describes the new-and-improved library and lists features: Filter (sort and view by color, angle, category and more), Download (up to 500 images at a time), and Instantly Share (via email or Facebook).

The screenshot shows the 'Collections' modal window. It has a close button (X) in the top right corner. The window is divided into two tabs: 'Global collections' and 'My collections'. Under 'Global collections', there is a list of categories: Catalog Covers, Online Marketing Assets, ABC - Priced PDFs, ABC - Unpriced PDFs, Color Guide, Display Collection, Logos, Selling Occasion - Business Uniforming, Selling Occasion - Camo, and Selling Occasion - Gifting. Under 'My collections', there is a list of specific collections: Selling Occasion - Golf, Selling Occasion - Retail (highlighted in blue), Selling Occasion - School, Selling Occasion - Workwear, Vertical Markets, and Videos. A 'View all' link is located in the top right corner of the modal.

CREATE DIGITAL LOGOED COLLECTIONS

For images without logos, look through any of the selling occasions. There you'll find styled product laydowns, full product displays and the full InDesign files for the guides. For non-logoed images, look for file names that include "No Logos."

Click the checkbox next to the files you want to work with. You can select more than one at a time. When you have chosen all of the files, select "Download." Select the resolution you want and click "Download." The files will then save to your computer.

Once you have the files, use Photoshop to add logos to the images.

Pro Tip: To create individual, logged products, you can either add logos from the product's page or in the Design Center on www.sanmar.com.

The screenshot shows the 'media library' interface. At the top, there's a search bar and navigation tabs for 'Dashboard', 'Activity', 'Collections', and 'Categories'. The main content area is titled 'Selling Occasion - Retail' and shows a list of assets. On the left, there's a 'Search Within' section with a text input and a 'Go' button. Below that, there's a 'Metadata' section with checkboxes for 'Image Version' (Decorated (26), Non-Decorated (16)) and 'Retail Verticals' (Cafe (6), Concerts (8), Corporate (2), Employee Store (2), Festivals (10)). The asset list shows two items: '2019 OutdoorRetail Booklet.pdf' and '2019 OutdoorRetail Pages.pdf'. Each item has a 'Download' button and a checkbox.

The screenshot shows a grid of product images. The first image is titled 'Cause_hero_38405-2 No Logos.psd' and has a 'Download' button. The second image is titled 'Coffee Shoppe Flat1.jpg' and has a 'Download' button. The third image is titled 'occasion 7849...' and has a 'Download' button. A 'Download' dialog box is open over the grid, showing a list of download options: 'Tiff high res 1000 x 1000', 'Jpeg high res 1000 x 1000', 'Jpeg high res 500 x 500', 'Jpeg high res 100 x 100', 'Jpeg high res 2000 x 3000', and 'Original Format'. The 'Original Format' option is selected. The 'Download' button in the dialog box is circled in orange.