

The background of the slide is a photograph of a modern, circular building with a glass facade, likely the McLaren headquarters. The building is situated on a paved area with a line of trees and bushes to its left. The sky is bright blue with scattered white clouds. The text "Brandfolder Instructions" is overlaid in the bottom left corner in a large, white, sans-serif font.

Brandfolder Instructions

Logging onto Brandfolder

- Should you require access to Brandfolder, please request [here](#)
- Please sign-in with your email address and password
- To access the sign-in page, please click [here](#) (McLaren Employees Only)



Viewing Brandfolder

- You will be automatically directed to the McLaren Racing Brandfolder once signed-in, subject to your agreement
- The McLaren Racing Brandfolder will include (but not be limited to) the following Collections:
 - Rights-free on-track F1 imagery
 - Rights-free filming day footage
 - Rights-free Electric, INDYCAR and Shadow content
 - McLaren brand assets (incl. style guides, logos, lockups etc.)
- Depending on your partnership with McLaren you may also have access to other Collections





User Navigation



User Navigation

Recommended Approach:

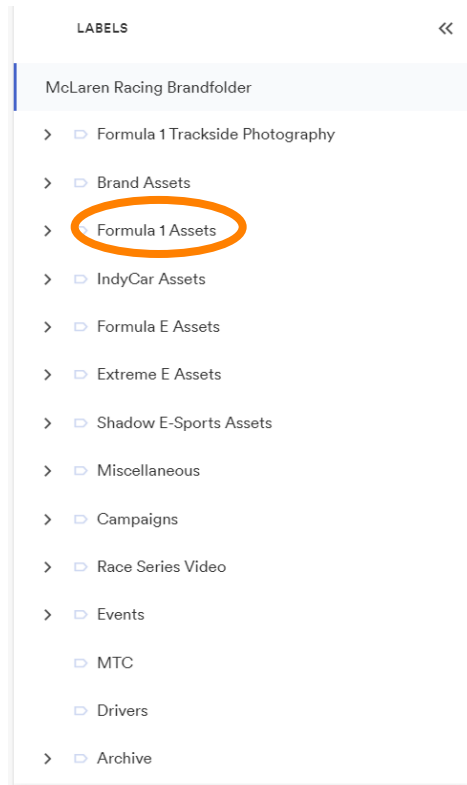
Labels (highlighted below) are the primary method for searching and toggling through content available. Sections should remain on 'All' to ensure the entire asset library remains visible.

The screenshot displays the McLaren Racing asset management interface. At the top, there are social media icons for LinkedIn, Facebook, and Twitter, along with a '+ Add Link' button. Below this is a horizontal navigation bar with a grid of buttons. The 'All' button is highlighted with an orange circle. The buttons include: Sections, All, Brandfolder Instructions, Trackside Photography, Trackside Photography Unbranded, Formula 1 Trackside Photography RAW, INDYCAR Trackside Photography RAW, Formula E Trackside Photography RAW, Extreme E Trackside Photography RAW, Brand Assets, Formula 1 Assets, IndyCar Assets, Formula E Assets, Extreme E Assets, Shadow Assets, Admin, Race Series Videos, McLaren Racing Brand Colours, Archive, Video, Digital & Social, LAT Race Brief Content, Events, MTC, Miscellaneous, and Campaigns. Below the navigation bar is a 'Pins' button. On the left side, there is a 'LABELS' sidebar with a dropdown menu showing 'McLaren Racing Brandfolder' and its sub-items: 'Formula 1 Trackside Photography', 'Brand Assets', 'Style Guides / Toolkits', and 'Patterns'. The 'LABELS' header is highlighted with an orange circle. The main content area features a search bar with a magnifying glass icon, a dropdown menu set to 'Any of these terms', and a search input field. Below the search bar, there are three buttons: 'Organize by section' (with a blue toggle), 'Sort by: Upload date (newest)' (with a dropdown arrow), and 'View Options' (with a grid icon). At the bottom, there is a section header 'Brandfolder Instructions' with a checkbox and a count of '1 Asset'.

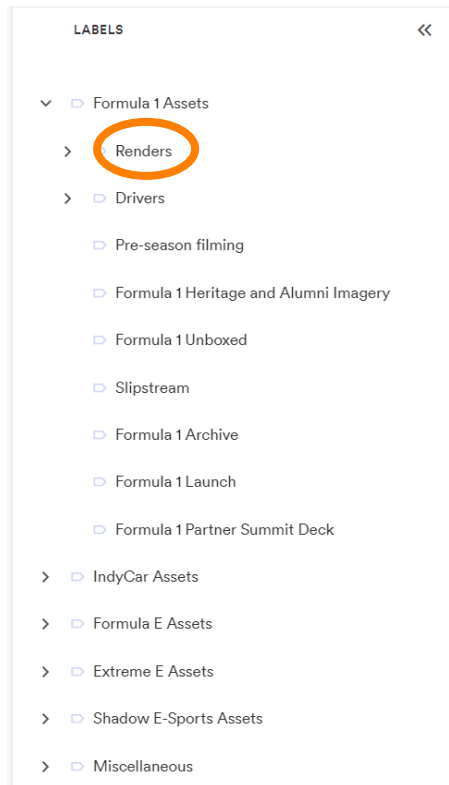


Labels: Step-By-Step

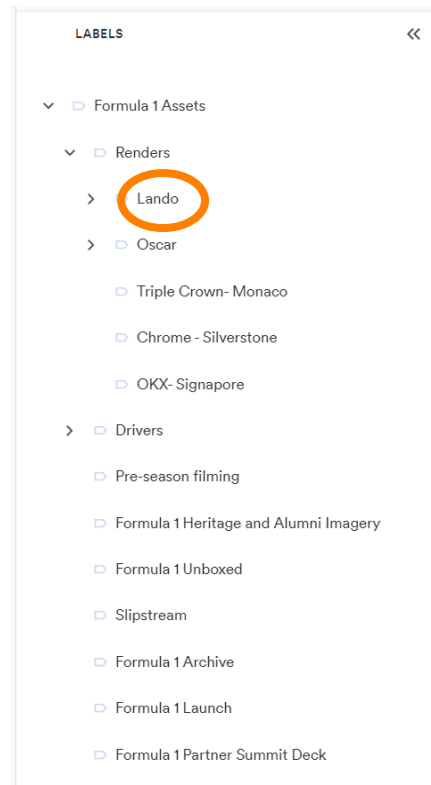
The following shows how, in four clicks, you can locate an unbranded Lando render.



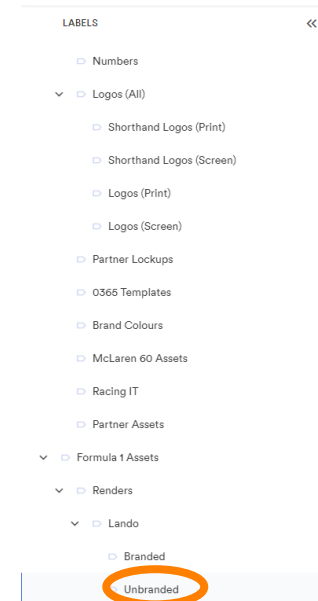
1. Select Formula 1 Assets



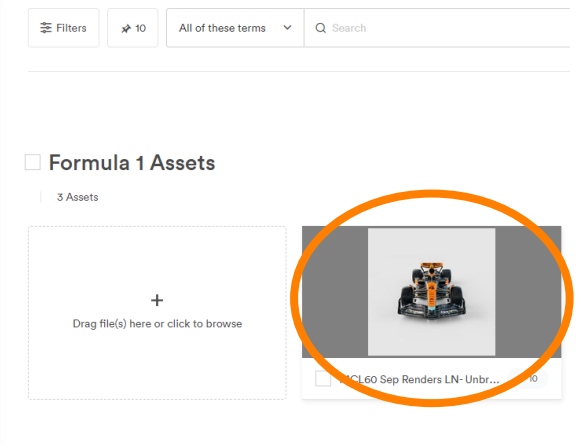
2. Select Renders



3. Select Lando



4. Select Unbranded

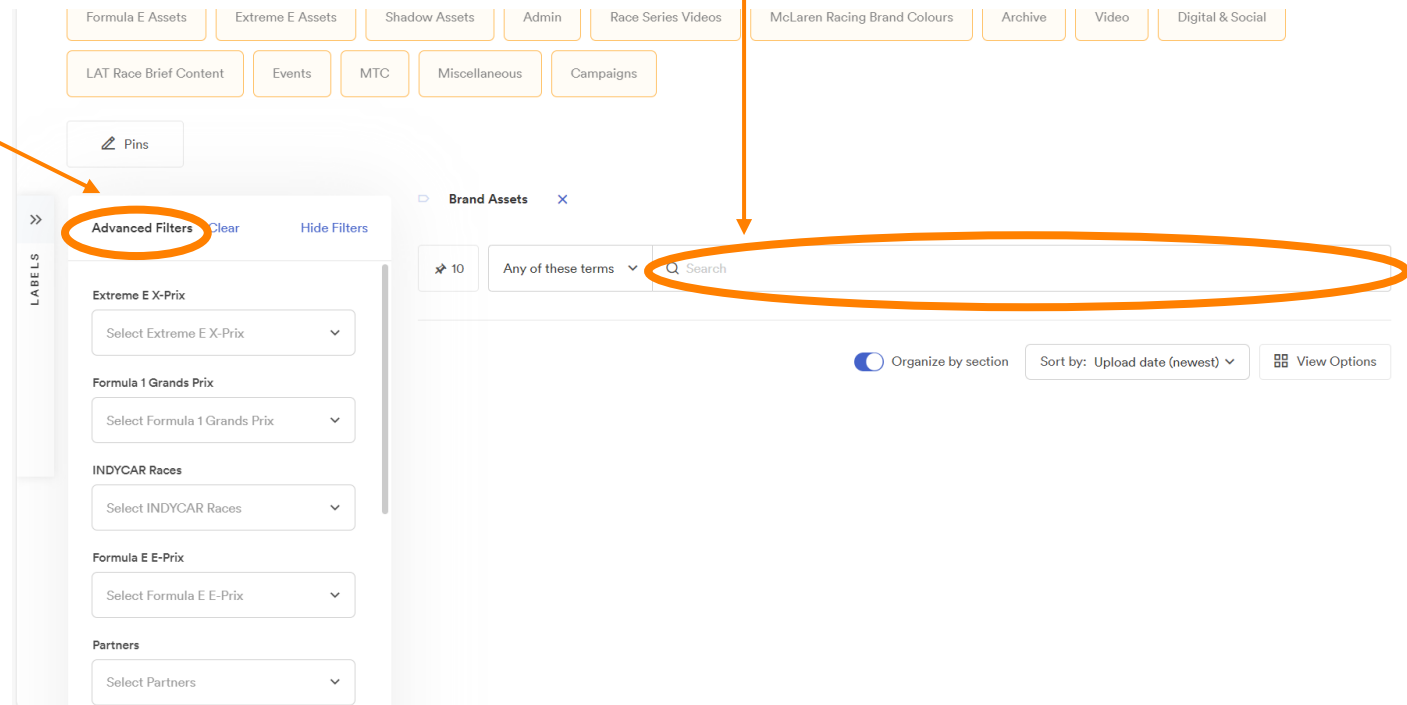


Complementary Search Functions: Filters and Search Bar

In addition to Labels, users can use Filters or the Search Bar for more specific searches. For instance, a user will find 'Trackside Photography' via Labels but can quickly find content from a certain race by using one of the two functions.

Filters: Filters are located on the left-hand side of the display. To filter a search, select the relevant information to your search and the corresponding content will show.

Search Bar: The search bar is found in the middle of the display. You can search keywords such as 'Monaco' or 'Google'.



Sections

Searching for content via Sections should be avoided. Please ensure 'All' is selected at all times and use Labels, Filters or the Search Bar for searching.

The screenshot displays the 'Sections' interface. At the top, there is a navigation bar with a 'Sections' dropdown menu and several buttons: 'All', 'Brandfolder Instructions', 'Trackside Photography', 'Trackside Photography Unbranded', and 'Formula 1 Trackside Photography RAW'. Below this, a grid of buttons represents various content sections. The 'IndyCar Assets' button is circled in orange. Other buttons include 'INDYCAR Trackside Photography RAW', 'Formula E Trackside Photography RAW', 'Extreme E Trackside Photography RAW', 'Brand Assets', 'Formula 1 Assets', 'Formula E Assets', 'Extreme E Assets', 'Shadow Assets', 'Admin', 'McLaren Racing Driver Development Programme', 'Formula 1 Unboxed', 'Formula 1 Archive (2012-2022)', 'INDYCAR Unlocked', 'Extreme E Uncharted', 'McLaren Racing Brand Colours', 'McLaren Racing Leadership', 'Archive', 'Video', 'Pre-Season Filming (Archive)', 'Digital & Social', 'LAT Race Brief Content', 'Events', 'Triple Crown Assets', 'MTC', 'Miscellaneous', and 'Drivers'. Below the grid is a 'Pins' button. On the left, a 'LABELS' sidebar is open, showing a tree view of content categories: 'McLaren Racing Brandfolder', 'Formula 1 Trackside Photography' (expanded), 'Branded', 'Unbranded', 'Brand Assets', 'Formula 1 Assets', and 'IndyCar Assets'. The main content area shows a search bar with '10' items, a dropdown menu set to 'Any of these terms', and a search input field. Below the search bar, there are controls for 'Organize by section' (checked), 'Sort by: Upload date (newest)', and 'View Options'.

If 'All' is not selected on Sections and you try to search via Labels then no content will appear - as highlighted above.



Viewing & Downloading Content

Viewing, Downloading and Sharing Content

To **view** content, users simply must hover over the relevant file and click 'View'.

To **download** content, users should first check the box on the relevant asset. A blue banner at the bottom of the page will then appear, where there will be the option to select the 'Download' button.

Next to this button is '**Share**', where users can share links to assets with relevant stakeholders.

The screenshot displays the McLaren Racing Brandfolder interface. On the left, a 'LABELS' sidebar lists various folders under 'McLaren Racing Brandfolder', including 'Formula 1 Assets'. The main content area shows 'Formula 1 Assets' with a selection box checked and '1 Asset' listed. The asset is a 2023 MCL Chrome Hero Side 1... image. At the bottom, a dark blue banner contains icons for 'Share' and 'Download', both of which are circled in orange. To the right, a 'Public Share Link for 1 asset' overlay is visible, showing the share link URL and various settings like 'Make link private', 'Disable download functionality', and 'Expire link'.

Labels: McLaren Racing Brandfolder

- Formula 1 Trackside Photography
- Brand Assets
- Formula 1 Assets
- Renders
 - Lando
 - Oscar
 - Triple Crown- Monaco
 - Chrome - Silverstone
 - OKX- Singapore
- Drivers
 - Pre-season filming
 - Formula 1 Heritage and Alumni Imagery
 - Formula 1 Unboxed

Organize by section | Sort by: Upload date (newest) | View Options

1 Asset

2023 MCL Chrome Hero Side 1...

1 selected | Select: All Visible None

Share | Download

Public Share Link for 1 asset

Share Link Name: 1 Asset from McLaren Racing Brandfolder

Share Link URL: <https://brandfolder.com/s/6rsj5bc45gg3s87px6vg7qg> Copy

Open in new tab | Email link

Make link private:

Disable download functionality (view only mode):

Expire link:

Notify me of updates to Share Link:

Gallery View:

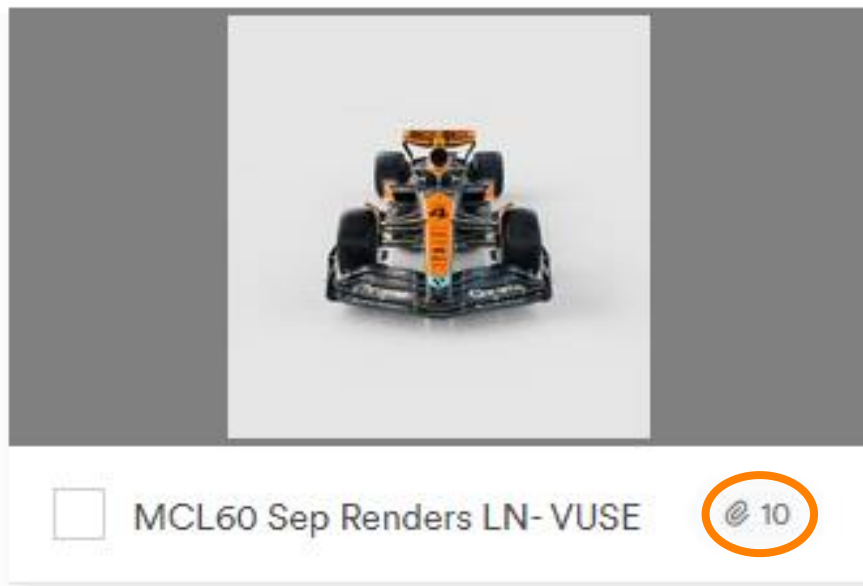
Less Options



Merged Assets

To aid usability, similar assets (such as renders) have been merged. This is indicated by a paperclip and digit in the bottom right-hand corner.

To view the full suite of assets, click on the item and scroll through the menu on the right-hand side.



MCL60 Sep Renders LN- VUSE

@ 10 Overview Metadata Similar Embed Usage Workflow Edit X

📎 10 attachments

- MCL60_Sep_LN_VUSE_Front.jpg
JPG · 7 MB · 5000 × 5000 px · 9/14/2023
- MCL60_Sep_LN_VUSE_Front.png
PNG · 13 MB · 5000 × 5000 px · 9/14/2023
- MCL60_Sep_LN_VUSE_Front3Q.jpg
JPG · 6 MB · 5000 × 5000 px · 9/14/2023

Created on 09/14/2023 by Register Media · [View recent updates](#)
Approved by register_media@mcclaren.com

TAGS
Highlighted Tags Powered By **HIVE**

Arrow Electronics Cisco Darktrace Dell DeWalt DP World FxPro Hilton NBC OKX Pirelli Smartsheet Splunk Tezos VUSE

CUSTOM FIELDS

Partners Arrow, Cisco, Darktrace, Dell, DeWalt, FxPro, Hilton, OKX, Pirelli, Smartsheet, Splunk, Tezos

Share Download @ 10



Empty Sections

Upon toggling through Labels, users may be greeted with empty Sections. To hide empty Sections and find the desired asset(s) sooner, users can select 'View Options' on the right-hand side and turn off the 'Show empty sections'.

The screenshot shows the McLaren Racing interface. On the left is a 'LABELS' sidebar with a list of folders including 'McLaren Racing Brandfolder', 'Formula 1 Trackside Photography', 'Brand Assets (e.g. Style Guides, Lockups)', 'Formula 1 Assets', 'IndyCar Assets', 'Formula E Assets', 'Extreme E Assets', 'Shadow E-Sports Assets', 'Miscellaneous', 'Campaigns', 'Race Series Video', 'Events', 'MTC', and 'Archive'. The main content area shows a search bar with '10' results, a search filter 'All of these terms', and a search input. Below the search bar, there are options to 'Organize by section' (checked), 'Sort by: Upload date (newest)', and a 'View Options' button circled in orange. A 'Brandfolder Instructions' panel is visible, showing '1 Asset' and a drag-and-drop area. The 'View Options' panel is open, showing settings for 'Layout' (grid view), 'Assets per section' (32), 'Show custom fields' (unchecked), 'Show empty sections' (checked, circled in orange), and 'Asset info' (English (EN)). A 'Reset' button is at the bottom of the panel.

Preferred user view



Collections

Collections are displayed on the right-hand side of the main screen and allow users to toggle between Collections they have access to.

Collections are categorised for each race series (e.g. Formula 1, Formula E, INDYCAR, Extreme E) as well as esports, housing the relevant assets a user has rights to.

Please note you will only see the Collections of the race series you are associated with.

The screenshot displays the McLaren Racing Brandfolder interface. At the top, there are navigation options: '+ New Collection', '+ New Workspace', and '+ New Brandguide'. On the right, there are utility links: 'STEALTH', 'Insights', 'Users', and 'Settings'. The main header reads 'McLaren Racing Brandfolder' with '119,856 Assets' and '18 Collections' (highlighted with an orange circle) and a 'Share Brandfolder' link. Below the header is a 'Brandfolder Instructions' button and social media links for LinkedIn, Facebook, and Twitter, with a '+ Add Link' option. The main content area features a grid of asset categories, including 'Sections', 'All', 'Brandfolder Instructions', 'Trackside Photography', 'Trackside Photography Unbranded', 'Formula 1 Trackside Photography RAW', 'INDYCAR Trackside Photography RAW', 'Formula E Trackside Photography RAW', 'Extreme E Trackside Photography RAW', 'Brand Assets', 'Formula 1 Assets', 'IndyCar Assets', 'Formula E Assets', 'Extreme E Assets', 'Shadow', 'Race Series Videos', 'McLaren Racing Brand Colours', 'Archive', 'Video', 'Digital & Social', 'LAT Race Brief Content', 'Events', 'MTC', 'Miscellaneous', and 'Campaigns'. A 'Pins' button is located at the bottom left. On the right side, a dropdown menu for '18 Collections' is open, showing a search bar and a list of collections: 'Arrow McLaren', 'Formula 1 Photography (LAT)', 'Formula E Photography (LAT)', 'Goodwood', 'INDYCAR Photography (LAT)', 'McLaren Automotive', 'McLaren Formula 1', and 'McLaren Open Day'. The dropdown menu is highlighted with an orange border.

Help

If you require any additional support while using Brandfolder, please click [here](#) to access Brandfolder's online FAQ section.

If you feel uncertain about anything when using Brandfolder, please share feedback via the following [link](#).

