Brandfolder
by ☑ smartsheet

Organization and Taxonomy

Resources and Documents
Click the icon to explore more

Knowledge Base

Helpful articles on Brandfolder features and capabilities that are searchable by topic. This is available in the Support dropdown of your Brandfolder.

Implementation Toolkit

A portal with resources to assist in building and launching your Brandfolder. Here you'll find everything from guided trainings to launch resources!

Structure Discovery Worksheet

A document outlining best practices and examples of how to use the organizational elements in Brandfolder. Intended for team use to assist in outlining your Brandfolder build.

Cocoa & Bean Structure Outline Example

Take a look at a pre-build structure outline for our sample Brandfolder to help organize your thoughts. This document can be copied and modified right from Google Docs.

Important Terminology

Asset Containers	This appears as a file preview, but contains all information that should be associated with a specific file; such as Tags, Custom Fields, and Descriptions. You can merge more than one file into a single asset container, but this should only be done if the asset level information applies to all files you are merging.
Asset Type	This is defined when creating a Section, and will determine how an asset is added to Brandfolder. Brandfolder asset types are listed below, and examples can be found on our public Brandfolder: ● Files ● People ● External Media ● Text/Information ● Press/Links ● Web Fonts ● Colors

Important Terminology (cont.)

Brandfolder Environments (Permissible Objects)	1. Organizational Level 2. Brandfolder Level 3. Collection Level
Brandguides	A reference tool to define and maintain visual consistency through your company's logos, fonts, colors, and photography selections.
Bulk Action Toolbar	A toolbar that appears at the bottom of the page when one or more assets are selected. This allows batch management of assets. Actions include Download, Share, add to Collection, Merge, Tag, Delete, Move, Set Availability, and Approve assets.
Bulk Management	Settings that provide an Admin with the ability to easily manage Tags, Custom Fields, Labels and Sharelinks all in one place.
Custom Fields	Asset level taxonomy that can be applied using a Key/Value pair. Provides more context than a tag, can be controlled by an Admin to aid in taxonomy hygiene, and is helpful guidance for what information is needed when uploading new content.
Descriptions	Searchable text that can be added to asset container to provide additional or necessary information about the file(s).
Editable User	A permission type that gives a user editable access to a Brandfolder Environment, such as an Admin or Collaborator. ● Admin - The highest level of user permission. Admins have edit access to all areas of the Brandfolder. They are also the users capable of creating Brandguides, updating Privacy Settings, viewing Insights, managing Users, and accessing Settings. ● Collaborator - An organizational permission that allows a user to download assets, share assets, convert assets, manage Sections, upload and edit assets, and create pinned Tags

Important Terminology (cont.)

Labels

An organizational structure that visually represents category/subcategory relationships. Assets can be added to multiple Labels without being duplicated, making them more user friendly than Folder/Subfolder structures.

Pins

Saved searches that display beneath your Sections. Clicking a pin filters your Brandfolder down to only the assets that match the associated search query.

Sections

An organizational tool commonly used to separate assets by deliverable type. It is a best practice to keep Sections to 15-20 total. Sections are used to add new content to your Brandfolder, so while assets can be associated with multiple Labels or Collections, they technically "live" within their designated Section.

Tags

Asset-level descriptor words that provide organization, discoverability, searchability, and filtering of your assets for both you and your users. There are two types of Tags for assets.
- **Auto-Tags** automatically added during asset creation by Google AI image recognition. These are identified by a dotted outline.
- **Manual-Tags** are manually added to an asset by and editable user. These are identified by a solid outline. When using Ingestion Assistance, Manual-Tags are added using names of previous folder structures.

Taxonomy

The structure in which you organize, categorize, and classify brand assets for your end-users.

Have additional questions or need help?
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