

BRAND PORTAL STUDIO

How to guide



STEP 1 – OPEN STUDIO

To open Studio, you'll find a button in the top navigation bar at - qahighereducation.bynder.com

The screenshot shows the top navigation bar with the QA logo on the left and a search bar in the center containing the text "Want to search for something?". On the right side of the navigation bar, there is a notification bell icon, the text "User 1 Test", and a settings gear icon. Below the navigation bar, the "Studio" menu item is circled in blue, with a mouse cursor hovering over it. The main content area features a dark teal background with a large circular image of two women looking at a tablet. The text on the page reads: "Welcome to your QA Higher Education Digital Asset Management Portal" and "Our centralised platform for approved materials from QA Higher Education and our university partners." Below this text is a "View all assets" button. At the bottom of the page, there are three asset category tiles: "MARKETING MATERIALS" (light blue background with a red 'x' and a document icon), "PHOTOGRAPHY AND VIDEOGRAPHY" (purple background with a white '+' and a photo of a graduate), and "SOCIAL MEDIA ASSETS" (light blue background with icons for Facebook, YouTube, Instagram, and LinkedIn, and a hand cursor icon).

STEP 2 – CREATE A NEW DESIGN

To start a new design, click on **new design**, which can be found in the top right corner.

The screenshot displays the Q&A Studio interface. At the top, there is a navigation bar with the Q&A logo and menu items: Home, Assets, Collections, Studio (selected), and Brand Guidelines. On the left side, a sidebar contains icons and labels for Designs, Shared with me, Projects, Uploads, and Activity. The main content area is titled 'Designs' and includes a search bar and filter options: 'Owned by me', 'Approved' (with a green dot), and 'Any type'. In the top right corner, a blue button with a plus sign and the text '+ New design' is circled in blue. Below the filters, two design cards are visible. The first card is a red vertical poster titled 'START YOUR JOURNEY...' with text about 'Three Gold ratings in the new Teaching Excellence Framework (TEF)', 'Study your way, with daytime or evening and weekend learning', 'Undergraduate and Foundation Year options with multiple intakes throughout the year', and 'With campus locations in London, Birmingham and Manchester'. It features a small photo of a woman and an 'Approved' badge. The second card is a square image titled 'YOUR PLACEHOLDER TEXT HERE!' with a photo of a man wearing sunglasses and an 'Approved' badge. Below each card, the title and number of variations are listed: 'SU 16:9 Instagram Story Template' (1 variation) and 'SU Social Media Mixed Sizes - Images' (1 variation).

STEP 3 – SELECT TEMPLATE

This will show all the template folders available to you. They can be viewed in a list format on the left, or in the boxes on the main view.

Select the folder most relevant to your project.

The screenshot displays the QA design tool interface. At the top, there is a navigation bar with the QA logo and menu items: Home, Assets, Collections, Studio (highlighted), and Brand Guidelines. In the top right corner, there is a notification bell, the text 'User 1 Test', and a settings gear icon.

The main content area is a 'Create new design' modal. On the left side of this modal, there is a list of template folders:

- All templates
- QAHE B2B Tool Kit
- QAHE Instagram Posts
- QAHE - Instagram Story
- QAHE Certificates
- QAHE Social Posts - L...
- Student Ops
- SU Evolve

On the right side of the modal, there is a search bar with a magnifying glass icon and a dropdown menu set to 'Any type'. Below the search bar is a grid of template preview cards. Each card shows a representative image of the template and its name and count:

- QAHE B2B Tool Kit: 4 templates
- QAHE Instagram Posts: 8 templates
- QAHE - Instagram Story: 8 templates
- QAHE Certificates: 2 templates
- QAHE Social Posts - Lin...: 5 templates
- Student Ops: 9 templates
- SU Evolve: 38 templates

STEP 3 – SELECT TEMPLATE

Inside the folder you should find a variety of templates, with different sizes and purposes. If you can't find anything that works for you please **submit a marketing request**.

Once you've found a template that works best for you, select it and click create design.

The screenshot shows a user interface for selecting marketing templates. The top navigation bar includes 'QA', 'Home', 'Assets', 'Collections', 'Studio', and 'Brand Guidelines'. A user profile 'User 1 Test' is visible in the top right. The left sidebar lists various template categories, with 'SU Evolve' selected. The main content area displays a grid of template cards, each with a preview image and a title. The '4:5 SU Instagram Carousel Post - Image focused' template is highlighted with a blue checkmark. At the bottom right, a blue 'Create design' button is circled in red, indicating the next step in the process.

STEP 4 – EDIT YOUR DESIGN

All your editing points will sit on the right side.

The screenshot displays a design tool interface for editing a carousel post. At the top, there is a navigation bar with the logo 'QA' and menu items: Home, Assets, Collections, Studio (selected), and Brand Guidelines. In the top right corner, there is a notification bell, the user name 'User 1 Test', and a settings gear icon.

The main workspace shows a design titled '4:5 SU Instagram Carousel Post - Image focused' in 'Draft' mode, with 'Variation 01' selected. Below the title, it says 'Created a few seconds ago'. To the right of the design, there is a 'Request approval' button and a zoom level of '42%' with minus and plus icons.

The design itself is a carousel post with a background image of a busy street scene. It features two red text boxes: the top one says 'LONDON, BIRMINGHAM OR MANCHESTER?' and the bottom one says 'Which Tech city is right for you?'. A blue selection box is visible around the top text box.

On the left side, there is a vertical strip of five carousel slide thumbnails. The first thumbnail is selected and shows the current design. The other thumbnails show different city-themed designs: 'LONDON', 'BIRMINGHAM', 'MANCHESTER', and 'STILL NOT SURE? Register...'. At the bottom left, there is a 'Cookies' button.

On the right side, there is a vertical editing panel with a blue border. It contains the following sections:

- 'Image' and 'Variations' tabs.
- 'Heading' section with a text input field containing 'London, Birmingham or Manchester?' and a cursor.
- 'Sub-Heading' section with a text input field containing 'Which Tech city is right for you?'.
- 'Background Image' section with a thumbnail of the background image.
- 'More image options' section with a dropdown arrow.
- 'Reset page' button at the bottom.

STEP 5 – EDIT TEXT

- Make sure you **delete the place-holder text** before starting your edits.
- Type in your copy.
- This will change size depending on the amount of text.
- There is a limit to how much you can add, if you need to add more words, please submit a [marketing request](#) and our team will amend the template.

The screenshot shows a design tool interface for editing a 4:5 Instagram carousel post. The main workspace displays a carousel slide with a blurred background of people walking past a building entrance. Two red text boxes are overlaid on the image: the top one contains the text "LONDON, BIRMINGHAM OR MANCHESTER?" and the bottom one contains "Which Tech city is right for you?". The top text box is currently selected, indicated by a blue border. To the right of the main workspace is a sidebar with editing options. The "Image" tab is active, and the "Variations" sub-tab is selected. Under "Variations", the "Heading" section is expanded, showing the text "London, Birmingham or Manchester?" with a cursor at the end. Below this, the "Sub-Heading" section shows the text "Which Tech city is right for you?". The "Background Image" section shows a preview of the background image. At the bottom of the sidebar is a "Reset page" button. The top of the interface shows the post title "4:5 SU Instagram Carousel Post - Image focused", a "Draft" status, and "Variation 01". A "Request approval" button is visible in the top right. A zoom level of "42%" is shown in the top right. A "Cookies" banner is visible at the bottom left.

4:5 SU Instagram Carousel Post - Image focused Draft → Variation 01 Request approval

Created a few seconds ago

— 42% +

Image Variations

Heading

London, Birmingham or Manchester? |

Sub-Heading

Which Tech city is right for you?

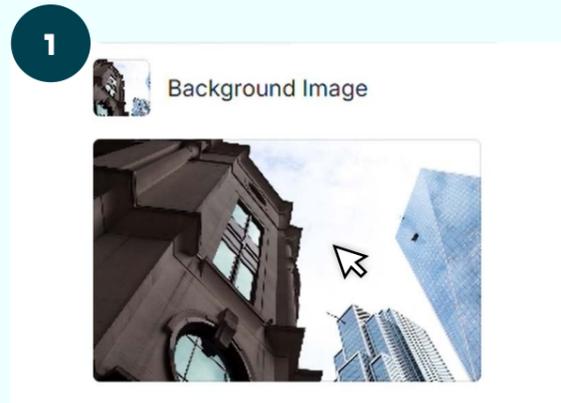
Background Image

More image options

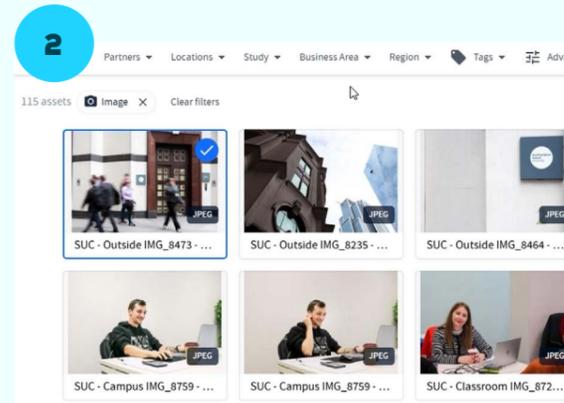
Reset page

Cookies

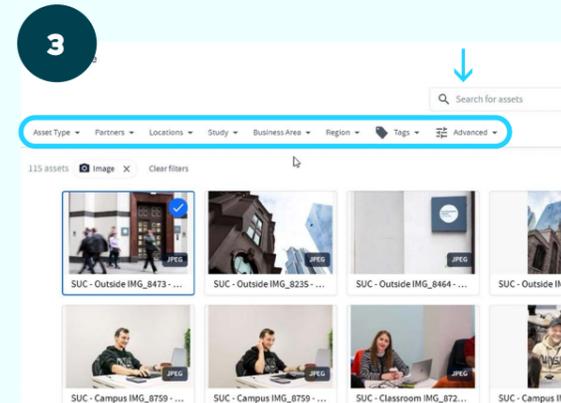
STEP 6 – EDIT IMAGES



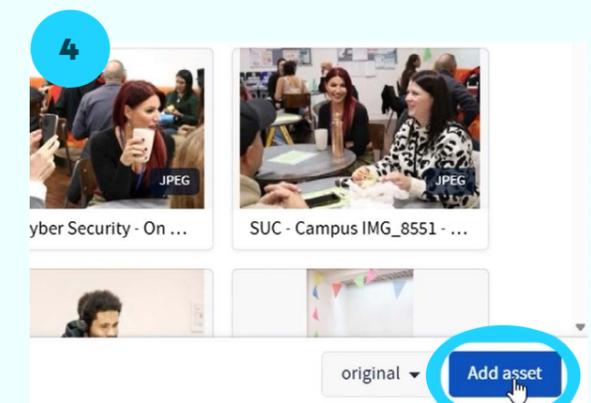
To change an image, **click the image box** and a window will appear, displaying all the images available.



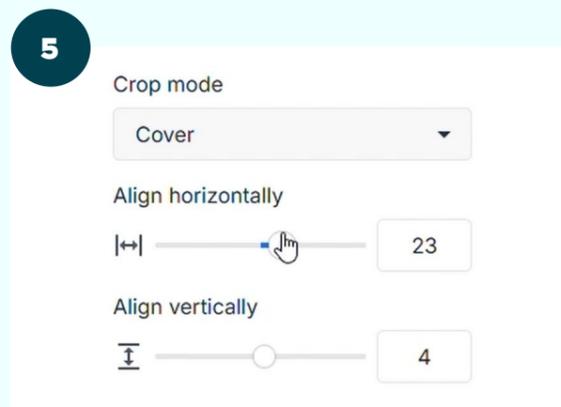
Depending on the template you may be limited to images related to the partner or project you are working on.



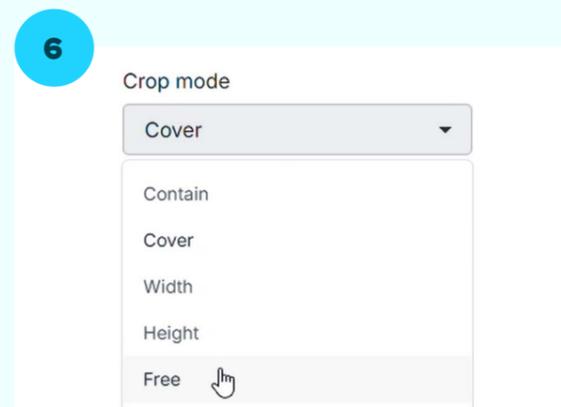
There is an option to search for images in the search box, and filtering options for the media type, partner, location, business area or tags.



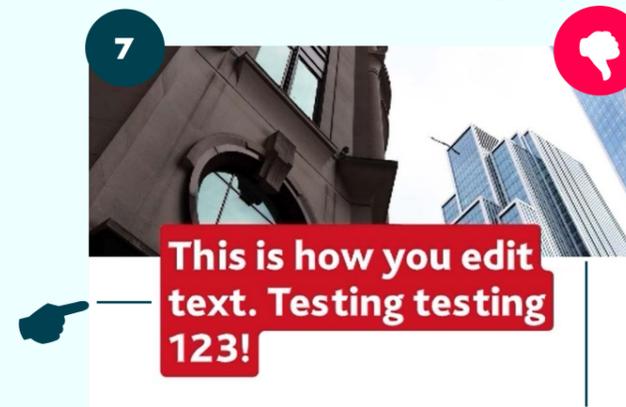
Once you have found an image that works for you, select it and **click add asset**, and it will appear in your template.



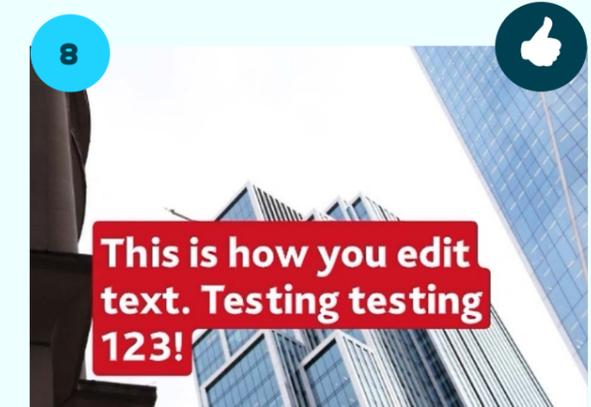
To edit the framing of the image, you can adjust the placement horizontally and vertically.



You can also change the crop mode, **to customise your template easily, we recommend 'Free'**. This will give you the option to edit the scale.



Please be mindful that the image fills the whole space and **none of the background shows, eg. white blocks**



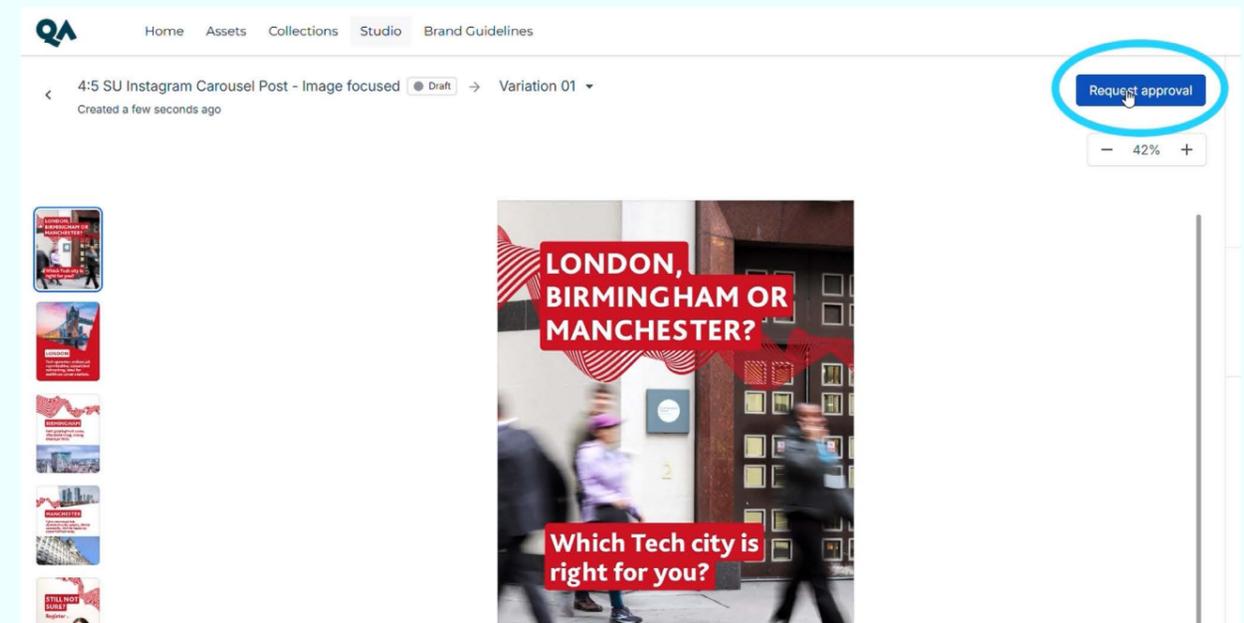
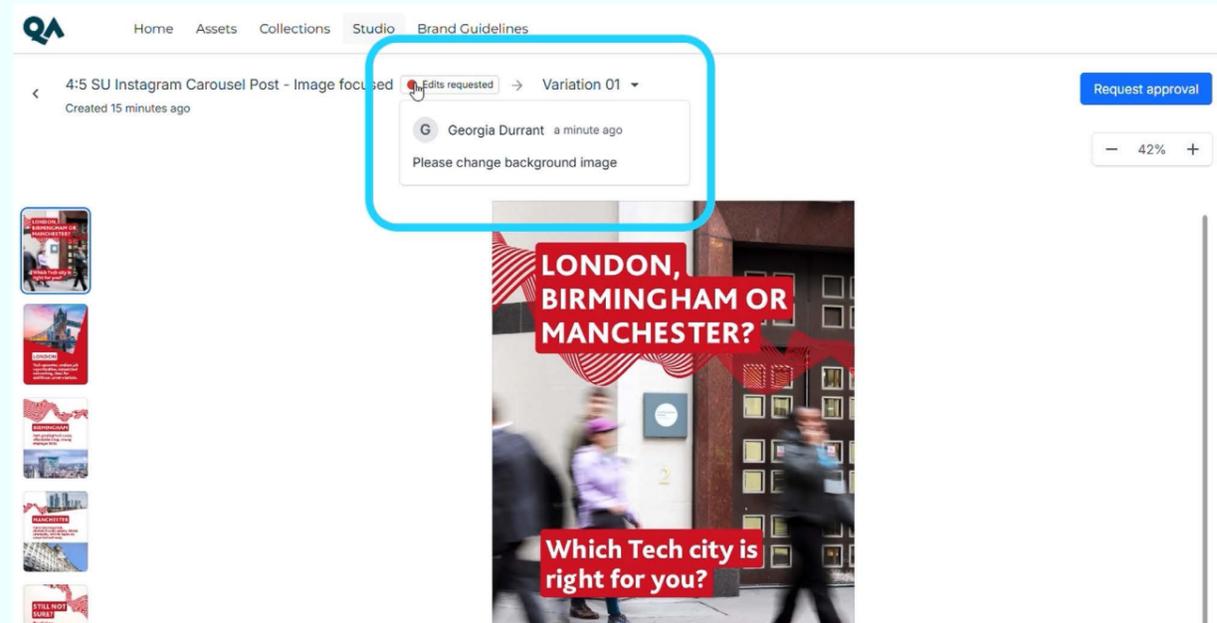
Above you can see the image takes up all the space and there are no white edges.

STEP 7 – REQUEST APPROVAL

- Once you are happy with your edits, it's time to **send the design for approval**.
- To do this, **select the request approval button, in the top right corner**.
- A window will appear listing the reviewers for the template, this will be the marketing team who will receive an email notification.
- If you would like to leave a comment you can do so in the comment box that'll appear.
- Once your design has entered this stage, its status will change to orange which means - **in review**. You can no longer make edits to the design.
- **Please allow 2-3 days for this process to take place.**

The screenshot displays the design tool interface. At the top, there is a navigation bar with the logo 'QA' and menu items: Home, Assets, Collections, Studio (highlighted), and Brand Guidelines. Below the navigation bar, the current design is identified as '4:5 SU Instagram Carousel Post - Image focused' with a 'Draft' status and 'Variation 01'. A 'Request approval' button is circled in blue in the top right corner. Below the button is a zoom control set to 42%. The main workspace shows a carousel post design with a large red banner reading 'LONDON, BIRMINGHAM OR MANCHESTER?' and a smaller banner at the bottom reading 'Which Tech city is'. On the left, there is a vertical strip of four carousel slide thumbnails. On the right, there is a panel with various editing options: 'Image' and 'Variations' tabs, a 'Heading' section with the text 'London, Birmingham or Manchester?', a 'Sub-Heading' section with the text 'Which Tech city is right for you?', and a 'Background Image' section showing a preview of the background image.

STEP 8 – EDITS REQUESTED

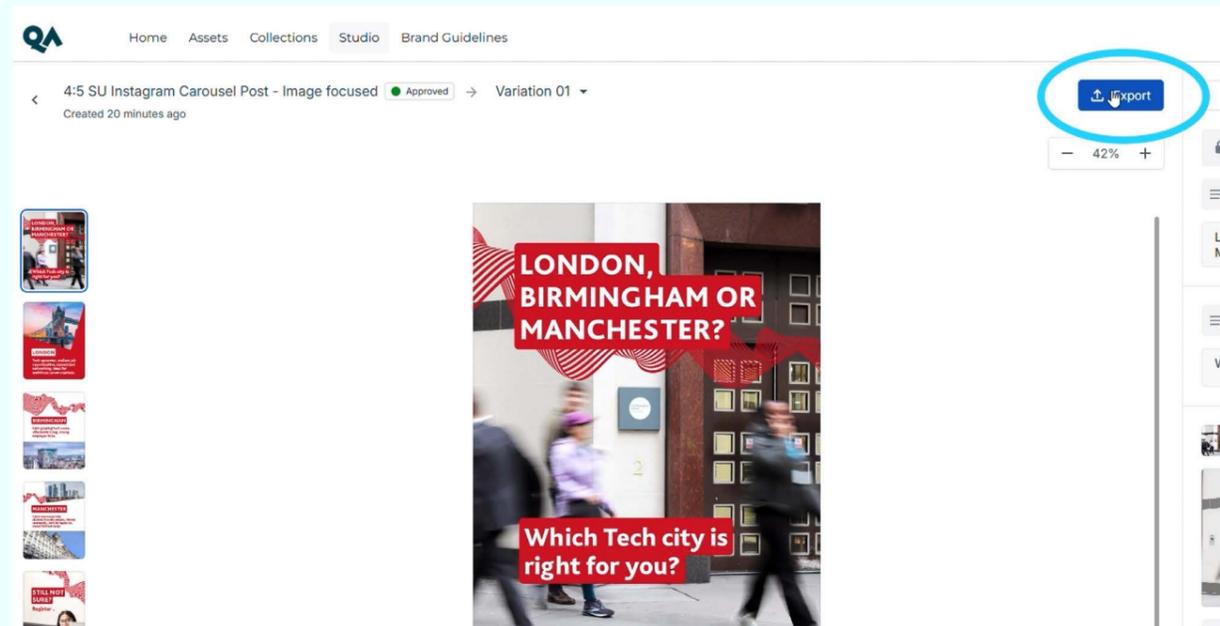


- If the marketing team comes back with some tweaks, **its status will go to red and you will be notified in an email.**
- You can find the feedback when you **hover over the status bar** on your design. If you don't understand the comments please get in touch with the person who left the comments on your design.

- Once you've made these changes, you can start the approval process again, and this will continue until your design is approved.
- Once your design is approved you can move on to step 9.

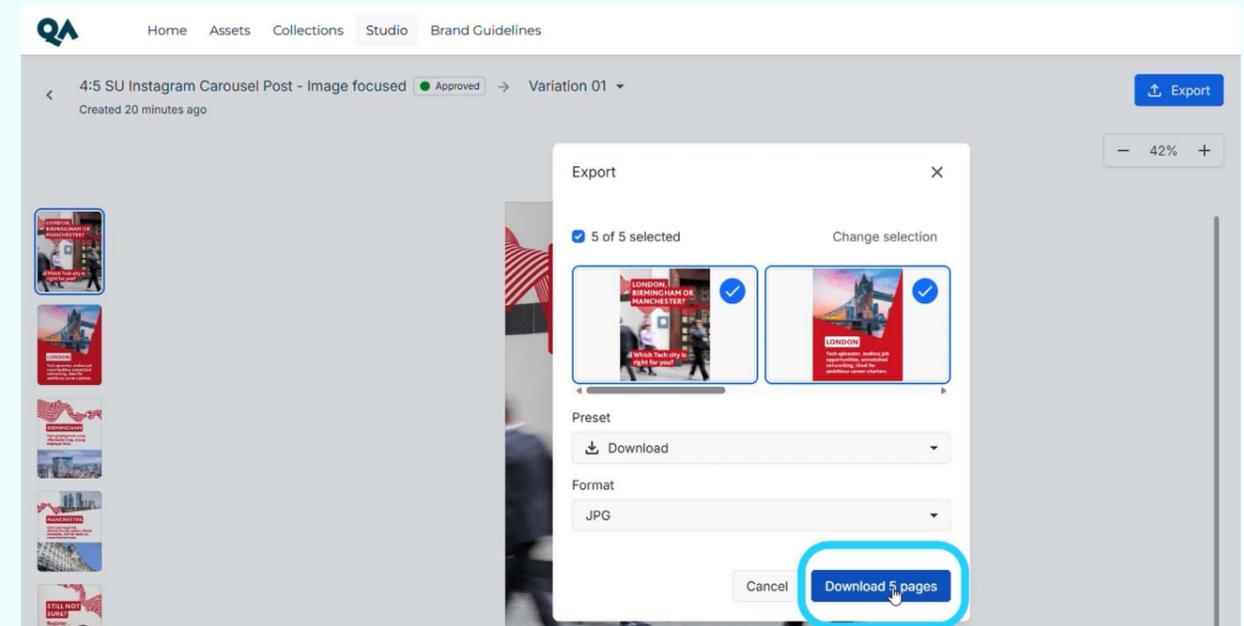
STEP 9 – EXPORT

Once your design has been approved, you are now ready to export your design.



The status of design will now be green, and no more edits can be applied.

Select export on the right hand side to start your download.



There are a range of formats to choose from, select the one that works best for your project.

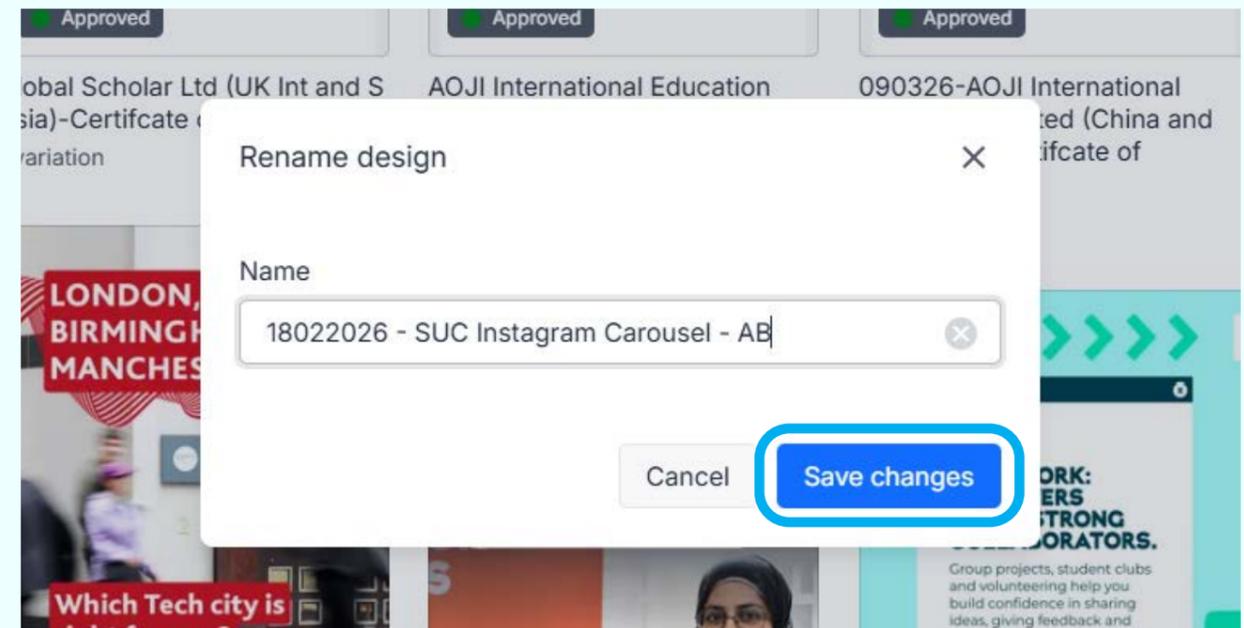
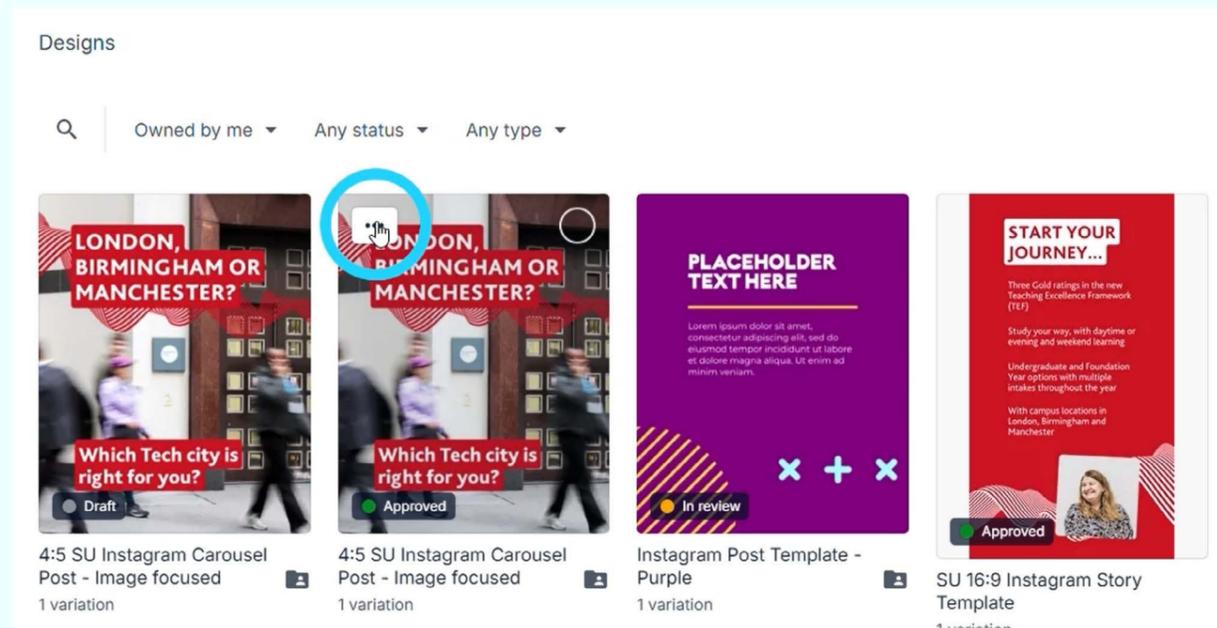
Click download.

Once you have downloaded your assets from the design, it'll be your responsibility to store these in the correct place.

STEP 10 – RENAME DESIGNS

To keep Studio neat and tidy, we recommend **saving your design in a project folder**. These can be created by you or other members of your team.

We also advise **renaming your design**, which you can do at any point of the process.



To edit the name of your design or to rename a folder, the three dots to the left of the design when you hover over it.

Once clicked, select rename. This will give you the option to edit the name of your design.

Discuss with your team your naming method, we recommend using the date, title of the assets and then your initials.

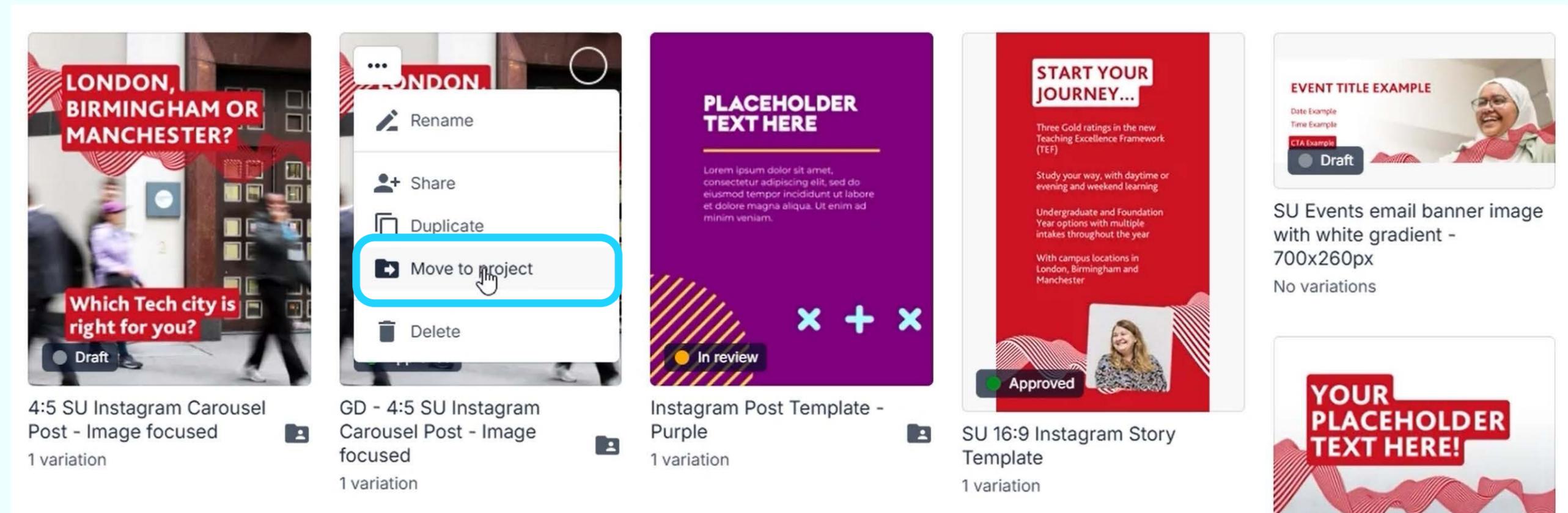
For example; 18022026 - SUC Instagram Carousel - AB

Once happy, click save changes.

STEP 11 - ORGANISE FOLDERS

We also recommend **moving your design to a folder**.

- Hover over your design and select the three dots, then select **move to project**. Select the correct project folder and then press move.
- You will now be able to find your design within your chosen project.
- If you need to create a new folder, refer to step 12.



The image displays five design templates in a grid. The first template is a 4:5 Instagram Carousel Post with a red banner and the text 'LONDON, BIRMINGHAM OR MANCHESTER?' and 'Which Tech city is right for you?'. The second template is a GD - 4:5 SU Instagram Carousel Post with a white gradient background and a 'Move to project' button highlighted in blue. The third template is an Instagram Post Template with a purple background and 'PLACEHOLDER TEXT HERE'. The fourth template is an SU 16:9 Instagram Story Template with a red background and 'START YOUR JOURNEY...'. The fifth template is an SU Events email banner image with a white gradient background and 'EVENT TITLE EXAMPLE'.

4:5 SU Instagram Carousel Post - Image focused
1 variation

GD - 4:5 SU Instagram Carousel Post - Image focused
1 variation

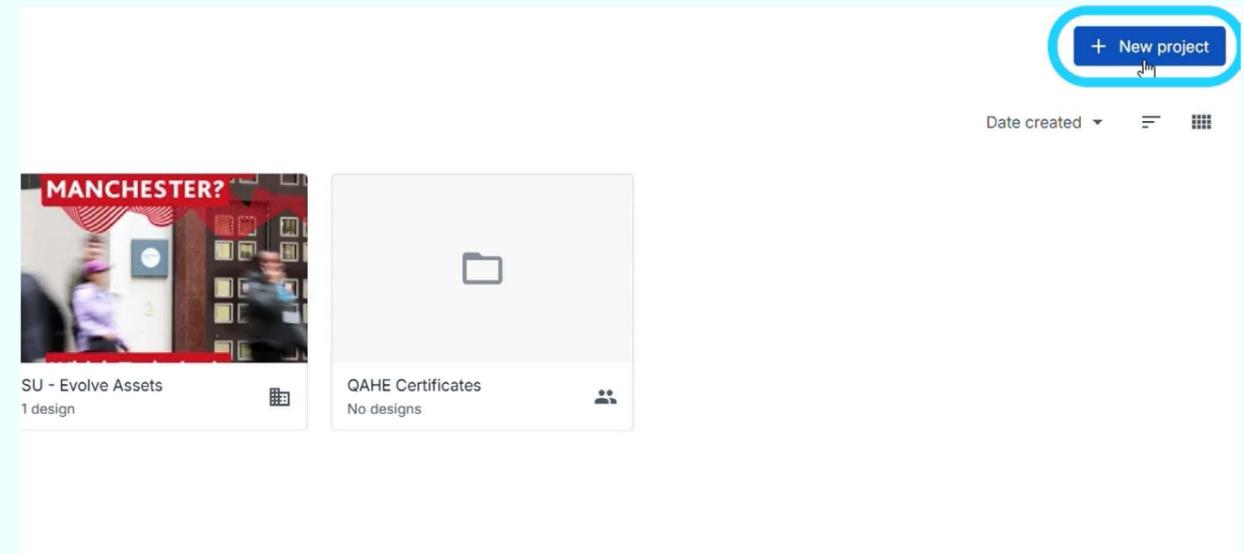
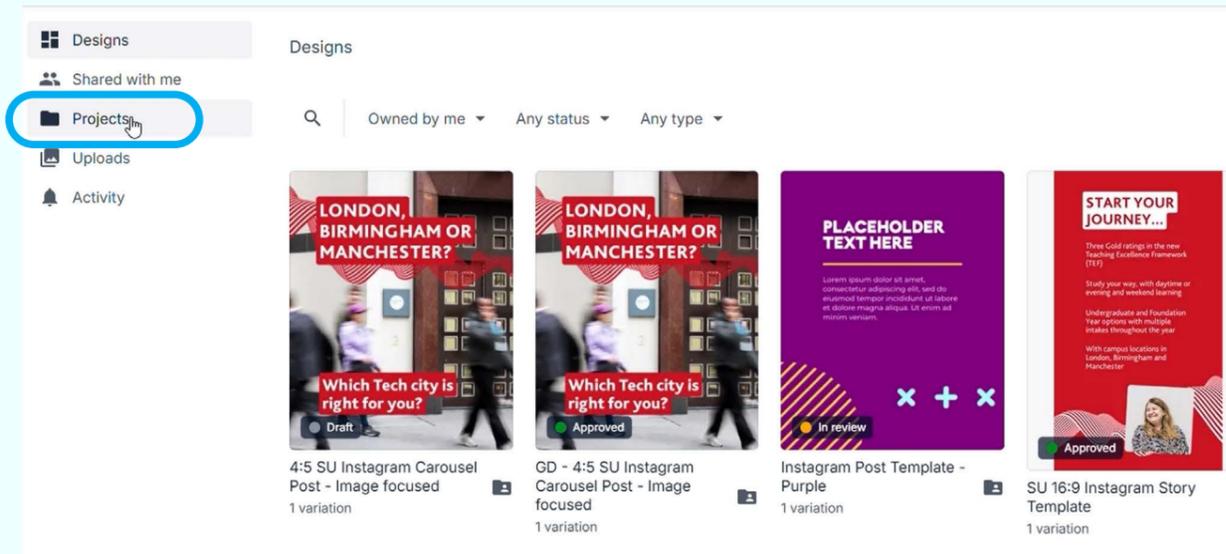
Instagram Post Template - Purple
1 variation

SU 16:9 Instagram Story Template
1 variation

SU Events email banner image with white gradient - 700x260px
No variations

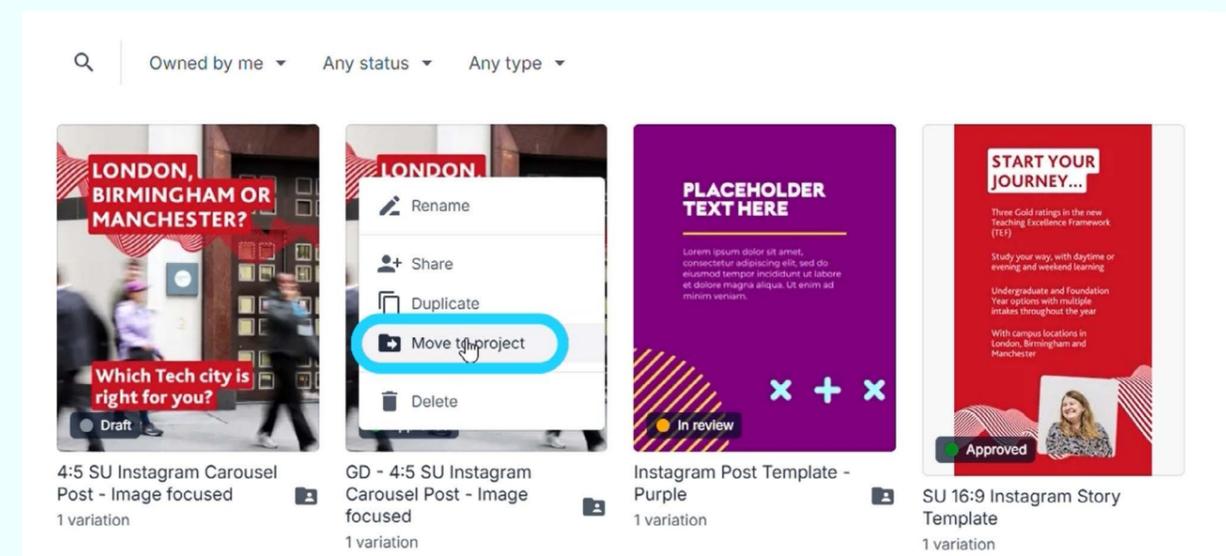
STEP 12 - CREATE A NEW FOLDER

If you can't see a folder for your project you can create a new one.



To do so, **click projects** on the left hand side.

Then select new project in the right hand side. Name your new project and select 'create project'.



Head back over to the designs space, hover over your design and click the three dots. **Then press 'move to project'** and select your project name in the drop down menu.

You will now be able to find your design within your chosen project.



BRAND PORTAL STUDIO

How to guide

If you need further assistance with using Studio -

🖱️ [please submit a Marketing Request form](#)

