SANMAR | Together, for Good.

Design Studio Update

Q&A

SanMar Design Studio is a drag-and-drop marketing tool, powered by live product data, designed to quickly and easily build customized flyers and other marketing materials with the SanMar products of your choice.

Q: How do I log in to SanMar Design Studio?

A: Access to SanMar Design Studio is linked to your SanMar.com account. Log in at SanMar.com using your username and password. To launch Design Studio, go to **Marketing** and click on **Design Studio**, then click the **Get Started** button.

Q: What features are available in Design Studio?

A: You'll find three main sections in SanMar Design Studio.
- **Campaign Creator** provides tools and resources which help you bring marketing ideas to life through digital flyers, social media posts and printed marketing materials.
- The **Virtual Sample Tool** enables you to quickly and easily customize product images with a customer's logo.
- **My Files** is a library where you'll find everything you have created in Design Studio, including drafts and finished work.

Q: Which image formats are supported in Design Studio?

A: All images used in your marketing materials must be in either JPG, PNG or TIFF format.

Q: Where can I find the images I've uploaded in Design Studio?

A: All the logos and other images you upload to Design Studio are stored in "My Uploads" in the Images section.

Q: **Are images I upload shared in the different Design Studio tools?**

A: Yes. The library of logos you use for virtual samples is also available for use in Campaign Creator, and vice-versa.

Campaign Creator

Q: **Which canvas size should I use?**

A: If you're not sure which canvas size to choose in the Design Studio creation tool, we recommend using the **Traditional** canvas—this is great for both online and print usage.

Q: **Can I rename my work once I've created it?**

A: Of course. All your marketing materials in Design Studio can be renamed in the top bar while you're creating or editing. Click the name that appears next to the Design Studio logo to edit the name and description.

CAMPAIGN CREATOR

Build marketing materials for print, digital and social media.

GET STARTED

Q: **How many pages can I add?**

A: Each flyer created in Design Studio can support up to 20 pages. You can click on "Manage Pages" to add and arrange your pages in the right-hand sidebar. The grey bar at the bottom of the screen also allows you to navigate to different pages or add new ones.

Q: **How do I add products?**

A: Any product currently available in the SanMar catalog can be added to your flyer. Click **Find Products** on the left to search. Products can be searched for by their product number or a keyword. A selected product has three options:

- Click **Add** to place this product on the canvas
- Click **Details** to see the product details before you add it into the flyer
- Click **Save** to choose a folder to save this product for use later

Select a product on your canvas to edit the product details in the right sidebar.

Q: **Can I add virtual samples to marketing materials in Campaign Creator?**

A: Yes! The same editing tools for creating and customizing virtual product samples with customer logos that you use in the stand-alone Virtual Sample Tool are also included in the Campaign Creator workflow.

Q: **Can I adjust the pricing of the products?**

A: Yes. There are two ways to adjust product pricing in Design Studio:

- Configure the Global Product Settings when initially setting up your flyer to make the same pricing adjustment to all products shown there.
- Adjust the pricing of each product individually as you're creating the flyer by selecting the product you want to adjust and making the change in the right sidebar.

Q: **Which product features can I configure in the Global Product Settings?**

A: When you create a new document in Campaign Creator, you can configure the Global Product Settings of all products you import into it. This will affect every product you show in this particular document. The settings you can configure here are:

- Pricing can be adjusted up or down
- Image size
- Appearance of:
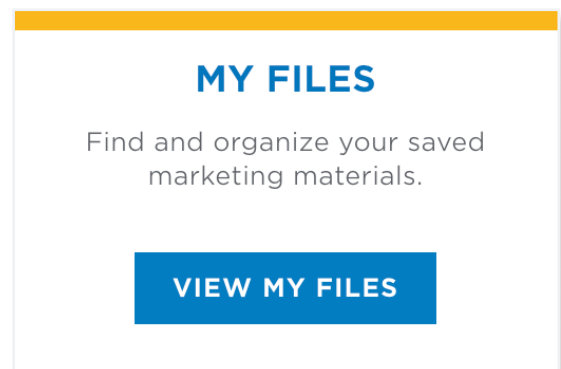   - Product name
    - Product ID
    - Description
    - Colors

Global Product Settings can only be set when initially creating a new document, but each of these features can also be adjusted on individual products while editing the document.

My Files

Q: **How is the My Files section organized?**

A: My Files is split up into three main categories.

- **Campaign Designs** holds all drafts and finished work made in the Campaign Creator.
- **All Virtual Samples** stores all the virtual samples you've created.
- **Virtual Sample Collections** give you quick access to groups of samples made in the Virtual Sample Tool for a specific project.

MY FILES

Find and organize your saved marketing materials.

VIEW MY FILES

Q: **I'm ready to share what I've created. Which formats will Design Studio provide for me to distribute it?**

A: Once you're done with your flyer, you have multiple options for different methods of sharing it.

- **Download**: Download a high-resolution PDF for printing, or a web-ready PNG image.
- **Share**: These are options you can use to share your work.
    - **Shareable Link**—A link you can send via email or text message
    - **Social Media**—Images ready-made for sharing on social media networks
    - **Embed Code**—An HTML code snippet to display what you've made on your website

We're Here to Help

Q: **I'm having technical difficulties with Design Studio. Is there someone who can help?**

A: If you need technical assistance, please call our customer tech support team at **800.426.6399**, and use **extension 4830**. Technical support is available Monday-Friday, from 6am to 5pm, Pacific time.

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