

Brand hub help








How to search

The new search function on GSK brand hub searches all the text within an asset name, description, and any keywords associated.



What is an asset?

We call all materials that are stored on GSK brand hub an asset. This could be anything such as:

-  **Photographs**
-  **Films**
-  **Leaflets**
-  **Reports**
-  **Guidelines**
-  **PowerPoint presentations**
-  **Artwork files and logos**

Every asset has a name and description. For something like photography you will have a model name, possibly their location and some information about them.

Example

If you were looking for an image of Sir Andrew Witty, you could type his name into the search. All the assets that have “Sir”, “Andrew” and “Witty” in any part of their name, description or keywords will be displayed.

That's great, but I get lots of results... not all photographs

The initial search got you near the image you need – but now you need to refine it. You'll then need to filter your results using the Keyword filter on the left hand side of the screen.

In the example of the Sir Andrew Witty image – click on the filter called “Photography”. This will give you any images that have Sir Andrew Witty in them and remove any other non-photographic assets from the display.

You can then filter further by using filters such as “Internal” or “External” or the photography tiers.

Still can't find what you are looking for?



Please contact the GSK brand hub helpdesk
Email: GSKBrandHubSupport@adgistics.com
Telephone: +44 203 5143801
(available between 09:00 to 19:30 GMT)

Brand hub help

How to download more than one asset from the brand hub (using baskets)

To download assets in bulk, take the following steps:

- 1 While viewing the assets on the 'Search results' page, you will see thumbnail previews of the assets.
- 2 Tick the 'Select' boxes located next to the thumbnails.
- 3 Select the 'Actions' button. This will bring up a drop-down menu for you to add assets to your basket. Select 'Add to new basket'.
- 4 A smaller page will appear that allows you to specify the resolution size and the basket you wish to add your assets to.

Note: It is also possible to add items to an existing or new basket from the Asset detail page.

Once you have added the assets to your basket, take the following steps:

- 5 Select 'Settings' from the user navigation area and click the 'My baskets' button from the drop down that appears.
- 6 You can download the basket by selecting 'Process download' which will lead you to the terms and conditions.
- 7 After reading and agreeing to the terms and conditions, the brand hub compiles your assets into a zip file and emails you a link where you can download it.

You may send assets in bulk (via email) from the 'My baskets' feature:

- 8 Simply go to your basket and select the 'Send via email' button on the page.
- 9 Your default email client will open with a pre-populated email. *This email contains detail and a link for you to send to the recipient.*
- 10 Enter the recipients email address and subject within the email and send as usual.

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How to send an asset to someone using the GSK brand hub? (share via email)

You may wish to send the asset via email to someone who does not have access to the site.










After finding the asset and accessing the Asset details page, take the following steps to share a single asset via email:

- 1 Click the 'Share via email' button
- 2 You will be asked to select the resolution size(s) to share
If there are associated Additional files, then these can be shared via email too
- 3 Enter a relevant name to describe the shared asset
- 4 Read and agree to the terms and conditions
- 5 Select the 'Available to' date. After this date the link you create will expire
- 6 Click 'Send via email'
- 7 Your default email client will open with a pre-populated email
This email contains detail and a link for you to send to the recipient



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File formats

File format	 What is it?	When to use 	When not to use 	Summary
	<p>Vector based file which means that it is created using mathematical equations to define shapes and points of the logo.</p>	<ul style="list-style-type: none">▪ When creating precise and scalable graphics (no maximum size)▪ All professional printed materials eg. Leaflet or report 	<p>When file size needs to be kept small</p>	<ul style="list-style-type: none">▪ Largest file size▪ Large format print▪ Detailed print▪ Digital format▪ Can be scaled to any size without losing quality
	<p>Raster based file which means that it is made up of coloured pixels.</p> <p>Logo and icons have a white background.</p>	<ul style="list-style-type: none">▪ When file size needs to be kept low▪ Digital formats 	<ul style="list-style-type: none">▪ When the logo might be scaled (made larger)▪ When you need to place the logo over a photograph or background	<ul style="list-style-type: none">▪ Smallest file size▪ Digital▪ Print formats where it is important to keep file size low▪ Made of pixels so has an optimum size that can be reached before the logo loses quality (becomes pixelated)
	<p>Raster based file which means that it is made up of coloured pixels.</p> <p>Logo and icon versions have transparent backgrounds which means it can be placed over photographs or coloured backgrounds without a white box appearing behind it.</p>	<ul style="list-style-type: none">▪ When the logo is required to be placed over a background without a white box appearing behind it▪ When file size needs to be kept low▪ Digital formats 	<ul style="list-style-type: none">▪ When the logo might be scaled (made larger)▪ Printed documents	<ul style="list-style-type: none">▪ Medium file size▪ Digital formats (Word, PPT, Online, Apps) where the logo needs to sit on a transparent background▪ Can be used by most users and has a clear background

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Photography licence

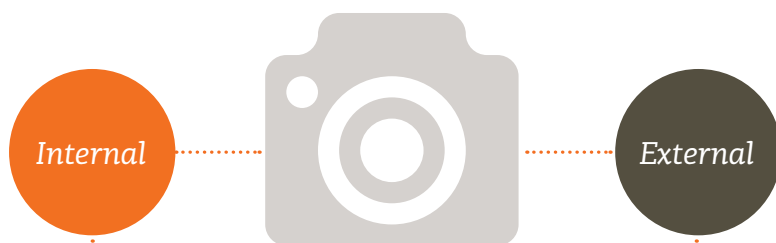
How do you know where our photographs can be used?
Maybe you have an external event or are creating an advert?


Here's our usage information explained

Still not sure if you can use an image?



Email: [GSK Our-company \(internal\)](mailto:GSK-Our-company@internal)
[oax34002@gsk.com \(external\)](mailto:oax34002@gsk.com)



Most of our photographs are ok for internal use. 

You still need to check the usage information as they may be linked to a specific campaign or programme, such as our Values or McLaren race weekend images.

- Above the line**
- TV
 - Web advertising banners
 - Outdoor advertising
 - Press/Advertorial



- Below the line**
- Exhibitions/trade shows
 - Direct (non-paid for email)
 - Brochures
 - Leaflets



Brand hub help

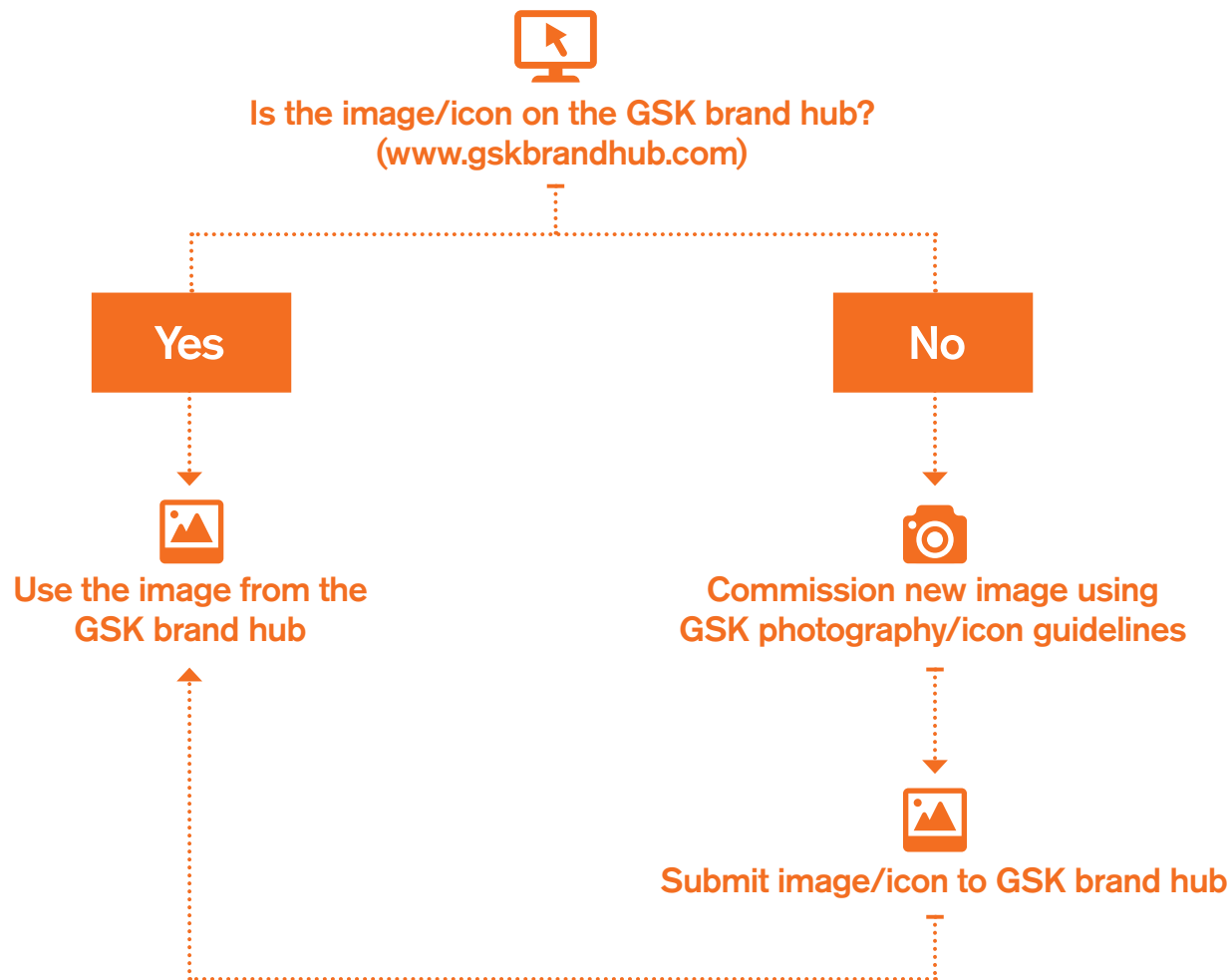
Commissioning new photography and icons

Commissioning

If no suitable imagery or icons are available, refer to the Photography Specialist Guidelines for more detailed guidance on our photographic principles to inform commissioning or our Icon and Illustration guidelines.

We discourage the purchase of images and icons from commercial libraries as licensing can be expensive, complex and restricted to single use.

If this is necessary the library images should reflect our photographic principles. Always contact the Global Brand Team for approval before purchasing imagery.



Still looking for more help?



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Logo colour format



We have a number of different logo formats. If you are working with a supplier, you should ask them to register with the brand hub so that they can download the correct logo for their production requirements, rather than sending the logo that you think is best.

Note: This also applies to our heartbeats, heartbeat textures and icons

