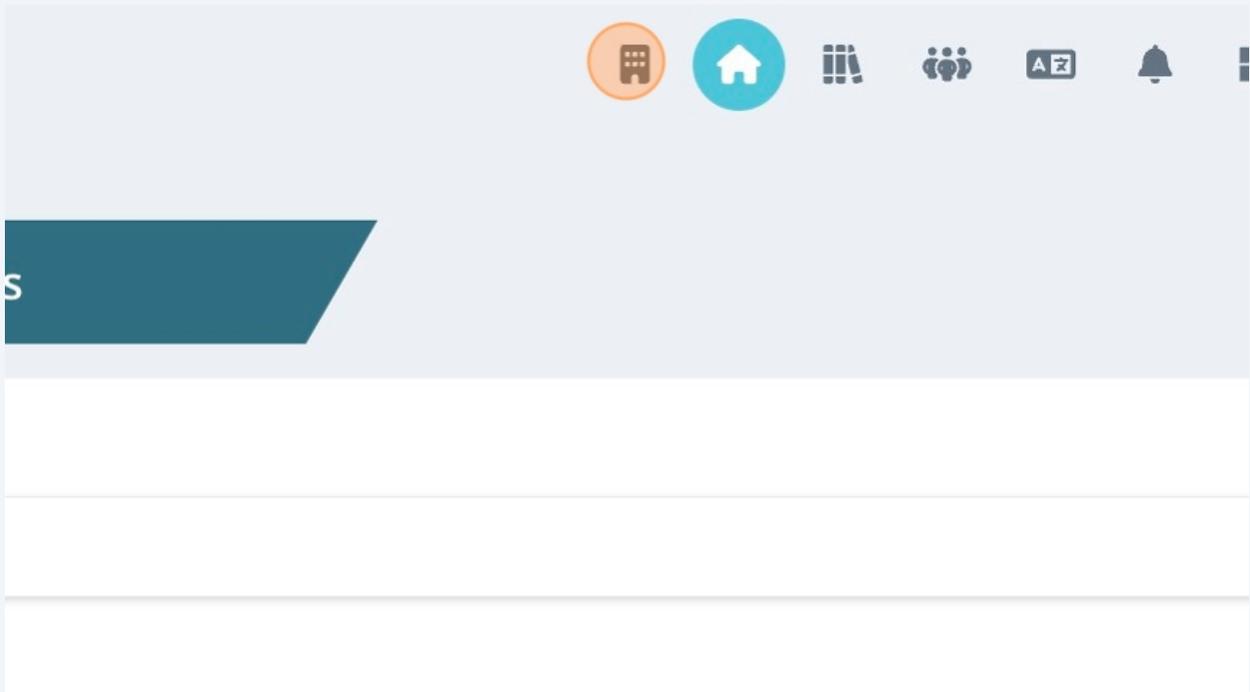


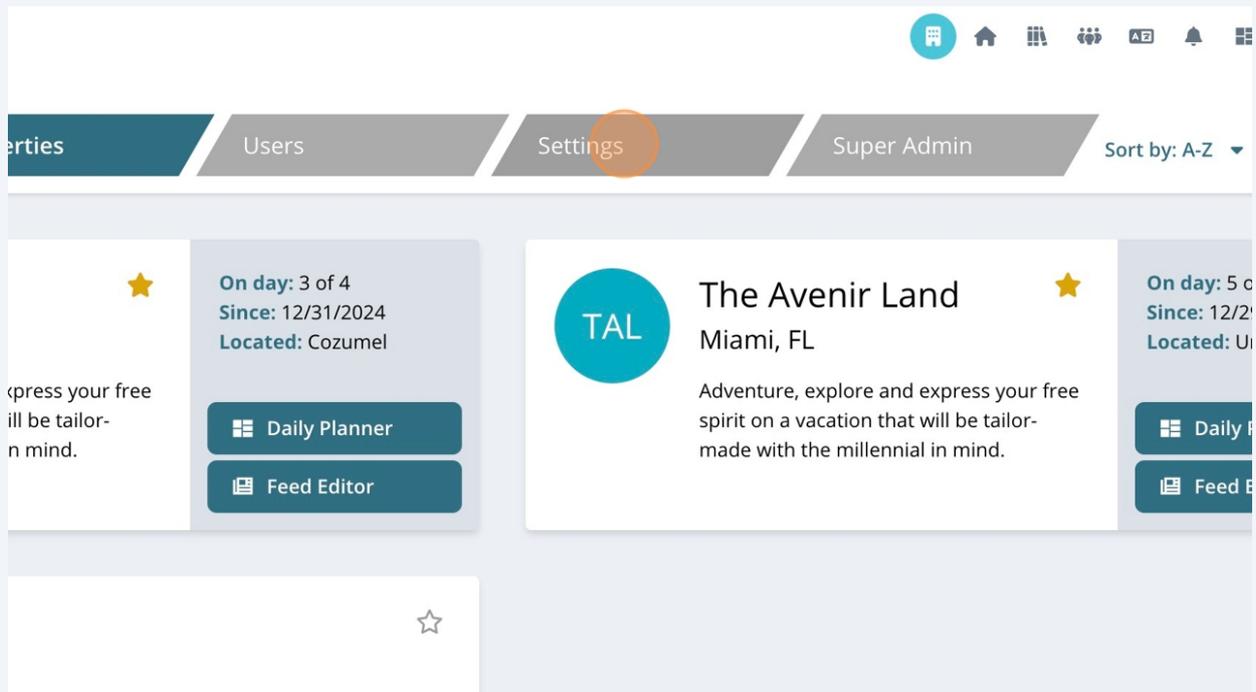
# Brand Settings - "How to" Guide

This guide is essential for Brand Admins looking to efficiently manage and customize their brand's settings within the platform. It also provides the tools to translate terms across GO, ensuring accessibility for diverse audiences.

**1** Navigate to GO URL and open the Properties Page.

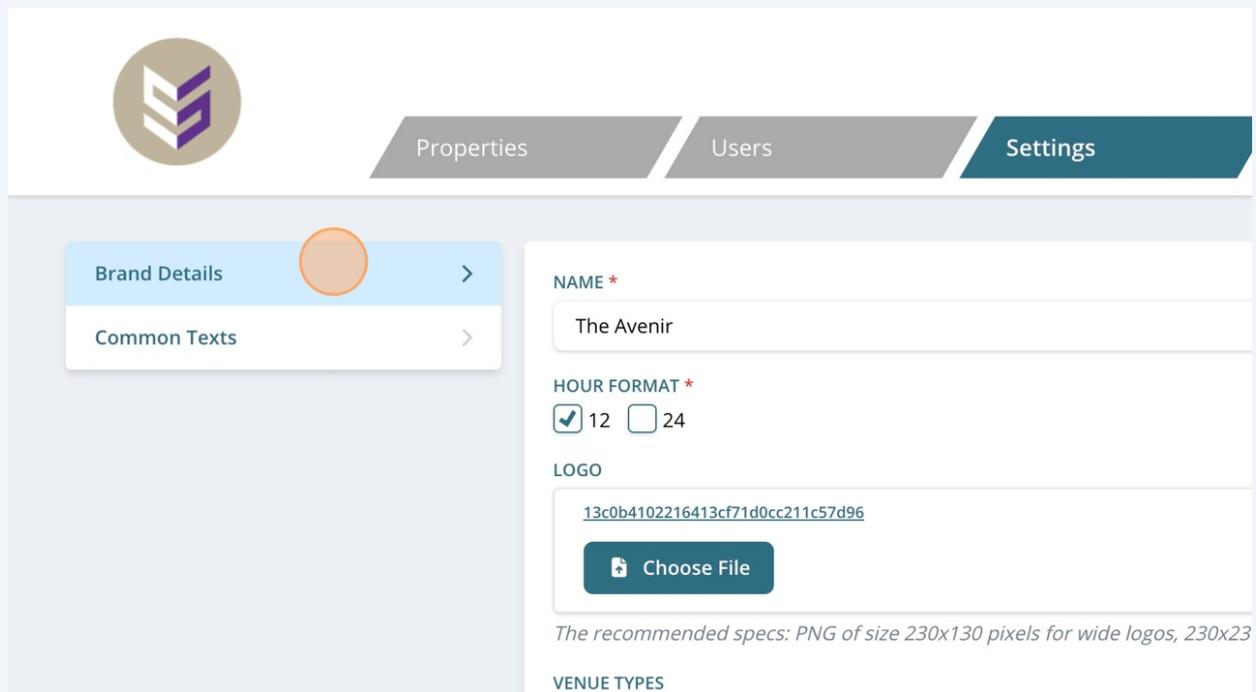


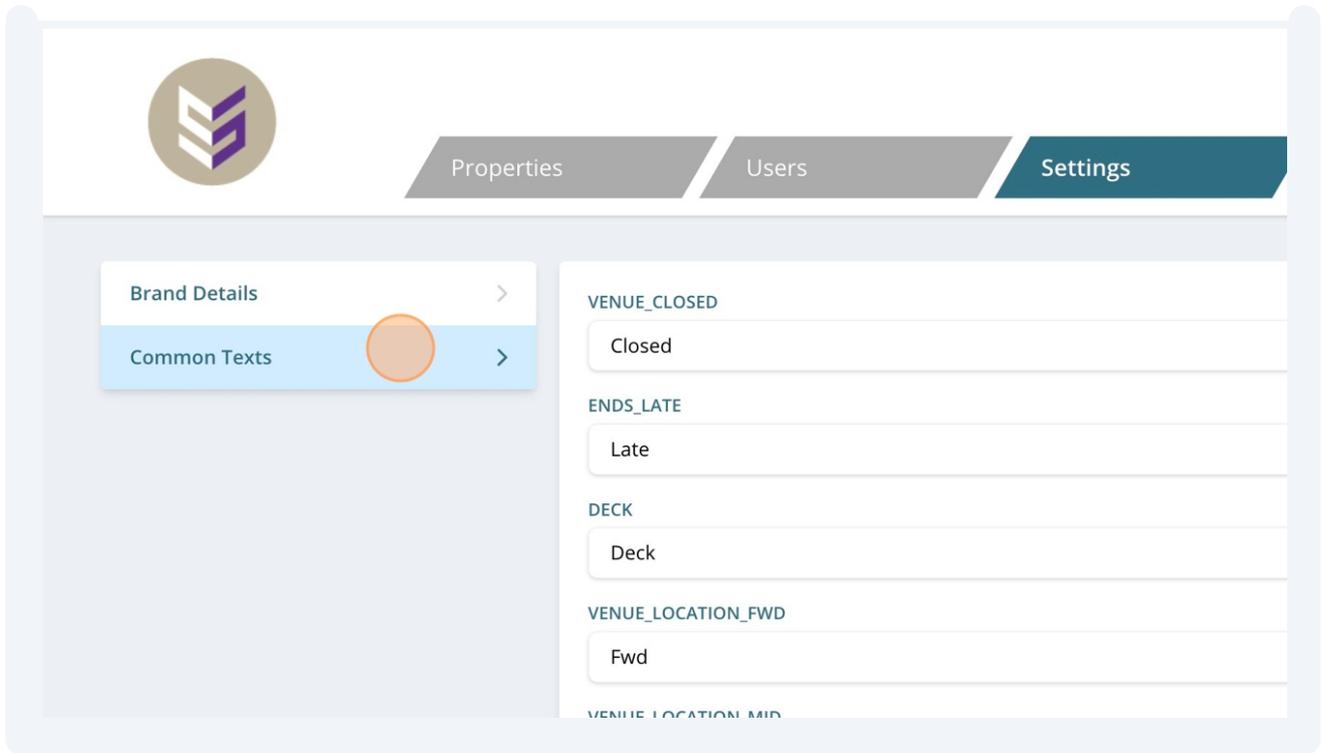
## 2 Click "Settings"



## 3 The **Brand Settings** section is designed specifically for Brand Admins and serves as a central hub for managing your brand's unique requirements. This section is divided into:

- **Brand Details**
- **Common Texts**





## Brand Details

4 Under "**Brand Details**", you can update the following:

- **Brand Name:** Update or adjust your brand's name as needed.
- **Hour Format:** Choose between a 12-hour or 24-hour format to suit your operational preferences. *This setting can also be adjusted at the property level when necessary.*
- **Logo:** Upload or update your brand logo directly here.
- **Venue Types, Segments, Levels, and Attributes:** Add or modify these categories to enhance your team's ability to filter and organize content within the Library.
- **Group Types:** Customize group categories to better suit your team's the needs.
- **Meal Periods:** Define meal periods so your team can easily select them when adding hours of operation.
- **Event Highlights:** Enable your team to select specific highlights for events added to the Canvas.
- **Day Themes:** Define daily themes to keep all GO users aligned with the theme of the day.
- **Image Types:** Add custom filters to your asset library. This ensures that when integrated with digital platforms, the appropriate images are displayed for events.
- **Rundown Font Size:** Adjust line height in event lineups for a polished print program presentation, ensuring the brand standards are met.

The screenshot shows a web application interface for managing brand details. At the top, there is a navigation bar with four tabs: 'Properties', 'Users', 'Settings', and 'Super'. The 'Settings' tab is currently selected. On the left side, there is a sidebar with two main sections: 'Brand Details' and 'Common Texts', both with right-pointing chevrons. The main content area is titled 'Brand Details' and contains several form fields:

- NAME \***: A text input field containing 'The Avenir'.
- HOUR FORMAT \***: A radio button selection with '12' selected and '24' unselected.
- LOGO**: A text input field containing a long alphanumeric string '13c0b4102216413cf71d0cc211c57d96' and a 'Choose File' button with a file icon.

Below the logo field, there is a note: 'The recommended specs: PNG of size 230x130 pixels for wide logos, 230x230 pixels for s'. At the bottom of the form, the text 'VENUE TYPES' is visible.

5 The example below demonstrates how to add a **Venue Type**:

- Click "**Enter venue type name...**" and type the Venue Type you'd like to add.

The screenshot shows a form with a left sidebar containing 'Brand Details' and 'Common Texts'. The main content area has sections for 'HOUR FORMAT' (with radio buttons for 12 and 24), 'LOGO' (with a file upload button and a URL), and 'VENUE TYPES'. The 'VENUE TYPES' section has a search input field with the placeholder text 'Enter venue type name...' and a list of options: Bar, Dining, Entertainment, Hotel, Recreation, and Revenue. An orange circle highlights the search input field.

6 If no similar results are found, click "**Add new item**" to create and add the new "Test" Venue Type to the list.

The screenshot shows the same form as in step 5, but with the 'VENUE TYPES' section updated. The search input field now contains the text 'Test'. Below the search input, the text 'No similar venue types found' is displayed. A new option, 'Add new item: Test', is highlighted in a grey bar with an orange circle next to it. The 'SEGMENTS' section below also has a search input field with the placeholder text 'Enter segment name...' and a list of options: Signature, General, The Ambitious, and The Bourgeois.

7

Once you've finished your updates, scroll to the very bottom and click **"Save Changes"**.

The screenshot shows a user interface for editing venue types. At the top, there is a text input field labeled "type name...". Below it is a list of items, each with a red trash icon on the right. The first item in the list has the text "nt" visible. At the bottom of the list, there is a "COLOR" label next to a dark grey color swatch and a red trash icon. Below the list, there is a "Reset" button with a circular arrow icon and a "Save Changes" button with a save icon. The "Save Changes" button is highlighted with an orange circle.



**Tip!** The same steps shown in this Venue Type example apply to all other sections.

## Common Texts

8

Under "**Common Texts**", a Brand Admin user can customize the wording for common terms used throughout the software, such as "Closed", "Ends Late", "Deck", "Fwd", "Mid", "Aft", "Prt", and "Stb".

- Simply click on the box of the term you'd like to update and type the desired name.

The screenshot shows a software interface with a top navigation bar containing 'Properties', 'Users', and 'Settings'. A sidebar on the left has 'Brand Details' and 'Common Texts' (highlighted). The main content area displays a list of terms with input fields:

- VENUE\_CLOSED**: Input field containing 'Closed' (highlighted with an orange circle).
- ENDS\_LATE**: Input field containing 'Late'.
- DECK**: Input field containing 'Deck'.
- VENUE\_LOCATION\_FWD**: Input field containing 'Fwd'.
- VENUE\_LOCATION\_MID**: Input field (partially visible).



**Alert!** Please note that any changes made here will apply across all your properties and everywhere this terminology appears.

9 Once you've finished your updates, click **"Save Changes"** at the bottom.

The screenshot shows a web application interface with a top navigation bar containing a logo, a user profile 'Admin User', and several utility icons. Below the navigation bar are four tabs: 'Properties', 'Users', 'Settings' (which is active), and 'Super Admin'. On the left side, there is a sidebar menu with 'Brand Details' and 'Common Texts' (the latter is highlighted). The main content area displays a form for editing the 'VENUE\_CLOSED' setting. The form includes a text input field containing 'Closed - test', followed by several other input fields with pre-filled text: 'ENDS\_LATE' (Late), 'DECK' (Deck), 'VENUE\_LOCATION\_FWD' (Fwd), 'VENUE\_LOCATION\_MID' (Mid), 'VENUE\_LOCATION\_AFT' (Aft), 'VENUE\_LOCATION\_PRT' (Prt), and 'VENUE\_LOCATION\_STB' (Stb). At the bottom right of the form, there are two buttons: 'Reset' and 'Save Changes' (which is highlighted with an orange circle).



What's even better? These texts are fully translatable. This is now under the "Other Translations" located in our translations feature.