

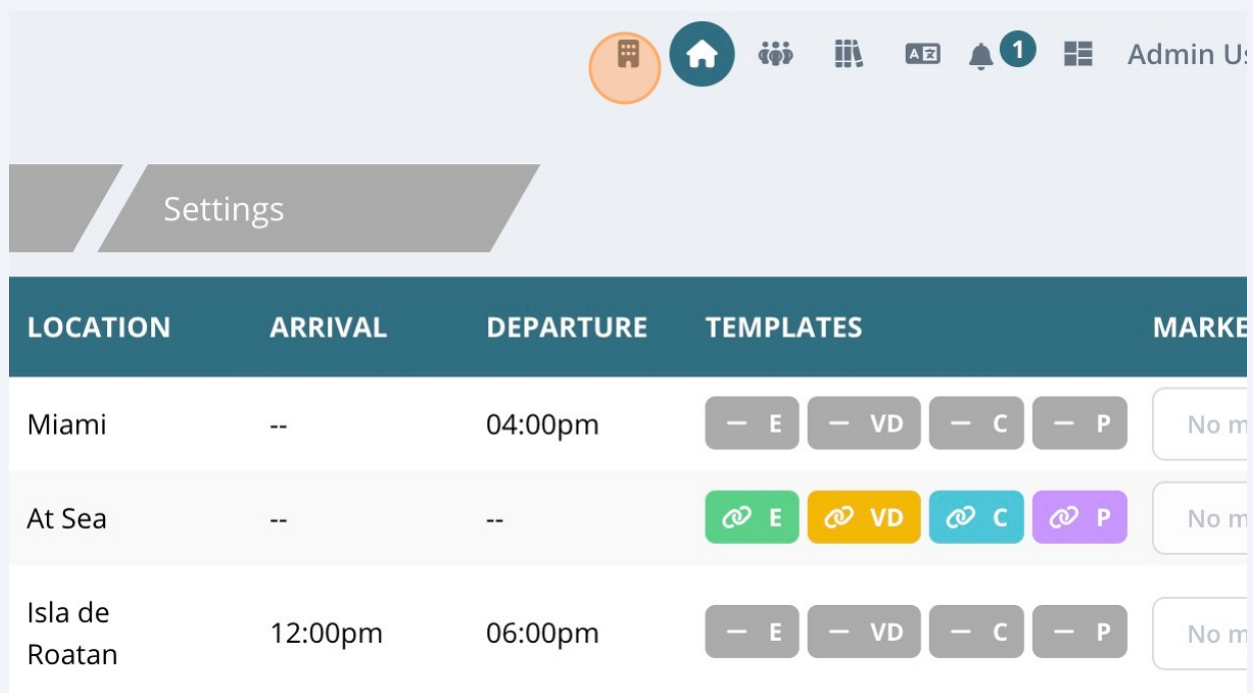
Brand Settings - "How to" Guide

This guide is also available as a video. Click the link below to watch:

[scribehow.com/embed-preview/Brand Settings How...](https://scribehow.com/embed-preview/Brand%20Settings%20How...)

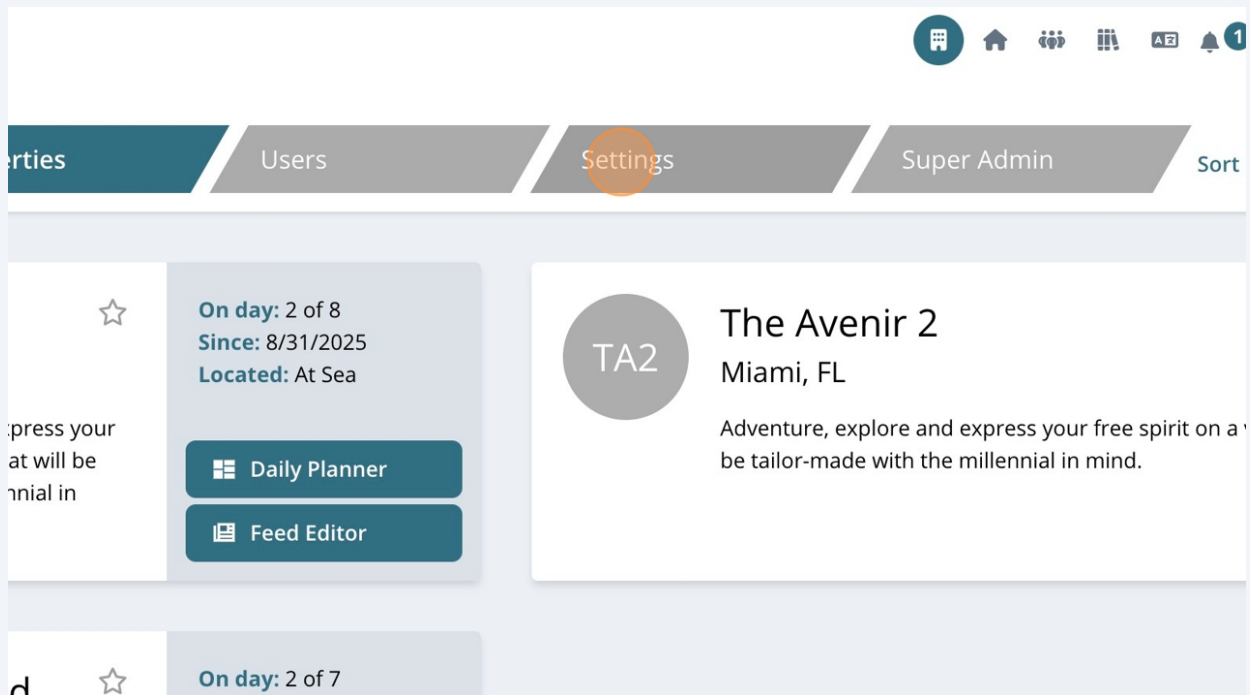
This guide is essential for Brand Users looking to efficiently manage and customize their brand's settings within the platform. It also provides the tools to translate terms across GO, ensuring accessibility for diverse audiences.

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



LOCATION	ARRIVAL	DEPARTURE	TEMPLATES	MARKER
Miami	--	04:00pm	— E — VD — C — P	No m
At Sea	--	--	🔗 E 🔗 VD 🔗 C 🔗 P	No m
Isla de Roatan	12:00pm	06:00pm	— E — VD — C — P	No m

2 Click "Settings"



3

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

- **Brand Details**
- **Date & Time**
- **Common Texts**



Brand Details

Date & Time

Common Texts

NAME *

The Avenir

LOGO

13c0b4102216413cf71d0cc211c57d96

Choose File

The recommended specs: PNG of size 230x130 pixels for wide logos, 230x230 pixels for square logos

SEGMENTS

Enter segment name...

Signature

COLOR



General

COLOR



The Ambitious

COLOR



The Bourgeois

COLOR



The Loyalists

COLOR



The Posh

COLOR



Teens

COLOR



Brand Details

Date & Time

Common Texts

HOUR FORMAT *

☒ 12 ☐ 24

DATE FORMAT *

WEEKDAY

Long

DAY

Numeric

MONTH

Long

YEAR

Two-digits

☒ Use ordinals

Use ordinals for English language allowing to use st, nd, rd or th on the day value.

EXAMPLES:

English Monday, 1st September, 25


Spanish lunes, 1 de septiembre de 25

French lundi 1 septembre 25

Arabic الاثنين، 1 سبتمبر 25

Reset

Save Changes



Admin User

Properties

Users

Settings

Super Admin

Brand Details

Date & Time

Common Texts

VENUE_CLOSED

Closed

ENDS_LATE

Late

DECK

Deck

VENUE_LOCATION_FWD

Fwd

VENUE_LOCATION_MID

Mid

VENUE_LOCATION_AFT

Aft

VENUE_LOCATION_PRT

Port

VENUE_LOCATION_STB

Brand Details

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

- **Brand Name:** Update or adjust your brand's name as needed.
- **Logo:** Upload or update your brand logo directly here.
- **Segments, Levels, Attributes, Event Highlights and Venue Types:** Add or modify these categories to enhance your team's ability to filter and organize content within the Library.
- **Meal Periods:** Define meal periods so your team can easily select them when adding hours of operation.
- **Group Types:** Customize group categories to better suit your team's the needs.
- **Image Types:** Add custom filters to your asset library. This ensures that when integrated with digital platforms, the appropriate images are displayed for events.
- **Day Themes:** Define daily themes to keep all GO users aligned with the theme of the day.
- **Rundown Font Size:** Adjust line height in event lineups for a polished print program presentation, ensuring the brand standards are met.
- **Additional Instance Details:** Provides a list of Endpoints available and the links associated with them.

The screenshot shows a web application interface for managing brand details. At the top, there is a navigation bar with a logo on the left and a user profile 'Admin User' on the right. Below the navigation bar, there are four tabs: 'Properties', 'Users', 'Settings' (which is active), and 'Super Admin'. On the left side of the 'Settings' page, there is a sidebar with three options: 'Brand Details' (selected), 'Date & Time', and 'Common Texts'. The main content area is titled 'Brand Details' and contains several sections: 1. 'NAME *' with a text input field containing 'The Avenir' and an orange circular logo placeholder. 2. 'LOGO' with a text input field containing a long alphanumeric string and a 'Choose File' button. Below this is a note: 'The recommended specs: PNG of size 230x130 pixels for wide logos, 230x230 pixels for square logos'. 3. 'SEGMENTS' with a list of segment names and their corresponding colors. The segments are: Signature (dark blue), General (medium blue), The Ambitious (green), The Bourgeois (light green), The Loyalists (brown), The Posh (grey), and Teens (orange). Each segment has a 'COLOR' label, a color swatch, and a red trash icon.

Segment Name	Color
Signature	Dark Blue
General	Medium Blue
The Ambitious	Green
The Bourgeois	Light Green
The Loyalists	Brown
The Posh	Grey
Teens	Orange

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 the 'Settings' tab in the application. On the left, a sidebar contains 'Brand Details', 'Date & Time', and 'Common Texts'. The main content area is divided into sections: 'Diamond', 'Features', and 'VENUE TYPES'. The 'VENUE TYPES' section has a search bar with the placeholder text 'Enter venue type name...' which is highlighted with an orange circle. Below the search bar is a list of venue types: Bar, Dining, Entertainment, Hotel, Recreation, and Revenue. Each type has a set of icons representing different features. Below this list is a 'MEAL PERIODS' section with a table of meal periods.

Enter meal period name...					
Officer a la Carte	12	COLOR	<input checked="" type="checkbox"/> Ship	<input type="checkbox"/> Land	
Holiday Event	14	COLOR	<input checked="" type="checkbox"/> Ship	<input type="checkbox"/> Land	

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 'Settings' tab in the application. The 'VENUE TYPES' section now shows 'Pool' entered in the search bar. Below the search bar, it says 'No similar venue types found'. Below this message is a button labeled 'Add new item: Pool', which is highlighted with an orange circle. The 'MEAL PERIODS' section is also visible, showing a table of meal periods.

Enter meal period name...					
Officer a la Carte	12	COLOR	<input checked="" type="checkbox"/> Ship	<input type="checkbox"/> Land	
Holiday Event	14	COLOR	<input checked="" type="checkbox"/> Ship	<input type="checkbox"/> Land	
All Day	17	COLOR	<input checked="" type="checkbox"/> Ship	<input type="checkbox"/> Land	
Day Only	18	COLOR	<input checked="" type="checkbox"/> Ship	<input type="checkbox"/> Land	
Dry Dock	44	COLOR	<input checked="" type="checkbox"/> Ship	<input type="checkbox"/> Land	
Group Menus	22	COLOR	<input checked="" type="checkbox"/> Ship	<input type="checkbox"/> Land	

7

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

The screenshot shows a web form interface. At the top, there's a label 'type name...' followed by a list of items. Each item in the list has a red trash icon to its right. Below the list, there's a label 'nt name...' followed by a text input field. To the right of the input field, there's a 'COLOR' label and a color selection box. At the bottom right of the form, there are two buttons: 'Reset' and 'Save Changes'. 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.

Date & Time

8

Under “**Date & Time**”, a Brand Access user can customize the **Hour Format** and **Date Format** within the Feed Editor/Daily Program.

Note: These settings can also be adjusted at the property level if needed.

Hour Format – determines how venue opening hours and the event lineup are displayed. Options:

- 12h (AM/PM)
- 24h (e.g., 18:00)

Date Format – determines how the Widget Date is displayed in the Feed Editor. Options define how the weekday, day, month, and year are shown.

To edit:

- Click the dropdown arrows and select your preferred formats.

The screenshot shows the 'Date & Time' settings page. The left sidebar has a menu with 'Brand Details', 'Date & Time' (selected), and 'Common Texts'. The main content area has a top navigation bar with 'Properties', 'Users', 'Settings' (active), and 'Super Admin'. Below this, the 'Date & Time' settings are displayed. The 'Hour Format' section has two radio buttons: '12' (selected) and '24'. The 'Date Format' section has four dropdown menus: 'Weekday' (Long), 'Day' (Numeric), 'Month' (Long), and 'Year' (Two-digits). There is a checkbox for 'Use ordinals' which is checked. Below the settings, there are examples for English, Spanish, and French. At the bottom right, there are 'Reset' and 'Save Changes' buttons.

Hour Format *

☒ 12 ☐ 24

Date Format *

Weekday **Day** **Month** **Year**

Long Numeric Long Two-digits

☒ Use ordinals
Use ordinals for English language allowing to use st, nd, rd or th on the day value.

EXAMPLES:

English Monday, 1st September, 25 **Spanish** lunes, 1 de septiembre de 25

French lundi 1 septembre 25 **Arabic** الاثنين، 1 سبتمبر 25

Reset Save Changes

Common Texts

9

Under "**Common Texts**", a Brand access user can customize the wording for common terms used throughout the software, such as "Closed", "Ends Late", "Deck", "Fwd", "Mid", "Aft", "Prt", "Stb", "24/7", "Override Start Time" i.e. Sunrise.

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

The screenshot shows a web application interface with a top navigation bar containing a logo, a home icon, a settings icon, a list icon, a calendar icon, a notification bell with a '1' badge, and a user profile 'Admin User'. Below the navigation bar are four tabs: 'Properties', 'Users', 'Settings' (which is active and highlighted in dark blue), and 'Super Admin'. On the left side, there is a sidebar menu with three items: 'Brand Details', 'Date & Time', and 'Common Texts' (which is highlighted in light blue). The main content area displays a list of text fields for editing. Each field has a label on the left and a text input box on the right. The labels are: 'VENUE_CLOSED', 'ENDS_LATE', 'DECK', 'VENUE_LOCATION_FWD', 'VENUE_LOCATION_MID', 'VENUE_LOCATION_AFT', 'VENUE_LOCATION_PRT', and 'VENUE_LOCATION_STB'. The corresponding text inputs contain the words: 'Closed', 'Late', 'Deck', 'Fwd', 'Mid', 'Aft', 'Port', and an empty field for 'VENUE_LOCATION_STB'. An orange circle is drawn around the 'Closed' text in the first input box.



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

10 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 'Properties', 'Users', 'Settings', and 'Super Admin'. The 'Settings' tab is active. On the left, a sidebar menu has 'Brand Details', 'Date & Time', and 'Common Texts' (which is highlighted). The main content area displays the 'Common Texts' configuration form. The form includes the following fields:

- Deck
- VENUE_LOCATION_FWD: Fwd
- VENUE_LOCATION_MID: Mid
- VENUE_LOCATION_AFT: Aft
- VENUE_LOCATION_PRT: Port
- VENUE_LOCATION_STB: Stb
- 24_7: 24h
- OVERRIDE_START_TIME: Sunrise

At the bottom right of the form, there are two buttons: 'Reset' and 'Save Changes'. The 'Save Changes' button is highlighted with an orange circle.



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