

Using the safety toolkit templates on the Brand Hub

# A step-by-step guide



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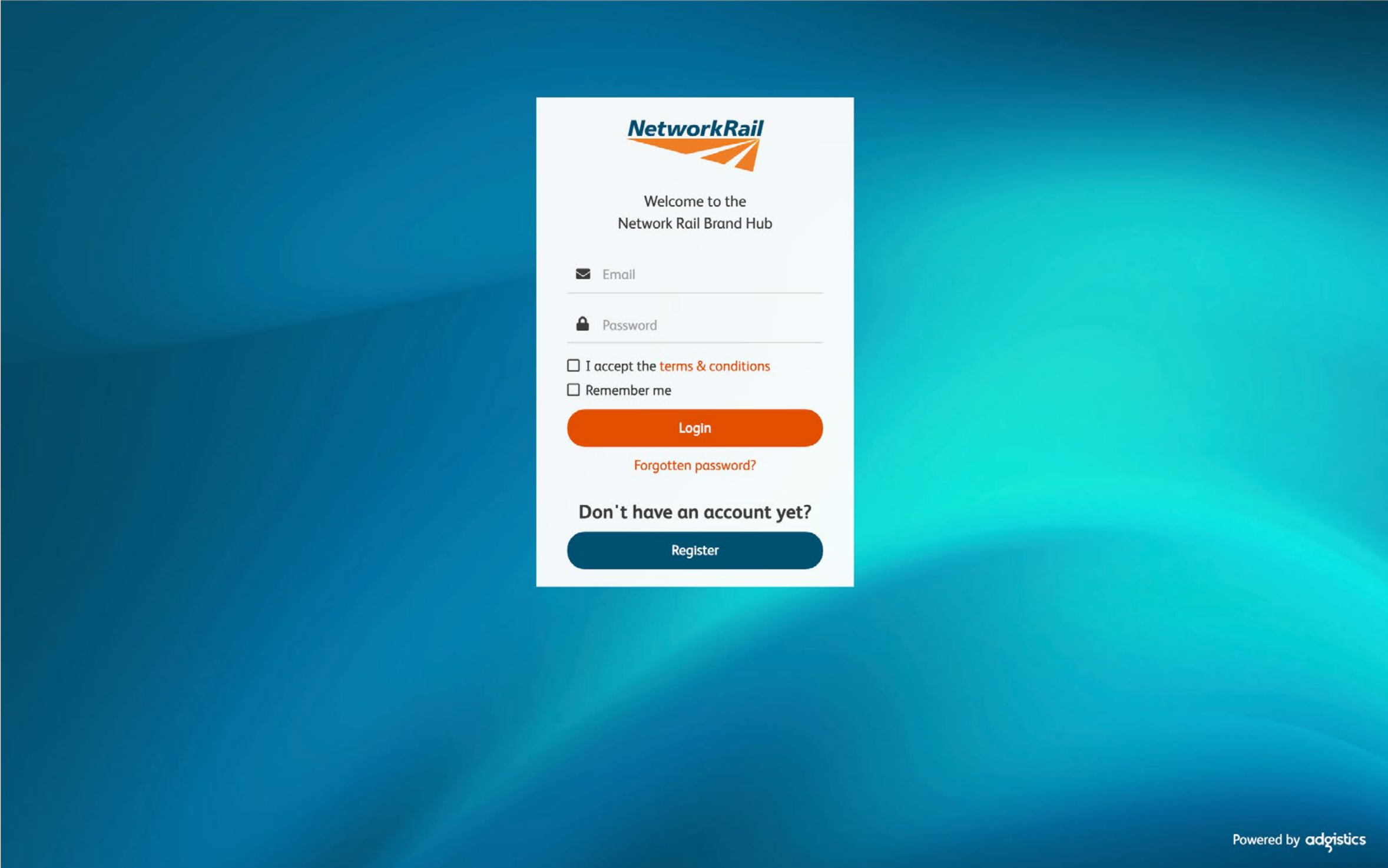
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## Logging into the Brand Hub

Go to [www.brand.networkrail.co.uk](http://www.brand.networkrail.co.uk) and enter your login details.

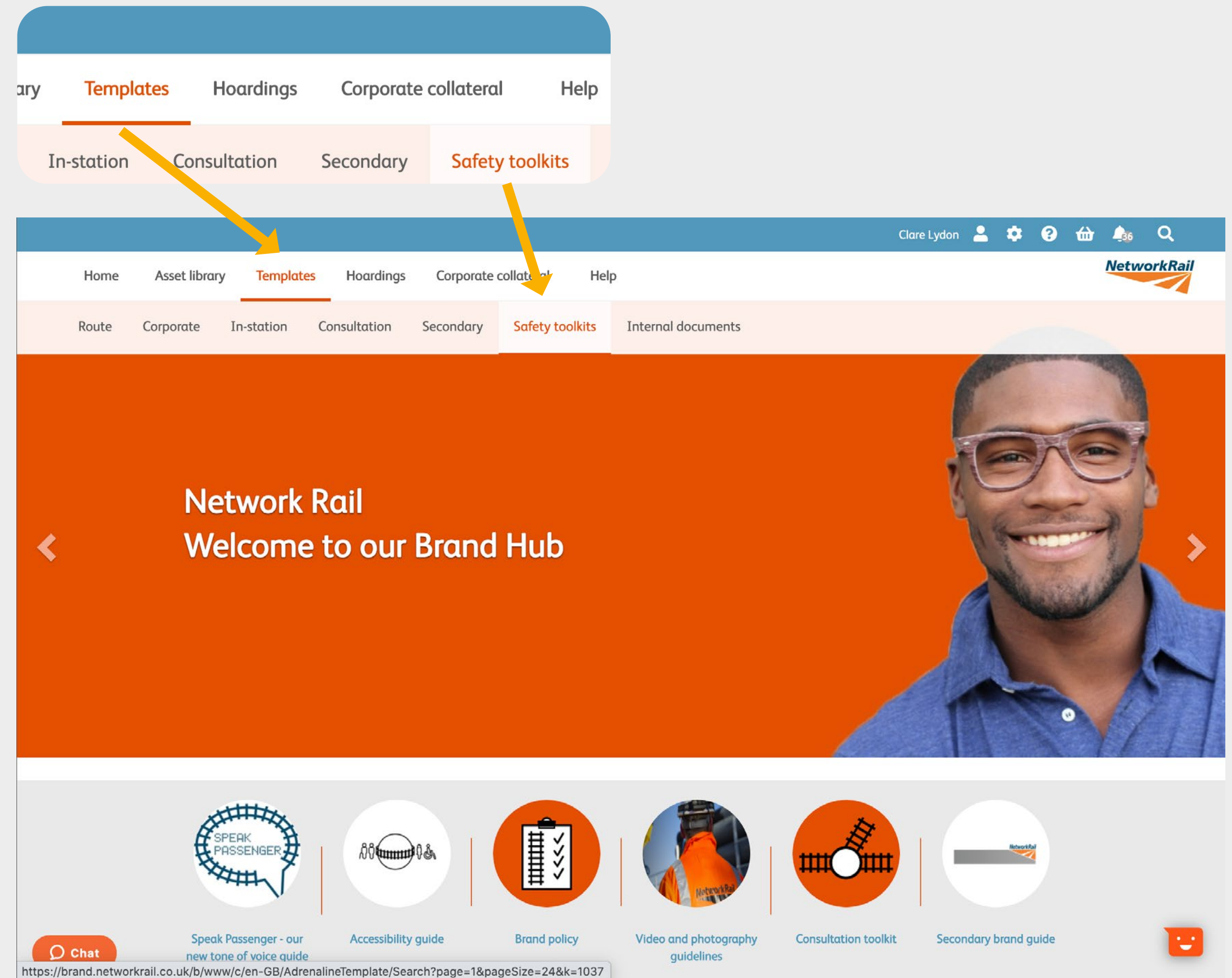
**Note:** If you're using the Brand Hub for the first time then please register for an account.



The screenshot shows the login interface for the Network Rail Brand Hub. It features the Network Rail logo at the top, followed by the text "Welcome to the Network Rail Brand Hub". Below this are input fields for "Email" and "Password". There are two checkboxes: "I accept the terms & conditions" and "Remember me". A prominent orange "Login" button is centered below the checkboxes. Below the "Login" button is a link for "Forgotten password?". At the bottom of the form, there is a section titled "Don't have an account yet?" with a dark blue "Register" button. The background of the page is a gradient of blue and teal. In the bottom right corner, there is a small logo for "Powered by adgistics".

## Accessing the safety toolkit templates

Once you're on the homepage of the Brand Hub, hover over 'Templates' in the top menu and select 'Safety toolkits' from the dropdown menu beneath.



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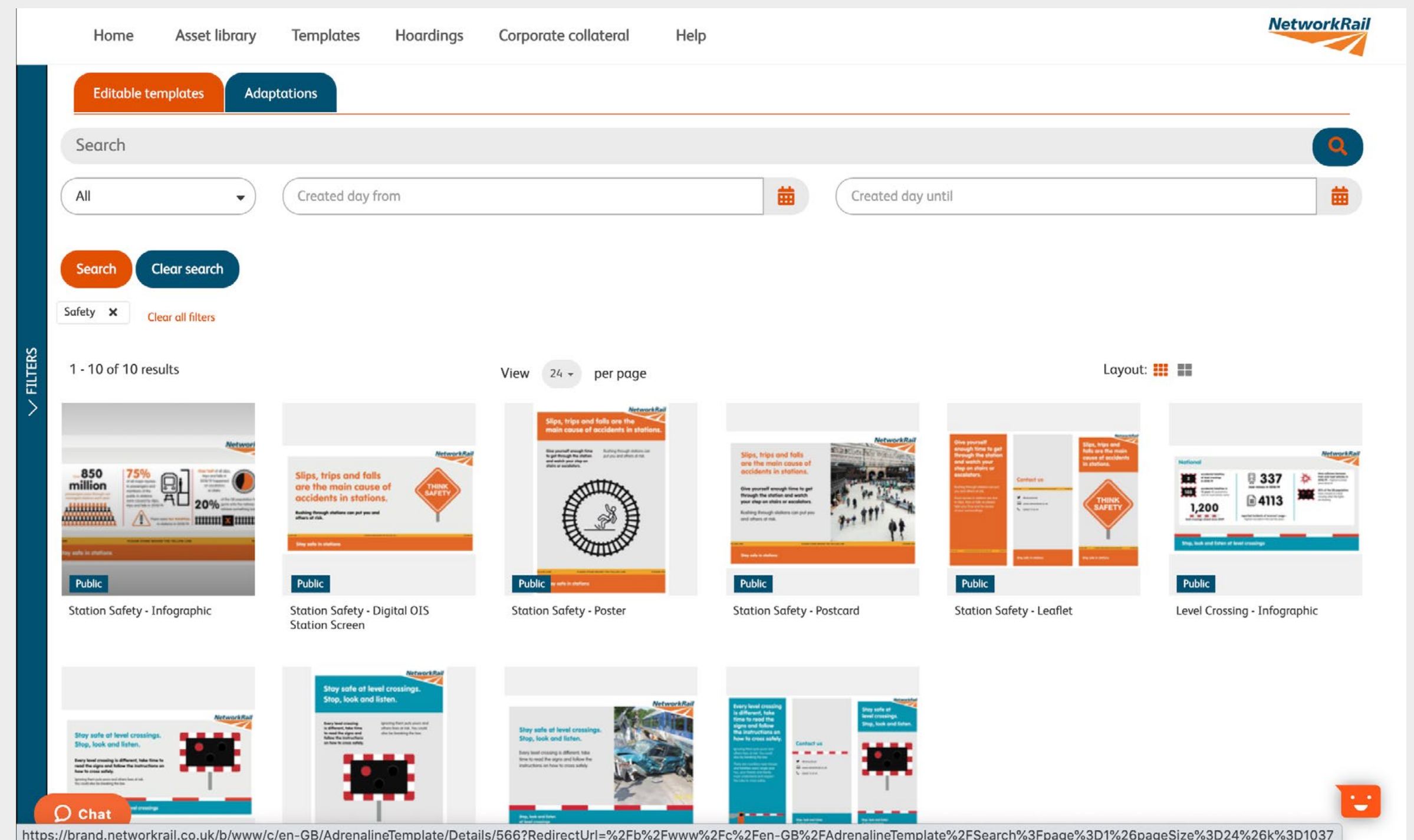
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## Accessing the safety toolkit templates

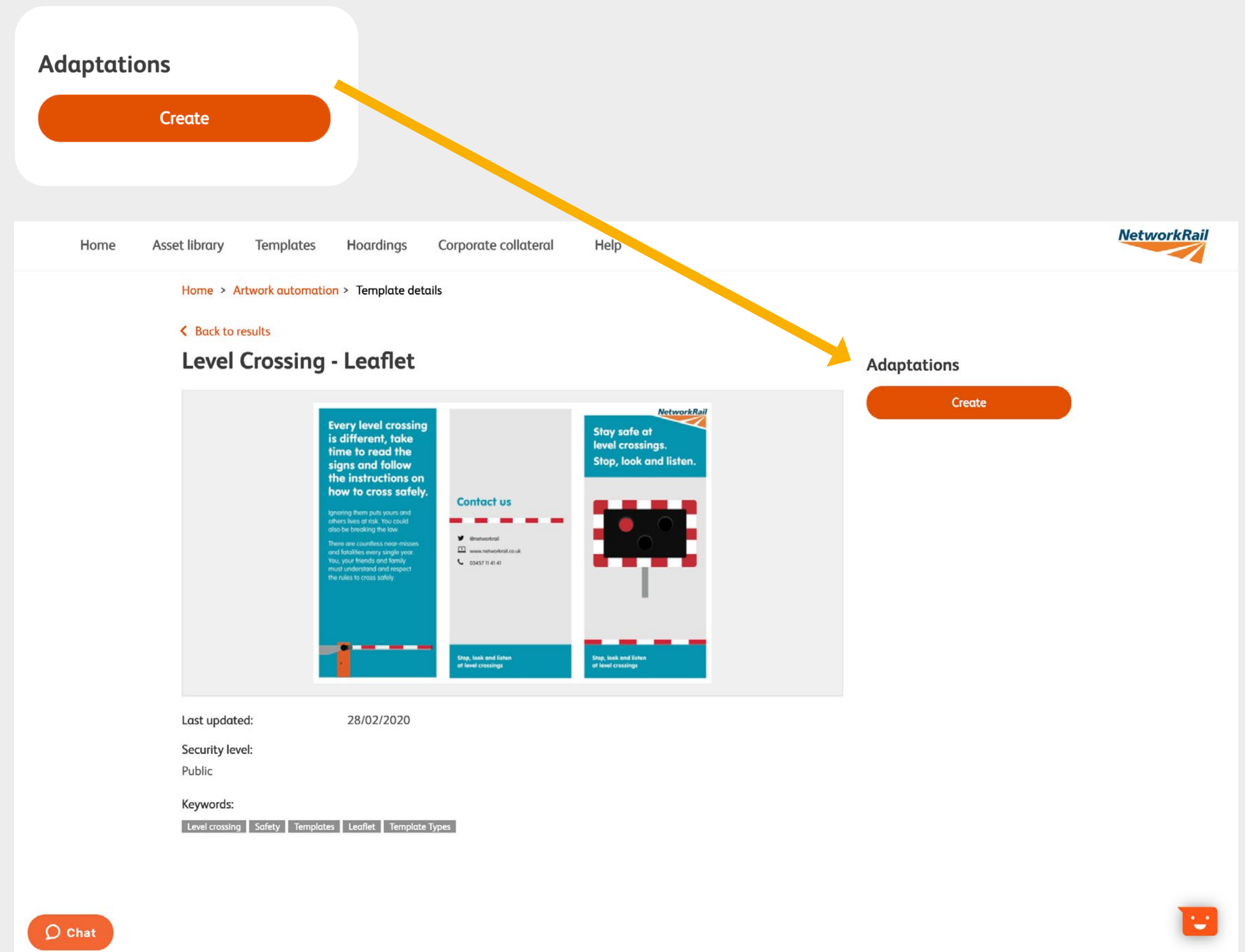
This should then reveal all of the safety toolkit templates.

Select the template you'd like to create.



## Accessing the safety toolkit templates

Once you've selected the template you want to create, you'll be taken to a page that has further details about that template. Click on the 'Create' button located on the right-hand side, under the heading 'Adaptations'.



## Editing a template

Once you've clicked the 'Create' button, an editing window will open for the template, with a pane down the left-hand side called 'Editable content'.

In this area you can select which options you would like to include in your template. The content on the template will automatically change depending on the options you choose.

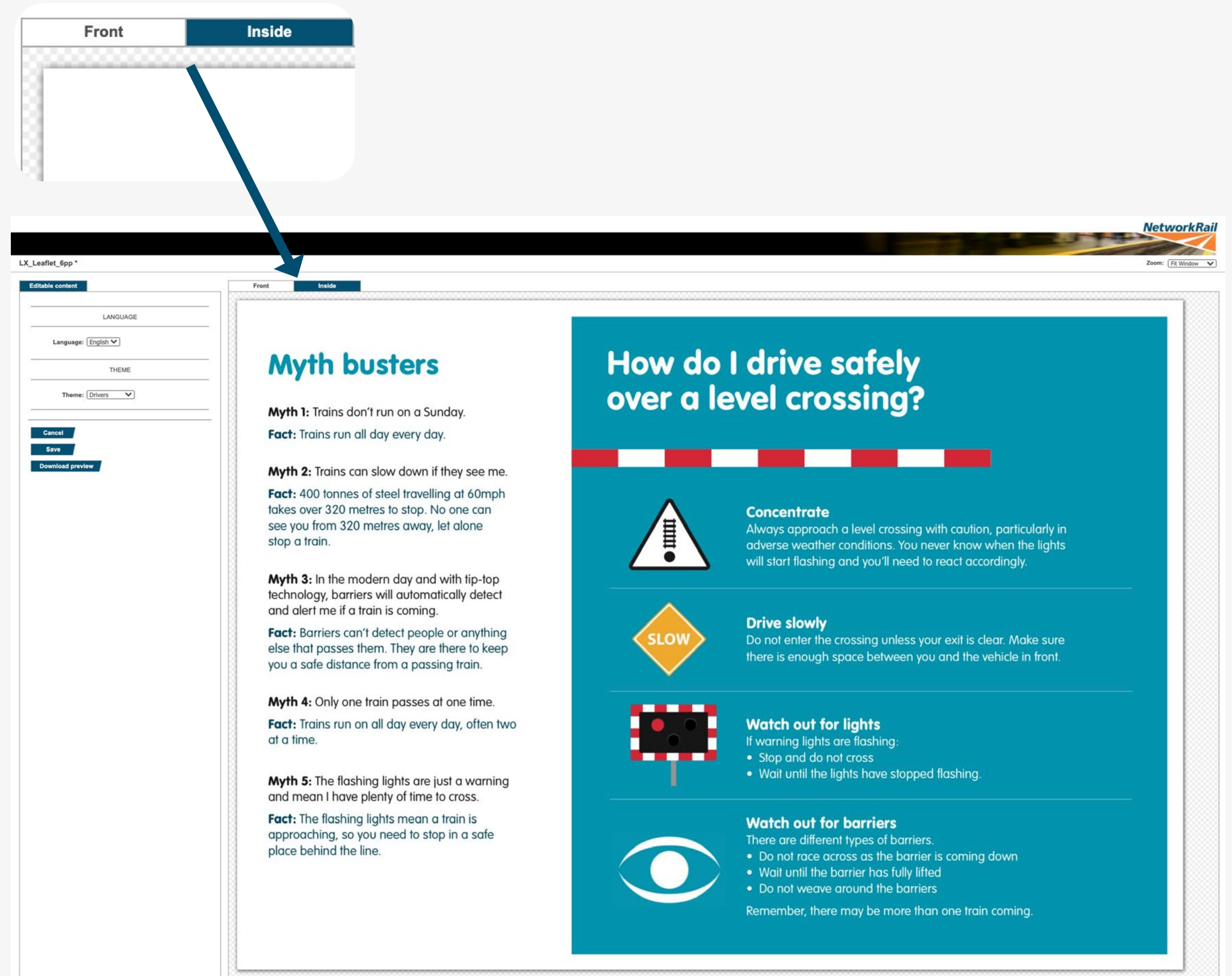
Options include:

- language – select English or Welsh
- theme – choose an audience group or [custom text] if you want to write your own messaging.



## Editing a template

Some templates are double sided and if so, you will see tabs for the front and inside or back of the template. Select each tab to edit the content on that side of the template.





## Adding custom text to your template

In the 'Editable content' pane, you will see a heading titled 'Theme'. By selecting 'Custom text' from this drop down, you will be able to add your own text to the template.

Once you've clicked the 'Custom text' option, text boxes will appear for each section to enable you to edit the text for the headlines and body text.

- NOTE:**
- Some areas of the templates are not editable, even when you select 'Custom text'.
  - Don't forget to choose between the 'front' and 'inside' tabs on the pane on the right-hand side to edit the text for both sides of your template.

The screenshot displays the Network Rail template editor. At the top, a 'THEME' section contains a 'Theme:' dropdown menu currently set to 'Custom text'. Below this is a 'TEXT' section. A purple arrow points from the 'Custom text' dropdown to the 'Editable content' pane on the left. This pane includes a 'THEME' section with the same dropdown, followed by 'Page 5 headline', 'Page 5 text', 'Page 6 twitter', 'Page 6 website', and 'Page 6 phone' fields. Below these are 'Page 1 headline', 'ICON / IMAGES' section with an 'Image type' dropdown, and an 'ICON' section with a 'Category' dropdown and an 'Icon image' selector. The right-hand side of the editor shows a preview of the template with 'Front' and 'Inside' tabs. The 'Front' tab is active, showing a blue background with a 'Headline' section, a 'Contact us' section with social media and contact information, and a 'Stop, look and listen at level crossings' section. The 'Inside' tab shows a similar layout with a 'Headline' section and a red and white striped barrier icon.



## Adding images to your template

In the 'Editable content' pane, you will see a section entitled 'ICON/IMAGES'. Under 'Image type' select 'Icon' or 'Image'. You can then choose between the 'Preset' or 'Custom' tabs depending if you want to use an existing icon or image or upload your own. (Please note on some templates only icons are available – so you will not see the image option).

If using a preset icon or image click on the image or icon shown and you will then see those available. For icons you can also select an icon category to access more options.

The screenshot shows the 'ICON / IMAGES' configuration pane. At the top, there's a dropdown menu for 'Image type' currently set to 'Image'. Below it are 'Preset' and 'Custom' tabs. A large grid of images is shown, including various scenes of level crossings, rail tracks, and safety signs. A 'NetworkRail' logo is visible in the top right corner of the interface. The interface also includes sections for 'LANGUAGE' (set to English), 'THEME' (set to Generic), and 'Include partners' (unchecked). At the bottom, there are 'Cancel', 'Save', and 'Download preview' buttons.

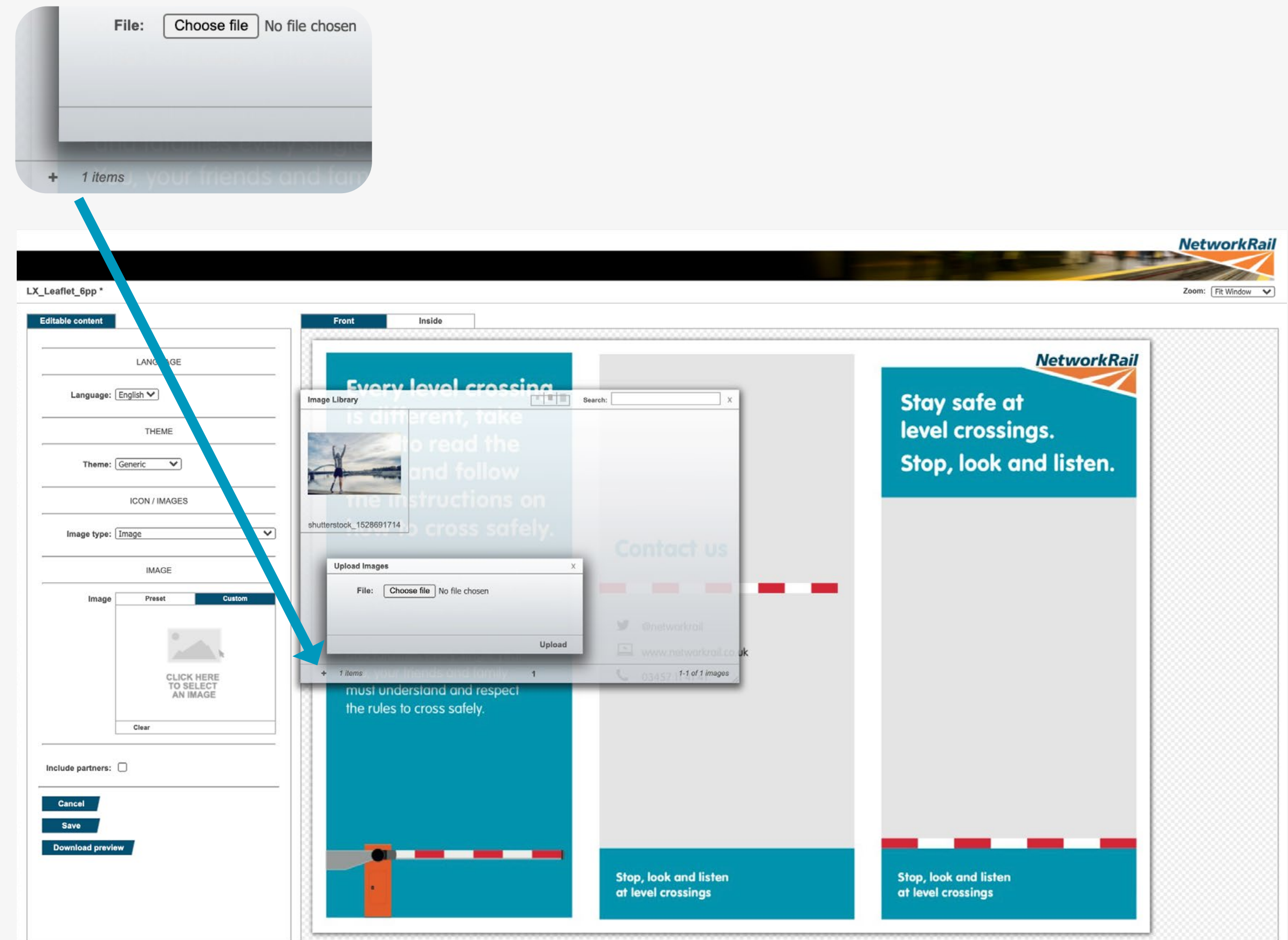


## Adding images to your template

To add your own image or icon, select the 'Custom' tab and then click on 'Click here to select an image'.

By selecting the small + sign on the bottom left of this window, you can upload an icon/image directly from your computer.

**NOTE:** Make sure that this image is no more than 2MB in size.



## Adding partner logos to your template

Below the image section in the 'Editable content' pane, select the tickbox if you would like to include partner logos. Then select how many logos you would like to include from the 'number' dropdown. A box will appear beneath each of these with two tabs to choose from: 'preset' and 'custom'.

- Preset – click on the logo shown and select from pre-existing partner logos available.
- Custom – click on 'click here to select an image' and then the small + in the bottom left to upload your own partner logo.

**NOTE:** Make sure that your logo is a transparent PNG image so that it doesn't appear in the leaflet with a white background behind it, conflicting with the colour of the template.

The screenshot shows the Network Rail leaflet editor interface. The 'Editable content' pane is open, and the 'Include partners' checkbox is checked. A dropdown menu is visible, showing a grid of partner logos including Great Northern, South Western Railway, Network Rail, crosscountry, northerner, TRANSPENNINE EXPRESS, and Virginia trains. The main preview area shows a leaflet template with the text 'Every level crossing is different, take time to read the signs and follow' and 'Always expect trains at level crossings. Stop, look and listen.' The leaflet also features a photograph of a train accident and the Network Rail logo.



## Saving and downloading your resource

To download a proof of your template for checks, click on the 'Download preview' button. This will automatically download a proof of your template, which can be found in your downloads folder on your computer.

At the bottom of the 'Editable content' pane, you will see a button for saving your template. When you click this button, you will be able to choose what title to save your template under.

The screenshot displays the Network Rail template editor. On the left is the 'Editable content' pane with the following fields:

- LANGUAGE: English (dropdown)
- THEME: Cyclists (dropdown)
- ICON / IMAGES: Image type: Icon (dropdown)
- ICON: Category: Safety (dropdown)
- Icon image: Preset (selected) / Custom (tab)
- Include partners:

At the bottom of the pane are buttons for 'Cancel', 'Save', and 'Download preview'. A callout box above the pane highlights these three buttons. The main preview area shows a three-column leaflet layout with the following content:

- Column 1:** 'Every level crossing is different, take time to read the signs and follow the instructions on how to cross safely.' Below this is a paragraph: 'Ignoring them puts yours and others lives at risk. You could also be breaking the law. There are countless near-misses and fatalities every single year. You, your friends and family must understand and respect the rules to cross safely.'
- Column 2:** 'Contact us' section with social media handles (@networkrail), website (www.networkrail.co.uk), and phone number (03457 11 41 41).
- Column 3:** 'Stay safe at level crossings. Stop, look and listen.' with an image of a level crossing barrier.

The bottom of the interface shows a file name 'LX\_Leaflet\_6pp.pdf' and a 'Show all' button.

## Saving and downloading your resource

Once you've clicked 'Save' for your template, you'll find yourself on a new page where you'll have the option to download your template in various formats on the right-hand side. These formats include:

- PDF
- JPEG
- PNG
- Download preview (for any final checks).

Once you select your download format, your template will automatically download to your computer.

The screenshot shows the 'Downloads' section of the Network Rail Asset Library. It features two main download buttons: 'Download PDF' (highlighted with an orange callout: 'Recommended for use in high quality printed materials') and 'Download JPEG'. Below this, the main content area displays the 'LX\_Leaflet\_6pp' template, which includes a preview of a leaflet with safety instructions and a 'Contact us' section. To the right of the preview, there is another 'Downloads' menu with options: 'Download PDF' (with the same orange callout), 'Download JPEG', 'Download PNG', 'Download preview', and 'Other' (containing 'Send via email' and 'Edit adaptation'). At the bottom, there is an 'Audit log' section with columns for 'Date', 'Action', and 'Comment'.



## Saving and downloading your resource

You also have the option to send/share your template via email. To make any further changes to your template, you can simply select the 'Edit adaptation' button at the bottom of the right-hand side and this will take you back to the editing window.

The screenshot shows the 'Adaptation details' page for 'LX\_Leaflet\_6pp'. At the top, there is a navigation bar with 'Home', 'Asset library', 'Templates', 'Hoardings', 'Corporate collateral', and 'Help'. The main content area includes a breadcrumb 'Home > Adaptation details', a 'Back to results' link, and the title 'LX\_Leaflet\_6pp'. A preview of the leaflet is shown, featuring three panels with safety messages: 'Always expect trains at level crossings. For your own safety, dismount and check both ways.', 'Contact us' with social media and contact info, and 'Cycle safely at level crossings. Stop, look and listen.' Below the preview, it shows 'Created date: 11/12/2020' and 'Modified date: 11/12/2020'. The status is 'Approved'. Keywords include 'Leaflet', 'Level crossing', 'Safety', 'Template Types', and 'Templates'. There is an 'Audit log' button and a table with columns for 'Date', 'Action', and 'Comment'. On the right side, there are 'Downloads' buttons for 'Download PDF', 'Download JPEG', 'Download PNG', and 'Download preview', and an 'Other' section with 'Send via email' and 'Edit adaptation' buttons. A callout box highlights the 'Other' section buttons.

## Accessing saved templates

You can access your saved templates by clicking the 'Adaptions' tab on the main Safety toolkit page and then selecting the individual template you want to view or edit.

