Mini Manual for web-to-print in the Linde Brand Management Portal.

How to edit your marketing material with Marketing Smart Templates.

Contents.

Web-to-print. Start editing your marketing material.

Select	Edit	Approval	Print	Archives

Web-to-print. The selection of a specific document.
Example: creating an HPO poster.

1

Start the browse process by "Division/brand", "Collection/campaign", "Media type", "Language" etc.

2

By clicking on a specific asset (thumbnail or asset title) all document relevant information will be displayed.

!

All columns (browse categories) are optional. The order of the different columns can be chosen individually: click on the little arrow to choose from the pull down menu.

Select	Edit	Approval	Print	Archives

!

Division/brand		Collection/campaign		Language	
All		All		All	
AGA	7	Change Campaign	15	English	14
Linde Engineering Division	2	HPO	14		
Linde Gases Division	50	Job Advertisement	2		
Linde-SVW	14	Product Campaign	12		
Red Brands	28	Remeo Brochures	4		
The Linde Group	68				

Marketing Smart Templates (14 Results)

HPO Campaign: Challenge
Format: Poster A3
"We dare to say yes when others say no! "

For further information please go to Topics & Campaigns -> HPO Campaign.

[Use Smart Template]

HPO Banner (suitable for all red and blue brands)
This is a banner to be used in the HPO communication.
Headline: "Solingen is taking the lead." The name of the city Solingen can be replaced by any ot ...
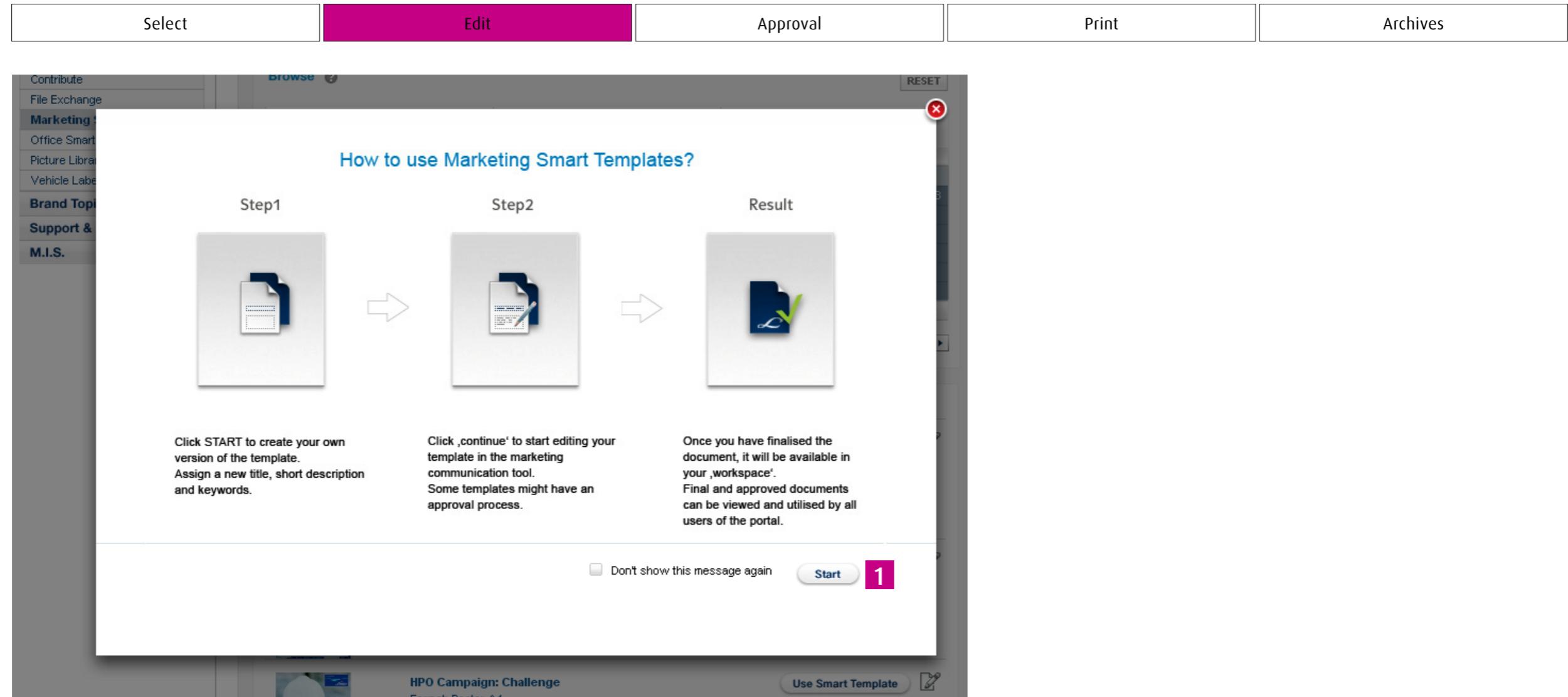
[Use Smart Template]

HPO Campaign: Challenge
Format: Poster A3
"We dare to say yes when others say no! "

[Use Smart Template]

Web-to-print. The selection of a specific document.
Example: creating an HPO poster.

1
Title and description of the asset are shown as well as all details on indexing, properties, keywords and origin.

2
Click "Back" to view the original result list.

Select	Edit	Approval	Print	Archives

Web-to-print. The selection of a specific document.
Example: creating an HPO poster.

Select	Edit	Approval	Print	Archives

Web-to-print. How to use Marketing Smart Templates.
Example: creating an HPO poster.

1
Please take a look at the description of the next steps and click „Start".

Select	Edit	Approval	Print	Archives

Web-to-print. Specification of a document.
Example: creating an HPO poster.

1
Choose a comprehensible title for your document.

2
Give a short description of the document.

3
Choose meaningful keywords.

4
If the text given on the right side also applies to your document, you can copy it by clicking on the double arrows

Web-to-print. Specification of a document. Example: creating an HPO poster.

1
Choose "Part of a collection" (optional). This functionality allows to group documents and pictures which belong to a conjunctive topic.

2
Choose "Brand" and "Categories".

3
Indicate the e-mail address of a responsible person for this document (generally it is your e-mail address; a Linde e-mail address is mandatory).

4
Click "OK".
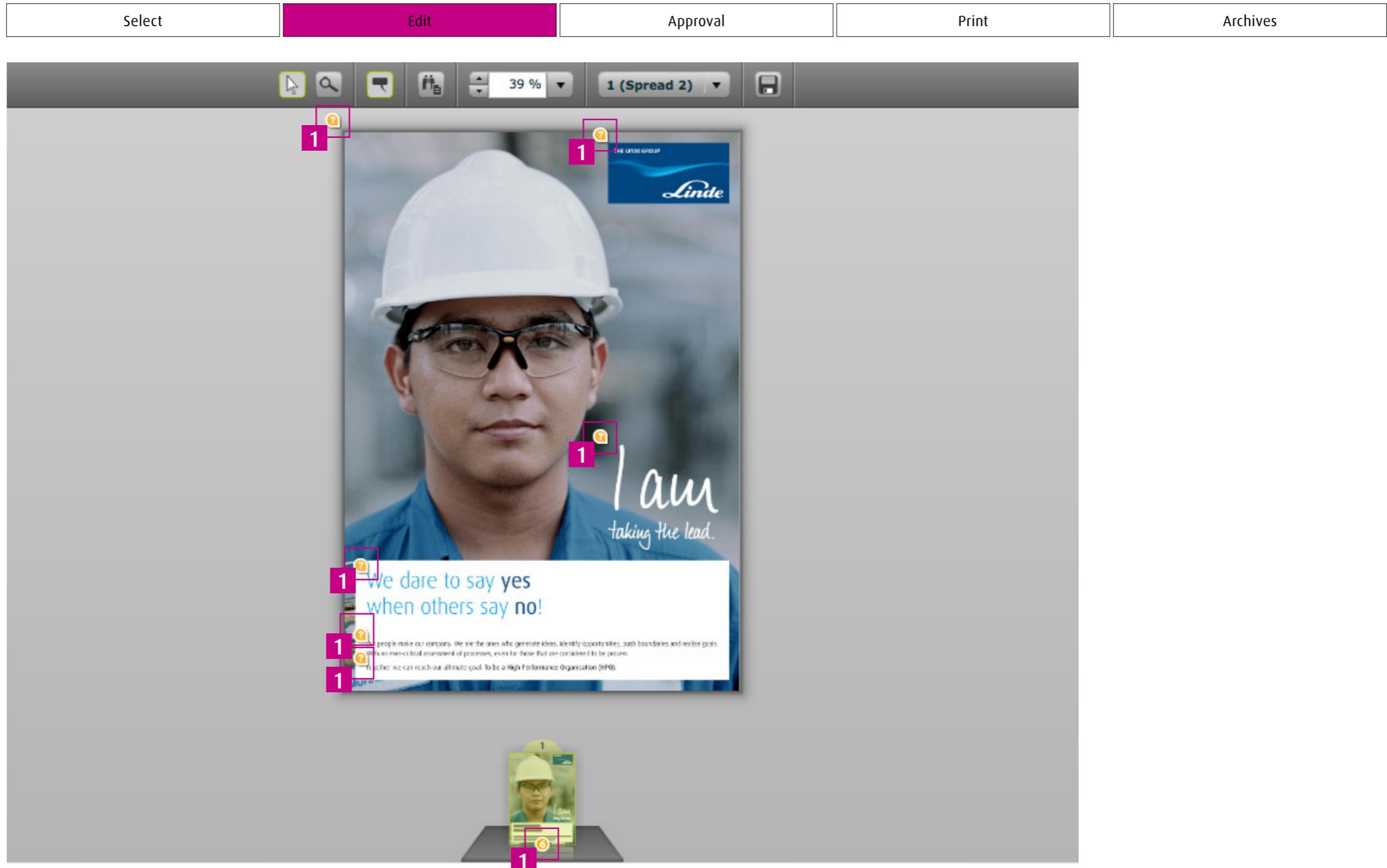
| Select | Edit | Approval | Print | Archives |

Photographs   Panoramic views

1 Part of a collection   HPO ⊗   HPO Singapore ⊗   ❓

2 Brand*   Linde Gases Division ▾
Categories*   Gases Division ▾
General ▾

Product

Trademark   ❓

3 Responsible for Document   gloria.smith@linde.com   ❓

4 OK   Cancel

Web-to-print. Changing contents.
Example: creating an HPO poster.
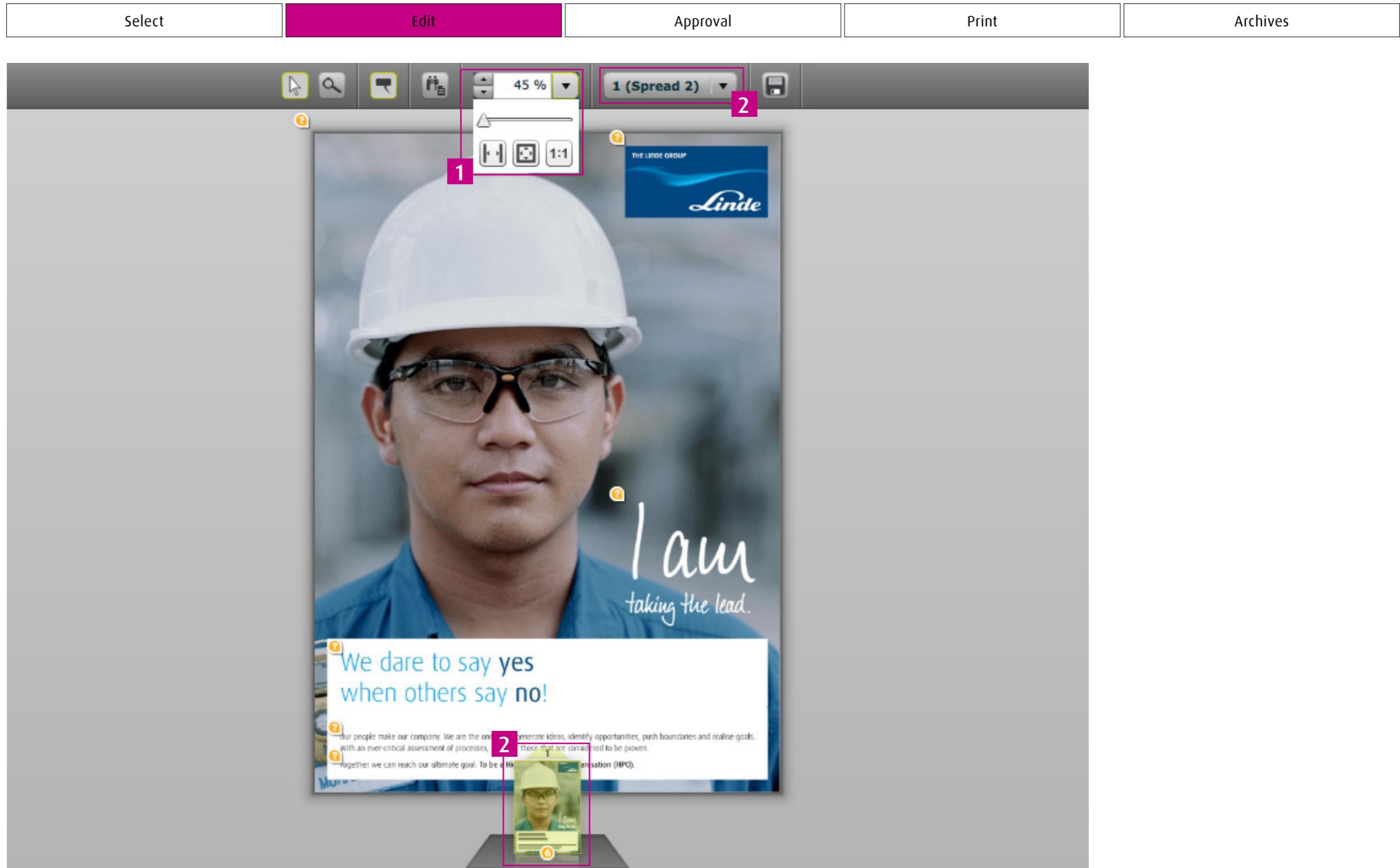
| Select | Edit | Approval | Print | Archives |

Web-to-print. Editing a document.
Example: creating an HPO poster.

1
Adjust the zoom with the slider, the arrows or select the content to be shown in real size (1:1), fit the width or height of the screen.

2
In a multiple page document you can use this pull down to switch between the pages. Alternatively it is possible to use the thumbnails at the bottom of the page.

Select	Edit	Approval	Print	Archives
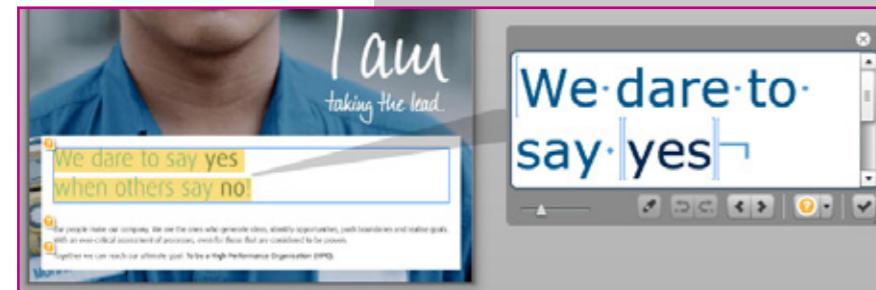
Web-to-print. Changing contents.
Example: creating an HPO poster.

The tool bar offers you the possibility to
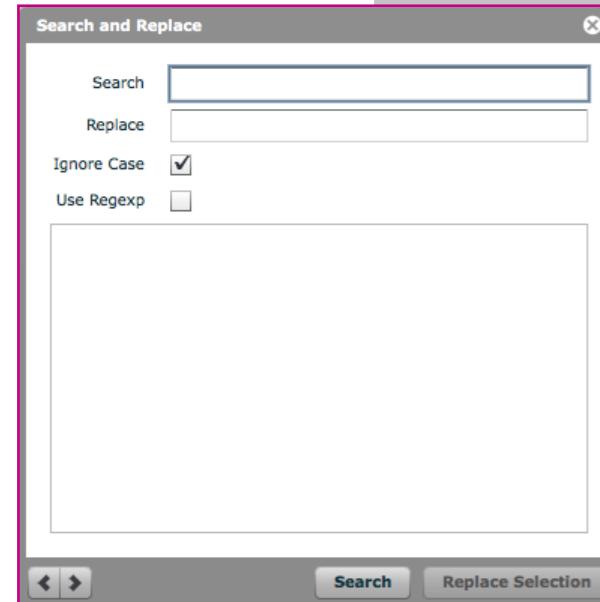
1
show or hide the orange markers of the editable objects.

2
zoom in our out.

3
mark/connect your editing box with the respective part of the document:
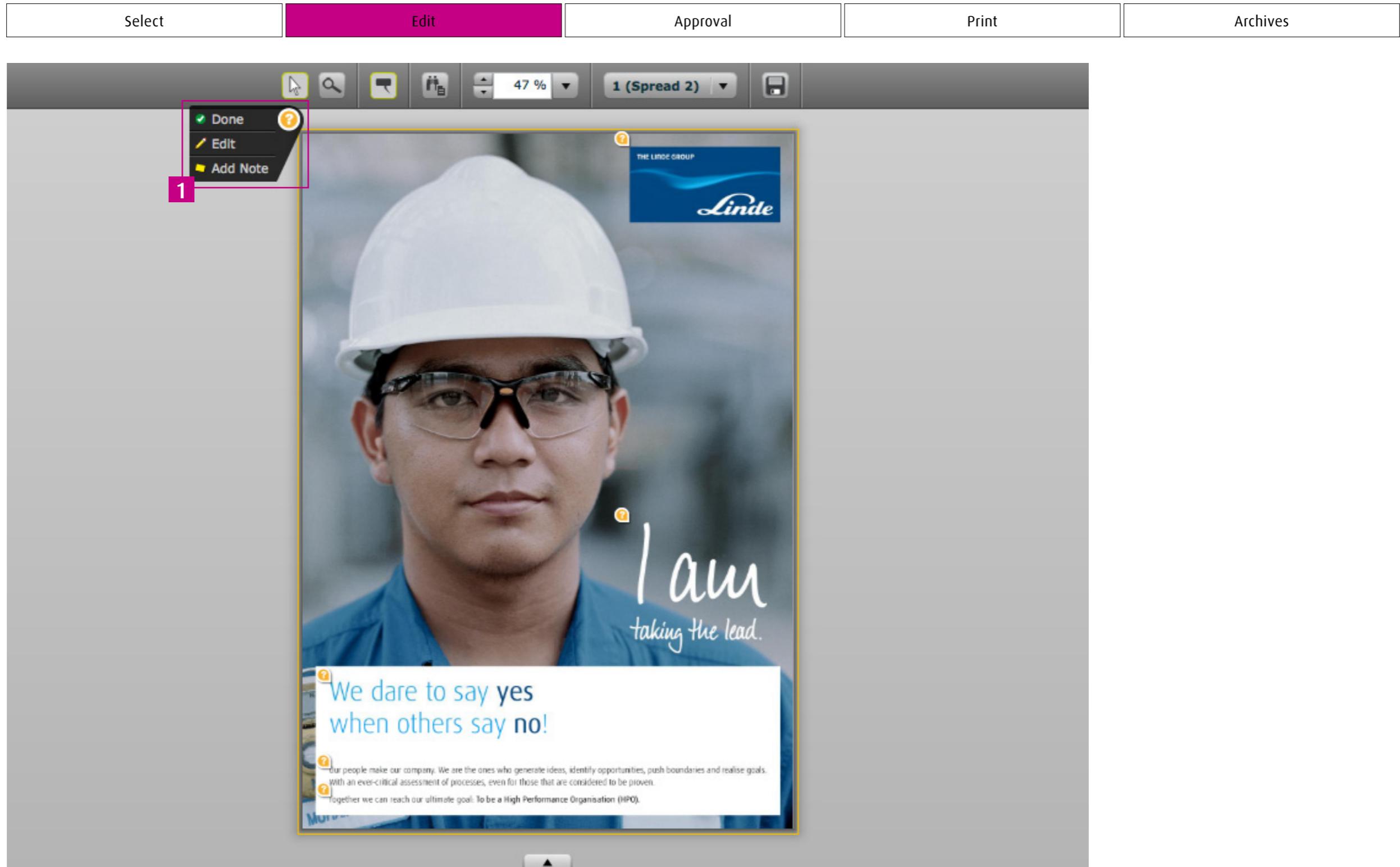
4
search and replace:

Select	Edit	Approval	Print	Archives

Web-to-print. Changing contents.
Example: creating an HPO poster.
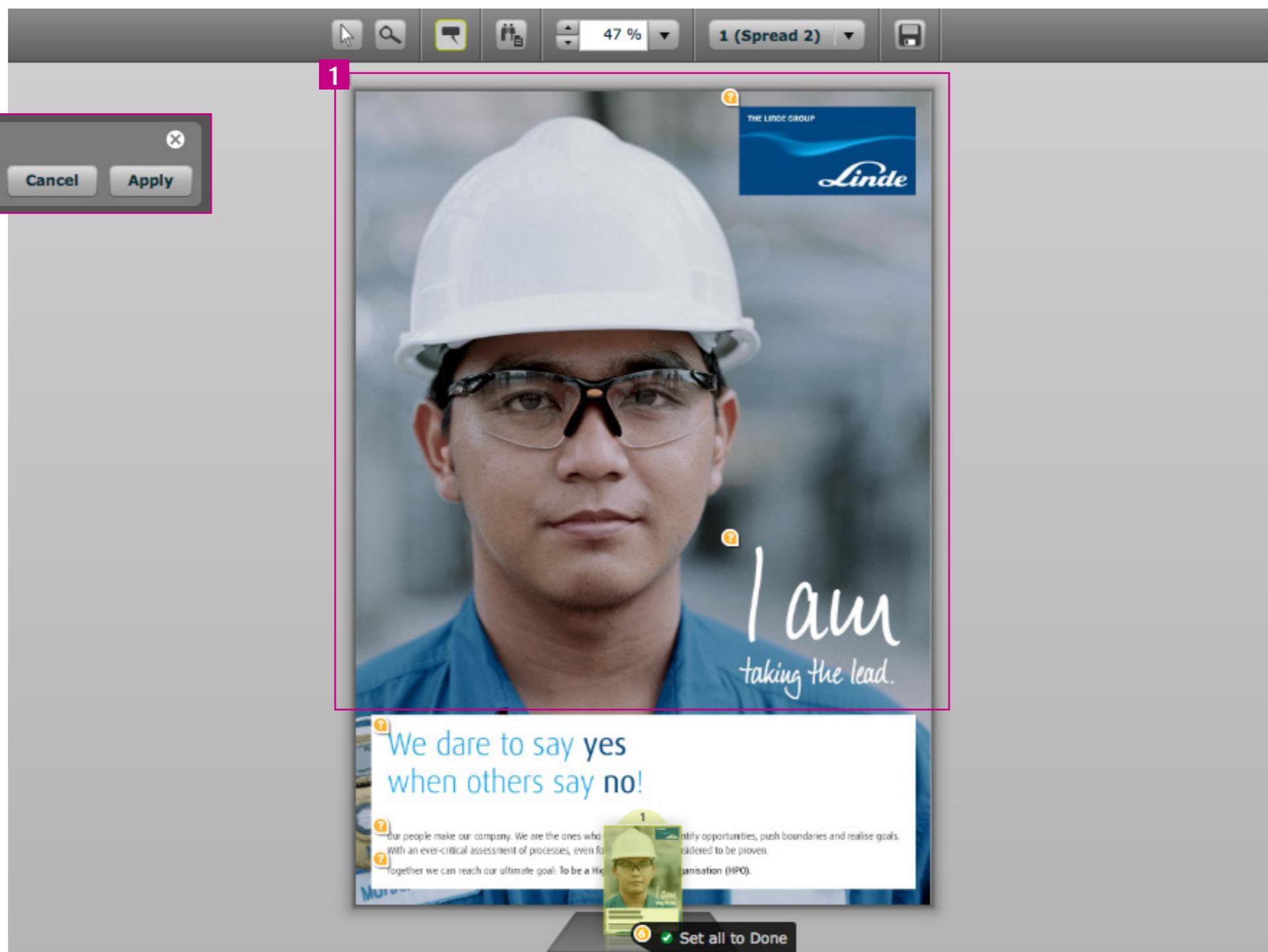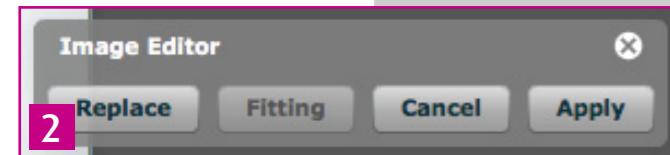
1
Mouse over a marker shows you the options "Edit" and "Done". To change the image or content please click on "Edit". Activate your content by clicking on "Done". Subsequently the colour turns green, indicating that the editing process is complete.

Select	Edit	Approval	Print	Archives

Web-to-print. Changing pictures.
Example: creating an HPO poster.

1
If you wish to change an image you can do so by simply clicking into the respective field.

2
Click on „Replace" to open the image selection:

Select	Edit	Approval	Print	Archives

Image Editor

Replace   Fitting   Cancel   Apply

THE LINDE GROUP
Linde

I am
taking the lead.

We dare to say **yes**
when others say **no!**

Our people make our company. We are the ones who ... ntify opportunities, push boundaries and realise goals. With an ever-critical assessment of processes, even fo ... sidered to be proven. Together we can reach our ultimate goal: To be a Hi ... anisation (HPO).

Set all to Done

Web-to-print. Changing pictures.
Example: creating an HPO poster.

1
Open the respective folder.

2
Choose image.

3
Click „Replace".
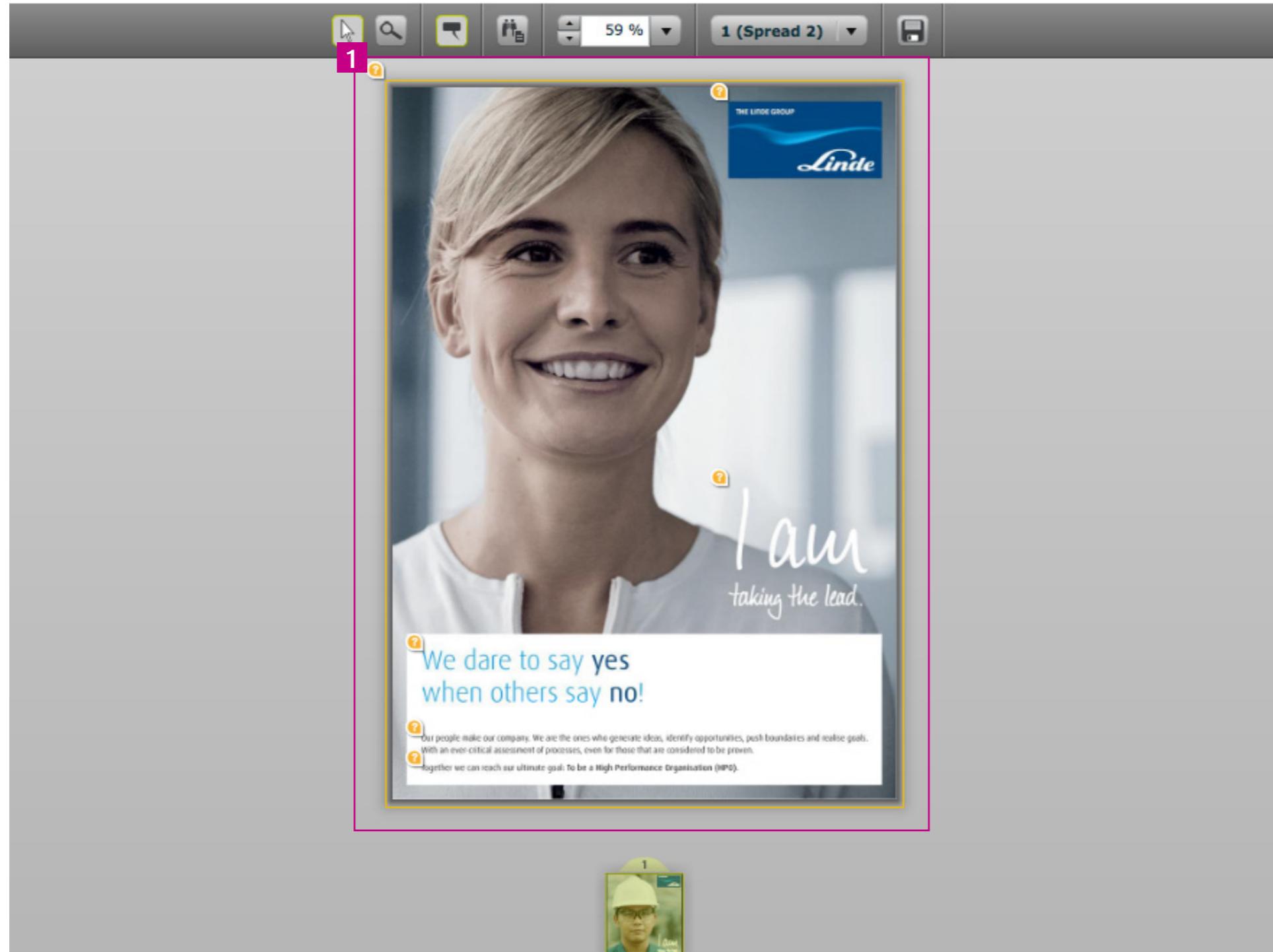
4
Click on „Apply" to change the image and return to the editing status.

Select	Edit	Approval	Print	Archives

Web-to-print. Changing pictures.
Example: creating an HPO poster.

1
Image has been changed
according to your choice.

Select	Edit	Approval	Print	Archives

Web-to-print. Changing content and formats.
Example: creating an HPO poster.
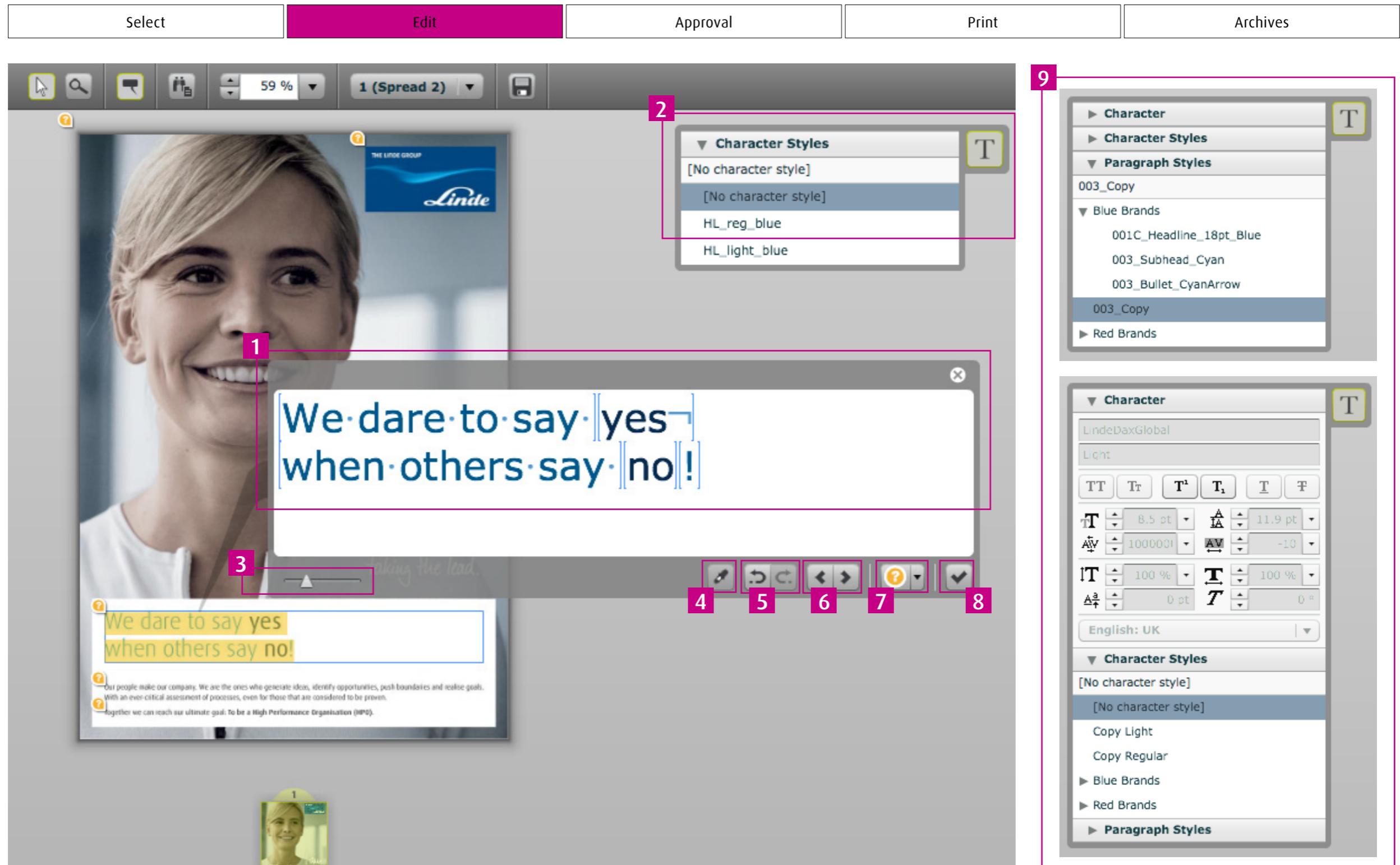
By clicking on "Edit" or the respective part you can:

1
Fill in your text in this mask

2
Click on the „T" icon to see the different formatting styles

3
Adjust the zoom with the slider

4
Transfer the format from one text area to another

5
Do or undo

6
Jump to the prior or next text field

7
Change to „Done" or add notes

8
Click here to apply changes

9
In other documents you will find further formatting functionalities and you can edit full paragraphs with different formatting styles.

Paragraph styles:
Change e.g. colours from blue to red or text from regular to light. The setting will be applied to the whole paragraph.
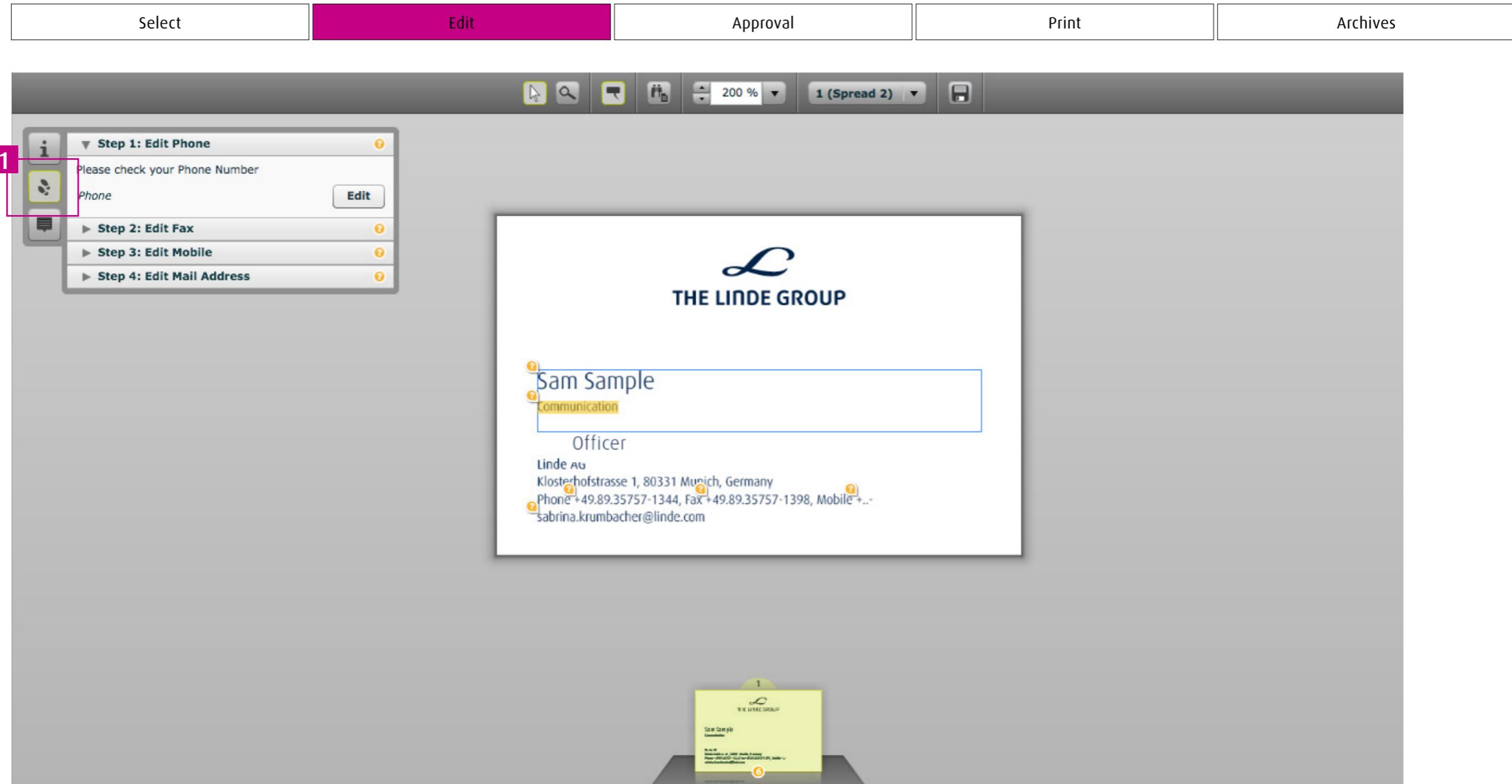
Character styles:
Change e.g. colours from blue to red or text from regular to light. To e.g. highlight a word you can apply the setting to only this word.

Character palette:
Put characters into super- or subscript, underline or strikethru them.

Select	Edit	Approval	Print	Archives

59 %   1 (Spread 2)

2 Character Styles
[No character style]
[No character style]
HL_reg_blue
HL_light_blue

1
We·dare·to·say· yes
when·others·say· no !

THE LINDE GROUP
Linde

We dare to say yes
when others say no!

Our people make our company. We are the ones who generate ideas, identify opportunities, push boundaries and realise goals. With an ever-critical assessment of processes, even for those that are considered to be proven.
Together we can reach our ultimate goal: To be a High Performance Organisation (HPO).

9

▶ Character
▶ Character Styles
▼ Paragraph Styles
003_Copy
▼ Blue Brands
　001C_Headline_18pt_Blue
　003_Subhead_Cyan
　003_Bullet_CyanArrow
003_Copy
▶ Red Brands

▼ Character
LindeDaxGlobal
Light
TT Tr T¹ T₁ T Ŧ
T 8.5 pt   IA 11.9 pt
AV 1000001   AV -10
IT 100 %   T 100 %
A³ 0 pt   T 0 °
English: UK
▼ Character Styles
[No character style]
[No character style]
Copy Light
Copy Regular
▶ Blue Brands
▶ Red Brands
▶ Paragraph Styles

Web-to-print. Step by step guidance.
Example: creating a business card.

1
This icon guides you through the different parts of the documents and enables you to complete your document step by step.
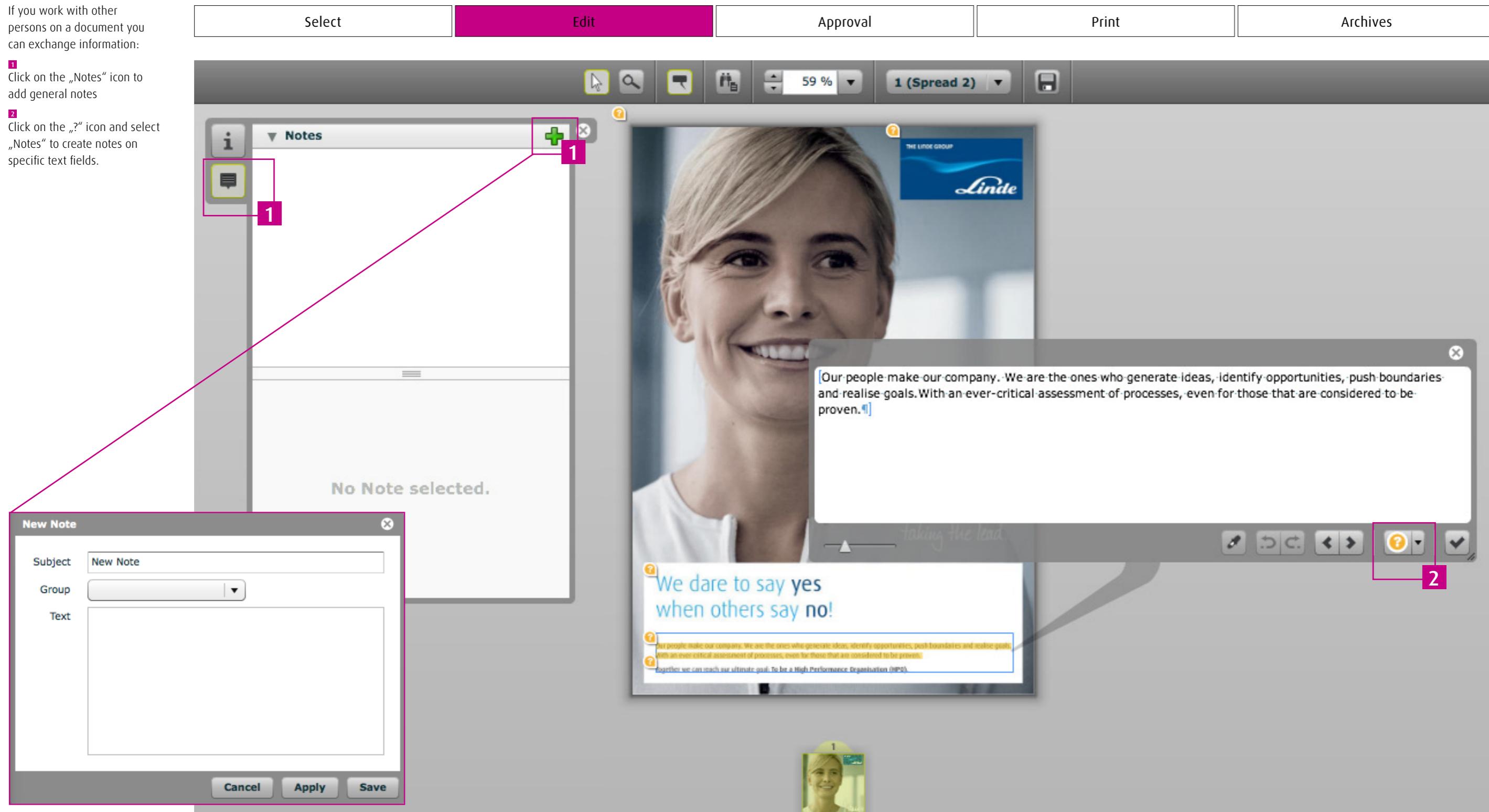
Web-to-print. Working with notes.
Example: creating an HPO poster.

If you work with other persons on a document you can exchange information:

1
Click on the „Notes" icon to add general notes
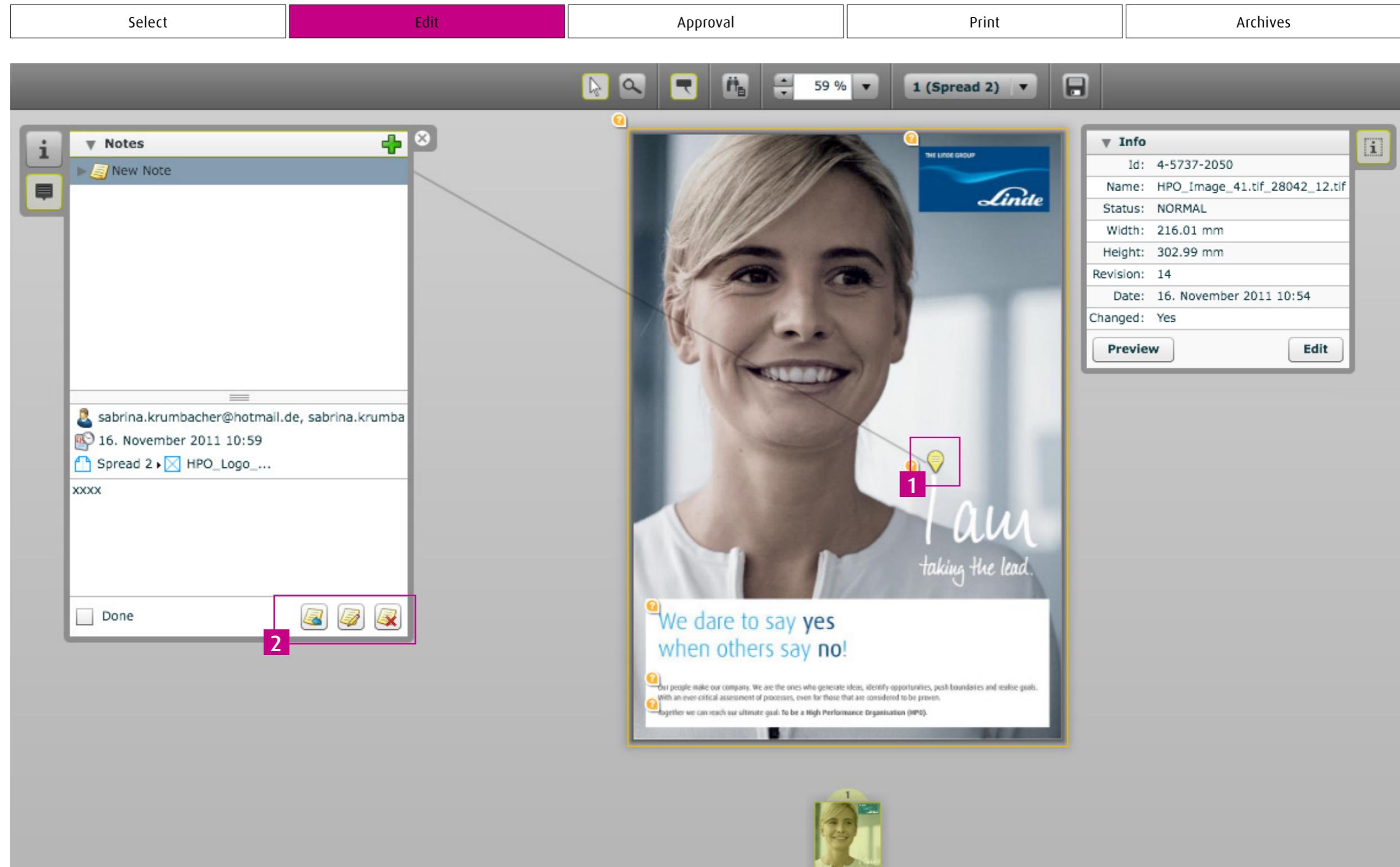
2
Click on the „?" icon and select „Notes" to create notes on specific text fields.

| Select | Edit | Approval | Print | Archives |

Web-to-print. Working with notes.
Example: creating an HPO poster.

| Select	Edit	Approval	Print	Archives
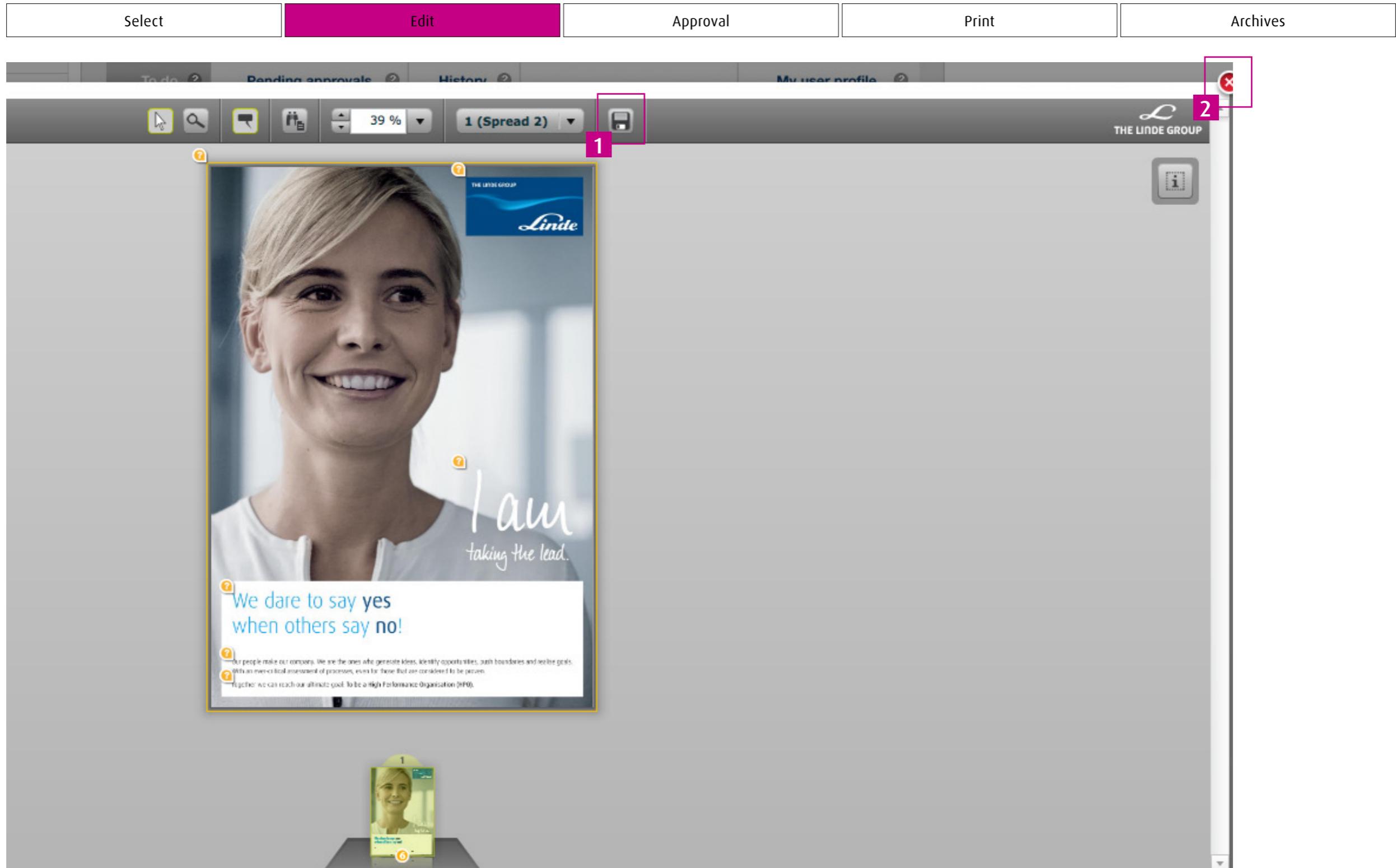
Web-to-print. Save and close the document.
Example: creating an HPO poster.

1
Click this icon to save your changes.

2
Click this icon to close the document.

Select	Edit	Approval	Print	Archives

Web-to-print. Where to find a document before finalisation. Example: creating an HPO poster.

1
Edited but not finalised documents will be stored in the "To do" tab in "My Workspace".

2
The „Action" button allows you to edit the document, but also to download a low resolution PDF, share the document with others via the File Exchange Tool or to delete the document in case it is not needed anymore.

Select	Edit	Approval	Print	Archives

1

▶ Portal Assistant   ▶ Change Division or Brand   ▼ My Workspace   ▶ Home

1 To do ❓   Pending approvals ❓   History ❓   My user profile ❓

Search: [　　　　　❌]

Task	Name	Source	Last edited	
Edit	Test sk manual w2p	Marketing Smart Templates	17.11.2011	**2** Actions ▼
Edit	Sk visis	Office Smart Templat		✎ Edit
Edit	TEST SK	Office Smart Templat		🔍 Preview
Edit	SK VISIS III	Office Smart Templat		⤓ Download
Edit		Office Smart Templates	14.11.2011	⇅ Add to File Exchange
				✖ Delete

Web-to-print. Finalising a document.
# Example: creating an HPO poster.

1
Mouse over the marker of an activated (green check mark) object gives you the option to set it to new.
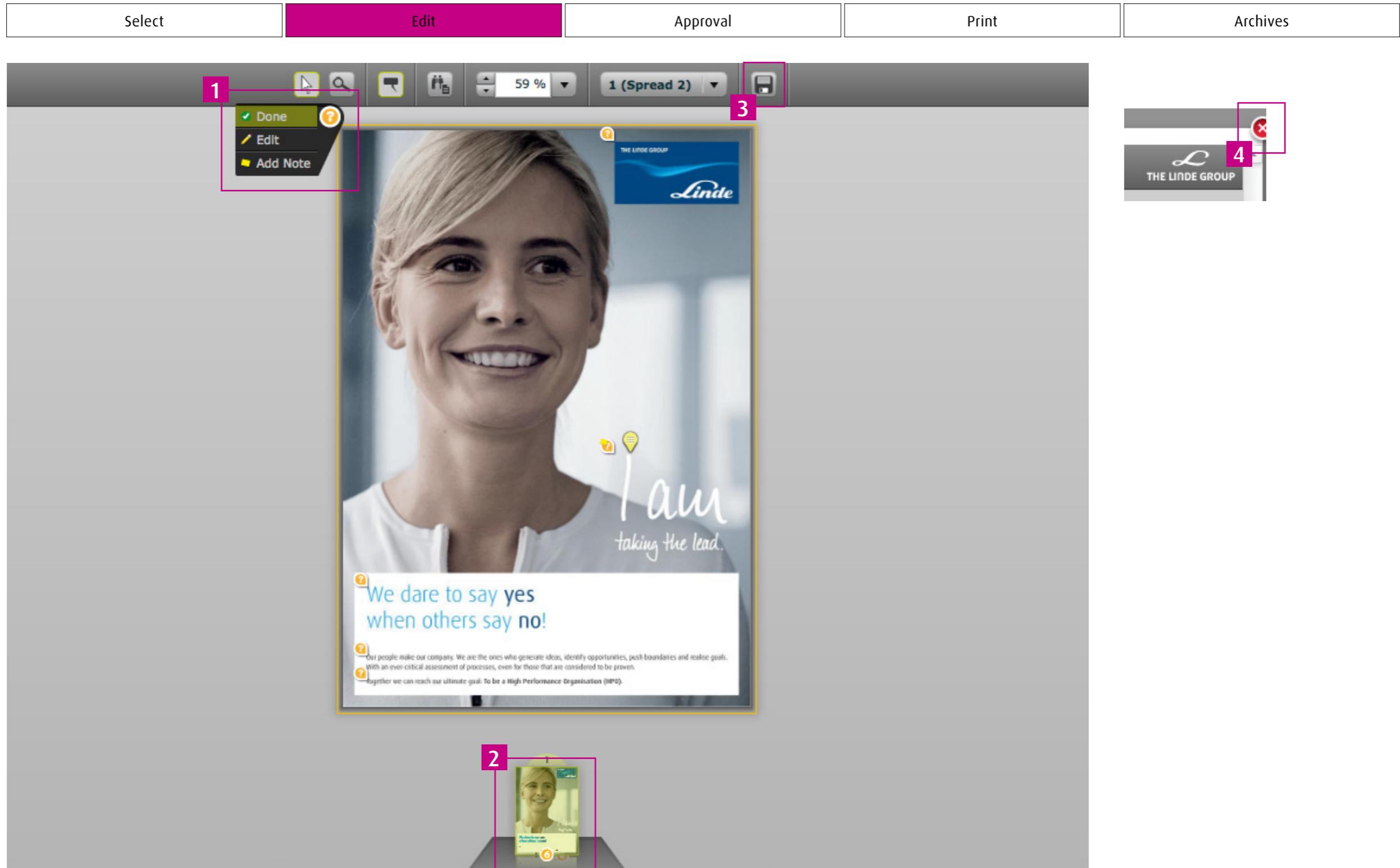
2
With these thumbnail markers you can set all the editable elements of a page to "new" or to "done" (green check mark).

3
Click this icon to save your changes.

4
Click this icon to close the document.

Note:
Only if all markers are set to green, you will receive the printable, high resolution file!

| Select | Edit | Approval | Print | Archives |

Web-to-print. Final document print ready in your workspace. Example: creating an HPO poster.

1
Click "My Workspace".

2
Click "History".

3
Choose your document and download the high resolution PDF or duplicate the document if you need to do any amendments. If no automatic production process is defined, please send the high resolution PDF to your local printer or forward it directly via the File Exchange tool.

Select	Edit	Approval	Print	Archives

Web-to-print. Important: "To do".
Example: creating an HPO poster.

1

If you want to receive the high resolution PDF, but your document is still in the „To do" tab you might have to repeat the steps on page 22 following.

After editing and closing the document you will receive an e-mail notification telling you where to find the document and how to proceed

Select	Edit	Approval	Print	Archives

▶ Portal Assistant   ▶ Change Division or Brand   ▼ My Workspace   ▶ Home

1

To do ?	Pending approvals ?	History ?		My user profile ?

Search: [   ] ⊗

Task	Name	Source	Last edited ▼	
Edit	Test sk manual w2p	Marketing Smart Templates	17.11.2011	Actions ▼
Edit	Sk visis	Office Smart Templat		
Edit	TEST SK	Office Smart Templat		
Edit	SK VISIS III	Office Smart Templat		
Edit		Office Smart Templates	14.11.2011	Actions ▼

✎ Edit
🔍 Preview
⬇ Download
⬆ Add to File Exchange
✖ Delete

Web-to-print. Printing the document.
Example: creating an HPO poster.

Select	Edit	Approval	Print	Archives

There are two options after you finished creating your marketing document:

1. You will find your final document in your workspace (History) and can download it for further production (e.g. HPO), page 23.

2. The document has to be approved before you can print it and has been forwarded in the approval process, page 26 following. This process has been or will be predefined by the respective parties.
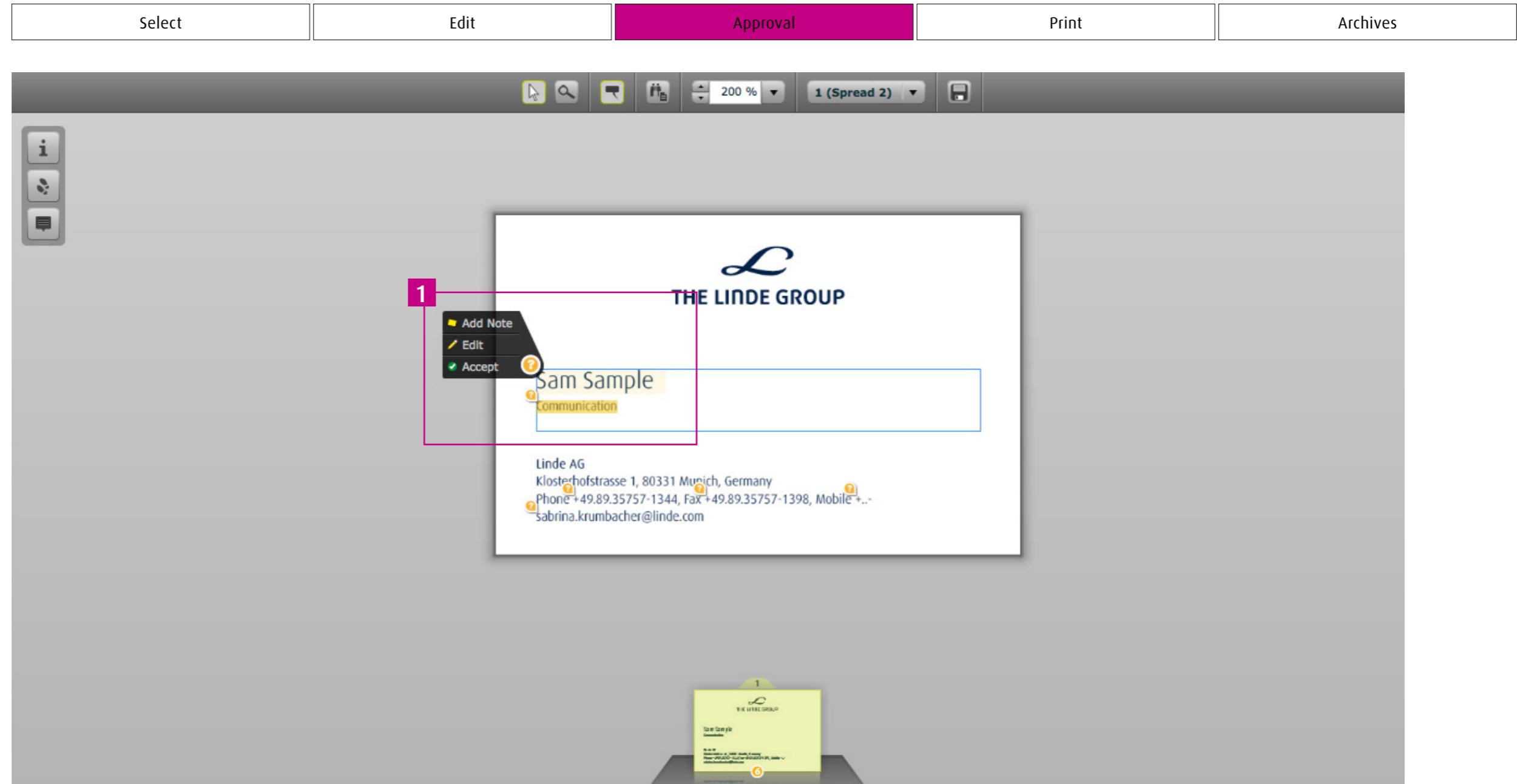
Web-to-print. Approval Process.

The next pages show how to work with documents including an approval process

Web-to-print. Document with approval processes – editor.
# Example: creating a business card.
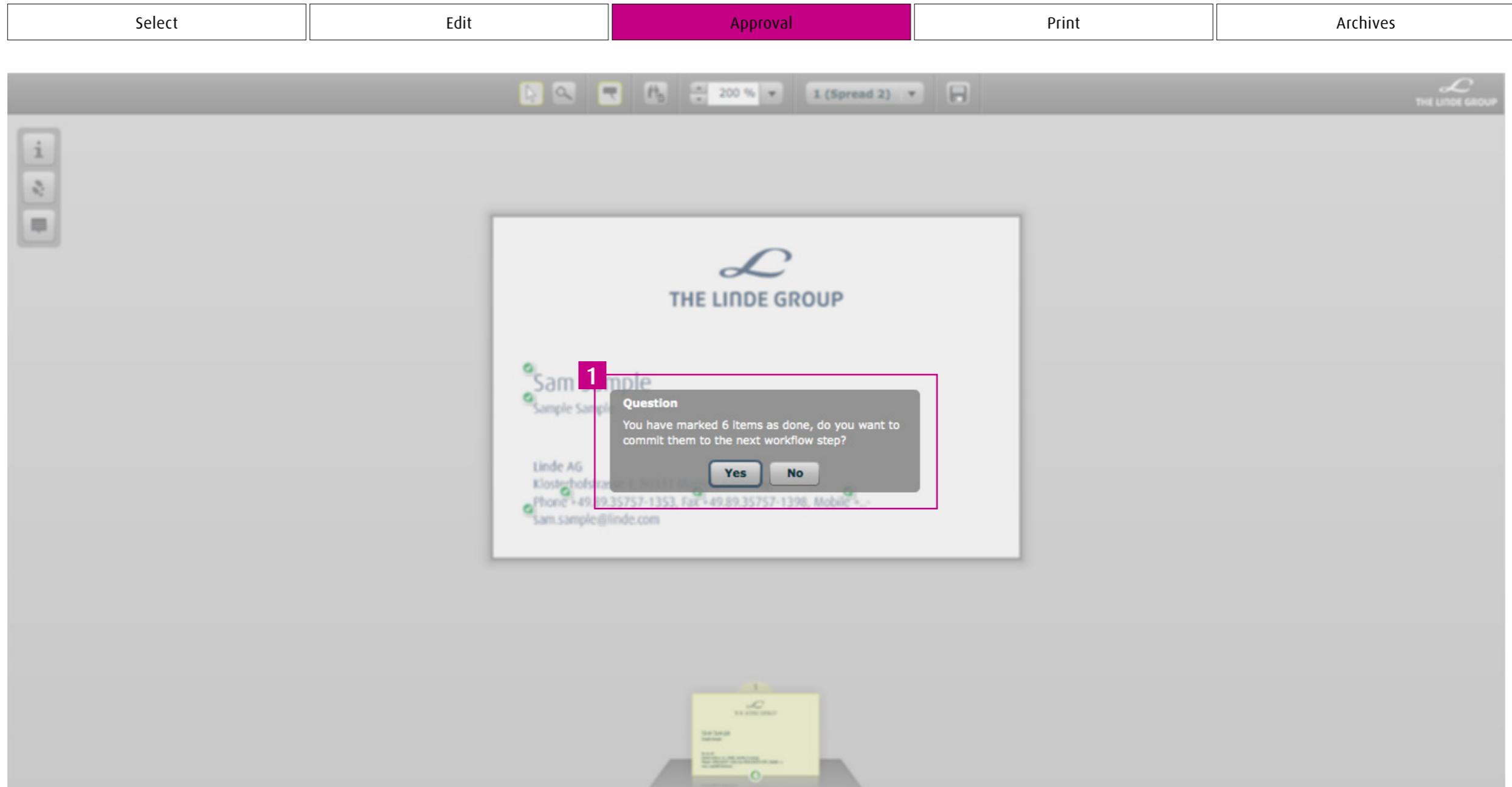
Web-to-print. Document with approval processes – editor.
Example: creating a business card.

1

After you have marked items
as "Done" you will be asked if
you want to forward them to
the next workflow step.
The document will be closed
automatically.

Web-to-print. Document awaiting approval – editor.
Example: creating a business card.

1
Click on "My Workspace".

2
Documents which need to be approved will appear in the "Pending approvals" tab.

3
After documents are approved they appear in the "History" tab.

| Select | Edit | Approval | Print | Archives |

Web-to-print. Documents to be approved – approval person.
Example: creating a business card.

1
Click on "My Workspace".

2
Documents which you have to approve will appear in the "To do" tab.

Once a editor has forwarded a document for approval to you, you will receive an e-mail notification telling you where to find the document and how it is named.
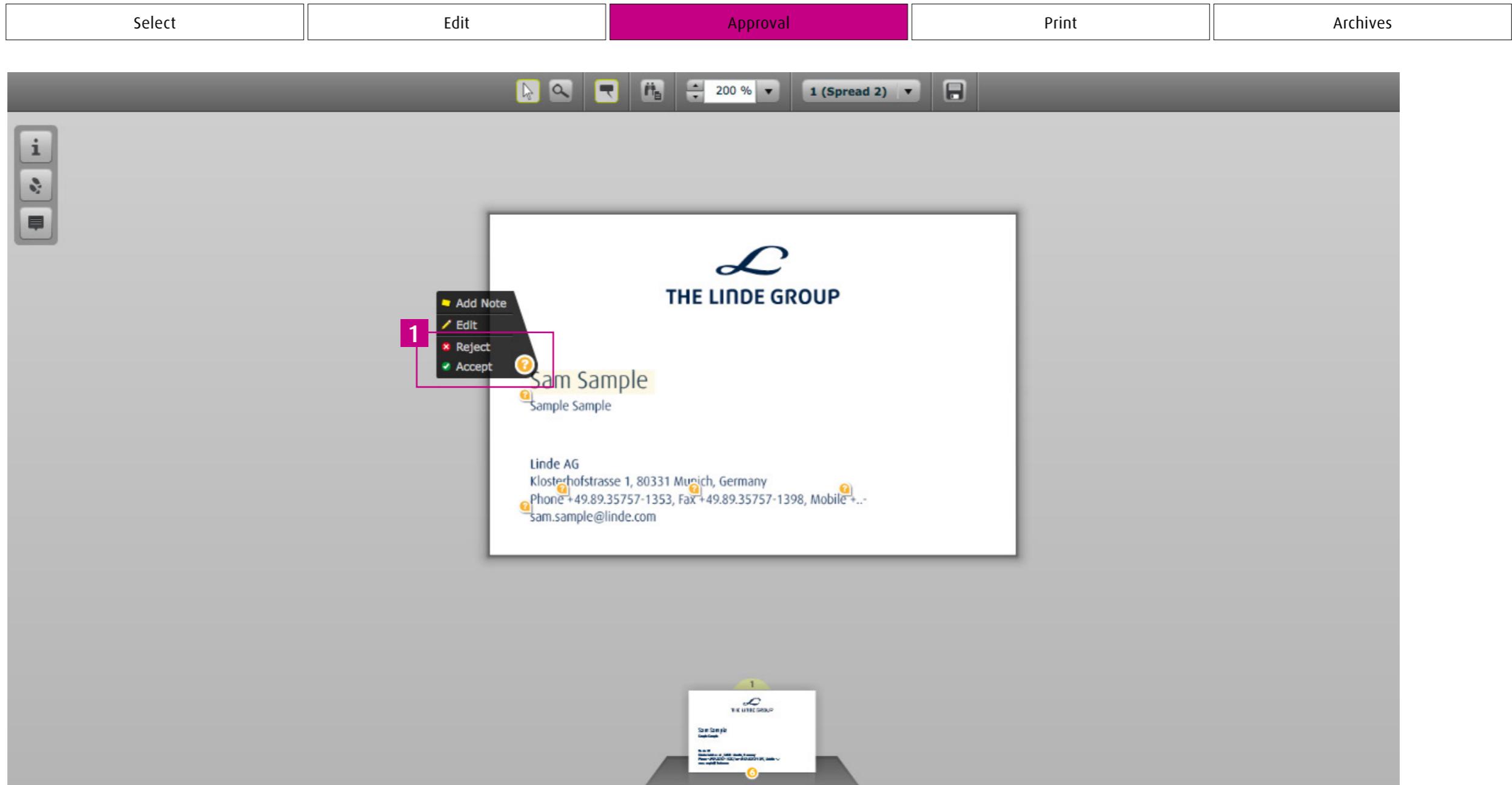
3
To review the document click on "Edit"

Select	Edit	Approval	Print	Archives

| ▶ Portal Assistant | ▶ Change Division or Brand | **1** ▼ My Workspace | ▶ Home | 🛒 |

2

| To do ? | Pending approvals ? | History ? | | My user profile ? |

Search: [＿＿＿＿＿＿] ⊗

Task	Name	Source	Last edited ▼	**3**
Edit	Test Business Card	Office Smart Templates	17.11.2011	Actions ▼
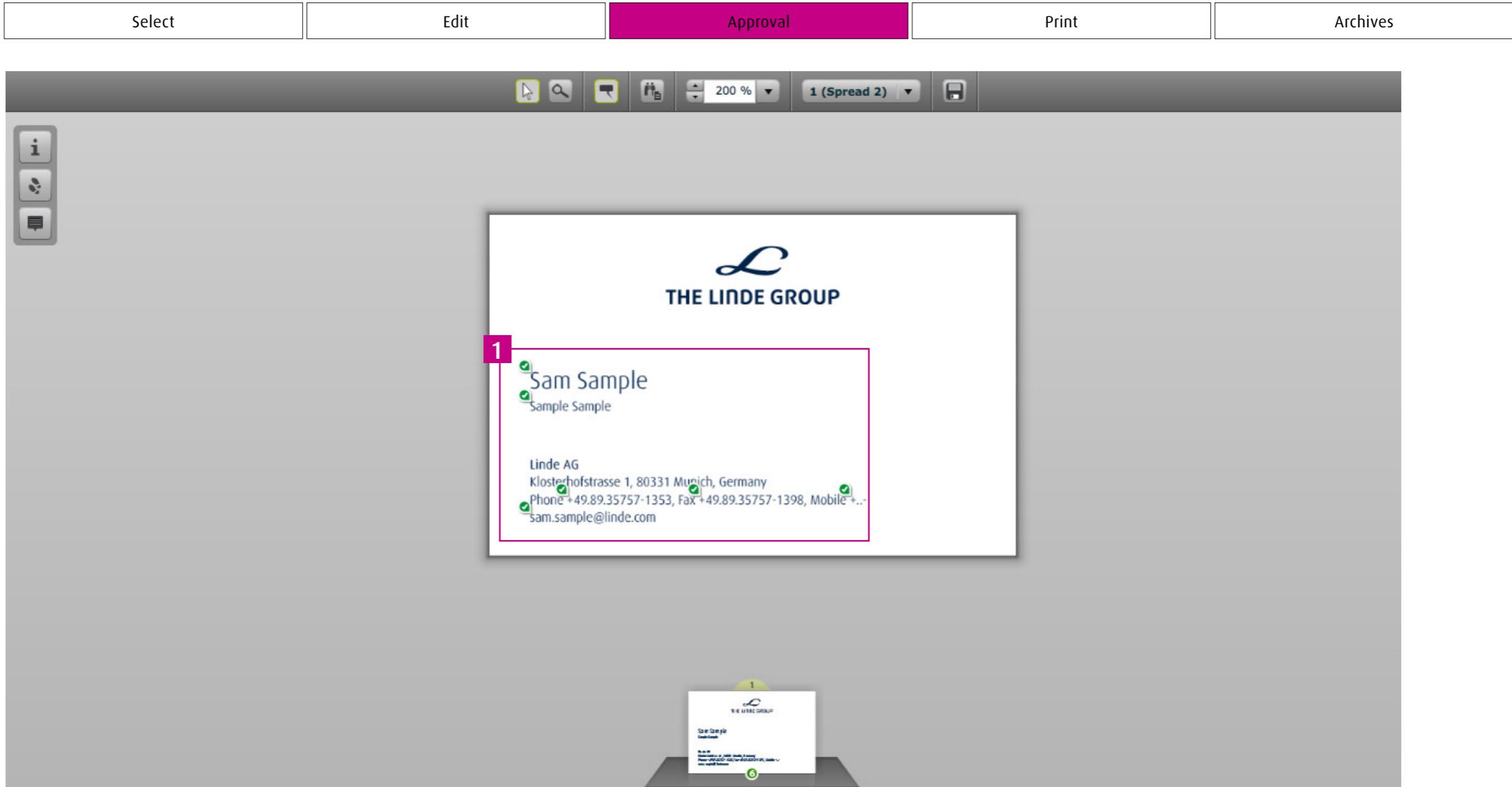
Web-to-print. Approving a document – approval person. Example: creating a business card.

1
As an approval person you can either accept/reject or change a document.

Web-to-print. Approval of document – approval person.
Example: creating a business card.

1
Green markers on all contents indicate that the approval process is finalised.

| Select | Edit | **Approval** | Print | Archives |

Web-to-print. Final, approved document - editor.
Example: creating a business card.

1
Click on "My Workspace".

2
Once the approval person has approved your document you will find the high resolution PDF in "My Workspace" in the tab "History".

Web-to-print. Rejecting a document and posting notes – approval person. Example: creating a business card.

1
When you reject a content you can post a note for the editor for further explanation.

Select	Edit	Approval	Print	Archives

Web-to-print. Rejecting a document and posting notes – approval person. Example: creating a business card.

1
Please state the reason for rejection.

| Select	Edit	Approval	Print	Archives
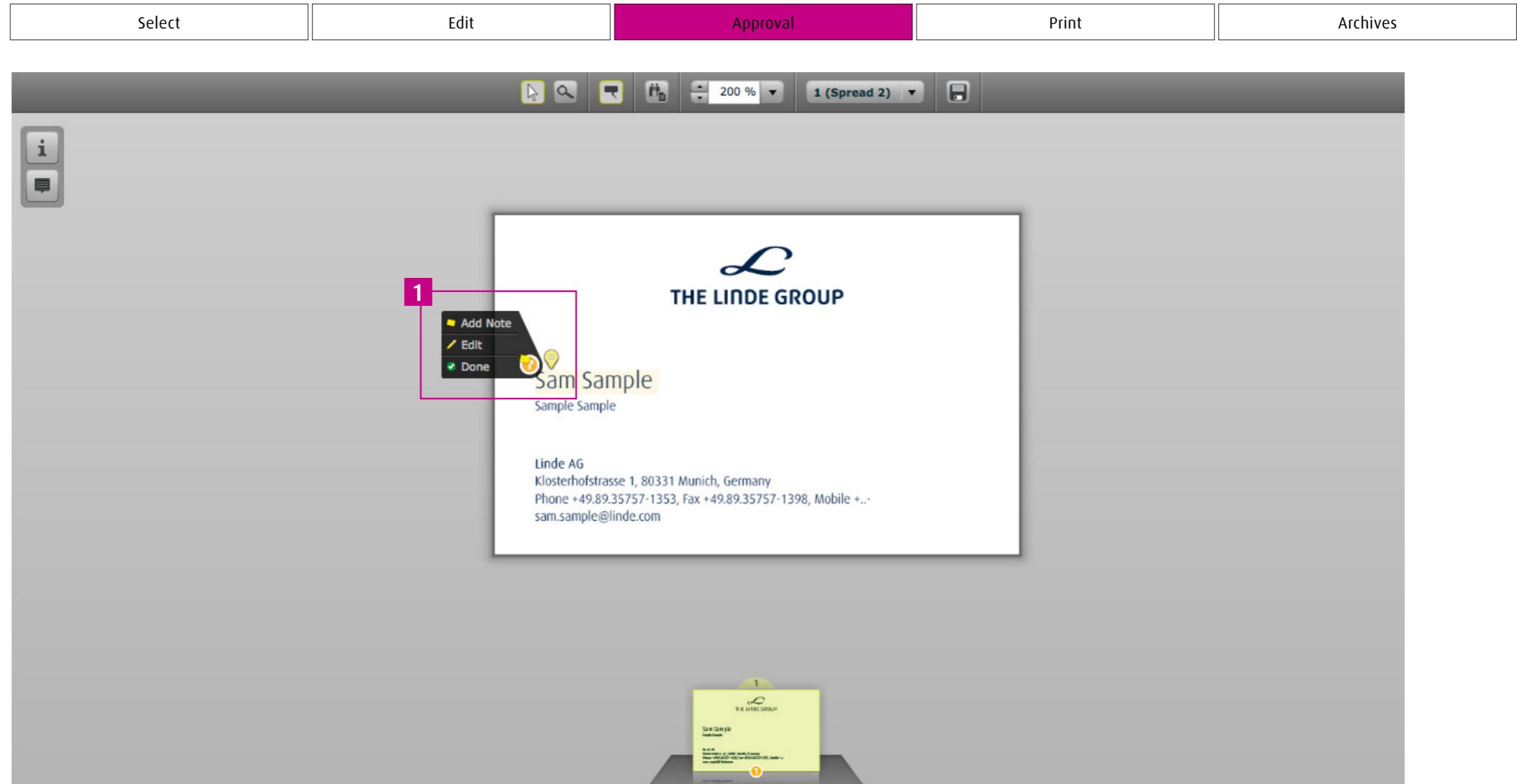
Web-to-print. Correcting a document – editor.
Example: creating a business card.

1
A content which the approval person has rejected and which needs to be reedited has an orange marker again.
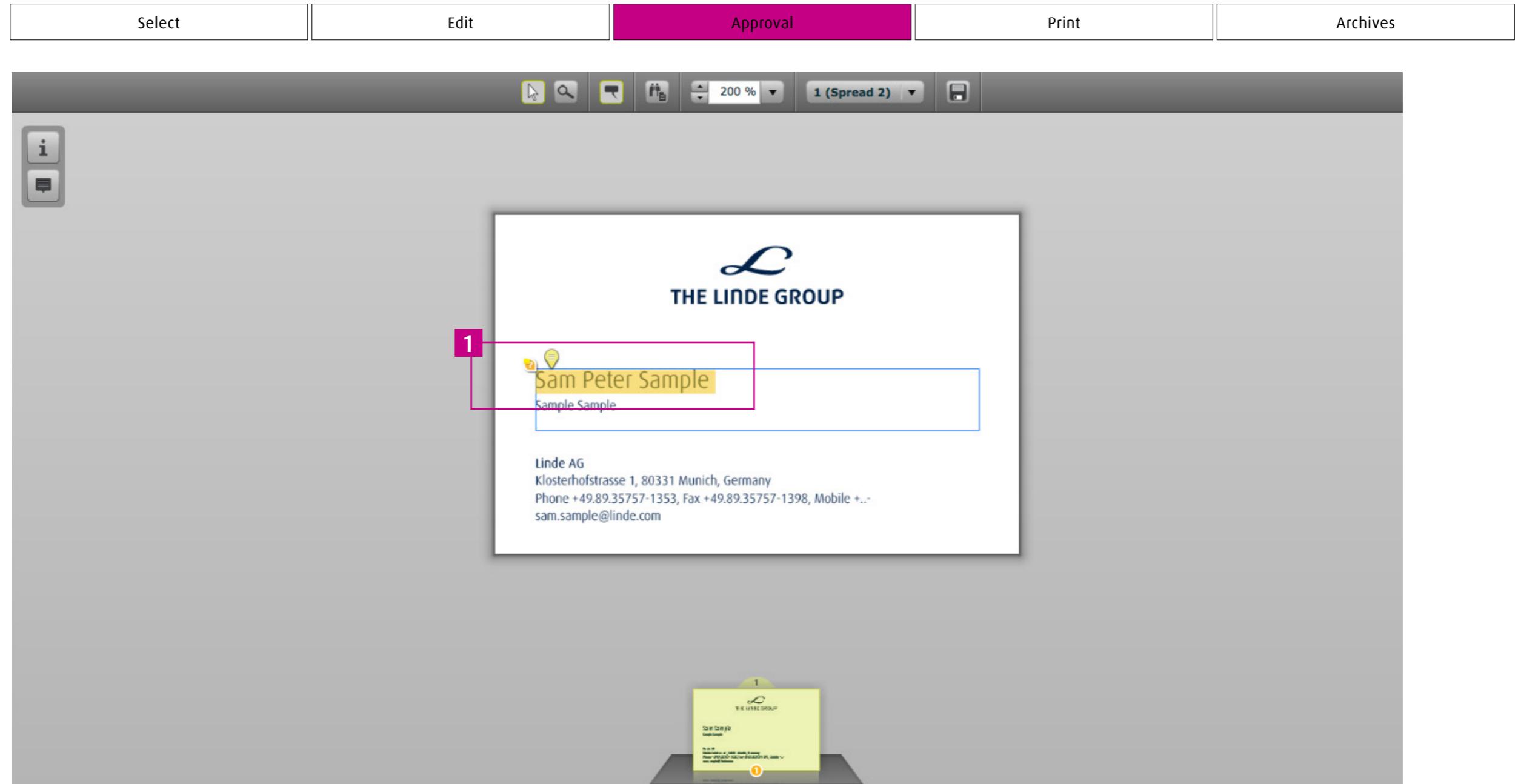
The little note symbol on the marker indicates an attached note.

Please note that only rejected content needs to be changed. The rest will remain unchanged.

| Select | Edit | Approval | Print | Archives |

200 %   1 (Spread 2)

1

- Add Note
- Edit
- Done

THE LINDE GROUP

Sam Sample
Sample Sample

Linde AG
Klosterhofstrasse 1, 80331 Munich, Germany
Phone +49.89.35757-1353, Fax +49.89.35757-1398, Mobile +..-
sam.sample@linde.com

Web-to-print. Approval of correction – approval person.
Example: creating a business card.

Select	Edit	Approval	Print	Archives

Web-to-print. Approval of correction – approval person.
Example: creating a business card.

1
Green markers on all contents indicate that the approval process is finalised.

Select	Edit	Approval	Print	Archives

Web-to-print. Final, approved document - editor.
Example: creating a business card.

1
Click on "My Workspace".

2
Once the approval person has approved your document you will find the high resolution PDF in "My Workspace" in the tab "History".

Always in touch. The various information channels.

Contact
If you have questions, please contact
your local communications department
or contact Linde Headquarters directly.

branding@linde.com

Linde Brand Portal
You can find more information on the brand
presence of the headquarters and the divisions
on the Internet at

http://brandportal.linde.com

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