



## Brand Cloud Process Flow

Effective December 1, 2021



# Basic Guidelines and Rules To Keep In Mind When Using the Brand Cloud

---

- Property Marcomm (or any responsible person) would need to get approval from GM before placing an order on the Brand Cloud
- For Hotel Operational Collateral in the collateral tab, there is no need for ONYX approval. Templatolio (TT) will approve and artwork will be directly given to hotel post TT approval
  - Operational Collaterals marked (G) in the collateral tab are Group order items. These items that are ordered by ONYX Procurement for properties in Thailand in large amounts. All Items marked G, are not charged for artwork by TT as they are generic and need no customization.
  - All Business Card artwork orders will not be charged by TT nor counted in the billing
- For Sales & Marketing Collateral e.g. Hotel fact sheet, MICE fact sheet, Hotel/Resort brochure, Wedding brochure and Advertisement, ONYX approval is required over and above TT's
- TT's working hours are 10am till 7pm IST Monday-Friday. Request you to please therefore order your creatives accordingly
- The orders in the 'Saved' tab will be available for 90 days and the Final artwork (PDF) will be available on the platform for 3 years
- **For any queries, the chat button can be used or you can get in touch with us at [onyx.marketing@templatolio.com](mailto:onyx.marketing@templatolio.com)**



## Property Brand Cloud Usage Fee For Amari Effective Dec 1, 2021

### Property Brand Cloud Usage Fee

	Total Number of Artwork Ordered During Month	Total Monthly Fee
1	1-5	US \$ 15 per template
2	6-10	US \$ 14 per template
3	11-20	US \$ 13 per template
4	21-40	US \$ 12 per template
5	41-60	US \$ 11 per template
6	More Than 60	US \$ 600 total flat



1. The pricing tier as indicated above for each property would be applicable based on actual brand cloud artworks orders placed by the property during the month
2. The monthly fee would be applicable for the participating hotel as it is activated on the Brand Cloud Platform after approval from Onyx Corporate
3. Fee would be charged basis each template order and the total monthly charge would be based the total number of artwork orders during the month
4. The pricing indicated above is net to Templatolio Any local taxes and remittance bank charges would be the responsibility of the property
5. A flat monthly charge would be applicable if the template orders during the month exceed 60
6. An order may comprise multiple template/artwork orders and each template/artwork order would be counted as 1 artwork/template for pricing purposes
7. The Property Brand Cloud Usage Fee also includes use of all images enabled in the Brand Asset Bank
8. If no orders are placed on the Brand Cloud, no charges would be levied
9. Items marked in G will not be counted as orders



### **Property Optional Creative Agency Support Services Fee\***

Should a hotel require a new campaign/ collateral/ template/ map to be created, Templatolio can work with the hotel to create the required campaign/ collateral/ template/ map as a creative agency. For each requirement and basis the below , TT will first share in pro-forma invoice for hotel to approve before initiating artwork.

	Scope	Regular Fee (5 to 7 days) Per Creative Concept	24 Hour Express Fee Per Creative Concept	48 Hour Express Fee Per Creative Concept	72Hour Express Fee
1	1 Creative concept including <u>upto</u> 8 adaptations for a hotel or for CLIENT Corporate	US \$ 100/THB 3100 per creative concept	US \$ 200/THB 6200 per creative concept	US \$ 150/THB 4650 per creative concept	US \$ 125/THB 3875 per creative concept
2	2 Creative concepts including <u>upto</u> 8 adaptations per concept per month for a hotel or for CLIENT Corporate	US \$ 150/THB 4650 per month	US \$ 300/THB 9300 per month	US \$ 225/THB 6975 per month	US \$ 187.5/THB 5813 per month
3	4 Creative concepts including <u>upto</u> 8 adaptations per concept per month for a hotel or for CLIENT Corporate	US \$ 250/THB 7750 per month	US \$ 500/THB 15500 per month	US \$ 375/THB 11625 per month	US \$ 312.5/THB 9687 per month
4	Creation of a hotel location map as per the new VID – Hotel to share high res/ open artwork of existing map and details of areas that need to be shown	USD 50/ THB 1560 per map	NA	NA	US \$ 100/THB 3100 per hotel map
5	Creation of a hotel floor plan as per the new VID – Hotel to share CAD file/ <u>high res</u> jpeg/ open artwork of existing floor plan	USD 33 / THB 1000 per map	NA	NA	US \$ 100/THB 3100 per hotel map

\*The hotel will need to share a Creative Brief with Templatolio and give Templatolio min 5 to 7 working days for delivery of per core creative concept, 7 days for the concept delivery of a menu, 48 hours for adaptions and 7 days for map creation.

\* For each Creative Concept requirements, Templatolio will provide a minimum of 3 designs/concepts for client to choose from

Client:	Nuengnuch	Project:	Log cake for X'Mas
Hotel:	ONYX	Contact:	xxxxx@onyx-hospitality.com
Date:	30/10/20		



**Promotional/Communication Idea** – Please advise what do you want to communicate/ what are you aiming at selling/ promoting

We would like to promote our special Christmas log cake with secret Amari recipe

**The Offer/Fact Points/USP's/Points of Importance** – What is the offer/ promotion/ what are you selling/ promoting?

- We have various style of cake for guest to choose from
- Takeaway service
- Gift box+gift wrapping
- Special festive price
- Free Christmas card

**Audience – Target Markets-** Who do you want to share this information with? Who are your prospective consumers?

- In-house guest
- Walk - in guest
- Corporate (Corp: Gifting market)

**SMP's – Selling Main Proposition-** What are the main reasons that a customer would want to buy/show interest in what you are marketing?

We are offer a homemade cake with secret recipe in healthy, vegan, diabetic friendly, gluten free, and allergy free baking

**Call to Action** – How would you want the consumer to get in touch with you? Do you want them to call, do you want them to visit the website or your social media ?

- To order, Contact us @ - Tel: +66 xxxx xxxx
- Website: - Email: xxxxx@amari.com
- Or talk to one of our Amari Host

**Mandatory Details Required on Collateral-** What is the information that you *MUST* have on the communication. ?

**Promotion period**

- Price
- Small description of product
- Product photo
- Contact detail : email, tele no., website

**Channel of Communication** – what are the various adaptations that you would like of the core creative, once it is approved. Do you need tent cards, fliers, electronic signature, standee, hoarding, adverts., mailers, Facebook ads, Facebook posts, Facebook banner, Google ad banners, website banners, website landing pages etc., online media banners. Please specify.

- Poster - Digital on hotel screen
- Flyer in outlet and lobby
- IPTV screen
- EDM
- Facebook ad and post

**Deadline for Creative Submission**

10/11/20

**Date of Activation:** When do you want to start marketing the campaign. The offer is available from when to when?

15/11/20

Client:		Project:	
Hotel:		Contact:	
Date:			



**Promotional/Communication Idea** – Please advise what do you want to communicate/ what are you aiming at selling/ promoting

**The Offer/Fact Points/USP’s/Points of Importance** – What is the offer/ promotion/ what are you selling/ promoting?

**Audience – Target Markets-** Who do you want to share this information with? Who are your prospective consumers?

**SMP’s – Selling Main Proposition-** What are the main reasons that a customer would want to buy/show interest in what you are marketing?

**Call to Action** – How would you want the consumer to get in touch with you? Do you want them to call, do you want them to visit the website or your social media ?

**Mandatory Details Required on Collateral-** What is the information that you MUST have on the communication. ?

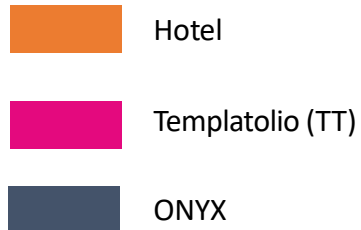
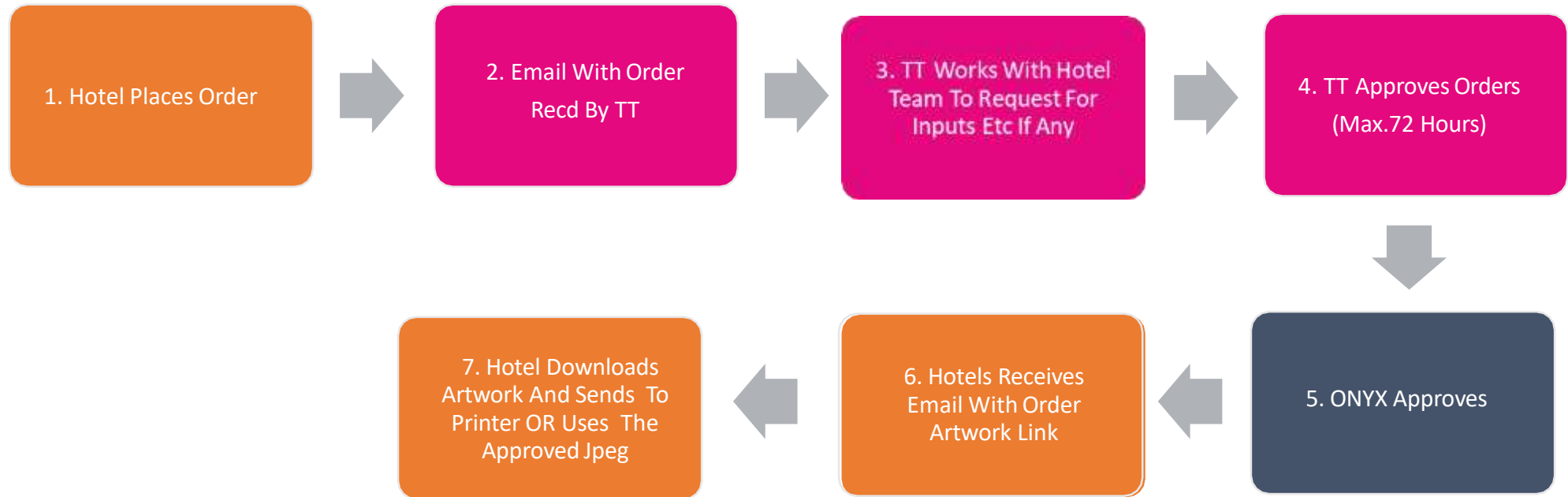
**Channel of Communication** – what are the various adaptations that you would like of the core creative, once it is approved. Do you need tent cards, fliers, electronic signature, standee, hoarding, adverts., mailers, Facebook ads, Facebook posts, Facebook banner, Google ad banners, website banners, website landing pages etc., online media banners. Please specify.

**Deadline for Creative Submission**

**Date of Activation:** When do you want to start marketing the campaign. The offer is available from when to when?



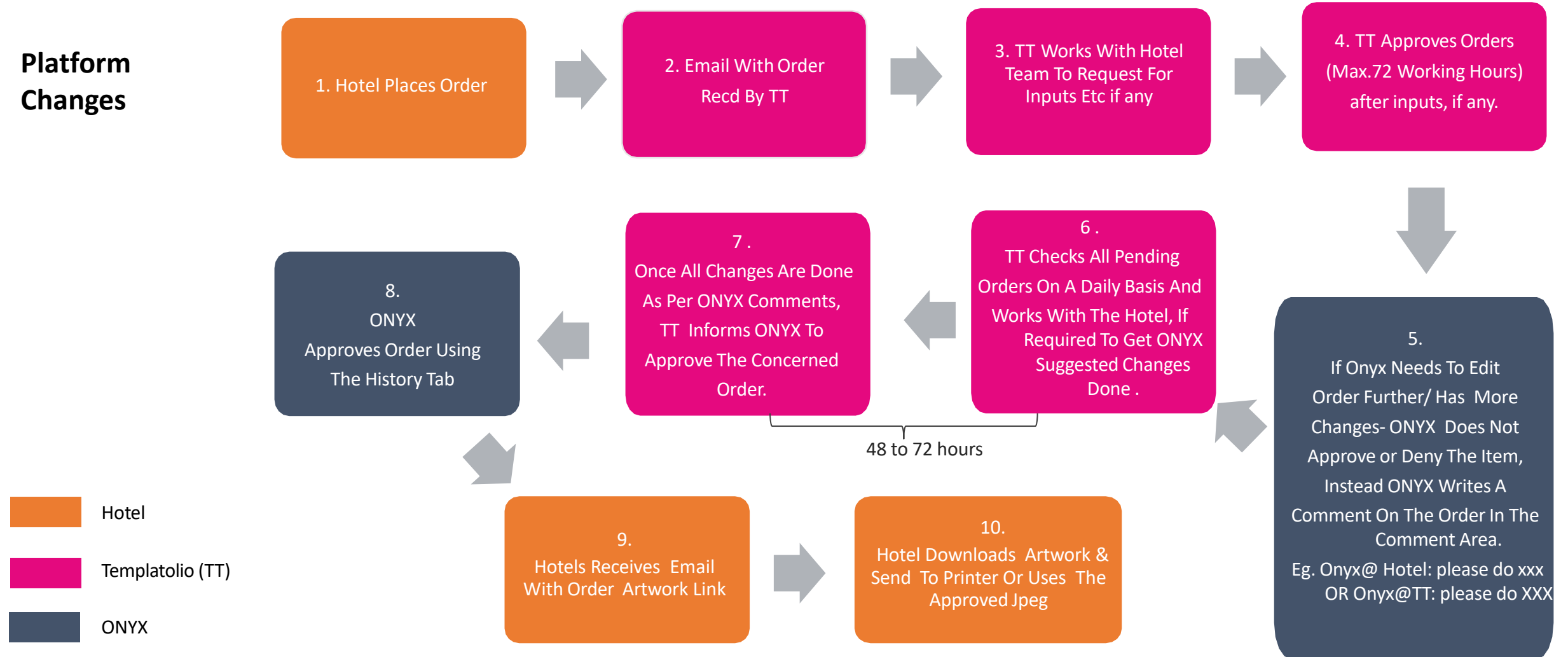
# Order & Approval of Sales & Marketing Collateral Template Process Flow



Remark: Sales & Marketing Collateral include Hotel fact sheet, MICE fact sheet, Hotel/Resort brochure, Wedding brochure and Advertisement

# Denial / Additional Changes in Sales & Marketing Collateral Template Order – By Onyx

## Platform Changes

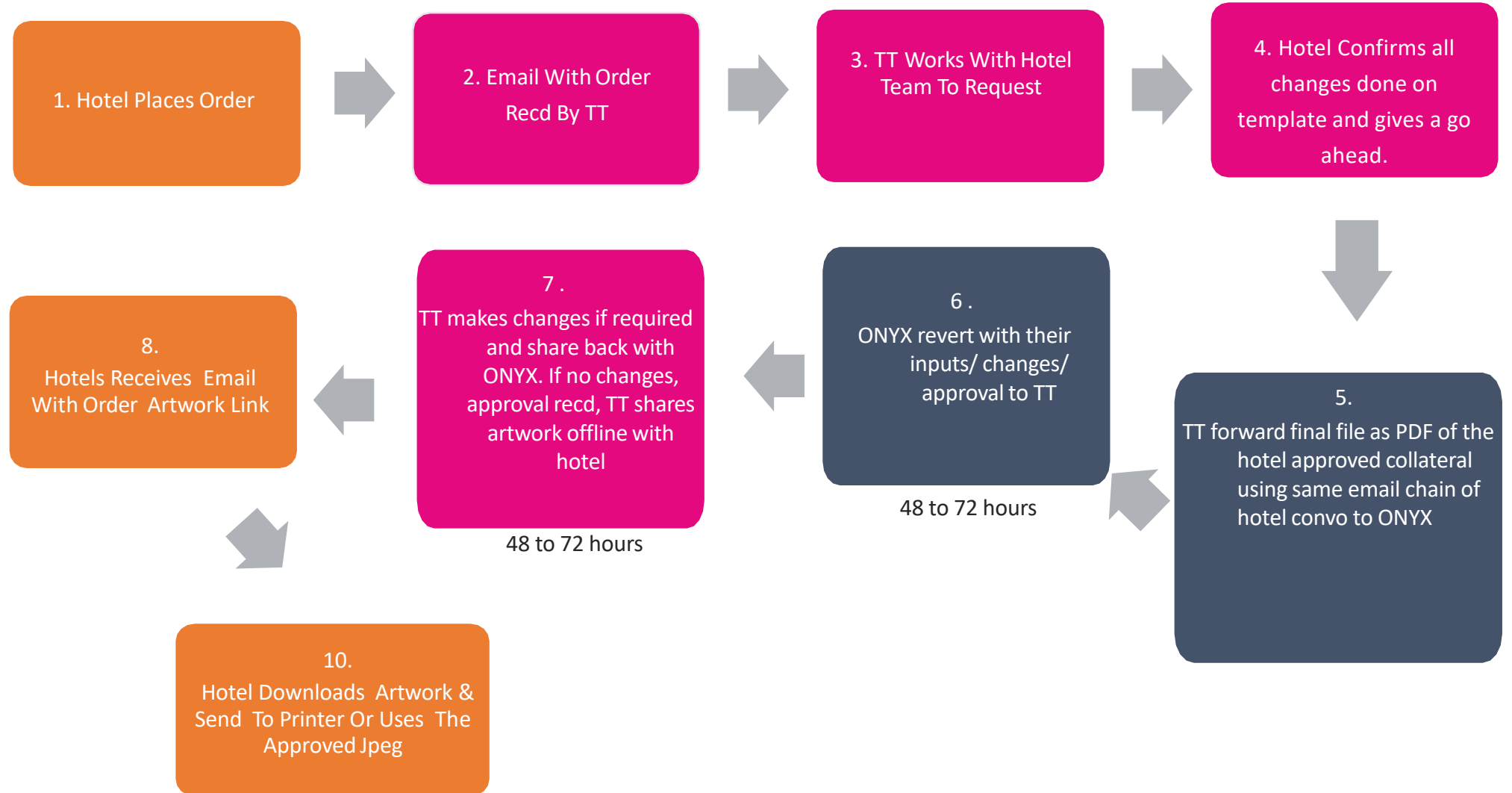


Remark: Sales & Marketing Collateral include Hotel fact sheet, MICE fact sheet, Hotel/Resort brochure, Wedding brochure and Advertisement



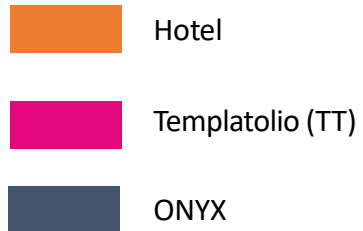
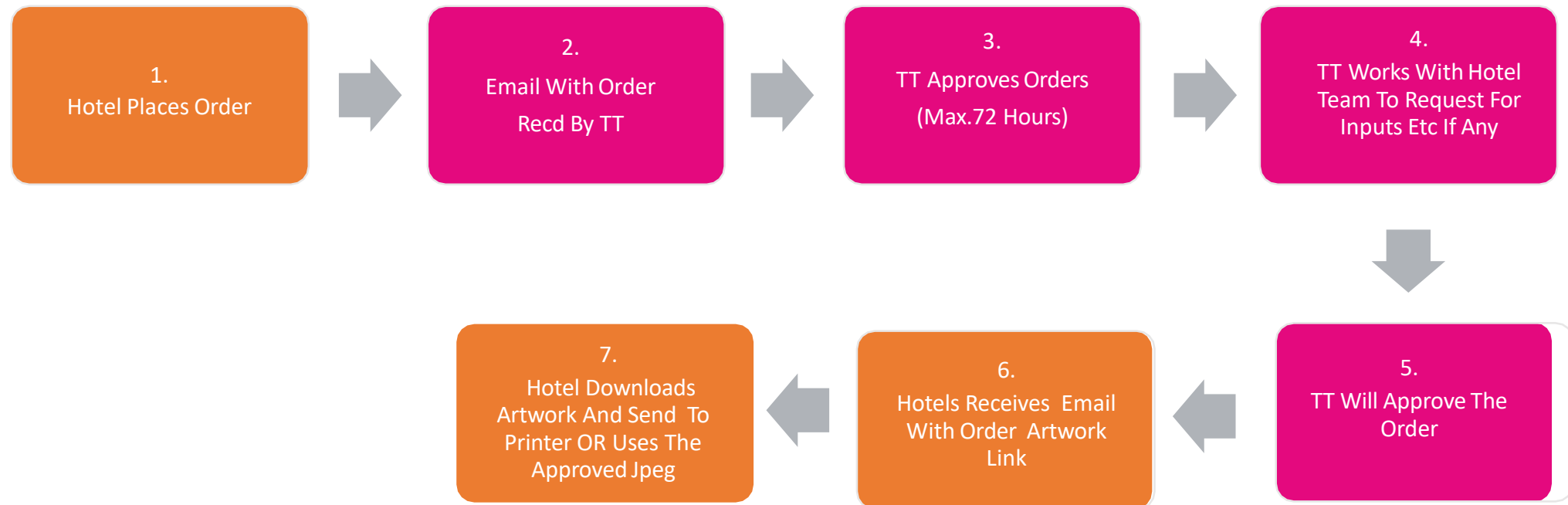
# Denial / Additional Changes in Sales & Marketing Collateral Template Order – By Onyx

Changes that  
need offline  
support.

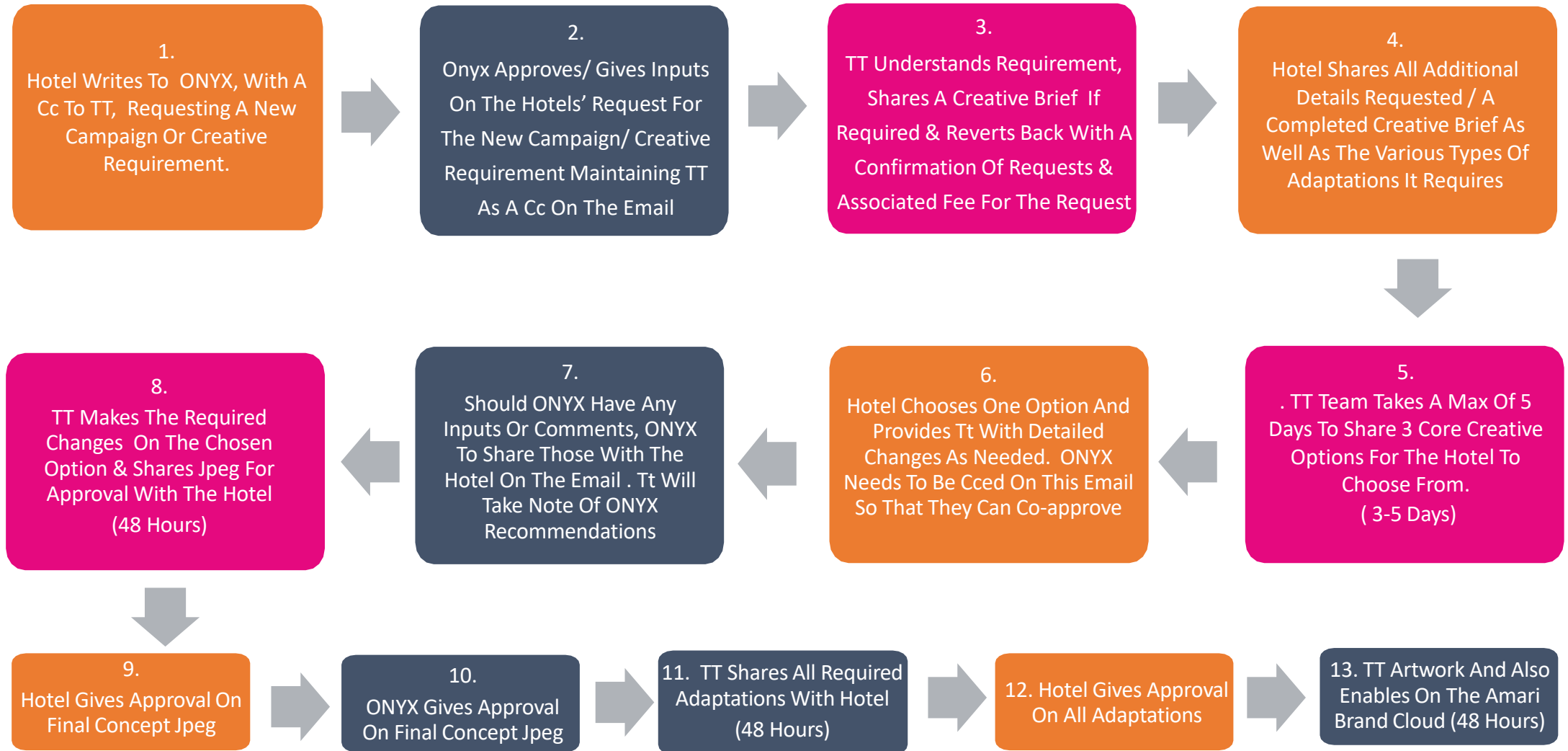


Remark: Sales & Marketing Collateral include Hotel fact sheet, MICE fact sheet, Hotel/Resort brochure, Wedding brochure and Advertisement

# Ordering Operational Collateral Template Process Flow



# Creative Agency Support Request Process



ONYX To Be Kept As A Cc In All Emails To Ensure Corporate Alignment And Enable Inputs From Them If And When Required

ONYX

Templatolio (TT)

Hotel



## Brand Cloud Training Manual

---

1.03.2020

**TEMPLATOLIO**  
strategize.visualize.digitalize.optimize.succeed

## 1. Login to Portal Using Your Specific Allocated ID

The screenshot shows the Amari login portal. At the top left is the Amari logo with the tagline "BRIGHTEN YOUR WORLD". Below it is a navigation bar with "Home" and "Login" (highlighted in blue). On the left side, there is a box for "TEMPLATOLIO" with the tagline "strategize.visualize.digitalize.optimize.succeed". The main login area on the right features an orange header bar, followed by two input fields: "Email or Username" and "Password", both circled in pink. A pink callout box on the left contains the text "User ID: demo" and "Pwd: demo", with lines pointing to the respective input fields. Below the input fields is a large orange "Login" button. At the bottom of the login area is a red link that says "Reset password".

Amari  
BRIGHTEN YOUR WORLD

Home Login

TEMPLATOLIO  
strategize.visualize.digitalize.optimize.succeed

User ID: demo  
Pwd: demo

Email or Username

Password

Login

Reset password

- Logins are property specific and permission, access, logo's, images etc are defined as per the login used



Amari  
REDEFINING YOUR WORLD

Search Site

Shopping Cart  
1 item(s) -

Home AMARI BRAND GUIDELINES USER GUIDELINES TEMPLATES ▾ OPERATIONAL COLLATERALS ▾ SALES & MARKETING ▾

**FEATURED**

DISPLAY:  

**P3007 PARKING TICKET FOR CAR**

View Details

**TEMPLATOLIO**  
strategize.visualize.digitalize.optimize.succeed

**RSS**

**TEMPLATES**

View Items

**OPERATIONAL COLLATERALS**

View Items

**SALES & MARKETING**


View Items

- Advertising Templates
- Collaterals
- Sales and marketing

Raise query to clear any doubts

Questions? chat with us!

3a. Choose required category




Search Site

Shopping Cart  
1 item(s) -


HomeAMARI BRAND GUIDELINESUSER GUIDELINES**TEMPLATES**OPERATIONAL COLLATERALS SALES & MARKETING

FEATURED



P5016 (G) COMPLIMENTARY ORDER

View Details






strategize.visualize.digitalize.optimize.succeed

RSS

All Products / TEMPLATES


TEMPLATES

DISPLAY:  



ADVERTISING TEMPLATES

View Items




OUTLET POSTER TEMPLATES

View Items

Search Bar

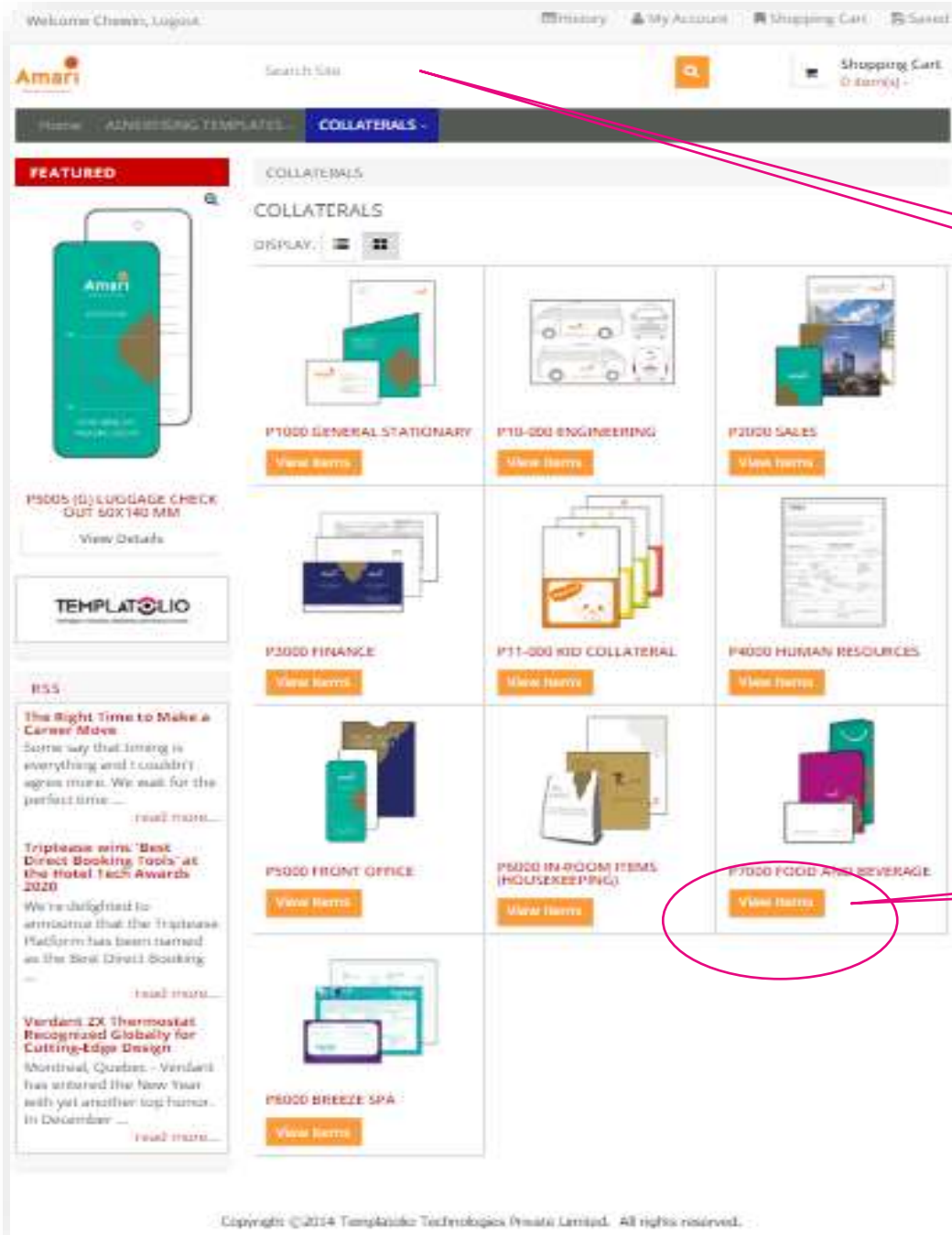
Select required category

Questions? chat with us!





### 3. Choose required category



Search Bar

Select required category

## 4. Customize the creative as per your requirement

All Products / TEMPLATES / ADVERTISING TEMPLATES / F&B TEMPLATES / AMARI ADVERTISING SINGLE IMAGE TEMPLATE F&B A4

Please check the Product Details before Customizing any Template to match what you are looking for. Print specs are also provided here



For English content please chose CostaPro Font Family when you enter your text.  
For Thai Talklines/ Headings chose Bai Jamjuree Font Family when you enter your text.  
For Thai content please chose CmPrasanmit Font Family when you enter your text.  
For Chinese content please chose SimHei Font Family when you enter your text.

An Interactive template as per the brand guidelines. Text fields, images, logos can be edited and customized as per the requirement.

Template Type: Single Image Advertising Template for F&B

Print Size: A4

Output File Type: A Print Ready High Resolution PDF will be sent via email. Please download from file download link.

### AMARI ADVERTISING SINGLE IMAGE TEMPLATE F&B A4

Unit Description

Each (1) All Products Zero Price Under Subscription Agreement

Quantity

1

Selection

Each (1) -- All Products Zero Price Under Subscription Agreeeme ▾

Additional Instructions

Customise/Localise Creative

Back to Catalog

Shopping Cart

Ensure the template chosen is the correct one

Write any additional information that you wish to share with the TT team when they approve/ check the order

Press Customize/Localise to place an order

# 5. Customization Template Basics

Welcome Ritika, Logout

HistoryMy AccountShopping CartSaved

Amari

Search Site

Shopping Cart0 item(s)

HomeAMARI BRAND GUIDELINESUSER GUIDELINESTEMPLATESOPERATIONAL COLLATERALSSALES & MARKETING

Leaf Copy

Body Copy 1

Body Copy 2

URL

Body Copy 3

F&B Logo

Hotel Address

Image

Property Logo

Sub-Talkline

Talkline

Magnify canvas

Settings

View

FULLSCREEN

SNAP TO ELEMENTS

SNAP TO GUIDES

SNAP TO GRID

SHOW RULERS

SHOW GUIDES

SHOW GRID

SHOW BLEED

BRING FIELD INTO VIEW

HIGH RESOLUTION

Editable fields in the template

Finish editing and move to placing an order

To save an order till next time

Search Bar

Access to preview, re-order, re-use all orders on the Amari brand cloud

Login based shopping cart for previous and saved orders

## 6a. Customization of the Template Using Flexible Fields

Amari

Search Site

Shopping Cart  
0 item(s)

Home AMARI BRAND GUIDELINES USER GUIDELINES TEMPLATES OPERATIONAL COLLATERALS SALES & MARKETING

Leaf Copy ✓ I

Body Copy 1 ✓ I

Body Copy 2 ✓ I

URL I

Body Copy 3 ✓ I

F&B Logo ✓ I

Hotel Address ✓ A

Image ✓ I

Property Logo ✓ I

Sub Talkline ✓ I

**Talkline** ✓ I

Enter Text  
BRIGHTEN UP YOUR  
SUNDAY'S AT AMAYA

Font Name  
CostaPro-Light

Size(13-40)  
26

Finished Editing Save

Page 1 of 1 My Images

### Customize the content

- Three fonts have been frozen
  - CmPrasanmit : Thai
  - SimHei : Chinese
  - CostaPro : English
- Size of font can be changed as required
- Line space is as per need

## 6b. Due to too much text- System Alert Setting

- Wherever it shows too much text (image1) you can adjust the text box by pulling it downwards and moving up and down (image2).
- Or you can leave it as it is TT team will work on it.

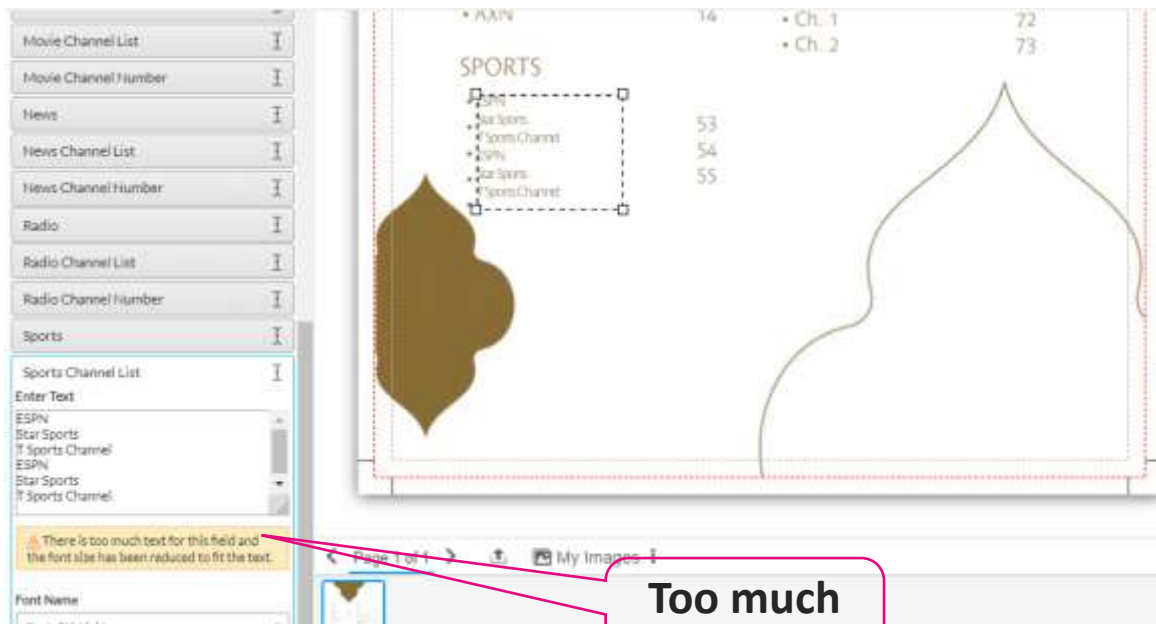


Image 1

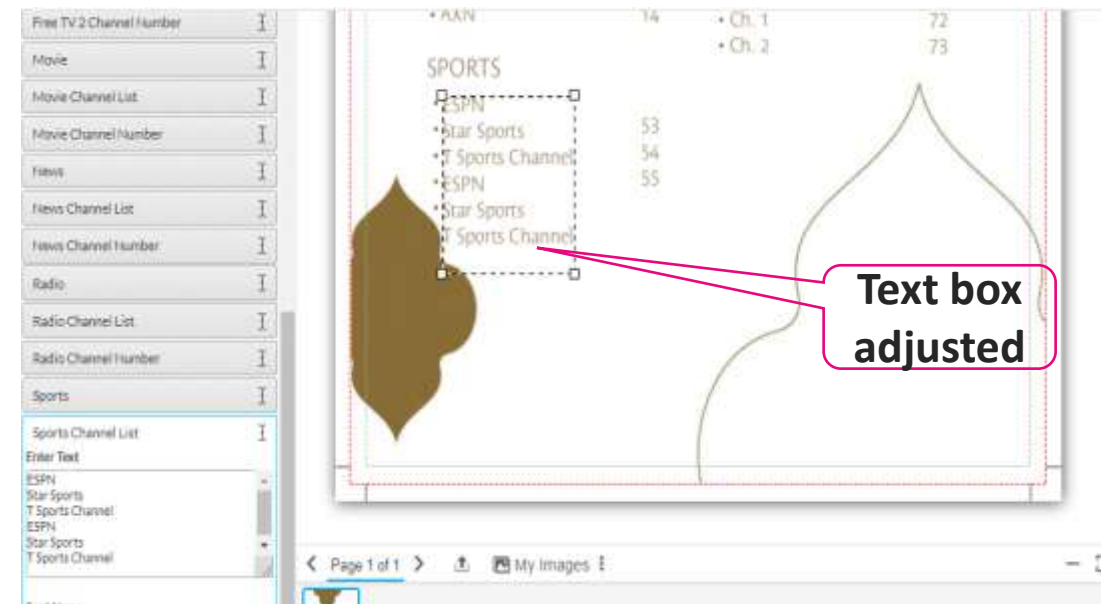


Image 2



## 6c. Customization of the Template Using Flexible Fields

The screenshot shows the Amari website template editor. At the top, there's a search bar and a shopping cart icon. Below that is a navigation menu with links: Home, AMARI BRAND GUIDELINES, USER GUIDELINES, TEMPLATES, OPERATIONAL COLLATERALS, and SALES & MARKETING. The main editing area is divided into a left sidebar and a central canvas. The sidebar contains a list of fields: Leaf Copy, Body Copy 1, Body Copy 2, URL, Body Copy 3, F&B Logo, Hotel Address, Image, Property Logo, Sub Talkline, and Talkline. Each field has a status indicator (green checkmark or icon). The 'Image' field is highlighted with a red circle and a red box, and it contains a 'Replace Image' button. The central canvas shows a preview of the template, which is a promotional poster for Amari. The poster features a dish of sliced meat and vegetables, the Amari logo, and text: 'BRIGHTEN UP YOUR SUNDAY'S AT AMARI'. A red circle highlights the Amari logo on the poster, and a red line connects it to the 'Replace Image' button in the sidebar. At the bottom of the editor, there's a 'Page 1 of 1' indicator and a 'My Images' section.

Amari

Search Site

Shopping Cart  
0 item(s)

Home AMARI BRAND GUIDELINES USER GUIDELINES TEMPLATES OPERATIONAL COLLATERALS SALES & MARKETING

Leaf Copy ✓ I

Body Copy 1 ✓ I

Body Copy 2 ✓ I

URL I

Body Copy 3 ✓ I

F&B Logo ✓ I

Hotel Address ✓ A

Image ✓ I

Replace Image

Current Image

Property Logo ✓ I

Sub Talkline ✓ I

Talkline ✓ I

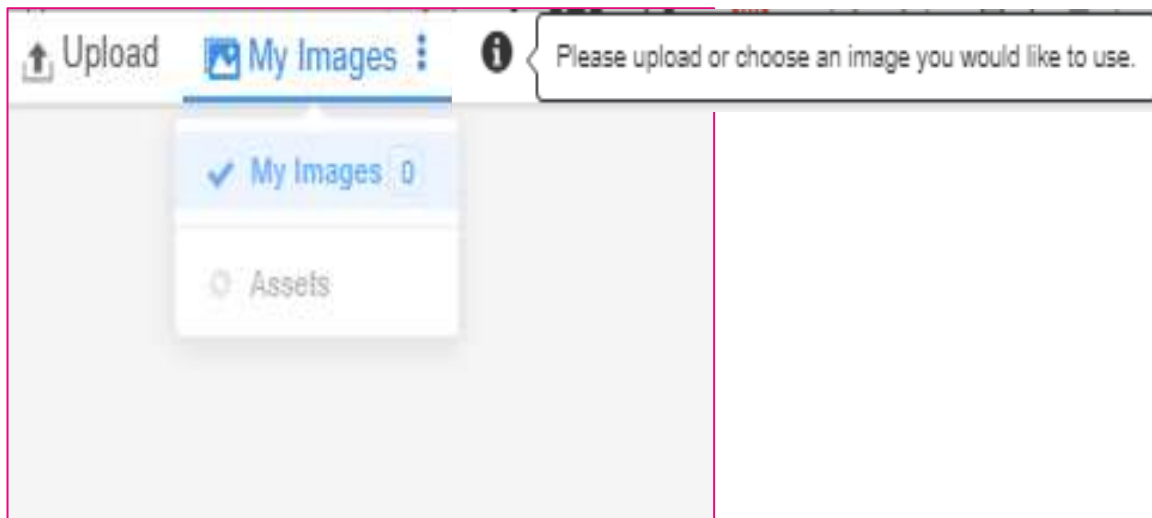
Finished Editing Save

BRIGHTEN UP YOUR SUNDAY'S AT AMARI

Page 1 of 1 My Images

### Replace Images/ Logos

- Click and enter the image asset area



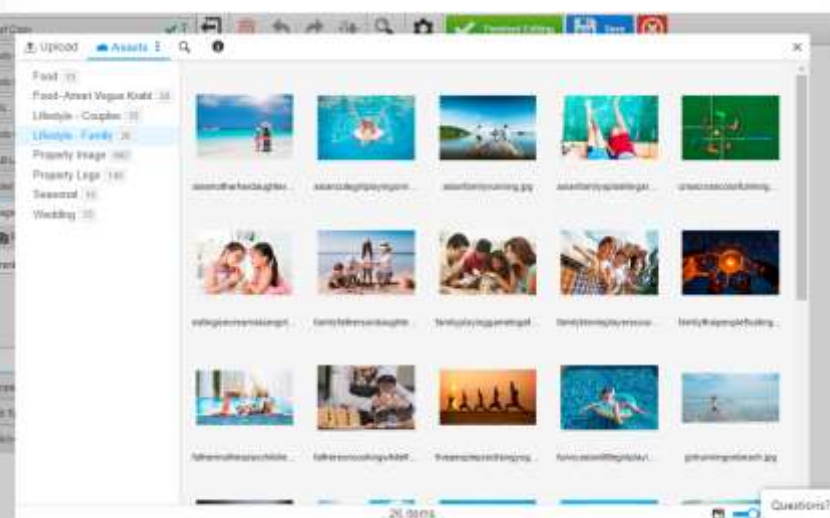
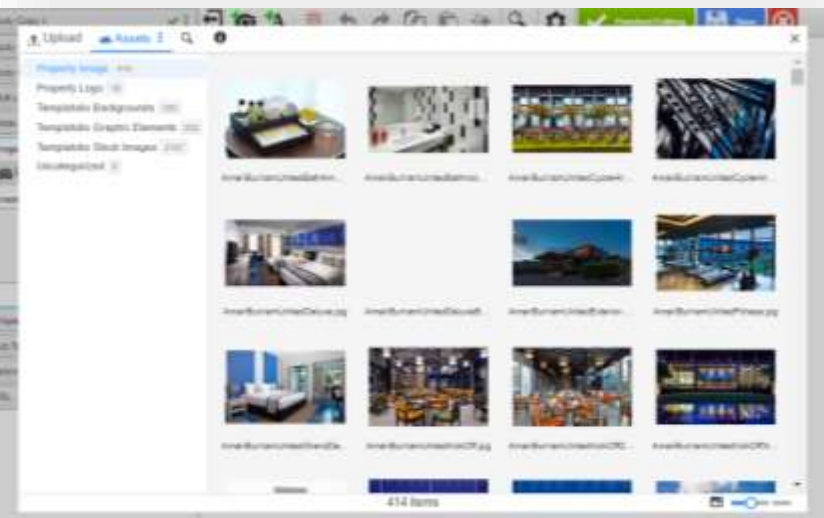
## 7a. The Amari Image Asset Gallery

- To upload an image, please share your image with ONYX E-Commerce for approval before uploading on the platform (5-7 days for approval process depending on quantity of the image)
- Upload an image from your desktop
- Access images that You have used in the past
- Access the Asset image bank
- Search for a specific image

Use Property Specific Images

Use Templatolio Provided Images Via Search Bar

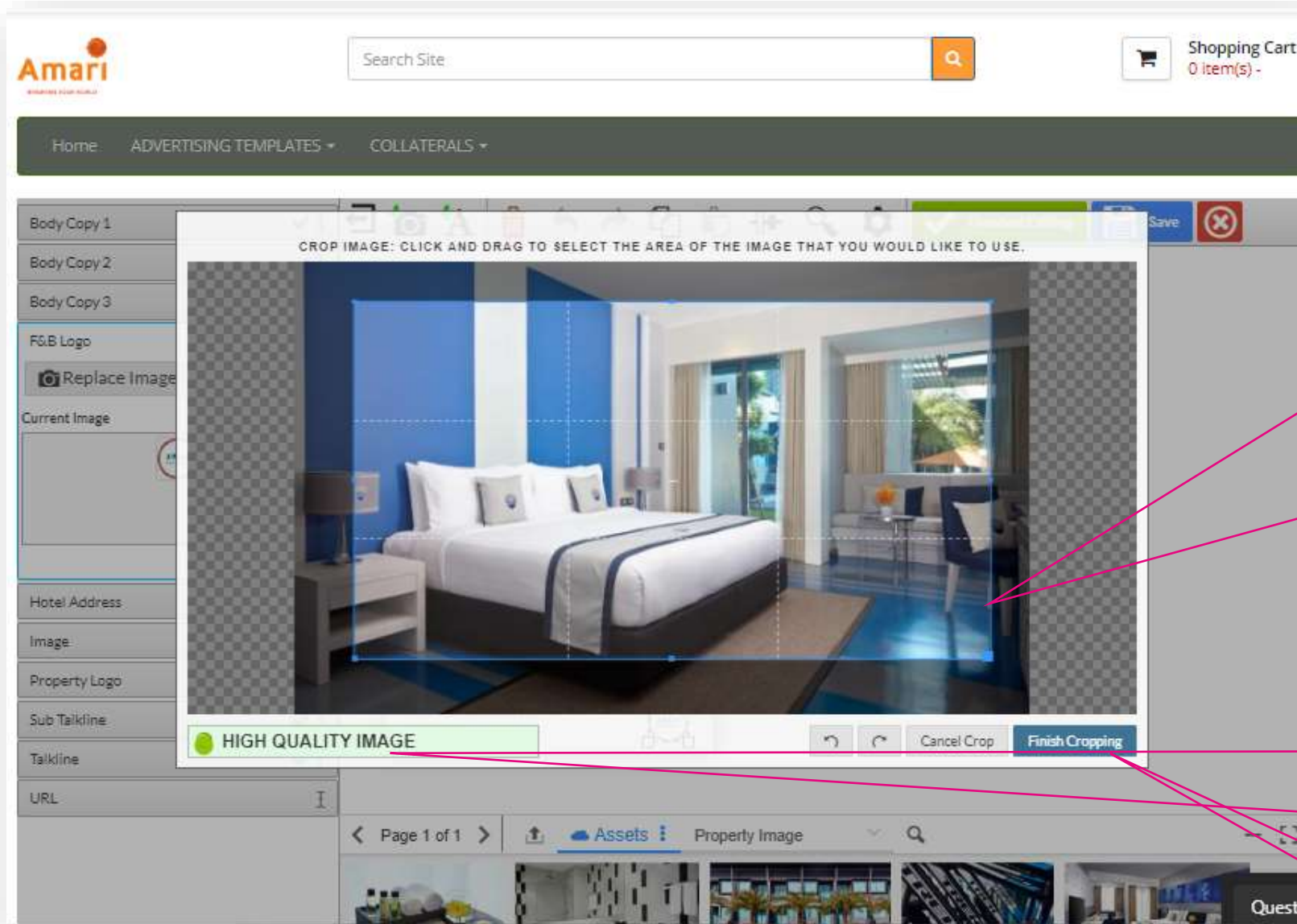
Find property logo



- Templatolio also provides backgrounds, graphic elements and access to an image library
- You can also place a link to a specific image in the order if you have a specific image you would like to place



## 7b. Cropping an image before insertion



Use cursor to select the portion of the image you required. The crop box is fixed to the proportion of the image area of the template and can only be cropped in that proportion.

Depending of the type and size of the template, the system will automatically check resolution

Finish Cropping to insert in template

## 8a. Placing An Order

The screenshot shows a document review interface. At the top, a toolbar contains various icons, including a green button labeled "Finished Editing" which is circled in pink. Below the toolbar, a list of document elements is visible on the left, including "Body Copy 1", "Body Copy 2", "Body Copy 3", "F&B Logo", "Hotel Address", "Image", "Property Logo", "Sub Talkline", "Talkline", "Enter Text", "BRIGHTEN UP YOUR SUNDAY'S AT AMAYA", and "URL". The main area displays a preview of the document, showing a page with a food image and text. A pink callout points to the "Finished Editing" button with the text "Press Finish Editing To Place an Order". Another pink callout points to a small thumbnail of the document page with the text "Click here to enlarge and print if required". A third pink callout points to a checkbox labeled "I accept the conditions." with the text "Click on I accept the conditions once the Proof Check has been done. Then Click on Continue Icon". A fourth pink callout points to a zoom control panel with the text "Zoom In or Zoom Out as required to proof.". At the bottom, there is a yellow box with the text "I have reviewed all pages in this document and approve." and a "Continue" button.

Body Copy 1

Body Copy 2

Body Copy 3

F&B Logo

Hotel Address

Image

Property Logo

Sub Talkline

Talkline

Enter Text

BRIGHTEN UP YOUR SUNDAY'S AT AMAYA

URL

Please review all pages of your document below. Click the page images to move between pages. You may use the zoom and pan buttons on the right to move around the preview of each page.

Page 1

BRIGHTEN UP YOUR SUNDAY'S AT AMAYA

I have reviewed all pages in this document and approve.

☐ I accept the conditions.

Continue

Cancel

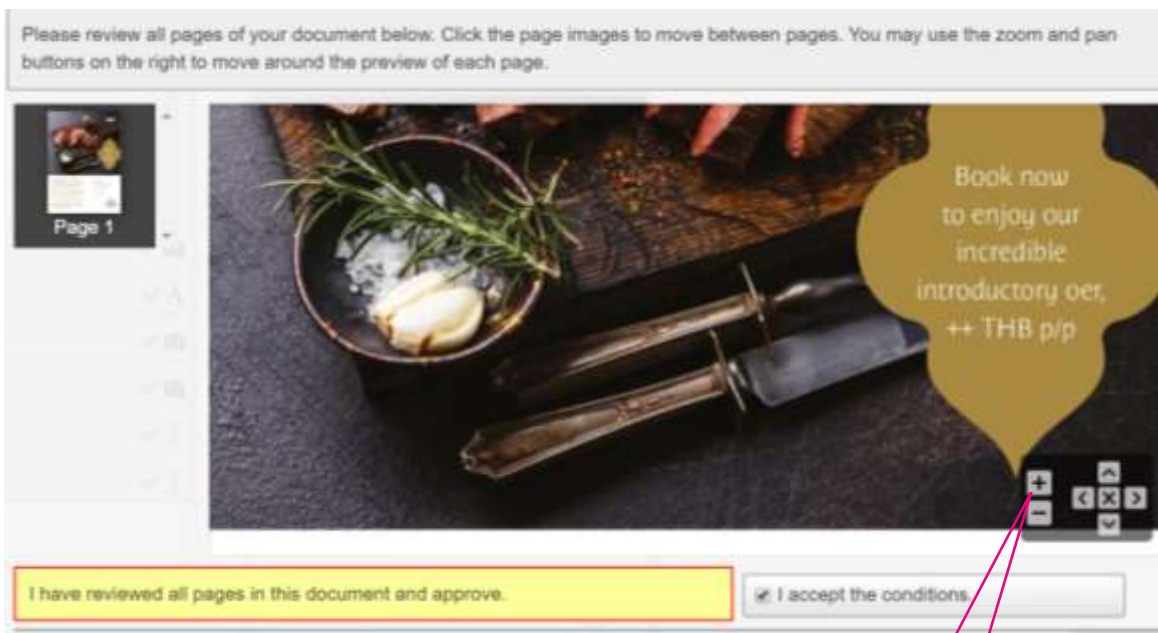
Press Finish Editing To Place an Order

Click here to enlarge and print if required

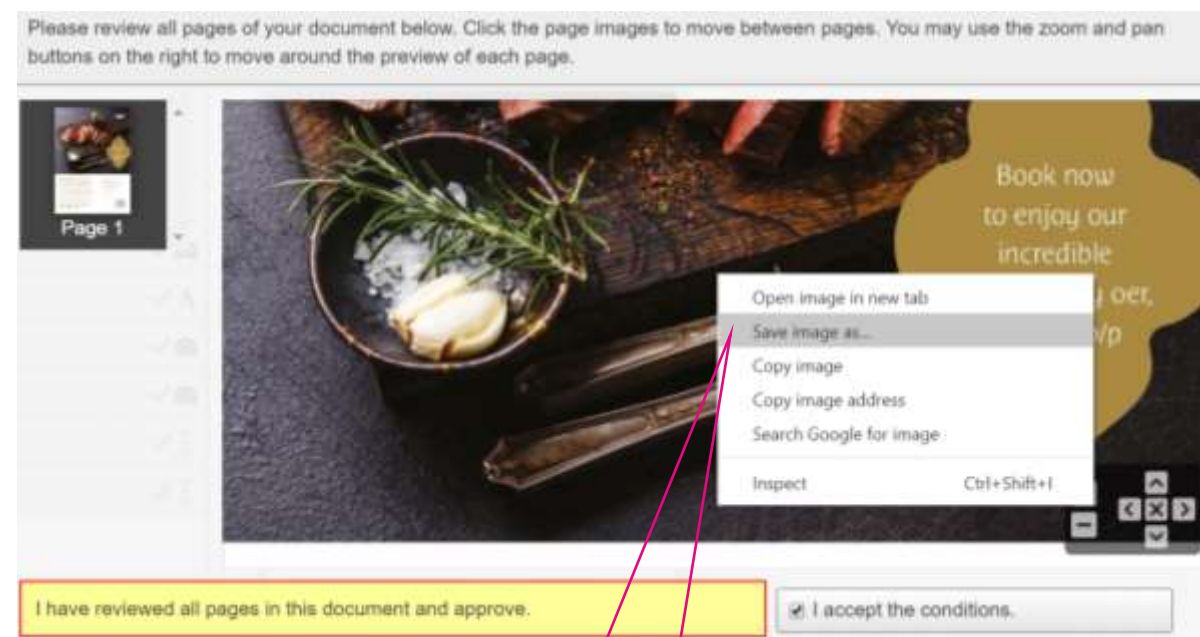
Click on I accept the conditions once the Proof Check has been done. Then Click on Continue Icon

Zoom In or Zoom Out as required to proof.

## 8b. Saving the jpeg of your order to share with a team member



1. Zoom In to the maximum and



2. Right click on the image and save image to your desktop

## 9. Proceed to Checkout Option

# Shopping Cart

### Shipping Address

Himadri Barman  
1231  
gurugram, Delhi/NCR 123456  
123456  
himadri@templatolio.com

### Shipping options

Digital Delivery

Continue Shopping

Proceed to Checkout



AMARI ADVERTISING SINGLE IMAGE  
TEMPLATE F&B A4

1



The item is digitally delivered after checkout.

### Details

Quantity = **1 Each (1)**

Stock = **All Products Zero Price Under Subscription Agreement**

Once you have checked your  
Shipping details kindly click  
Proceed to Checkout

Save your work, edit your work or  
copy your work

Questions? Chat with us!

## 10a. Confirmation of Order

Please fill out the following information before completing your order.

**Comments or other information about this order (optional)**

**ORDER SUMMARY**

1 product shipping to 1 location

Edit quantities or shipping options.

Included Per Corporate Agreement

**Payment Method**

● **Included Per Corporate Agreement**

**Billing Address**

Mansi Bhatnagar, Templatolio, gurugram, Haryana

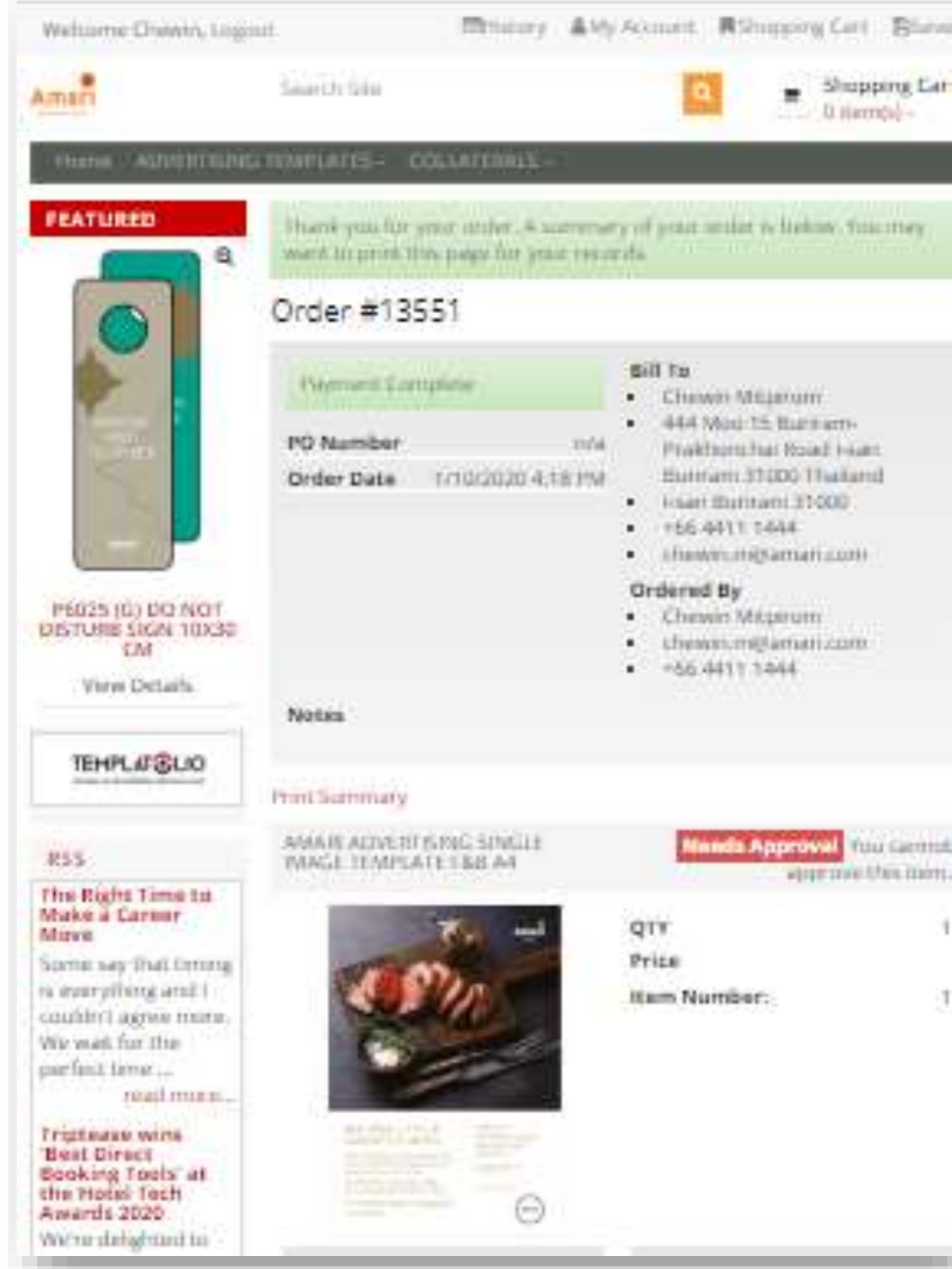
- Mansi Bhatnagar
- Templatolio
- gurugram, Haryana 122002
- +91 124 2389100

Edit Address

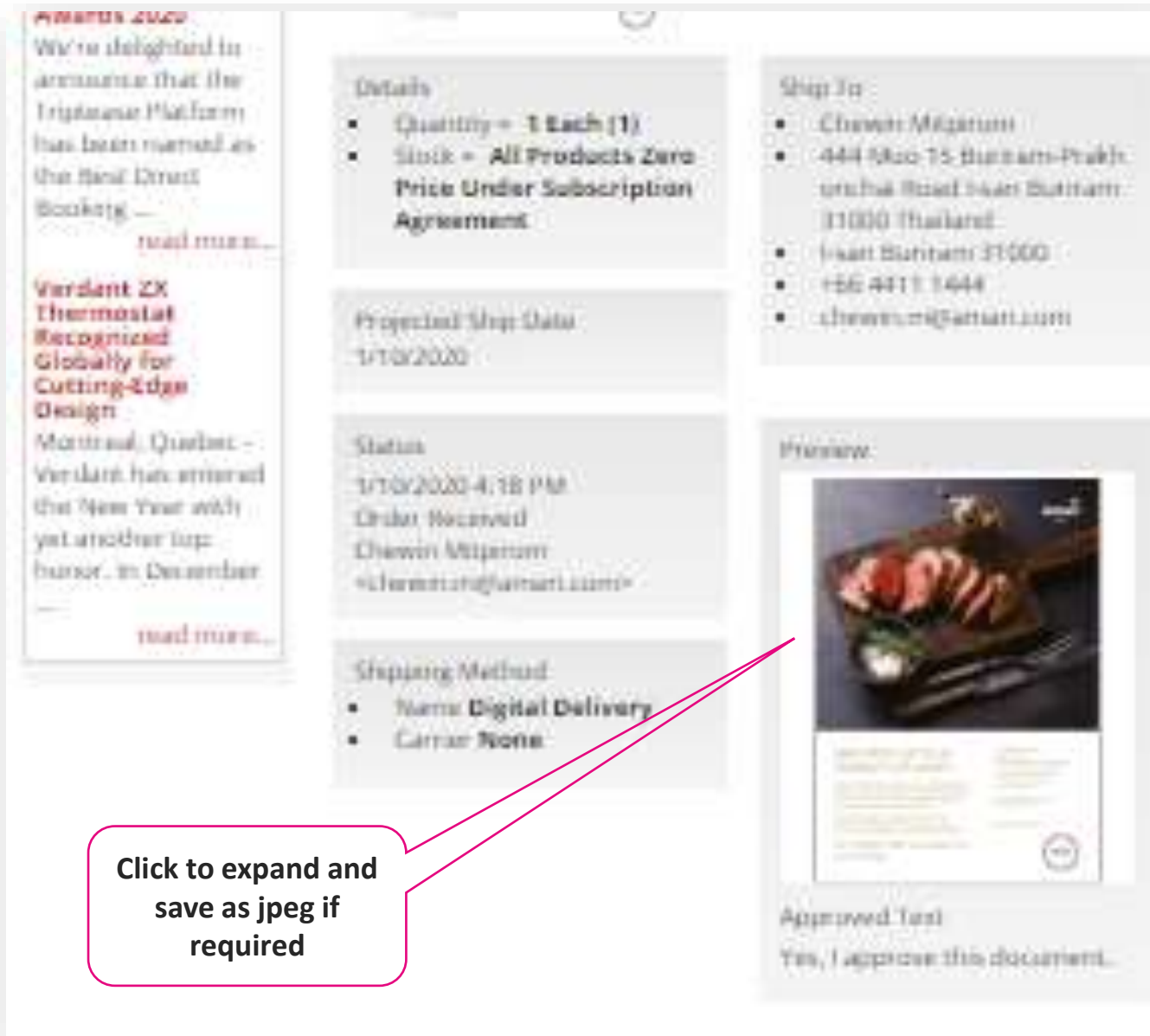
Press to confirm order

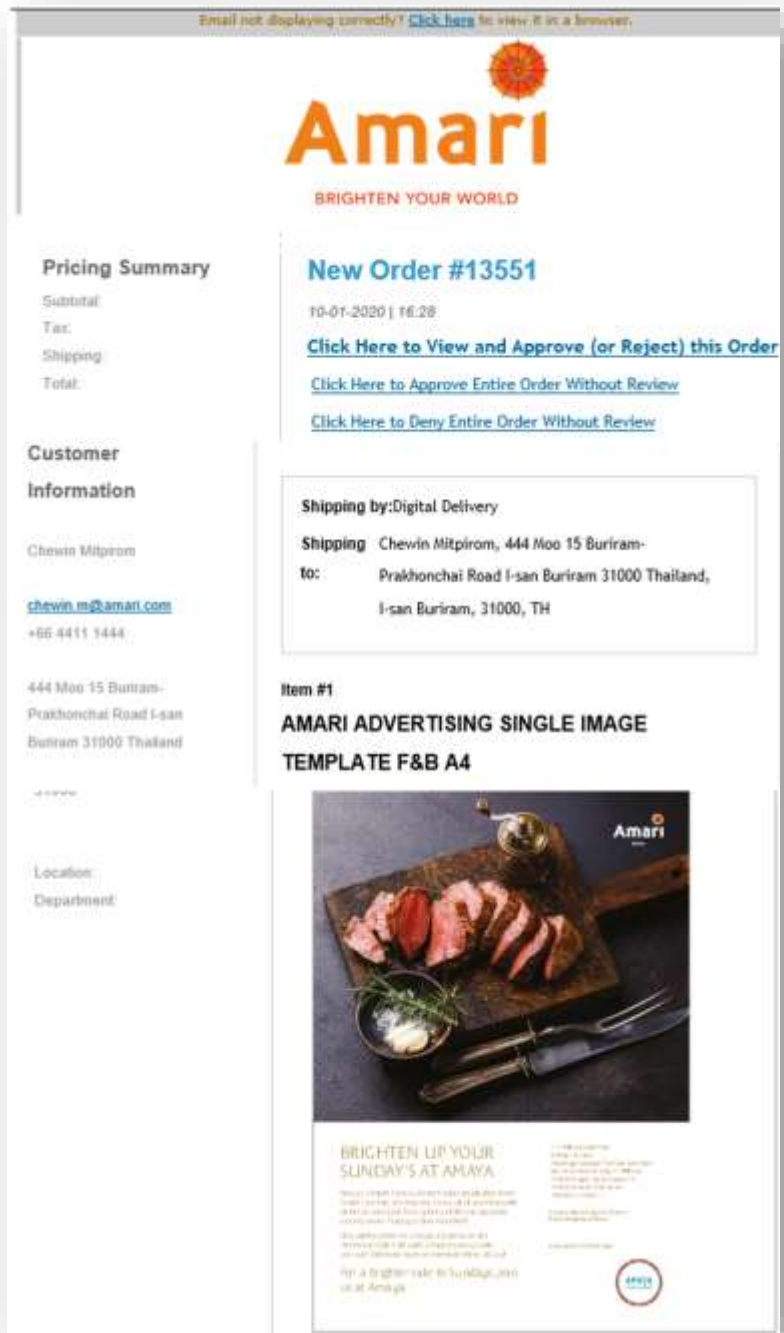
Additional instructions/ clarification on the order can also be written here. This will provide the approving entity with the required information so that the order can be approved accordingly.





## 10b. Confirmation of Order



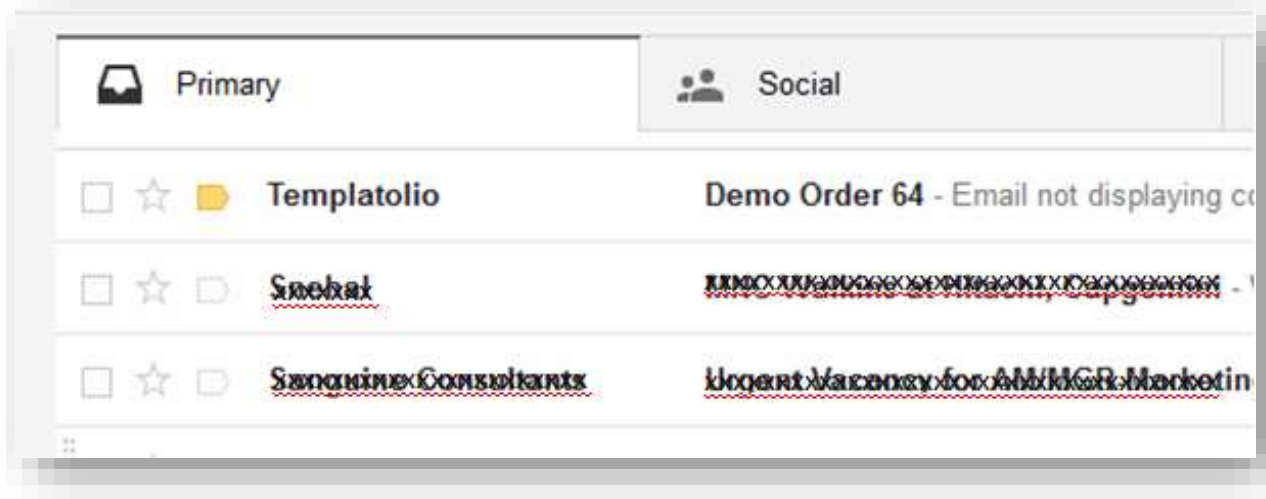


## 11. Email to TT Recd for Every Order, for Quality Check

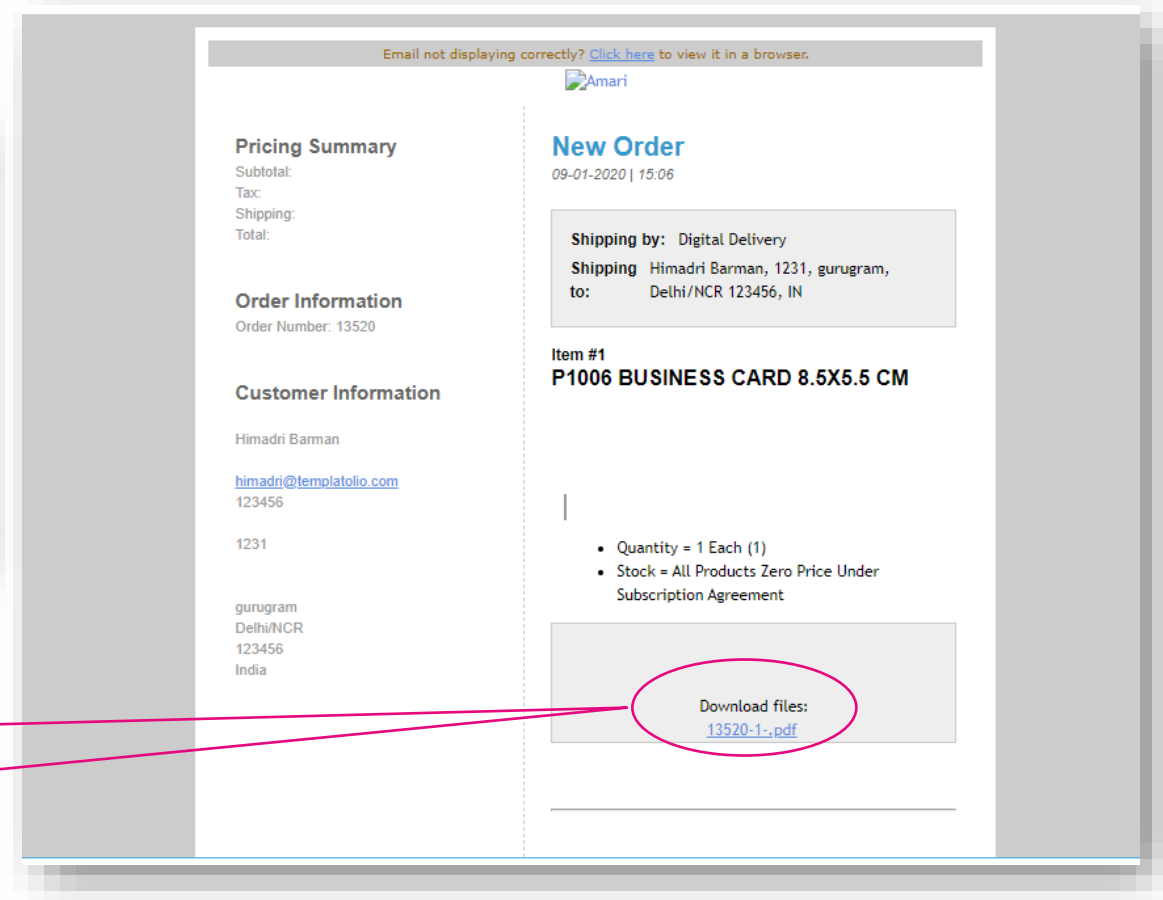
1. All Property Hotel Orders are recd by the Templatolio (TT) Platform Editorial Team
2. The TT team edits and order to ensure grammar, brand compliance, marketing appeal etc
3. For Templates & Sales & Marketing Orders, once approved, the corporate team gets an email informing them that TT has approved the order, the corporate team then approves the order
4. For Operational Collaterals, once TT approves the order. These do not require corporate approval
5. An email with the final output artwork download link is sent to the initiator of the contract
6. Artwork never expires and can be found on the order when accessed through the history tab



## 12. Email recd by Hotel Placing Order with Final A/W



Once the Order has been Approved, you will see a PDF file to download.

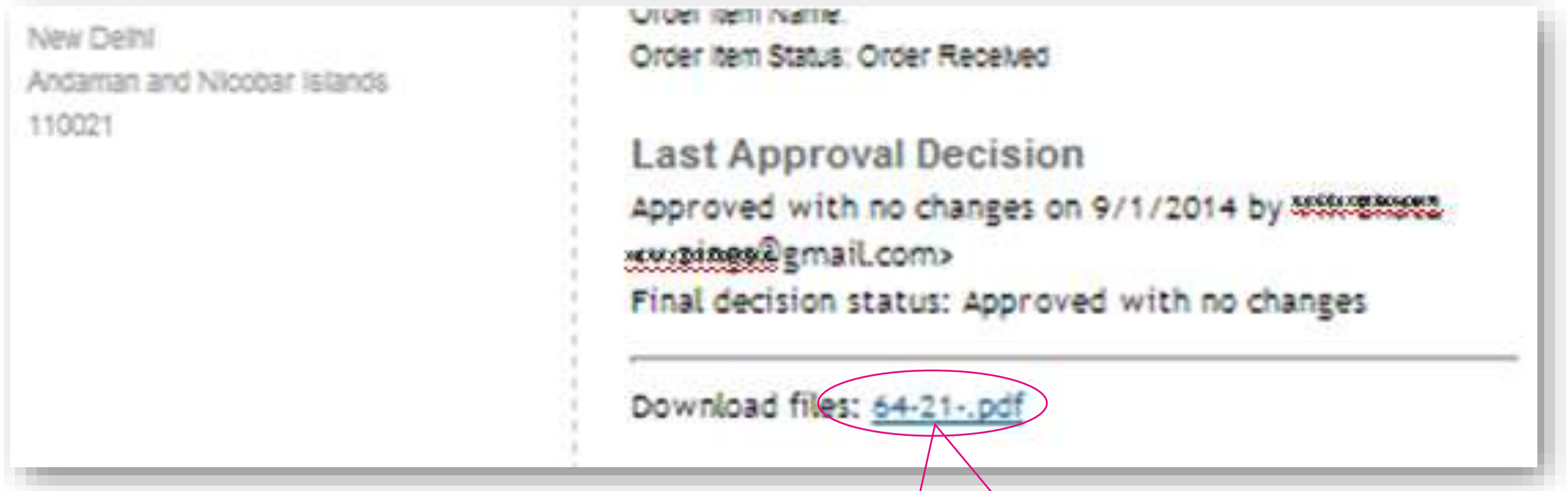


The registered email, will now receive the High-Res PDF link / JPEG file (for web/ social / mobile) for the approved creative.

Order can be downloaded from the link

## 13. Downloading File

(This link can be directly send to the printer for prints / JPEG file can be directly uploaded)



Click on the link to download. Save the file to view or forward this email to your printer for the print

## 14. Artwork from History Tab

Home - Brand Marketing - Operational Collaterals - Promotional Series - **Pride Privilege Loyalty Programme**

TEMPLATOLIO

### Order #13494

**Payment Complete**

**PO Number:** n/a

**Order Date:** 1/8/2020 4:52 PM

**Notes**

**Bill To:**

- Pride Hotel Pune
- 5 University Road, Shivajinagar
- Pune, Maharashtra 411005
- +91 20 6642 1471

**Ordered By:**

- Pride Hotel Pune
- gm.pune@pridehotel.com

**Print Summary** **Approve all** **Cancel all** **Edit all**

PH 13494 (2020) PROMOTION EMAIL A5 **Approved**

**LO IRI** **Proud To Share**

**QTY:** 1

**Price:**

**Item Number:** 5

**Details:**

- Quantity - 1 Each (1)
- Stock - All Products Zero Price Under Subscription Agreement

**Projected Ship Date:** 1/8/2020

**Status:** 1/8/2020 4:52 PM  
Order Received  
Pride Hotel Pune  
gm.pune@pridehotel.com

**Shipping Method:**

- Name: Digital Delivery
- Carrier: None

**Ship To:**

- Pride Hotel Pune
- 5 University Road, Shivajinagar
- Pune, Maharashtra 411005
- +91 20 6642 1471

**Files:**

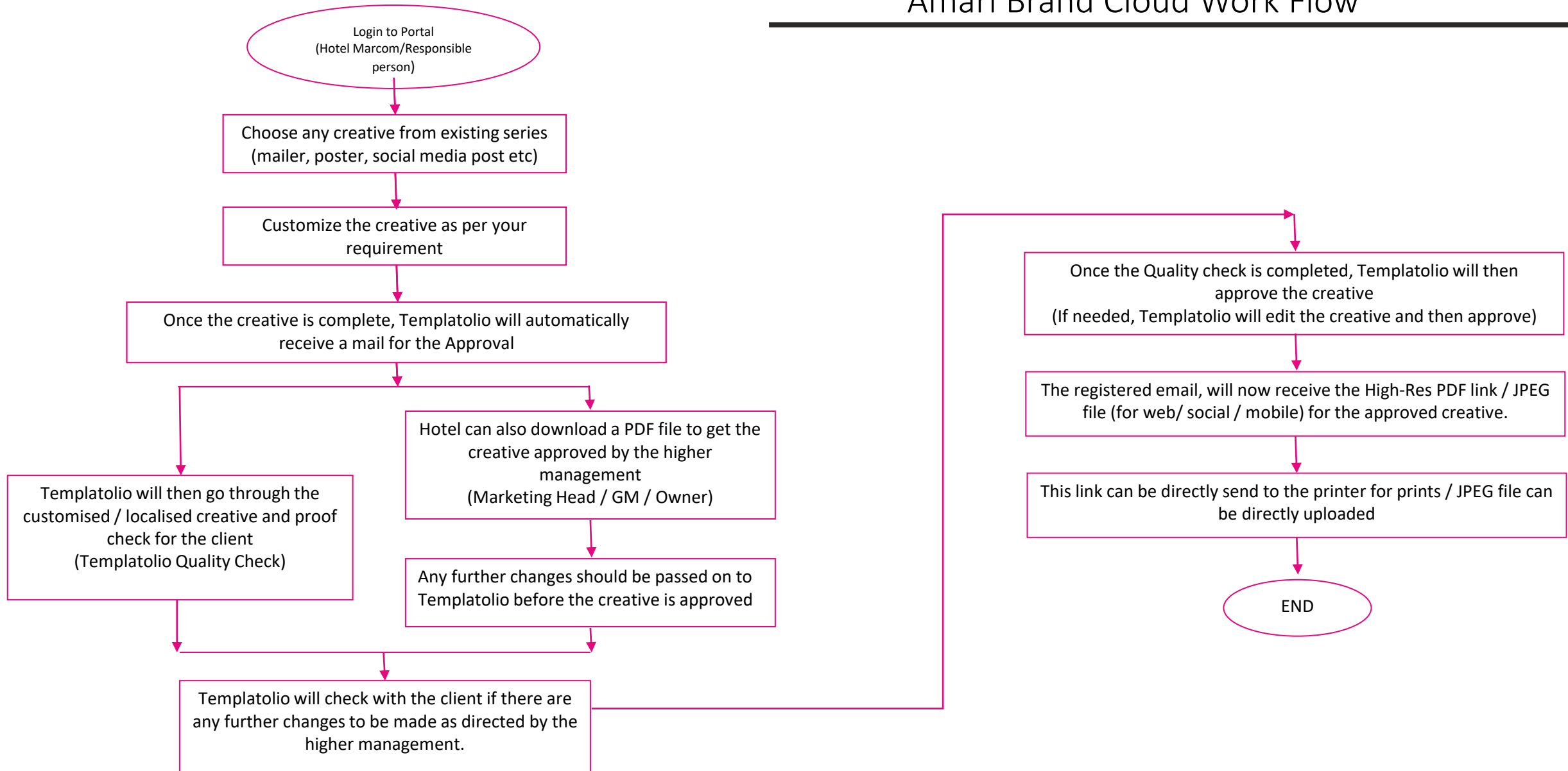
- 13494-5.pdf

**Preview**

**Approved Text:**

Once the Order has been Approved, you will see a PDF file to download.

# Amari Brand Cloud Work Flow



# TEMPLATOLIO

strategize.visualize.digitalize.optimize.succeed



360° strategic brand  
& promotional marketing



**BRAND  
STRATEGY**

strategic &  
viable branding



**DIGITAL  
MARKETING**

impactful turn-key  
digital marketing



**BRAND  
CLOUD**

an online brand  
marketing platform

Templatolio Technologies Pvt. Ltd.  
3rd Floor, Plot 269/4, Phase IV,  
Udyog Vihar, Sector 18  
Gurugram 122015