Brands

Create and edit customer facing Brands.

- Summary

Summary

Use this screen to maintain your list of Brands. A list of Brands will be displayed to the customer through your website, and they will be used to help organise your products.

They may be assigned to Products.

Key to icons

Live = is live

Not Live = is disabled

Edit = edit

Delete = delete

It is also possible to Show/Hide Disabled Items on this screen.

> Deletion may have serious irreversible impact on your reporting, stock and allocation; Iconography always recommends disabling in the first instance.

Setup

Whether adding a new Brand, or editing an existing one, the user follows the same process.

Field	Purpose
Brand Name	*The name of the Brand, which is displayed to the customer, as well as appearing throughout the CMS*
Logo	*The Brand logo is shown on Product Detail Pages*
Brand Content	*Use this to determine the content shown on the Brand page itself. Choose from Products, Categories, Collections and Content*
Featured	*This will determine if the Brand is a featured Brand on the Brands Landing Page*

Field	Purpose
Live	*This will determine if the Brand is live to the customer; if set to no, the Brand will still be visible in the CMS for product maintenance and reporting purposes*
Show Swatch Previews	*Controls whether Swatch Previews will show on the Brand Product Listing Page*
Sort By	*Choose the Default Sort Order for Products within this Category - choose from:* • *Manual (Manual Sort)* • *Auto-Ranking (System generated recommendations)* • *Product Name (A-Z)* • *Price Low to High* • *Price High to Low* • *Bet Selling* • *Newest First* • *Biggest Discount* • *Custom 1-3 (Defined in Site Settings)* *Defaults to Manual*
Hide Left Navigation	*This determines how filters will be displayed; click here for more detail*
Hide Page Title	*Hide the H1 text from the Brand* *Not recommended unless you add H1 text within the Brand Content*
Default Retail/Special Offer/RRP Label	*Use this to determine the Price Labels that will be applied to the Brand; every Product within the Brand will use the same Label*

You can also update Meta Tags from this screen.

Content

These use Modular Content Blocks to manage page content.

How Brands Display

On the website, the following fields are visible to the customer:

- Brand Name
- Brand Logo