

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** or type unknown

 = **is disabled**

 = **edit** or type unknown

 = **delete** or type unknown

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

Field	Purpose
Live	<i>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</i>
Show Swatch Previews	<i>Controls whether Swatch Previews will show on the Brand Product Listing Page</i>
Sort By	<p><i>Choose the Default Sort Order for Products within this Category - choose from:</i></p> <ul style="list-style-type: none"> • 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) <p><i>Defaults to Manual</i></p>
Hide Left Navigation	<i>This determines how filters will be displayed; click here for more detail</i>
Hide Page Title	<p><i>Hide the H1 text from the Brand</i></p> <p><i>Not recommended unless you add H1 text within the Brand Content</i></p>
Default Retail/Special Offer/RRP Label	<i>Use this to determine the Price Labels that will be applied to the Brand; every Product within the Brand will use the same Label</i>

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

