Asset management overview

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Images

Any image used in any of your Bluecore campaigns will be stored in the asset library, where you can freely use them when building your campaigns.

To manage your image assets, navigate to ☐ **Creative** > **Assets**, where the Images tab of the Assets page is defaulted.

Here, you can view, search, and sort any of the images that already exist in your namespace, organized by folder.

Click the Active dropdown to filter between active or archived images, or everything.

Click the Last Edited dropdown to sort all items by Name (A-Z), Name (Z-A), or Last Edited.

The search bar can be used to find images or folders previously uploaded.

Uploading images

If you want to upload new images, click the + New icon and choose **Upload image.**

If you make a new folder, remember to name it something unique and descriptive – you might have to search for it later.

When uploading images, either drag and drop the files, or click upload to choose an image from your system.

JPEGs, PNGs, or GIFs are accepted, but the maximum file size is 5MB. Anything larger than 5MB won't be uploaded, and an error message will display stating "File exceeds 5MB. Please adjust file size to upload to library. Files larger than 5MB can be added via link in the Visual Template Editor."

> ⓘ Up to 50 images can be uploaded at once.

Review the images you've selected, then click **Upload** to finish uploading them to your library.

Archiving and restoring images

If you no longer want to use some images in your library, you can archive them.

By archiving a folder, all of its contents will also be archived. Archive a folder or image by any of the following actions:

- Click the three dots in the corner of an image or folder. Click**Archive**, then **Archive** again when asked if you're sure.

- Click the dropdown of a folder and select**Archive**.

- Select multiple images or folders by clicking the checkbox in the corner of each image or folder. Select as many items as necessary, then use the archive icon in the toolbar to move the images to a folder.

All images or folders that are archived can also be restored. View all archived items by selecting archived from the dropdown menu. Then select any number of items to restore, similar to how they were archived.

Fonts

You can upload your custom brand fonts to Bluecore to be leveraged in email templates and site campaigns.

To manage your image assets, navigate to the Creative tab, then click **Assets**, where the Images tab of the Assets page is defaulted. Click **Fonts** to switch to the Fonts tab.

Here, you can see all the current fonts you have in your library, ready to use on any campaign, with a little information about each one.

- Font Name
  - For custom fonts, this is the name of the font specified upon upload. For default fonts, this is the name of the font.
- Fallback
  - This is the fallback font that will be used if the primary font becomes unavailable. This is configurable for custom fonts, but not for default fonts.
- Updated by
  - The user that uploaded the font.
- Date Updated
  - The date the font was uploaded.
- Delete Fonts
  - Fonts may be deleted here. Any templates that use the font will leverage the Fallback font in its place.

Add a new font

To add a new font, use the following steps:

1. Click + New, then **Add Custom Font**. The Add New Font modal displays.

2. Specify the Font Family Name.

3. Select a fallback font from the dropdown menu. This should be a web-safe font that Bluecore will use when the custom font is not available or not supported by the email client.

4. Upload the font files. To configure a font with multiple styles or weights, upload each font weight separately, and select the weight you are uploading in the dropdown, then click **+ Add weight** to add another weight.in the Visual Template Editor."

   > ⓘ **File types:** WOFF type is preferred, but WOFF2, TTF, and OTF file types are also accepted.

5. Click Next.

6. Review and agree to the Custom Font Terms and Conditions.

   > ⚠ You must have the legal rights to use the font in marketing communications. Upon upload,

you will be asked to sign Bluecore's Terms and Conditions of Use. Some font services do not allow their fonts to be shared and used by third-party providers.

7. Click Add Font.