

How to get started using Sonder's Marketing toolkit

Use these tips to get you started using the Sonder toolkit to make your self-service co-branded Sonder marketing materials.



The Sonder marketing toolkit

Through the toolkit you now have access to assets relevant to all phases of your Sonder partnership, from launch, ongoing engagement, product education and monthly key themes. You can use Sonder brand assets such as logos and illustrations to create your own material, or use pre designed templates where you can easily co-brand with just a few clicks.

Navigating the toolkit

Through the main dashboard you can quickly access content you may need regularly such as 'monthly themes' or 'create your own' content. To access assets relevant to all phases of your Sonder partnership click on the 'all folders' circle or 'communications toolkit' in top white banner and a pulldown menu will appear.

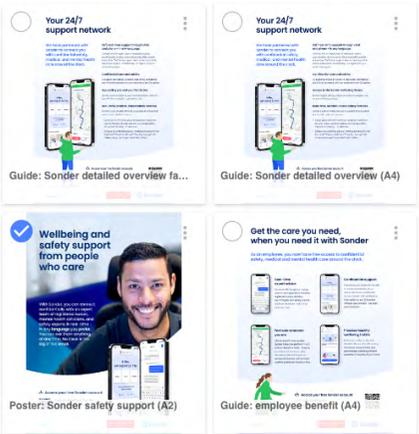
Searching for specific assets

If you are searching for a specific asset type, type what you are looking for in the search bar and a list of relevant items will appear. You can also filter these results via the slider icon to narrow results via topic, industry, features etc.

Once you have found your perfect template hover over your selected asset and choose 'template editor' to edit your chosen template. Follow the instructions on the following page to co-brand your assets.

How to co-brand your templates

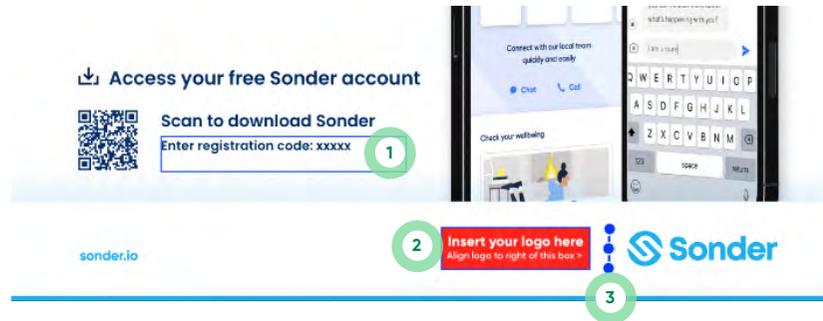
A. Select and open a template



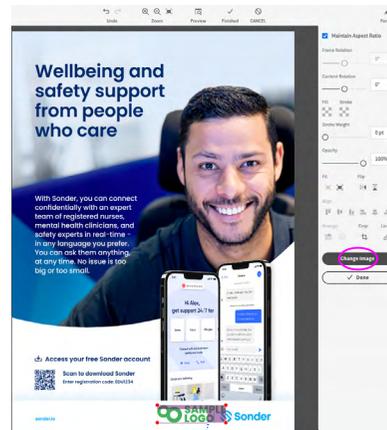
B. Click "Template Editor"



C. Personalise the three highlighted fields to suit your needs

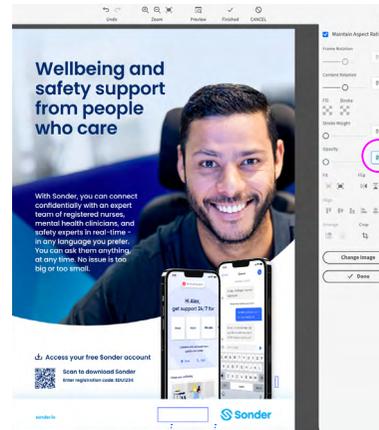


2A - With logo



Size logo to fit in box area/height, and then align logo to the right of the box

2B - No logo



To remove red logo box tint back to 0% (circled) and delete the diving line

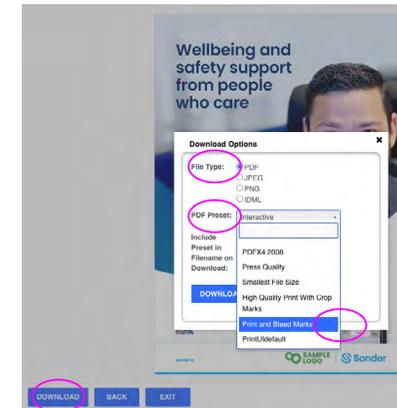
1. Double click to edit copy and code line.

2A. Highlight box to insert and upload your logo. Note: an alert will pop up if your logo is not large enough or low resolution for a design.

2B. OR, if no logo is required tint the red logo box back to 0% as circled.

3. Delete this line only if no logo is being inserted. Note: if delete option is not available reduce opacity to 0% as 2B above.

D. Select your preferred file type and download



For a physically printable file, select PDF filetype and PDF preset 'Print and Bleed Marks'. For digital files select PDF filetype and preset 'Interactive' or PNG.