Getting started on RightMarket

Contents

Accessing RightMarket

To access RightMarket, go to ageuk.rightmarket.com (link can be found on the Brand Hub Welcome Page at **brandhub.ageuk.org.uk**. If you have not already created an account, you can do so by pressing **"Create an account"** and entering your details. Once registered, you will receive an email verification email. Once you've clicked on that link, you will have access to RightMarket.
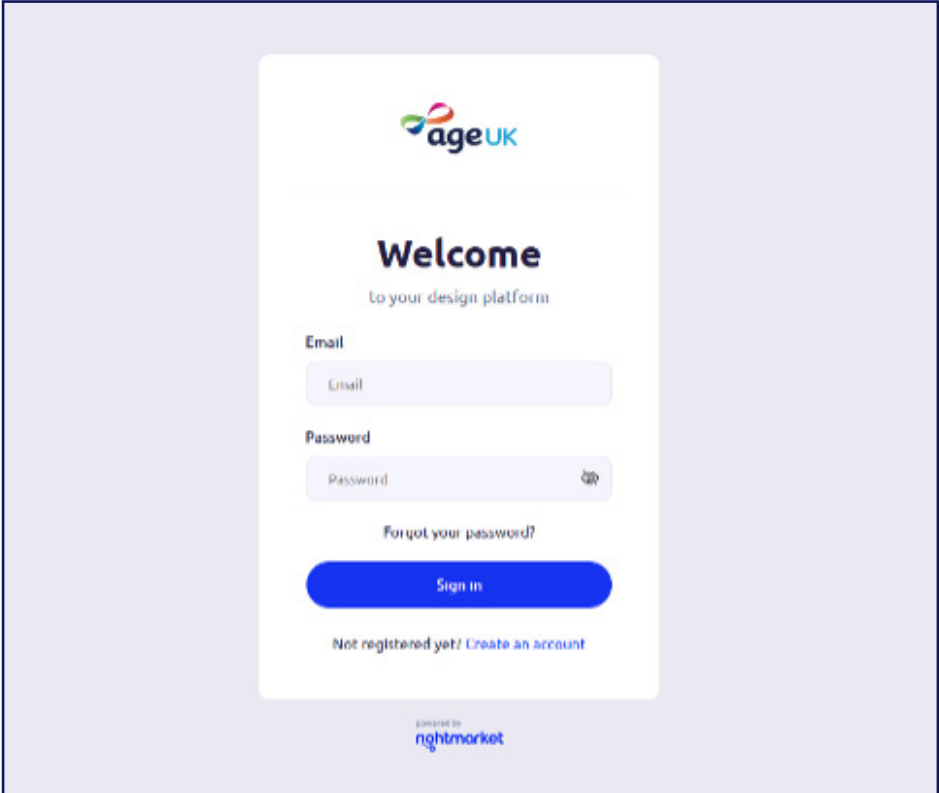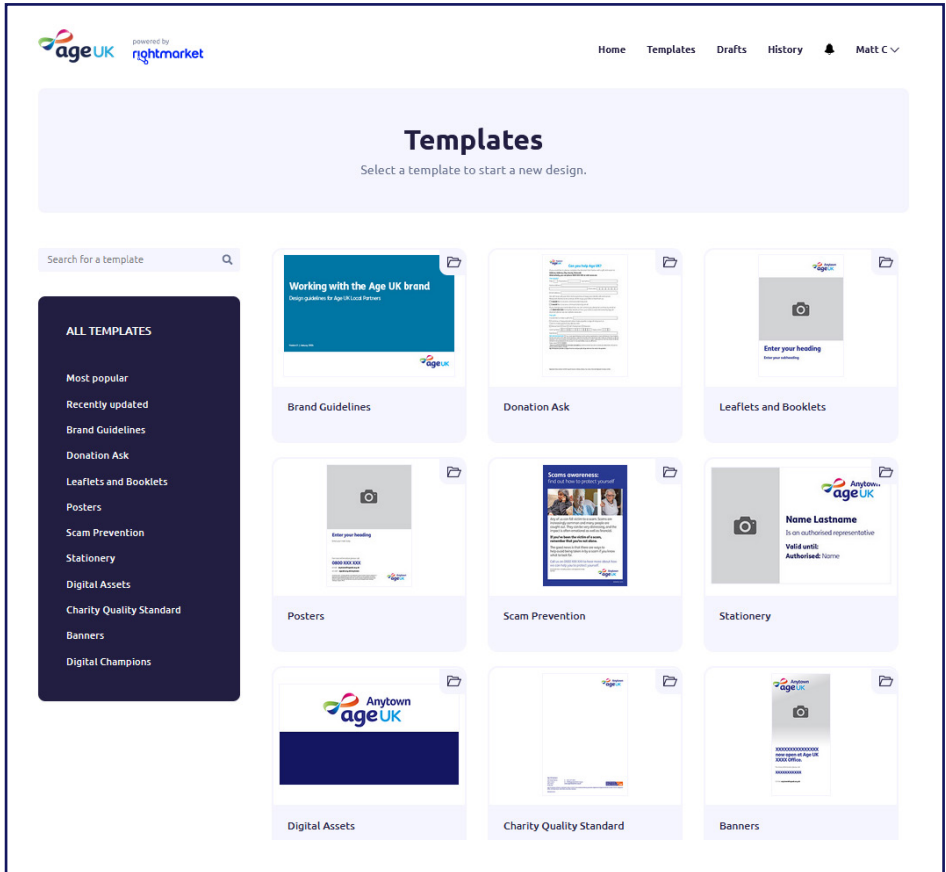
Selecting a template

Homepage

To create a design, you will first need to select the template based on your requirements. On the homepage you can see a selection of most popular, recently updated, and featured.
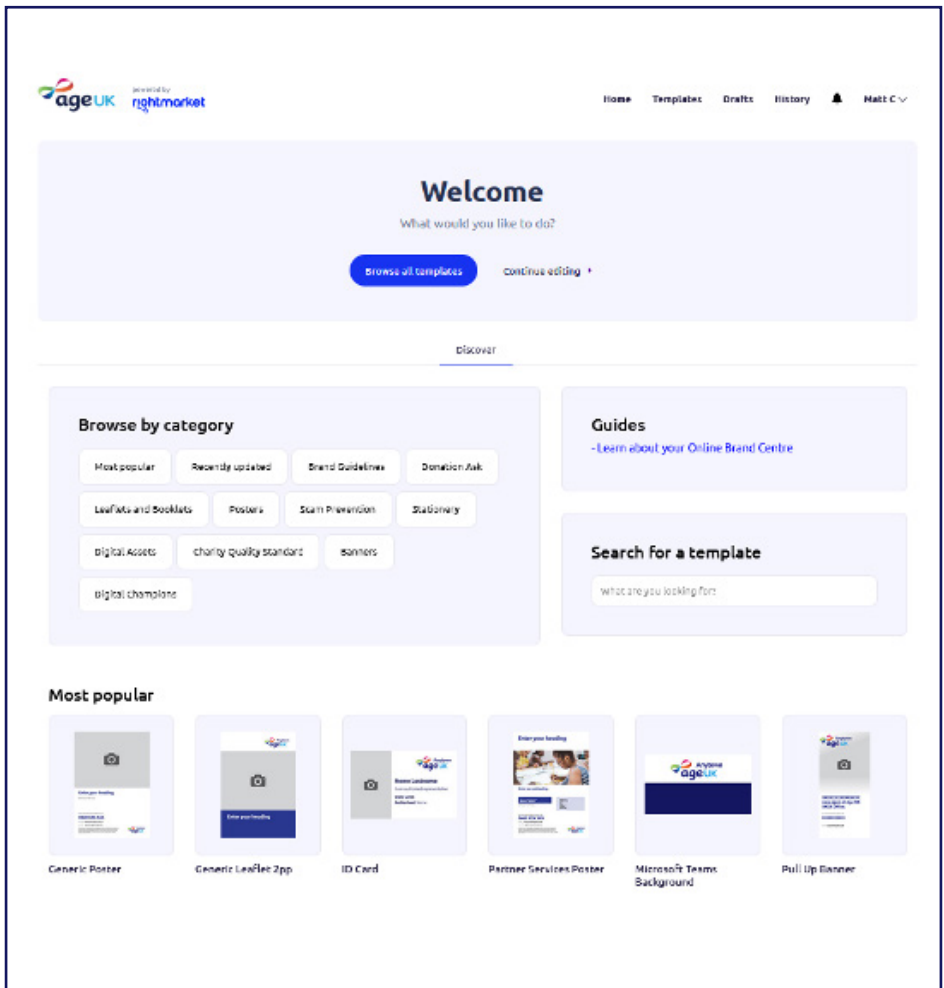
Templates
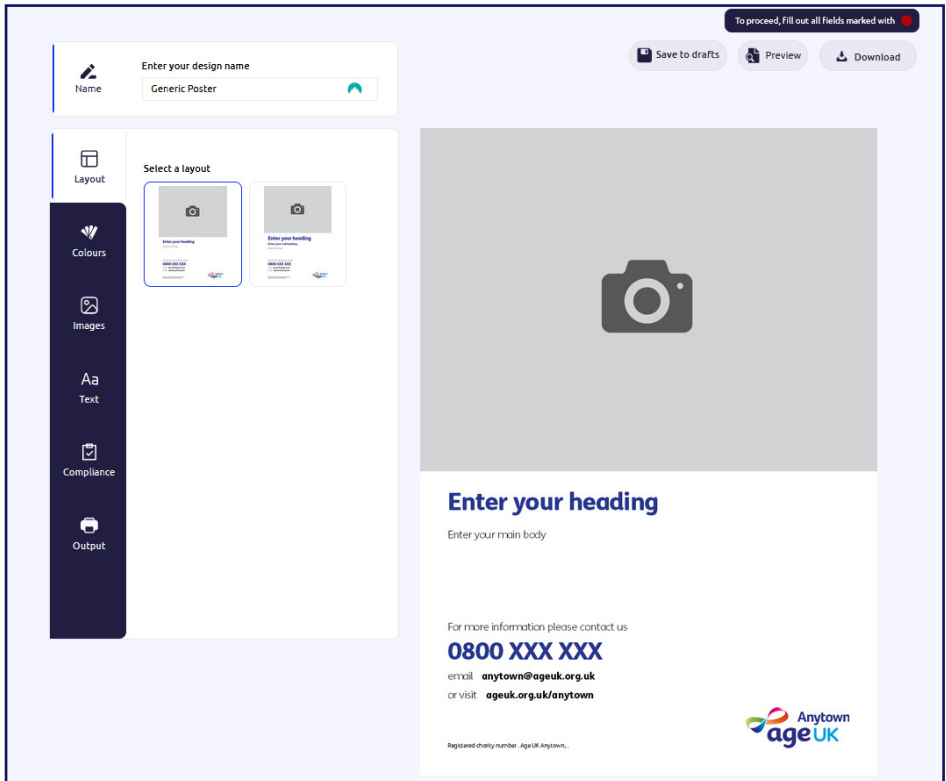
You can also click on **"Browse all templates"** or **"templates"** in the nav bar at the top to see a full list of templates to choose from.

Once you have found a template you would like to edit, click on the thumbnail to start editing.

Creating a design

Once a template is selected, you will see 3 sections.

1. The top bar allows you to rename, save to drafts, preview, and download your design.

2. On the right is your design preview. This updates as you make changes.

3. On the left are your options divided into tabs for each design element.

Layouts

Some templates have layout options. They might provide design variety, or offer more options such as increased text area, or more image boxes. You can change your layout at any point and your content will automatically transfer.

Colours

The colour tab allows you to recolour elements in your design, such as the background and heading.

Images

You can upload images from your computer, or you can select from the range of marketing-approved images available from ResourceSpace.
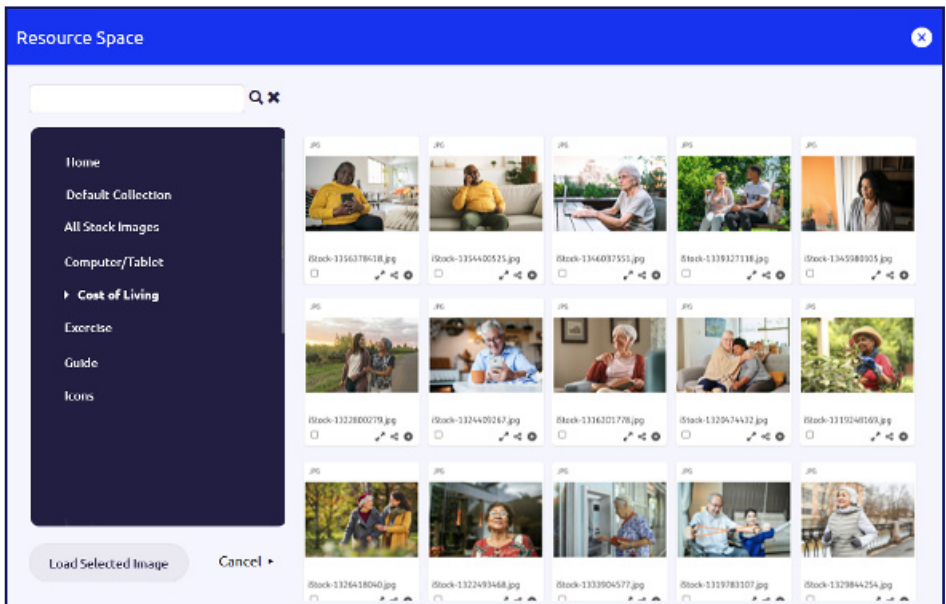
Text

This is where you can add copy for your design including a heading and body text. By default, the templates have placeholder text unless removed.

You may also get recommendations as you enter your copy (see **There is a message or information icon next to an option. What does it mean?**).

Output

The output tab allows you to choose your download format and size. You need to review your design and check the box to be able to download.

Finalising your design
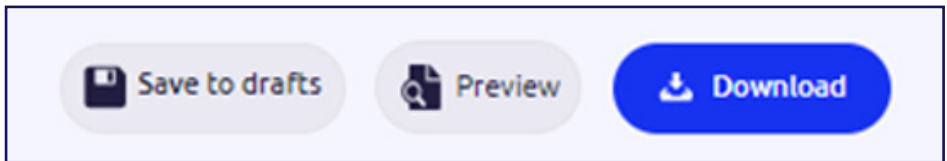
Saving

It's good practice to save your design in case you want to return to it later. If you exit the design area without saving your design, all your edits will be lost.

To save your design, click **Save to drafts** in the top bar. The next time you log in, you'll be able to continue where you left things by clicking **Continue editing** from the homepage or by selecting **Drafts**.

Previewing

Previewing your design is useful if you want to inspect it or share it with others.

To preview your design, click the **Preview** button in the top bar. This allows you to see a PDF version of your design, which will open in a separate window. It will contain a RightMarket watermark, but don't worry, this is removed when you complete your design.
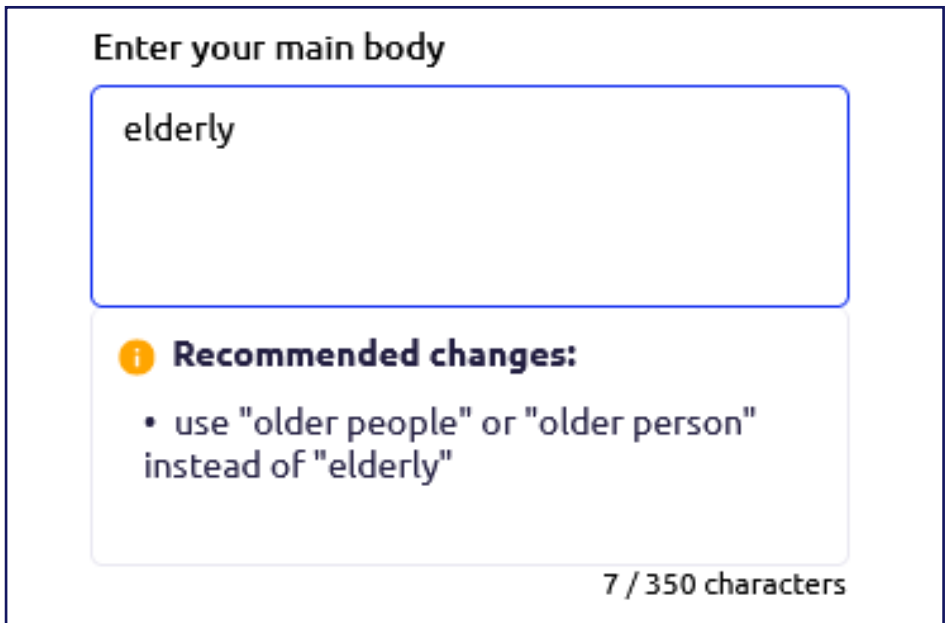
Downloading

Follow these steps when you have completed your design and want to use it:

1. Click the **Output** tab in the toolbar and select the format in which you want to export your design, including PDF for professional printing.

2. Read the disclaimers and tick the relevant boxes. Some of these boxes are mandatory, meaning you won't be able to export without ticking them (see **There is a message or information icon next to an option. What does it mean?**).

3. Click the **download** button in the top bar to export your design. The file will appear in your computer's download folder and your design will also move to the **History** page in the hub.

Frequently Asked Questions

There is a message or information icon next to an option. What does it mean?

Recommended: recommended adjustments are based on our brand guidelines and style guide. Check to see whether the recommended adjustments, particular text alternatives, are applicable to your design before making any changes. The information icon is yellow.

Enter your main body

elderly

ℹ **Recommended changes:**

- use "older people" or "older person" instead of "elderly"

7 / 350 characters

- **Required:** options that must be followed to download your design. The information icon is red and often situated by an option that must be actioned.

Image usage

ⓘ You have chosen to supply your own image to use in this template. By choosing your own image you confirm that you have the correct consent from the people featured in the image. Age UK National accepts no responsibility for any images uploaded for use by Partners.

☐ Tick to confirm you have consent or if consent is not required

ⓘ

How do I download images, icons or my logo?

RightMarket is a system for creating and updating templates, so it's not possible to download them directly from there. If you need to download images, icons or logos to use outside of RightMarket please follow the directions on **brandhub.ageuk.org.uk** to access the Brand Hub Resource Space.