

EPIserver instructions: Brand refresh

Last updated: 04/10/2024

This guide covers how to update your local partner websites with the 'Lets change how we age' branding for partner websites in the Episerver CMS.

If you need further help on the CMS, please check all of our guides available on the [Partner digital hub](#).

In this guide:

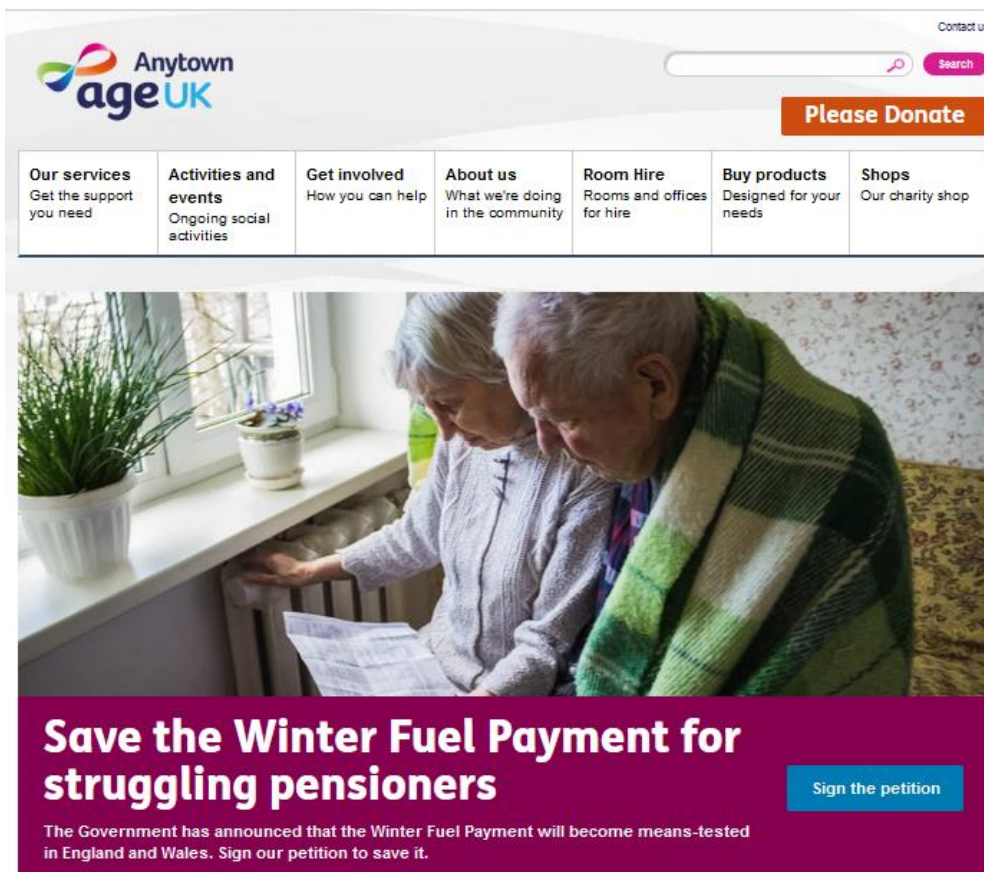
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One: Let's change how we age.

You can read more about the new Age UK brand tagline on the [loop](#).

The national site branding has been updated but we need to make changes to the partner CMS in order to maintain the accessibility of the websites which with the imminent Optimizely migration we are not able to do.

Until then we have created a block that you can add to the homepage of your local partner website under the main hero block.



The screenshot shows the Anytown ageUK website homepage. At the top left is the logo for Anytown ageUK. To the right is a search bar and a 'Contact us' link. Below the logo is a navigation menu with the following items: 'Our services' (Get the support you need), 'Activities and events' (Ongoing social activities), 'Get involved' (How you can help), 'About us' (What we're doing in the community), 'Room Hire' (Rooms and offices for hire), 'Buy products' (Designed for your needs), and 'Shops' (Our charity shop). A 'Please Donate' button is located to the right of the navigation menu. Below the navigation menu is a large image of an elderly couple sitting at a table, looking at a newspaper. Below the image is a purple banner with the text 'Save the Winter Fuel Payment for struggling pensioners' and a 'Sign the petition' button. Below the banner is the text: 'The Government has announced that the Winter Fuel Payment will become means-tested in England and Wales. Sign our petition to save it.'

Let's change how we age



If you like social media



Call Age UK Anytown

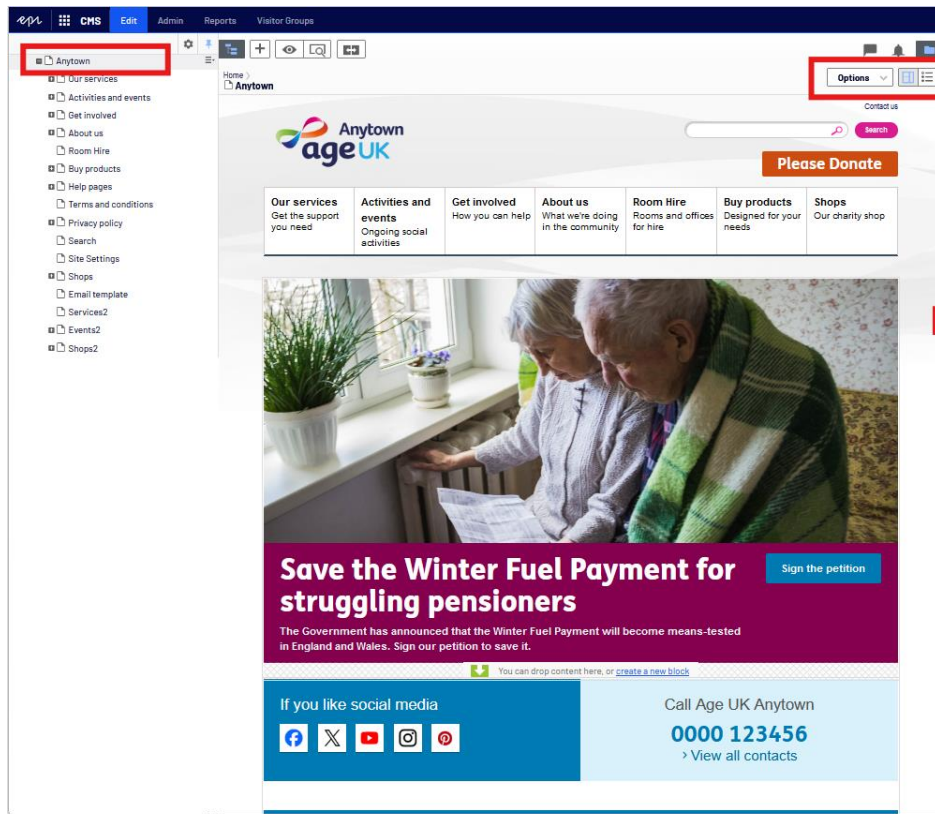
0000 123456

> View all contacts

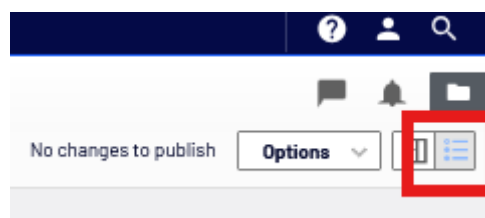
Two: Adding the tag line block

Log into the CMS

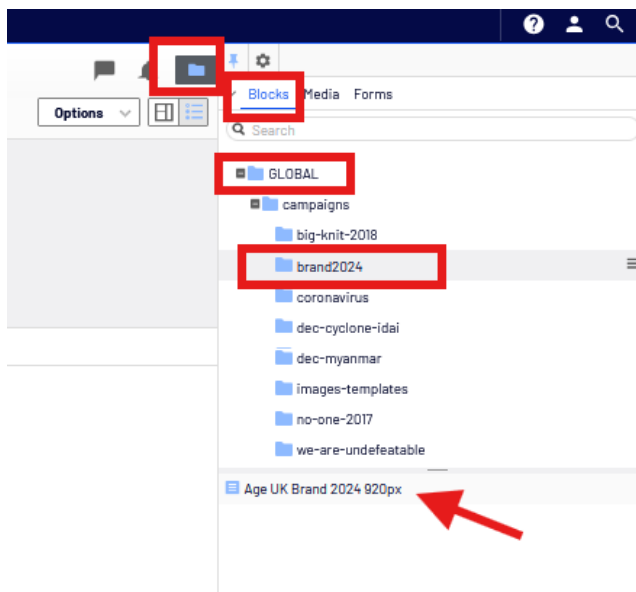
Navigate to your homepage in the left hand panel.



Select 'all properties' view on the right



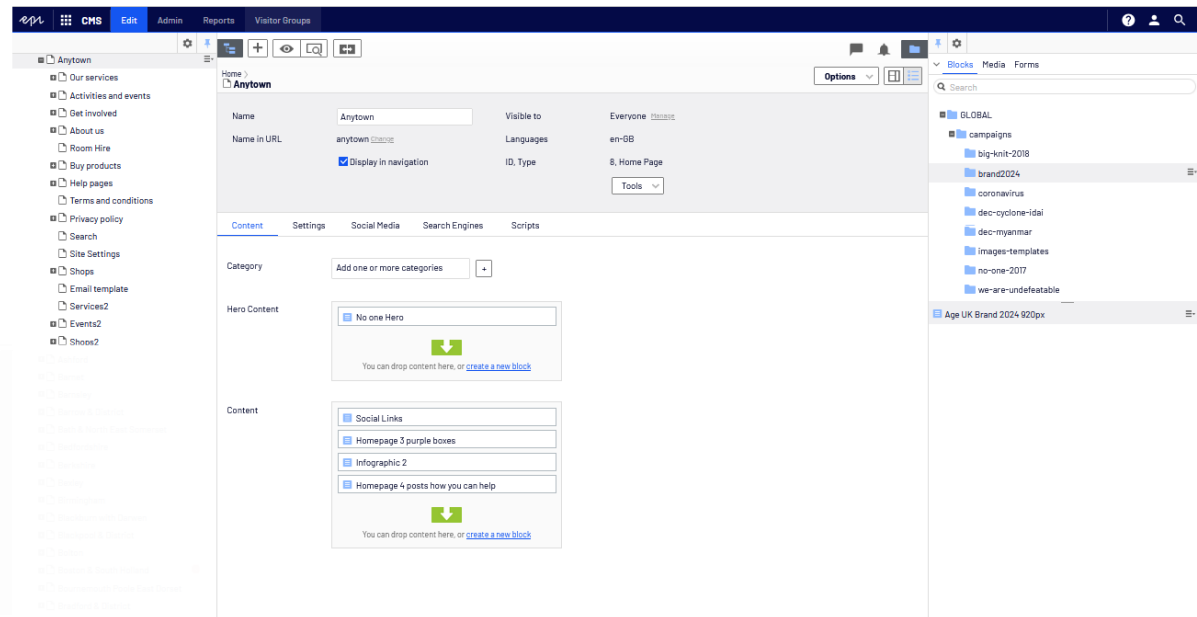
In the right hand side, select the folder icon to see the Block/ Media and forms folder panel



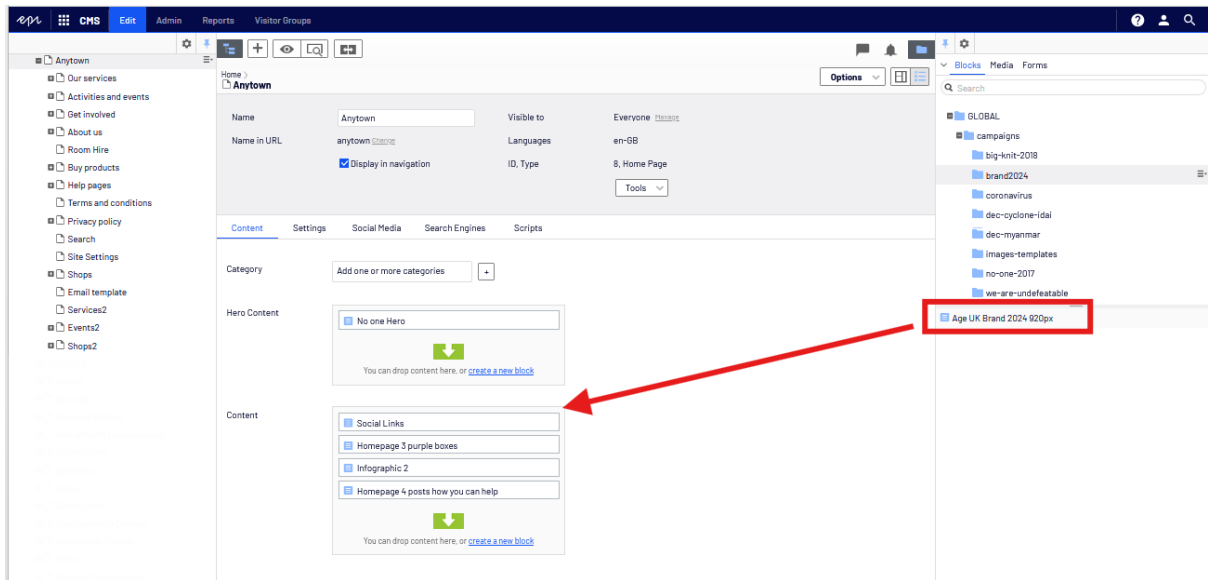
Go navigate to

- Global
 - Campaigns
 - Brand2024
 - Age UK Brand 920px (block)

Your screen should now look like this

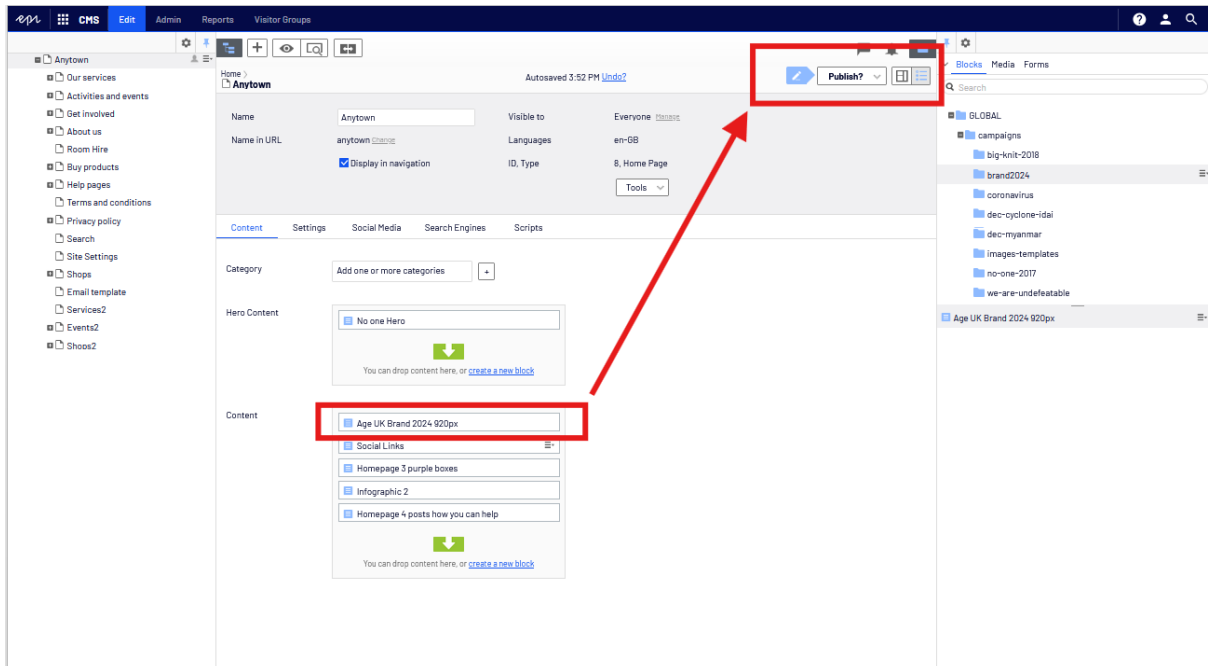


Now drag the “Age UK Brand 920px” block onto your homepage at the top position of the content section

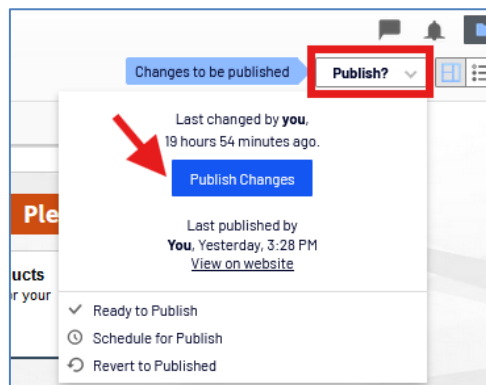


Three: Publish the page

The CMS will then alert that the page needs to be published.



You can publish this to the live website as you normally would.



There are more guides and training videos available on the [Partner digital hub](#).

If the answers you need are not in the guides or videos, then please contact partner.content@ageuk.org.uk