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](#).
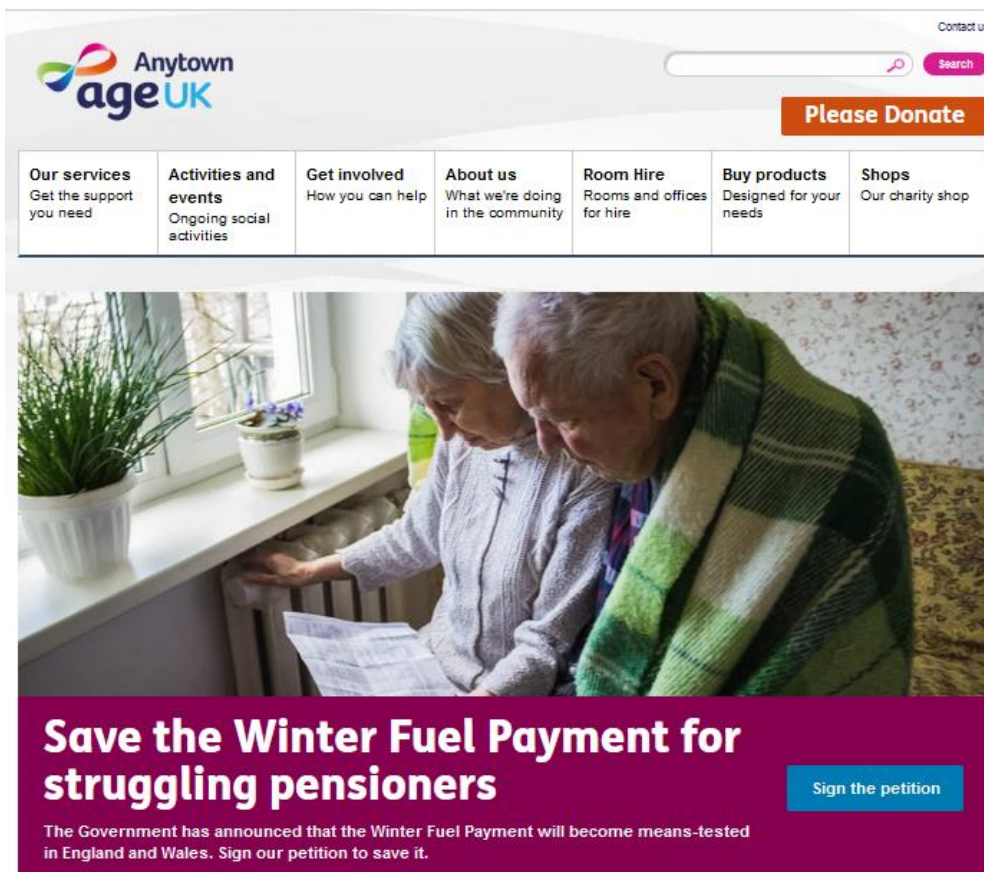
In this guide:

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.
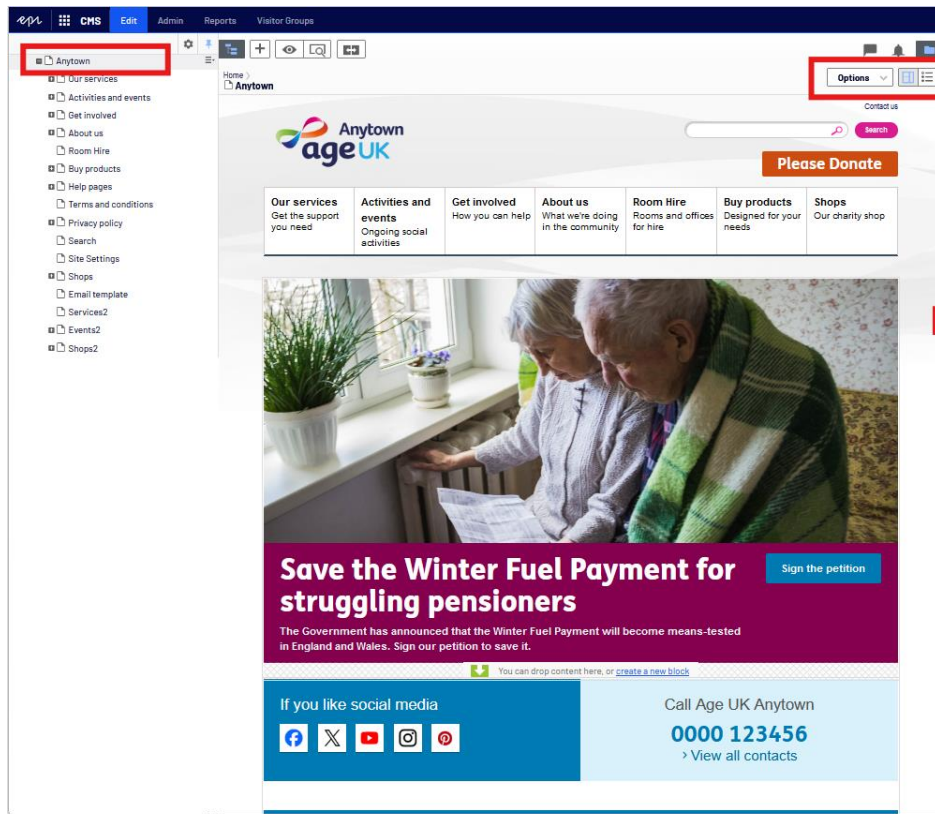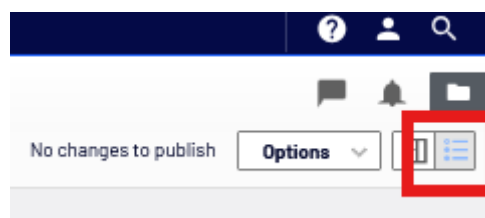
Two: Adding the tag line block
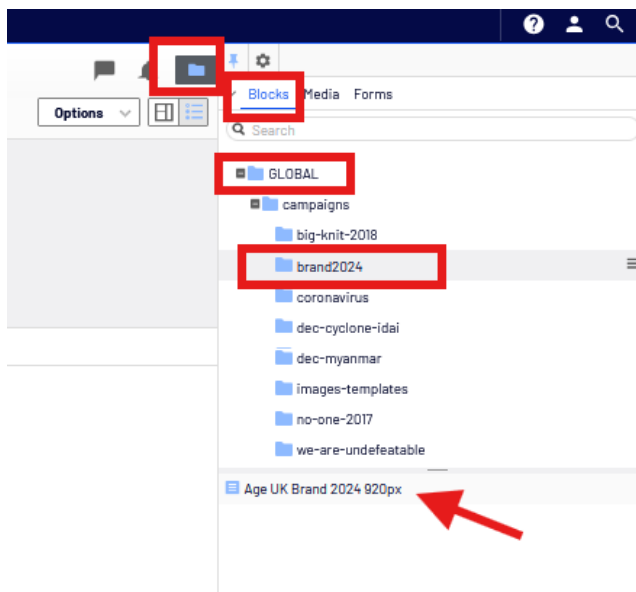
Log into the CMS

Navigate to your homepage in the left hand panel.

Select 'all properties' view on the right
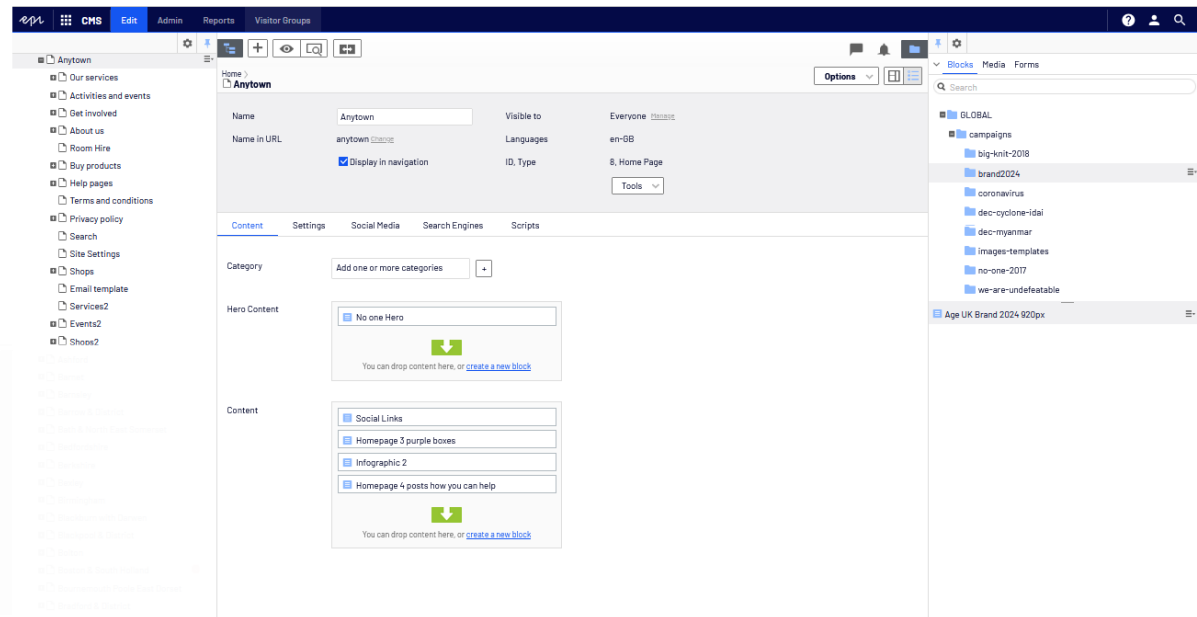
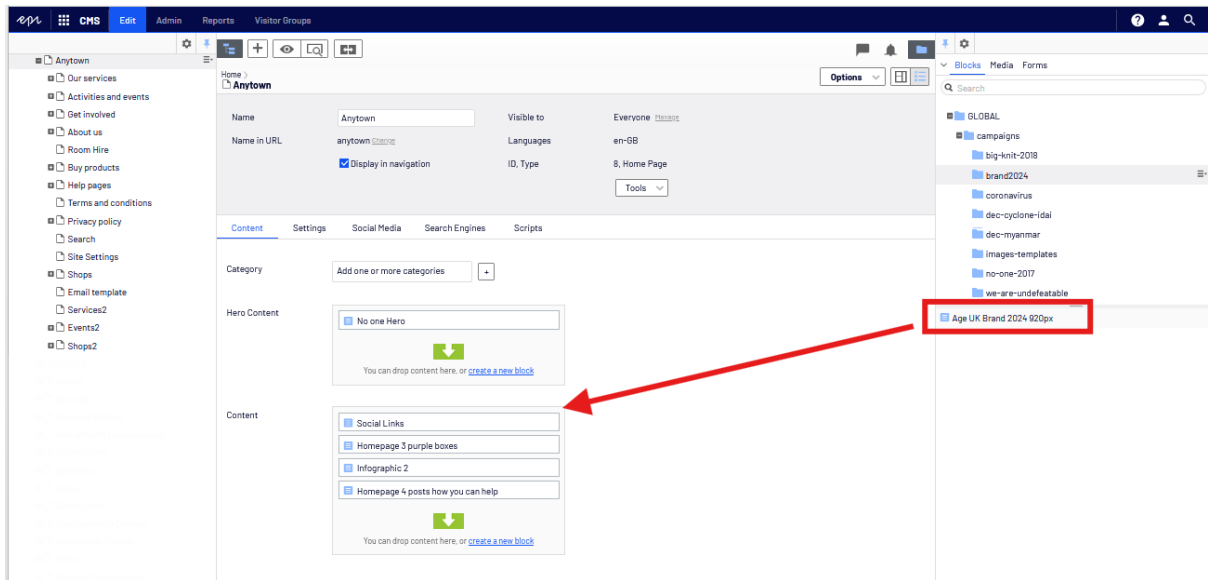In the right hand side, select the folder icon to see the Block/ Media and forms folder panel

Go navigate to

- Global
    - Campaigns
        - Brand2024
            - Age UK Brand 920px (block)
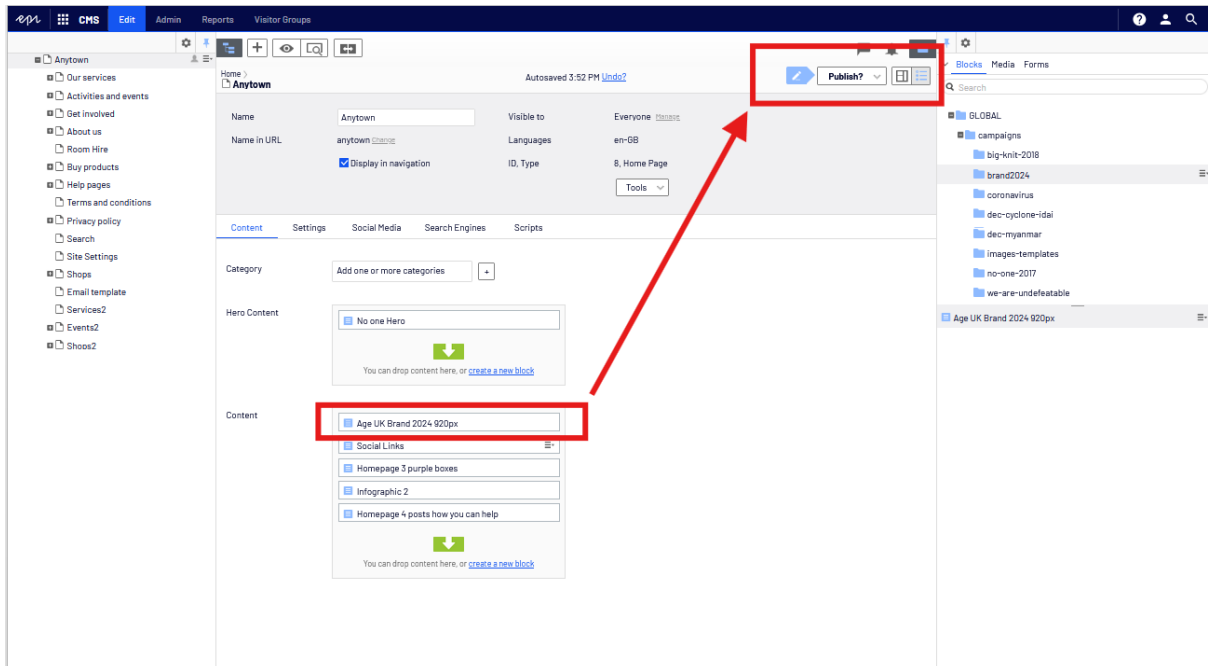
Your screen should now look like this

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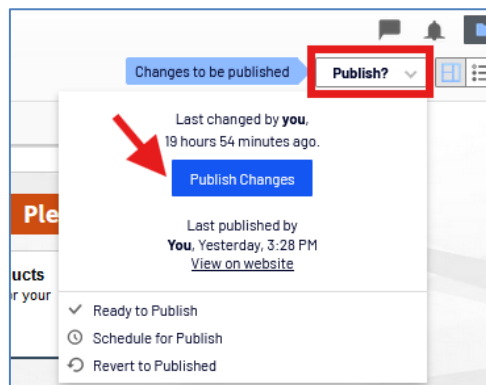of the content section

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