



# **SUPPLIER** **BRAND STORY**

**INSTRUCTION GUIDE**  
AUGUST 2023



**DIVERSEPOWEREDBRANDS™**  
BIPOC . DISABLED . LGBTQIA+ . VETERAN . WOMEN

## **Diverse Powered Brands “Brand Story” Banner Carousel Display:**

Use this premier space on your brand page to visually represent your brand with images and content that will ignite your brand story. Be sure to choose visually compelling images that represent your brand’s look and feel. You will have space to include primary and secondary logos, other brand images like bottle shots or headshots, important text, seasonal messaging, video, etc.

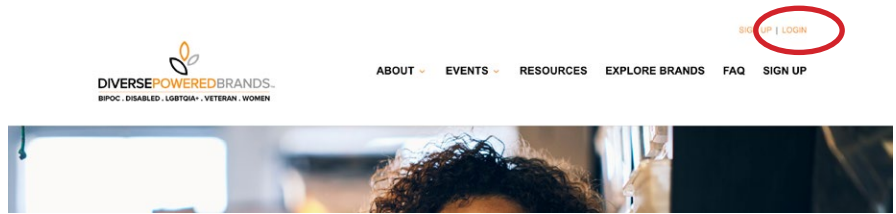


**DIVERSEPOWEREDBRANDS™**

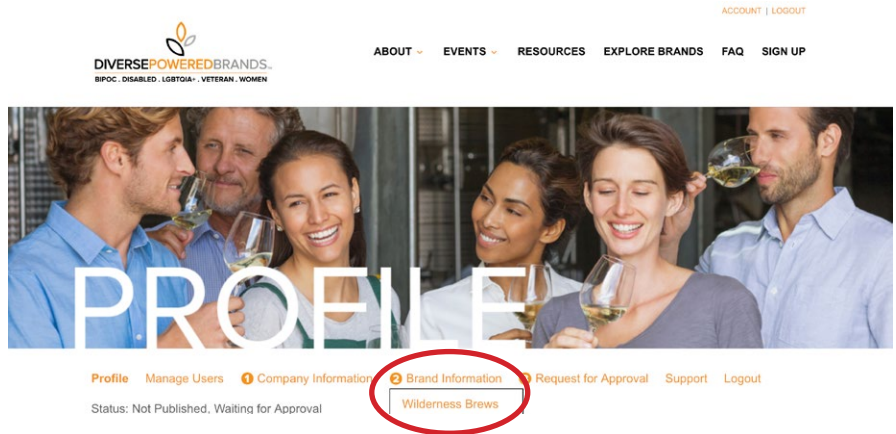
**BIPOC . DISABLED . LGBTQIA+ . VETERAN . WOMEN**

# DPB: BRAND STORY: STEP 1

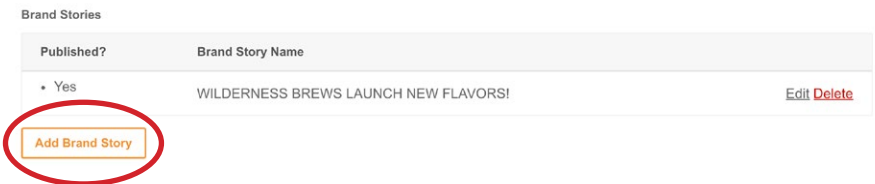
1. Log into your account on [diversepoweredbrands.com](https://diversepoweredbrands.com)



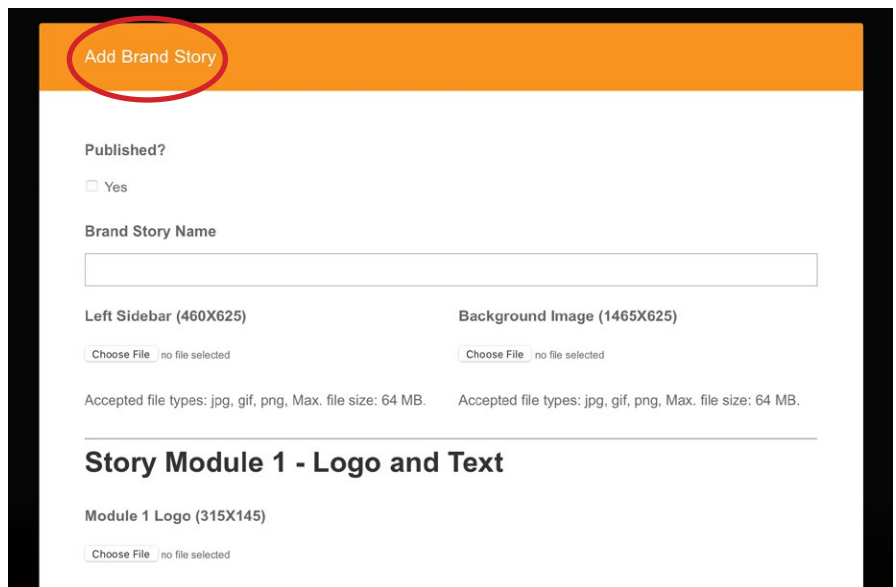
2. Go to **BRAND INFORMATION** tab and click on your brand



3. In your **BRAND INFORMATION** page, scroll down to: Brand Stories. Click **“ADD A BRAND STORY”** button.



4. You will enter the **“ADD A BRAND STORY”** editing Module.

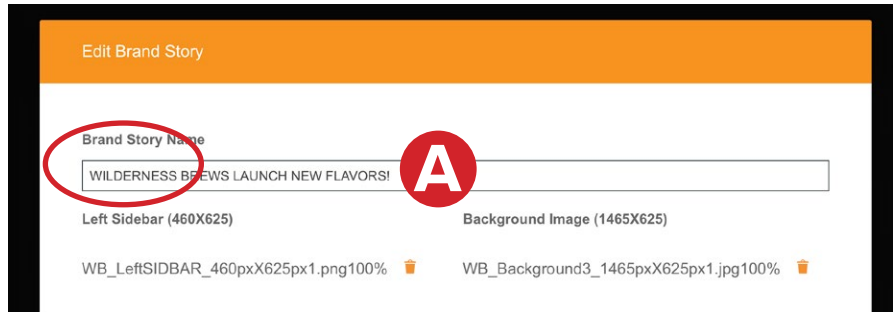


## NEXT TO STEP 2

# DPB: BRAND STORY: STEP 2

## A. BRAND STORY NAME

Enter a title for your story. This is visible only to you, the Supplier, as a way of identifying your content/stories. You can have MULTIPLE stories under your brand, but only one visible at a time.



B. **Left Sidebar** image that appears in the left-most content well (460px X 625px). We Recommend your logo here.

## C. Background Image

background image for the entire canvas area. Image will not rotate. (1465px X 625px)



## D1. STORY MODULE 1 -

### Module 1 Logo/Image

(Accepted file types: jpg, gif, png) - Displays in the top of the card (315px X 145px)

## D2. Brand Description

Brand content (600 Characters Max)



# DPB: BRAND STORY: **STEP 2**

## E. **STORY MODULE 2 - Module 2 Brand Focus Image**

Covers the whole card  
(360px X 450px)

### Story Module 2 - Image Only

Module 2 Brand Focus Image

WB\_Card2c\_360pxX450px1.jpg100%



# DPB: BRAND STORY: **STEP 2**

## F. **STORY MODULE 3 -**

### **Module 3 Text Block**

(multi-line, 900 character max) -  
Multi-line text fills the content area

## G. **STORY MODULE 4 -**

### **Module 4 Images**

(Accepted file types: jpg, gif, png; Max 4) -  
Square - 450px  
Suggestion: Bottle Shots

### Story Module 3 - Text Block

Module 3 Text Block



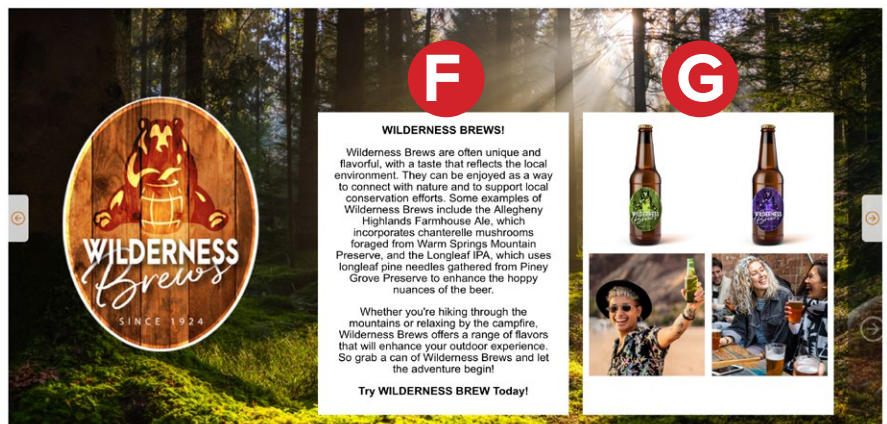
#### WILDERNESS BREWS!

Wilderness Brews are often unique and flavorful, with a taste that reflects the local environment. They can be enjoyed as a way to connect with nature and to support local conservation efforts. Some examples of Wilderness Brews include the Allegheny Highlands Farmhouse Ale, which incorporates chanterelle mushrooms foraged from Warm Springs Mountain Preserve, and the Longleaf IPA, which uses longleaf pine needles gathered from Piney Grove Preserve to enhance the hoppy nuances of the beer.

Whether you're hiking through the mountains or relaxing by the campfire, Wilderness Brews offers a range of flavors that will enhance your outdoor experience. So grab a can of Wilderness Brews and let the adventure begin!

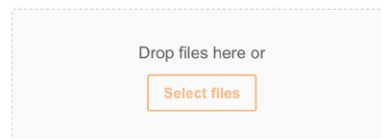
**Try WILDERNESS BREW Today!**

762 of 900 max characters



### Story Module 4 - 4 Images

Module 4 Bottle Shots (450X450)



Accepted file types: jpg, gif, png, jpeg, Max. file size: 64 MB,

Max. files: 4.

WB\_Card3b\_450pxX450px1.jpg 100%

WB\_Card3d\_450pxX450px1.jpg 100%

WB\_Card3e\_450pxX450px1.jpg 100%

WB\_Card3f\_450pxX450px1.jpg 100%

## DPB: BRAND STORY: **STEP 2**

### H. **STORY MODULE 5 -**

#### **Module 5 Video**

Video URL

#### **\*Acceptable video URLs:**

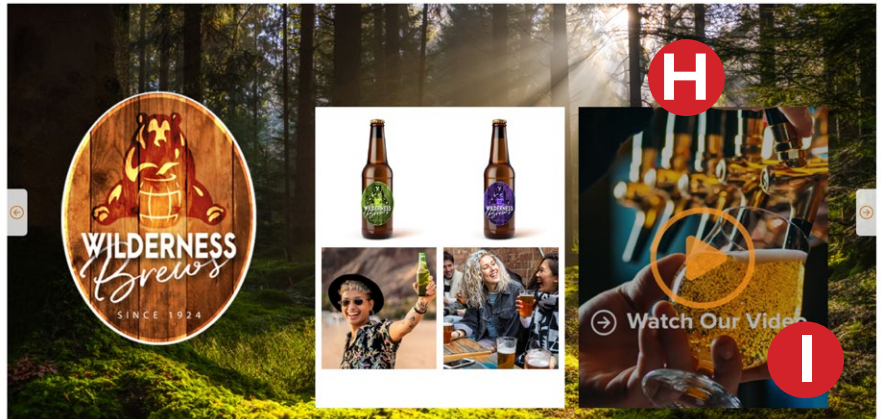
All major video URLs are supported.

### I. **STORY MODULE 5 -**

#### **Module 5 Video**

Video Poster Image.

There is an automatic video button overlay - that will go over your image. (360px X 450px)



### Story Module 5 - Video

Module 5 Video URL

Module 5 Video Poster Image

WB\_Card2\_360pxX450px1.jpg100% 🗑️

Publish?

Yes

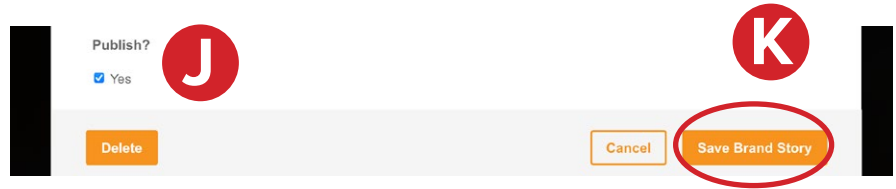
**NEXT TO STEP 3**

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## DPB: BRAND STORY: **STEP 3**

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J. **PUBLISH?** When you are ready to publish your story (Live viewing on the marketplace), you will want to check the **YES** checkbox.



K. **SAVE YOUR WORK! - Save Brand Story Button**  
Click this button to save your updates.



# DPB: BRAND STORY: MEASUREMENT KEY

