⚙ CURT®

MEDIA CENTER
HOW-TO-ACCESS

This valuable marketing resource will provide you and your associates with full access to our library of photos, videos, literature and company logos. This short guide is an overview of the Media Center and how to use it. For detailed examples view this training video.
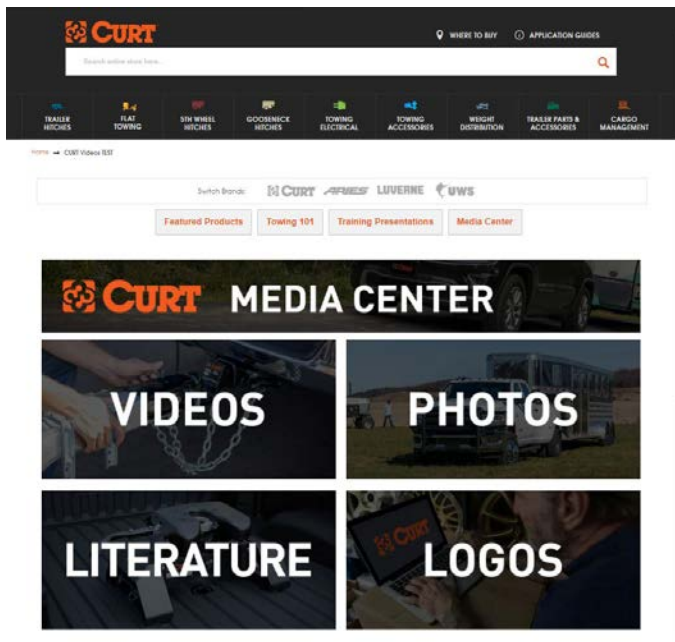

Access

The Media Center can be found at curtmfg.com/media-center.

It can also be found on the CURT University site that is linked in the footer of our homepage, curtmfg.com.

Once you are on the University page, you will see a tab in the navigation labeled 'Media Center'. This is the gateway to the assets. It is a great idea to bookmark this page in your preferred web browser for easy future access. Be sure to check back regularly for the latest and greatest assets from CURT.

Choosing a Collection

You will see that the Media Center is divided into four main categories. Each is a curated collection of assets that are CURT-approved and ready for your use. Just click the large button that links to the type of assets your looking for and the collection will open in a new browser tab.

Videos
This is all of CURT's published videos, covering product features, installation, how-to, branding and more.

Photos
This collection includes many different types of ready-to-use imagery, including product images, in-use, lifestyle and full SKU image sets.

Literature
This is all of our current usable literature, including catalog, trifolds and sales flyers.

Logos & Brand Guidelines
The official brand mark for CURT is available in multiple file formats (i.e. pdf, .ai, .eps, etc). Also in this collection, you can find the CURT Brand Guidelines.

User Agreement

Once you have arrived in a collection, you will be prompted to accept the usage license. Please read and understand this agreement fully before accepting the terms of use.

Searching

Within the collection you will have the ability to find specifically what you are looking for. There are several ways to navigate the collection including QuickFind, Category Find and Inspected Keywords.

QuickFind

The QuickFind search bar is a powerful way to search a word or pharse quickly. To perform a **QuickFind** search:

1. Type a word or phrase into the QuickFind field and press ENTER.

2. Relevant assets will be displayed.

The QuickFind searches all asset data fields and even text within documents. Here are some tricks to help best utilize the tool:

- **Single Term**
  QuickFind will find any word that starts with the entered text. For example, searching for cat will find cat, catalog and catastrophe, but not scatterbrained.

- **Multiple Terms**
  QuickFind will find all words that start with any of the entered terms (logical OR). For example, searching for cat dog will return cats, dogs, cat-dogs, dog-cats, doggone and catnap but not hotdog or uncategorical.

- **Wildcard**
  Use the (*) to stand in for any number of characters (zero or more). For example, searching for '*cat' will return cat, catastrophe, scatterbrained, dog-cats and uncategorical.

- **Phrases**
  To search for an exact phrase, put the phrase in double straight quotes [""].

- **Boolean**
  Use AND in simple searches to find two terms in the same field. For example, searching for cats dogs would return all assets that have either the term cats or the term dogs in any field; searching for cats AND dogs would return only the assets that have both terms.

PRO TIP
Using part numbers is an excellent way to search assets for specific SKUs.
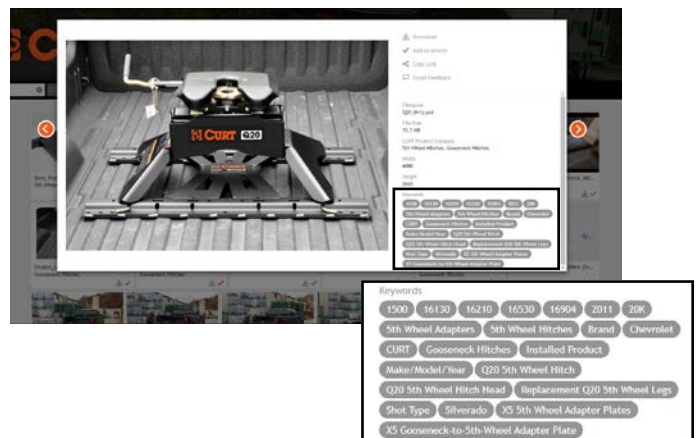
Category Find

Assets have been organized by product categories. This is an easy way to see assets specific to a CURT product category. To perform a **Category Find**:

1. Click the search icon in the navigation on the top of the page.

2. Click into the CURT Product Category field and choose the desired category from the list and press ENTER. Relevant assets will be displayed.

3. To further search within the category, use the Keywords field and type a word or phrase and press ENTER. Relevant assets will be displayed.

Inspected Keywords

When you are inspecting properties for an asset, you can select a keyword to quickly find other assets that utilize the same keyword. To perform an **Inspected Keywords** search:

1. Click on an asset thumbnail to inspect it. A detailed view will appear that displays asset details along with a list of keywords.

2. Click on the desired keyword to view matching assets.

Downloading & Sharing Assets

Downloading and sharing assets is a core functionality of the
CURT Media Center. There are a couple ways to do this.

Download Formats

• Photos
  All image assets are downloaded in .jpg format.
  Other format can be requested using the
  'Email Feedback' button.

  [Email Feedback]

• Literature
  Files are delivered in .pdf format.

• Video
  Files are delivered in the original
  file format. In most cases it is mp4.

• Logos
  Logos are availble in multiple formats
  including .pdf, .png and .jpg.

Selects

You can select multiple assets at once to perform a
batch download. To add assets to your **Selects**:

1. Use the 'Select' button from either
   detail or thumbnail view to add an
   asset to your selects.

2. Once you've selected the assets you want,
   click the selects button at the top of the
   page to see your available actions.

   [QuickFind 🔍 | Q+ | Created ⌄ | 6 selected ✓]

3. Download all of the assets selected by
   clicking the 'Download All' button, or
   download assets individually by clicking the
   download button next to the asset in the list.

Detail View

From the asset detail view there are four
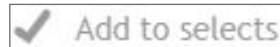action buttons to perform different tasks:

• Download
  Cue your browser to download
  the asset into your downloads folder.

  [⬇ Download]

• Add to Selects
  Add the asset to your selects list.

  [✓ Add to selects]

• Copy Link
  Copy a link to the asset to your
  clipboard for easy sharing.

  [⬅ Copy Link]

• Email Feedback
  Cue up an email with your default email client
  to get support or give feedback on an asset.

  [Email Feedback]

Thumbnail View

From the default thumbnail view you can easily
download individual files using the 'Download'
button or add assets to the your selects.

Support

The CURT Media Center is a great resource repository for CURT digital
assets and enables you to explore and utilize the resources CURT has made
available to you. For support or additional asset requests, please contact
media@curtmfg.com.