

VISIONS

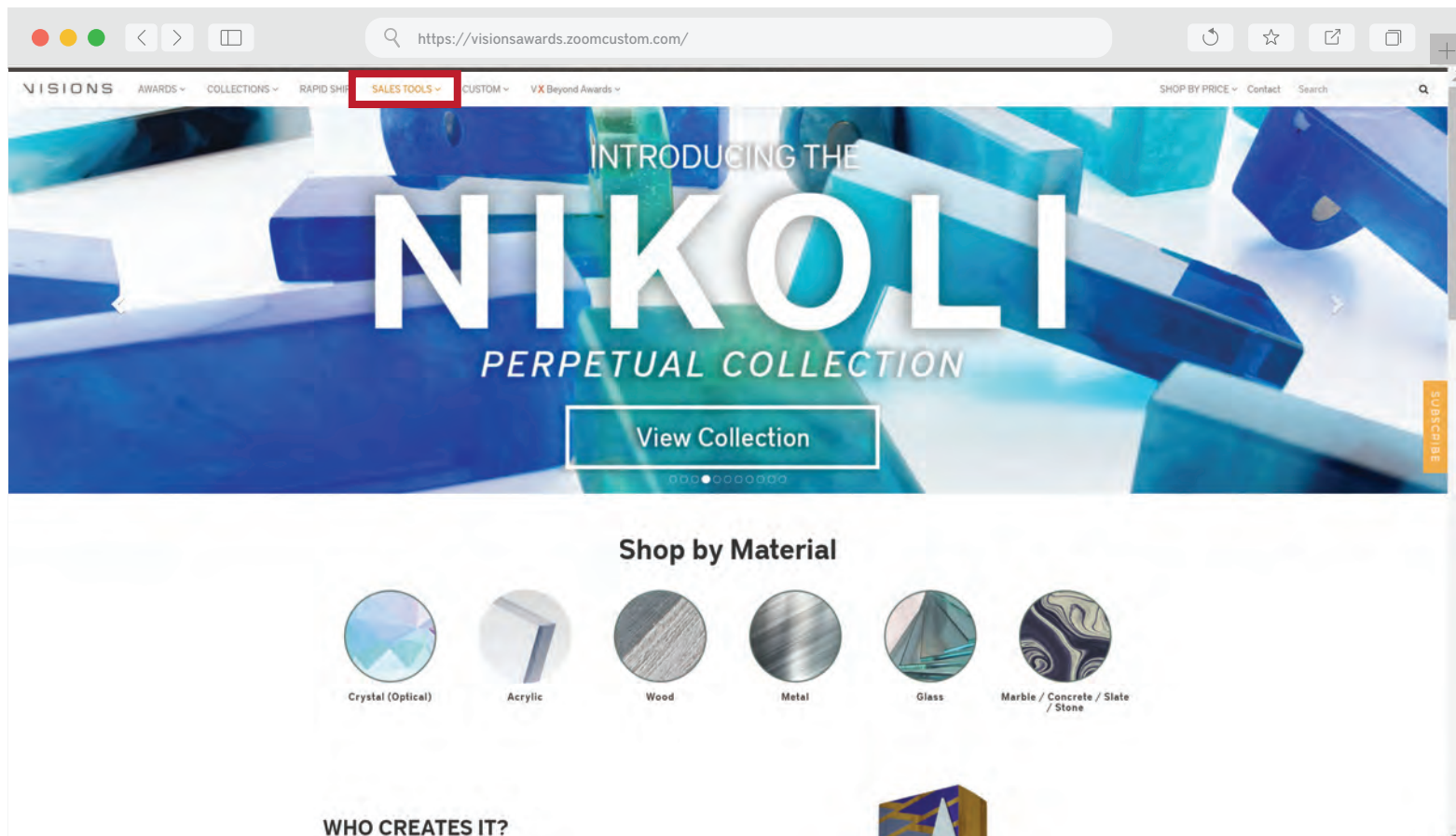
ZOOM STEP-BY-STEP GUIDE

DESIGNING FROM SCRATCH

01

GETTING STARTED 1 OF 2

- Go to THIS link or type in this address:
<https://visionsawards.com/>
- Click our “Sales Tools” button outlined in red and then “Catalogs and flyers” in the drop down menu



01

GETTING STARTED 2 OF 2

- Click the “Create Your Own” button outlined in red to start designing in studio

The screenshot shows a web browser window with the URL <https://visionsawards.zoomcustom.com/>. The page features a navigation bar with links: Home, Customize Catalogs, Customize Flyers, My Catalogs, My Designs, and My Contact Information and Logo. The main heading is "MAKE OUR CATALOGS AND FLYERS YOUR OWN", followed by the text: "Add your logo, contact information and more to our blank catalogs and flyers. Add them to your website, emails, marketing materials, proposals or post them to your social media sites.*"

The page is divided into two columns: "CATALOGS" and "FLYERS".

CATALOGS:

- Visions Awards 2021**
Expires: February 11, 2022
High-end recognition awards, plaques and business gifts made from various materials including crystal, acrylic and marble. Custom awards also available.
Includes a "Customize" button and a US flag icon.

FLYERS:

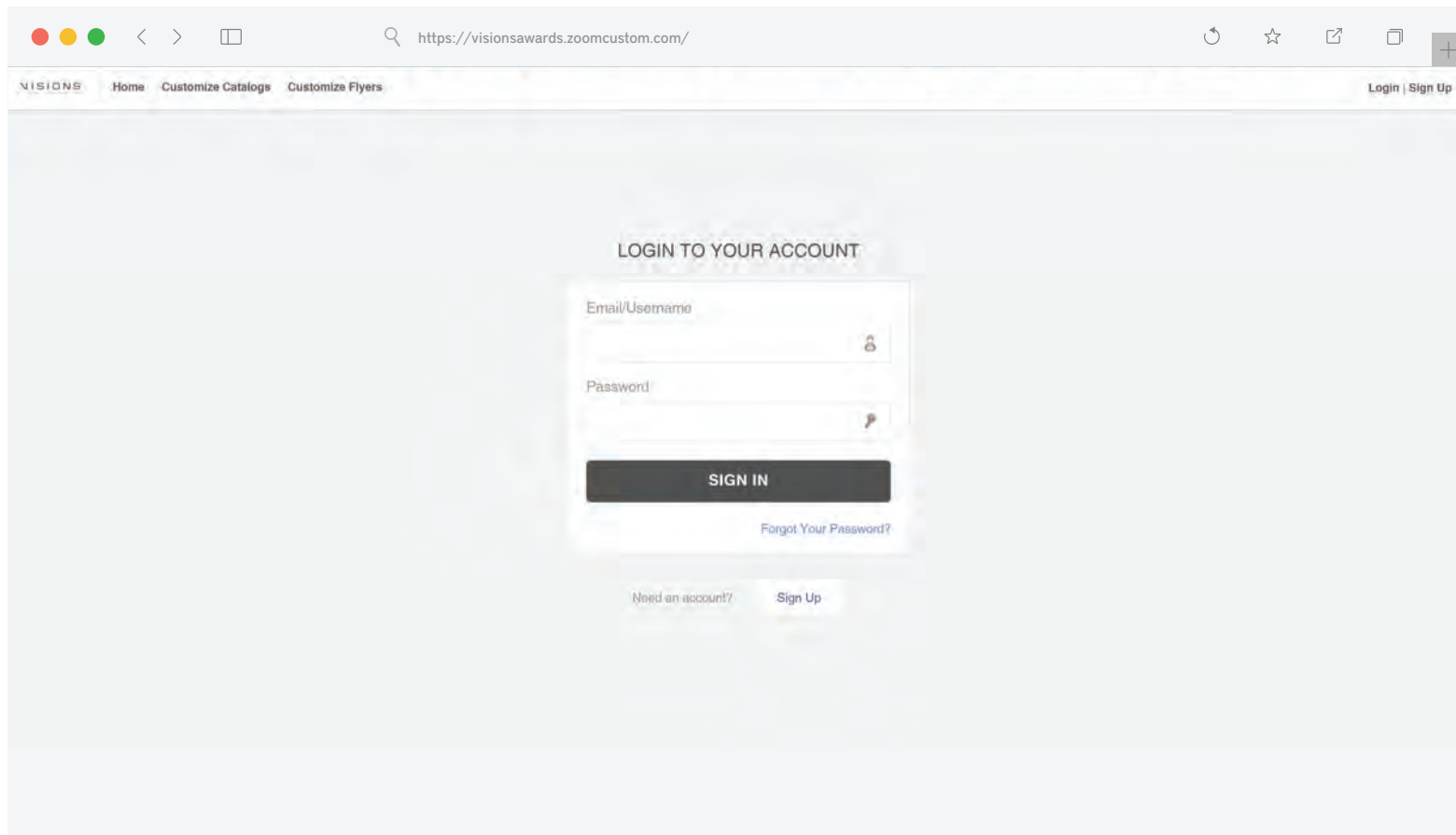
- Cubed**
Expires: January 31, 2022
The Art of Cubed
Includes a "Customize" button, a US flag icon, and a printer icon.
- July Special**
Expires: October 01, 2021
July Special - Moscow Mule
Includes a "Customize" button, a US flag icon, and a printer icon.
- Glassware Set Special**
Expires: November 30, 2021
You won't want to miss out on this special!

A red rectangular box highlights the "CREATE YOUR OWN" button located in the top right corner of the "FLYERS" section.

02

LOG IN OR CREATE AN ACCOUNT

- You will be prompted to log in to your ZoomCatalog account, login or create an account.



The screenshot shows a web browser window with the URL <https://visionsawards.zoomcustom.com/>. The browser's address bar includes navigation icons (back, forward, home, search) and utility icons (refresh, star, share, print, plus). The website's navigation menu includes "VISIONS", "Home", "Customize Catalogs", "Customize Flyers", and "Login | Sign Up".

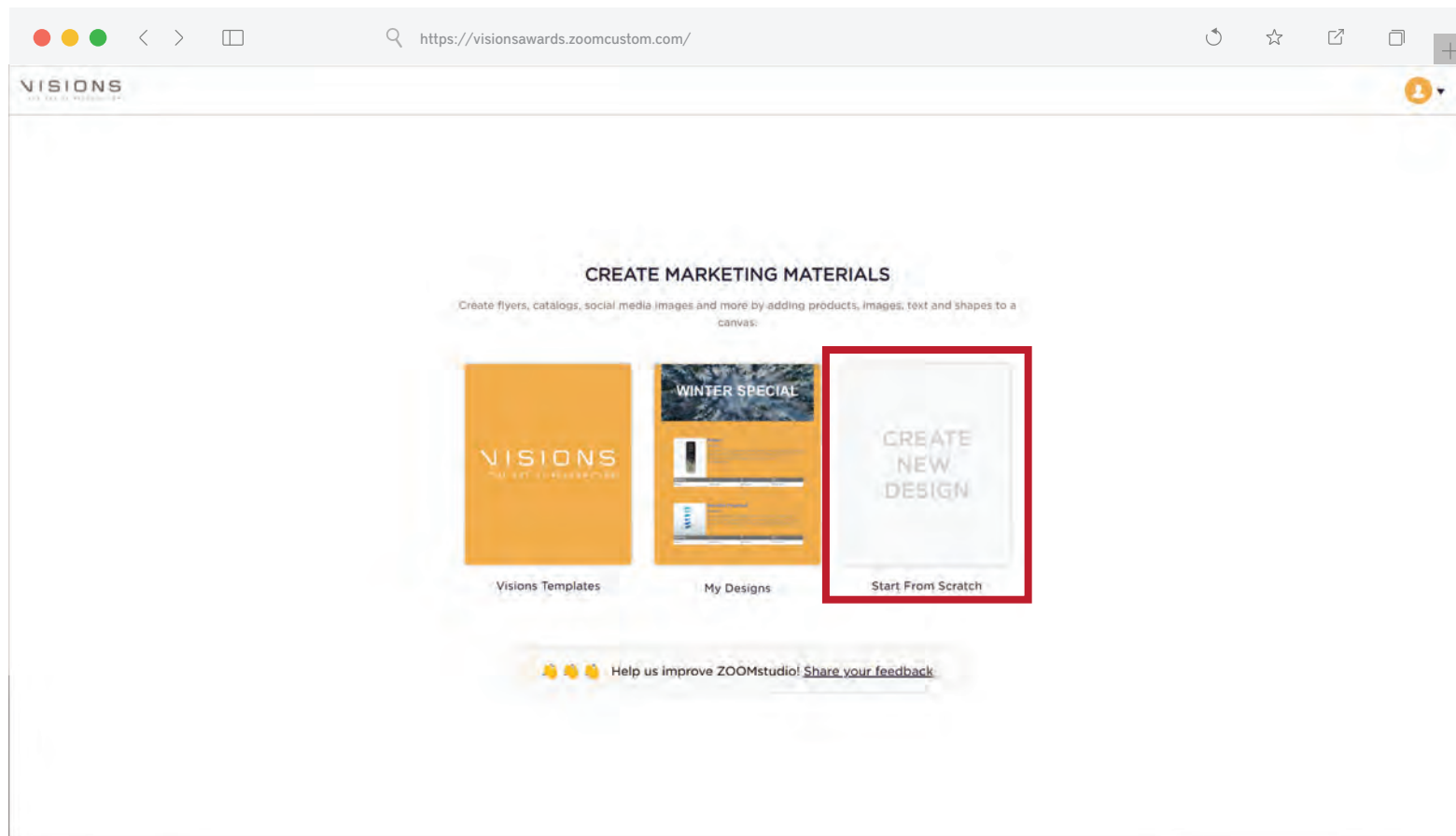
The main content area features a "LOGIN TO YOUR ACCOUNT" form. The form contains the following elements:

- A text input field labeled "Email/Username" with a user icon on the right.
- A text input field labeled "Password" with a password icon on the right.
- A dark "SIGN IN" button.
- A link labeled "Forgot Your Password?" below the password field.
- At the bottom of the form, two links: "Need an account?" and "Sign Up".

03

CREATE MARKETING MATERIALS

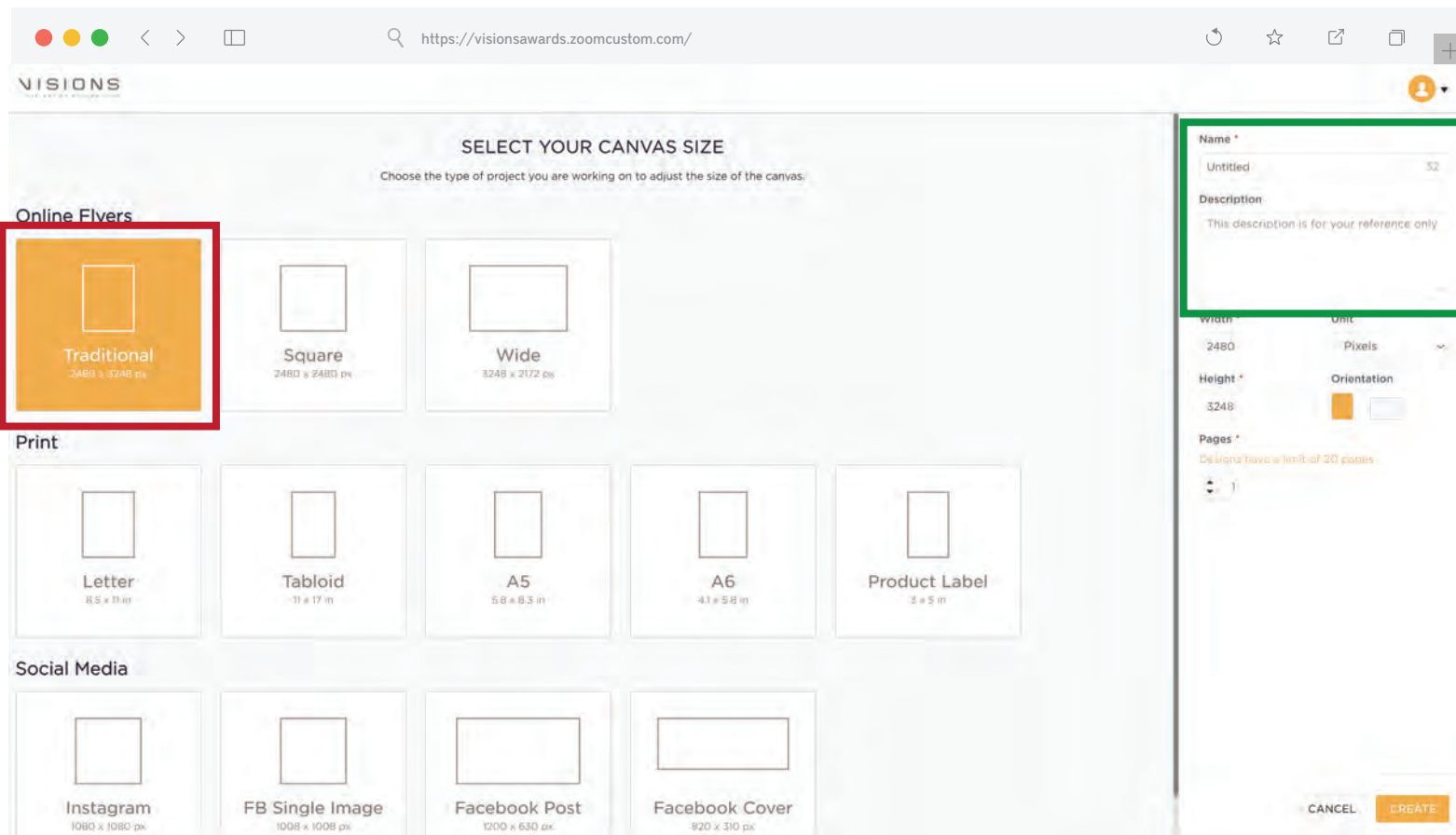
- Click the “Start From Scratch” section outlined in red to start creating your design.



04

CREATE YOUR CANVAS

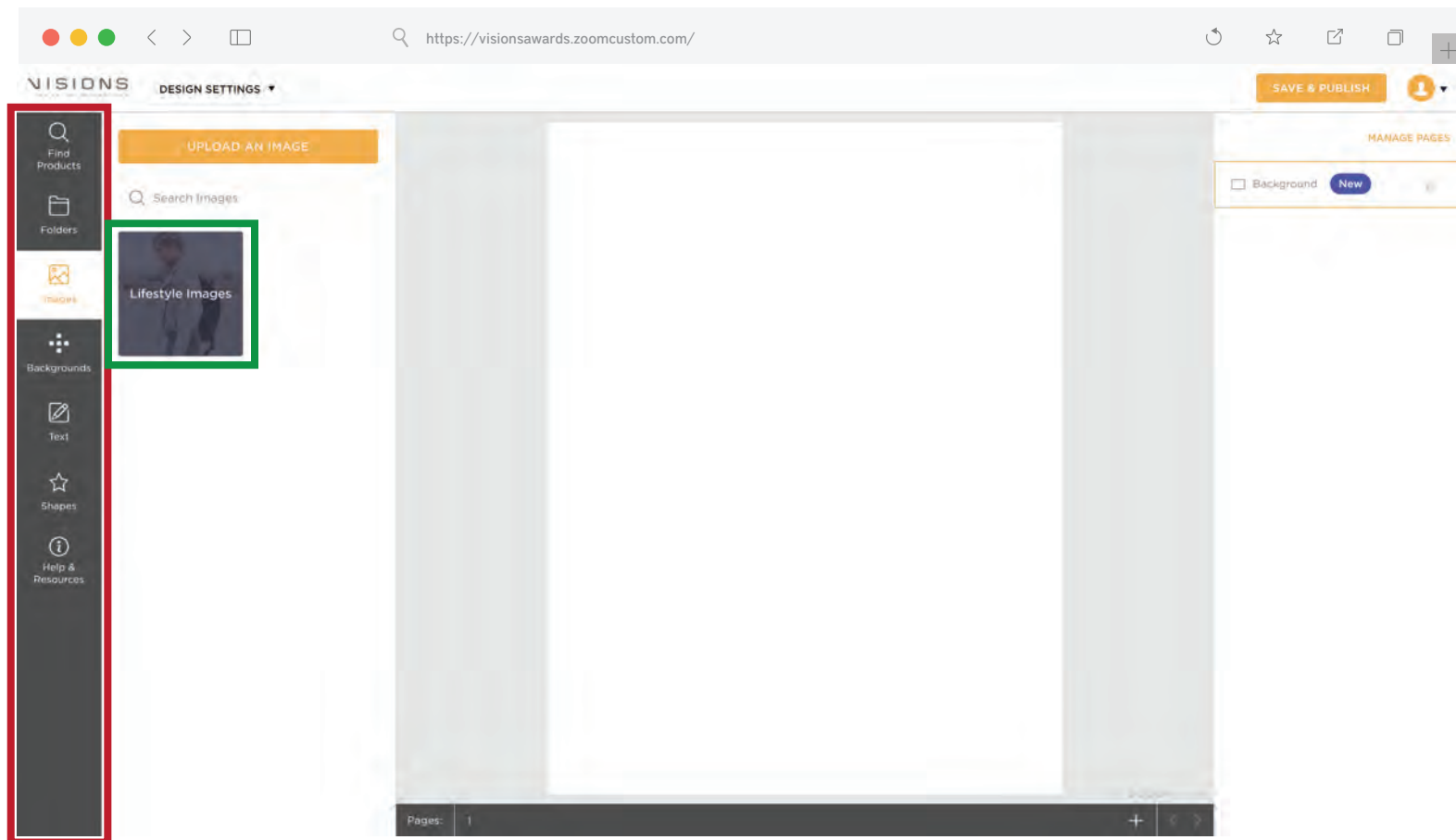
- Select your desired canvas size. The “Traditional” size is our recommended size.
- Name your canvas (this is a mandatory field) and add a description which is for your reference only (for notes, details, project information, and etc...) Outlined in green
- Add pages now, or do so later! Click the orange create button to start designing



05

START DESIGNING! - ADD A HEADER

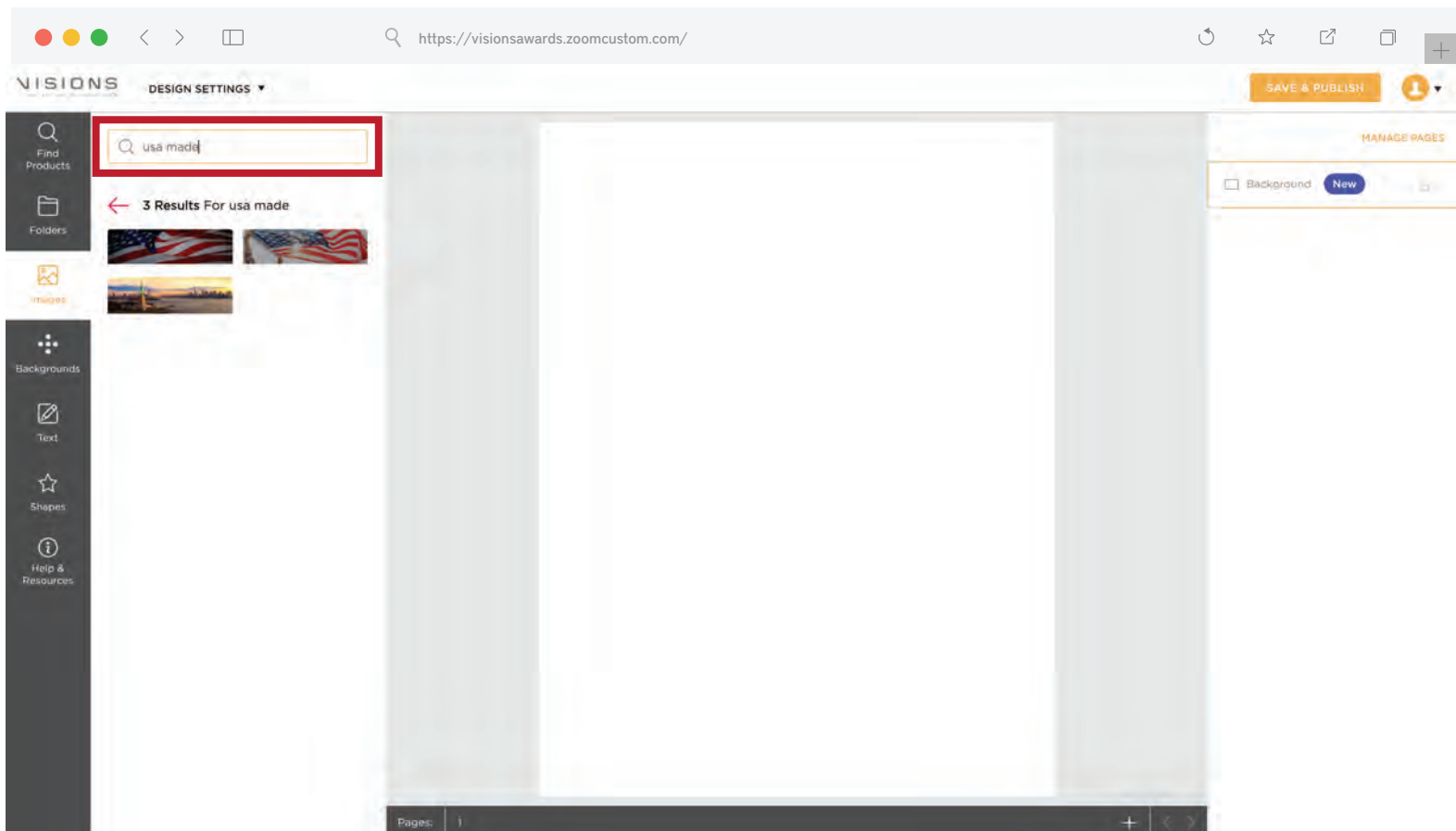
- Now you are ready, lets start designing! Our “Tool Bar” is located on the left hand side outlined in red.
- Click the images tool and select “lifestyle images” outlined in green to view all of our assets.



06

ADD A HEADER - SEARCH OUR ASSETS

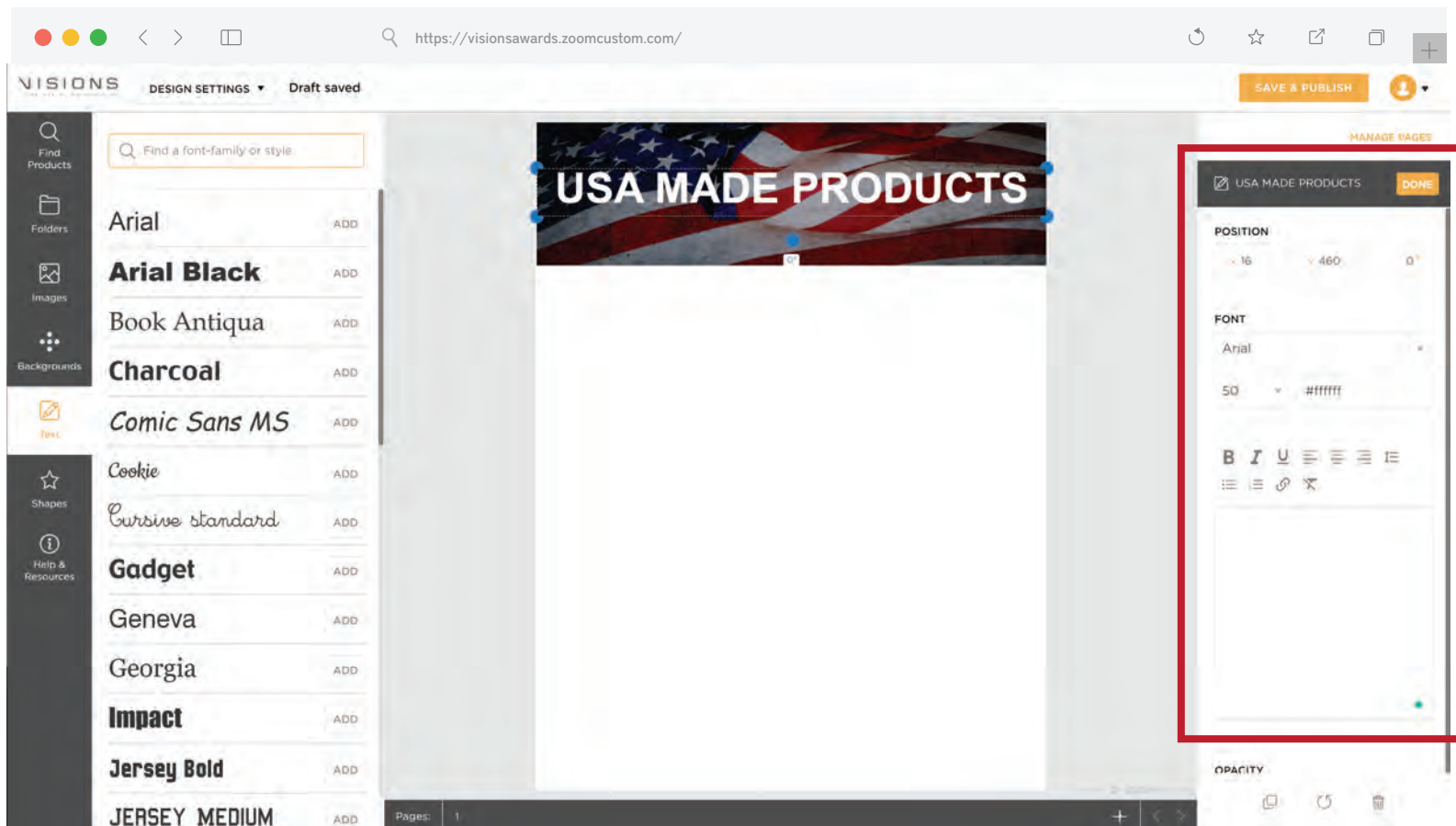
- Within the images tool use the “Search” feature outlined in red to find our assets for different flyer topics and imagery.
- Click the image to drag over to the canvas



07

ADD TEXT

- Within the tool bar select the "Text" feature, here you can search for a font to use.
- You can edit the size, font size, color and more within the panel to the right hand side outlined in red. *the text must be selected in order for text changes to apply*



08

ADD AND REMOVE PRODUCTS

- Within the tool bar select the “Find Products” feature outlined in red and search for all of our standard products (search by product name or item number).
- Add products by clicking the orange “Add” button.
- You can edit layout and product details within the panel to the right, along with deleting the product from the page by clicking the trashcan icon in the bottom right hand corner outlined in green.

The screenshot displays the Visions Awards website design tool interface. The browser address bar shows the URL <https://visionsawards.zoomcustom.com/>. The top navigation bar includes "VISIONS", "DESIGN SETTINGS", and "Draft saved". A "SAVE & PUBLISH" button is visible in the top right.

On the left sidebar, the "Find Products" icon is highlighted with a red box. Below it are icons for Folders, Images, Backgrounds, Text, Shapes, and Help & Resources.

The main content area shows a search for "BENT STEEL". The search results list several products:

- Bent Steel** (Visions #: RS-2020, As low as \$63.00)
- Agility** (Visions #: FT4813, As low as \$207.00)
- Agility** (Visions #: 9FT4813S, As low as \$49.00)
- Arched Reflections** (Visions #: ARM, As low as \$65.00)

Each product listing includes a "SAVE" button, a "DETAILS" button, and an "ADD" button.

The central workspace displays a design layout with a large banner for "USA MADE PRODUCTS" and two product cards:

- Holiday Cube** (FS-606-HOLIDAY): A desk piece with magnetic attachments. Includes a table with quantity and price options.
- Bent Steel** (RS-2020): A modern concept award. Includes a table with quantity and price options.

The right sidebar contains a "MANAGE PAGES" section for "Holiday Cube" with a "DONE" button. Below it are sections for "POSITION", "LAYOUT", and "PRODUCT DETAILS". The "PRODUCT DETAILS" section includes checkboxes for "Photo", "Product Name", "Product Label", "Product ID", "Description", "Colors", and "Price".

At the bottom right of the design tool, a trashcan icon is highlighted with a green circle, indicating the option to delete a product from the page.

09

SHARE IT!

- Once you are done creating your design share it! Click the “Download” or “Share” button outlined in red.
- Download : Save your design as a PDF or PNG outlined in green below
- Share : Copy the link to your clipboard and share a copy of it to anyone!

The screenshot shows a web browser window at <https://visionsawards.zoomcustom.com/>. The page displays a design draft titled "USA MADE PRODUCTS" featuring an American flag background. The design includes a "Holiday Cube" and "Bent Steel" products. The interface includes a left sidebar with navigation options like "Find Products", "Folders", "Images", "Backgrounds", "Text", "Shapes", and "Help & Resources". The top navigation bar shows "DESIGN SETTINGS" and "Draft saved". On the right side, there are "DOWNLOAD" and "SHARE" buttons highlighted with a red box. Below these, a "DOWNLOAD" dropdown menu is open, showing "PDF" and "PNG" options highlighted with a green box. The main content area displays product details for "Holiday Cube" and "Bent Steel", including descriptions and pricing tables.

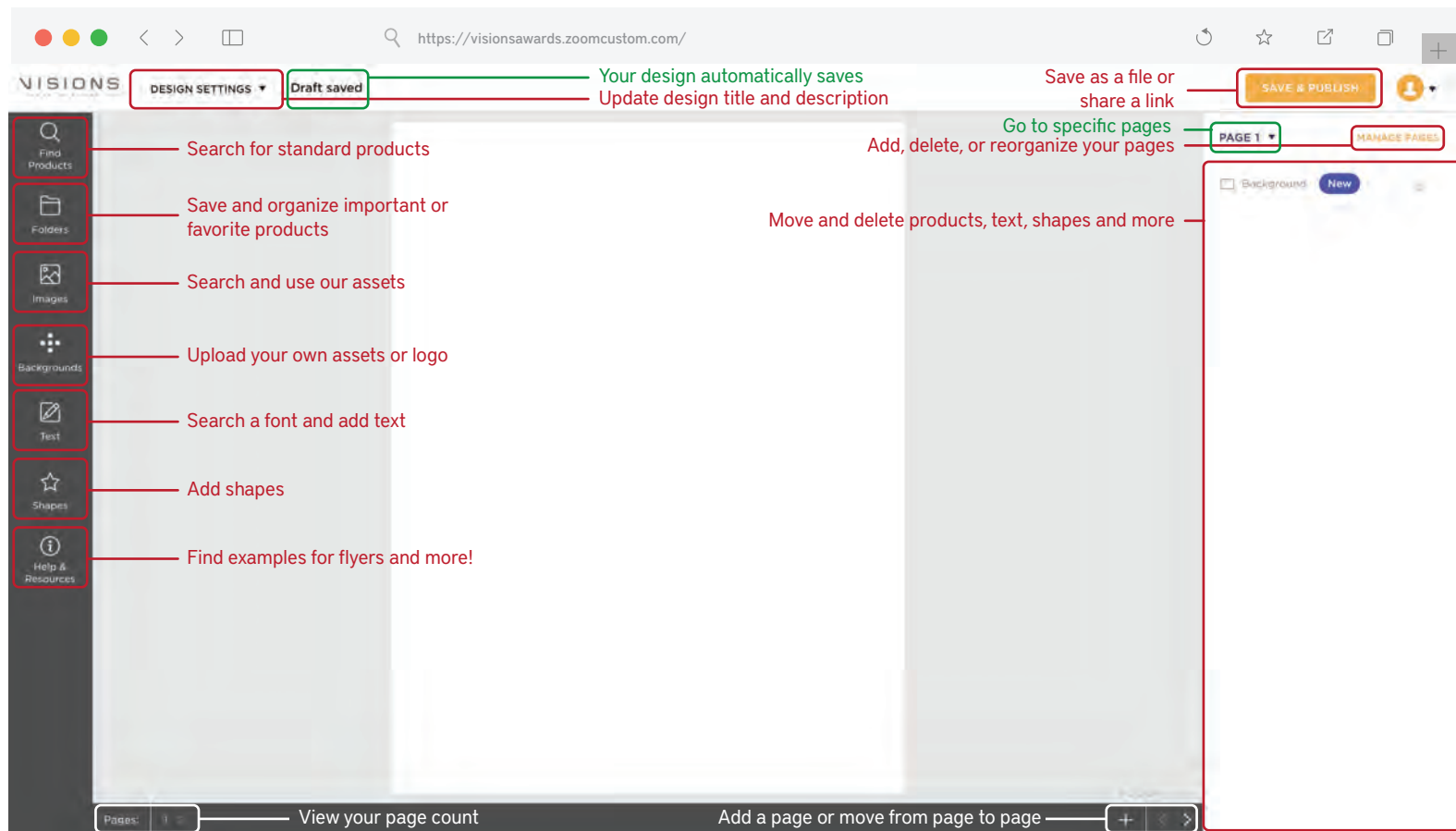
Quantity	1	6	26	51
Price	\$58.00	\$41.00	\$36.00	\$29.00

Quantity	1	6	26	51
Price	\$90.00	\$85.00	\$75.00	\$63.00

10

FUNCTION OVERVIEW 1 OF 3

- Check out all of the tools and what they do!



10

FUNCTION OVERVIEW 2 OF 3

- Check out all of the tools and what they do!

MANAGE PAGES

Umbra DONE — Product selected

POSITION
 × 372 y 930 0° — Move the product

LAYOUT
 [Icons for layout options] — Change image and description layout

PRODUCT DETAILS

- Photo — "Check" or "uncheck" a box to add or remove details
- Product Name
- Product Label ▼ — Click the arrow to change details
- Product ID
- Description
- Colors
- Price

Photo

- [Image selection icons] — Choose image
- Opacity 100% — Make Transparent
- Width 25% — Adjust image box size
- Scale Image 100% — Adjust the image itself
- Align Image [Icons] — Change alignment within the image box

Product Name

- Umbra — Change or update product name
- Arial — Change font
- 146px — Change font size
- #4472c4 — Change font color

Product Label

- Type your own — Add or change label
- Arial — Change font
- 88px A A — Change font size, font color, and box color
- Size 100% — Adjust box size

10

FUNCTION OVERVIEW 3 OF 3

- Check out all of the tools and what they do!

Product ID

CN-CUBE

Arial

105px #4472c4

- Change product item number
- Change font
- Change font size
- Change font color

Description

Arial

105 #808080

B I U [align icons] [list icons] [link icon] [undo icon]

Half resin and half concrete. This unique combination of materials blends beautifully in this skillfully crafted cube. Add your etched imprint on any side to turn this work of art into a meaningful award.

1843

- Change font
- Change font size
- Change font color
- Change font variation and alignment
- Change description

Colors

Text Size 95px

All

None

- Show color options and adjust size

Price

Use retail price

Price Code: 3C

Markup/Down 0

Quantity	Price
1	132.00
6	122.00
26	112.00

Reset table

Enter price without quantity

Replace with "As low as ____"

Replace prices with "Call for pricing"

Arial

93px #6e6e6e

- "Check" for coded pricing
- Add percentage
- Change price breaks and pricing
- "Check" a box for pricing display
- Change font
- Change font size
- Change font color

VISIONS