INTEMPT ACADEMY

Design

The 15 steps to build an on-brand asset library, from your brand kit to published assets Blu can reuse. Tick them off as you go.

- [ ] 1. In the sidebar find Asset library in the top block, above the Design group (Avatars, Poses, Scenes, Design System). — Lesson 5.1
- [ ] 2. Click Create asset, pick a type and save it. — Lesson 5.1
- [ ] 3. Open a journey's Send email or Send SMS step and pick that asset in Message (do not publish). — Lesson 5.1
- [ ] 4. Open Brand from the sidebar, then Settings, Messages, Appearance, to see the two different brand surfaces. — Lesson 5.2
- [ ] 5. On Brand, Identity, write real company text in at least two fields (it saves as you type). — Lesson 5.2
- [ ] 6. Open Knowledge Base, click Upload knowledge and add one file or page. — Lesson 5.2
- [ ] 7. Open Avatars, click the Custom avatar tile (or Create avatar, Generate with Blu), describe and name the character in Blu chat. — Lesson 5.3
- [ ] 8. Open a preset (badge Built-in) beside your custom avatar and compare them. — Lesson 5.3
- [ ] 9. Open a preset pose and see the banner 'Built-in pose · remix to customize.' with fields locked, then open a custom pose and edit the same field. — Lesson 5.4
- [ ] 10. Open Scenes, click Create scene (or the Custom scene tile) and describe it in Blu chat; then on your custom scene click Edit to set Lighting, Camera, Background and Surface. — Lesson 5.5
- [ ] 11. Confirm Category is not in the block editor and is shown read-only on the scene's Details (Identity) section. — Lesson 5.5
- [ ] 12. Click Generate image (or Regenerate image) on your scene and wait for the render. — Lesson 5.5
- [ ] 13. Open Design System, open or create a system, then in Creative Studio use the Brand tool to apply it to an asset, switch to another system and compare. — Lesson 5.6
- [ ] 14. In the Asset library scroll the Status column: every row reads Active. — Lesson 5.7

- [ ] 15. Open a Brand Ad in Creative Studio and find Publish as ad feed, disabled with 'save first' until saved. Lesson 5.7

YOU ARE DONE WHEN

- Your asset shows in a journey Message picker you did not build it for.
- Brand Identity has real company text and Knowledge Base has one item with status Uploaded.
- A custom avatar and a custom scene exist in their libraries with a rendered image.
- A preset pose showed the Built-in banner and a custom pose was editable.
- The same asset rendered under two design systems.
- Every Asset library row reads Active and Publish as ad feed was gated until save.

CORE STACK

- **Intempt console** This is where your library, brand kit and designs live
- **Asset library** This is the one place every asset lives, ready for any journey
- **Brand Kit** This is how Blu learns your brand, so everything it makes looks like you
- **Blu Chat** This is how you create avatars, scenes and designs, just by asking
- **Design System** This is how you restyle any asset in one click

OPTIONAL UPGRADES

- **Avatars** This is how you get the same brand character in every image
- **Poses** This is how you control how that character stands and is framed
- **Scenes** This is how you keep the same backdrop across every photo
- **Brand Kit in Settings** This is how your emails and messages pick up your colors and logo