

# Welcome to Canto



## Your new one-stop shop for Taylor Guitars Digital Assets

Through Canto, you can download and share high-resolution content that Taylor produces internally. Canto is the most up-to-date portal for all Taylor assets, including TaylorWare.

### What can I do in Canto?

**Canto, or the Taylor Digital Asset Manager,** allows you to explore our full collection of images and videos for website product listings, social media posts, and any other promotional purpose. It's also a convenient way for you to manage the assets you use on a regular basis, making them easier to access and download for quick use. With Canto, you can:

- Use Search, Folders, Keywords, Tags and Filters to narrow your search results and find what you need fast.
- Select multiple files at a time for download. Just click the check mark in the right corner of the file to download files in bulk.
- Create a collection to populate your own personal albums with your favorite files.
- Share images and videos directly to social media.

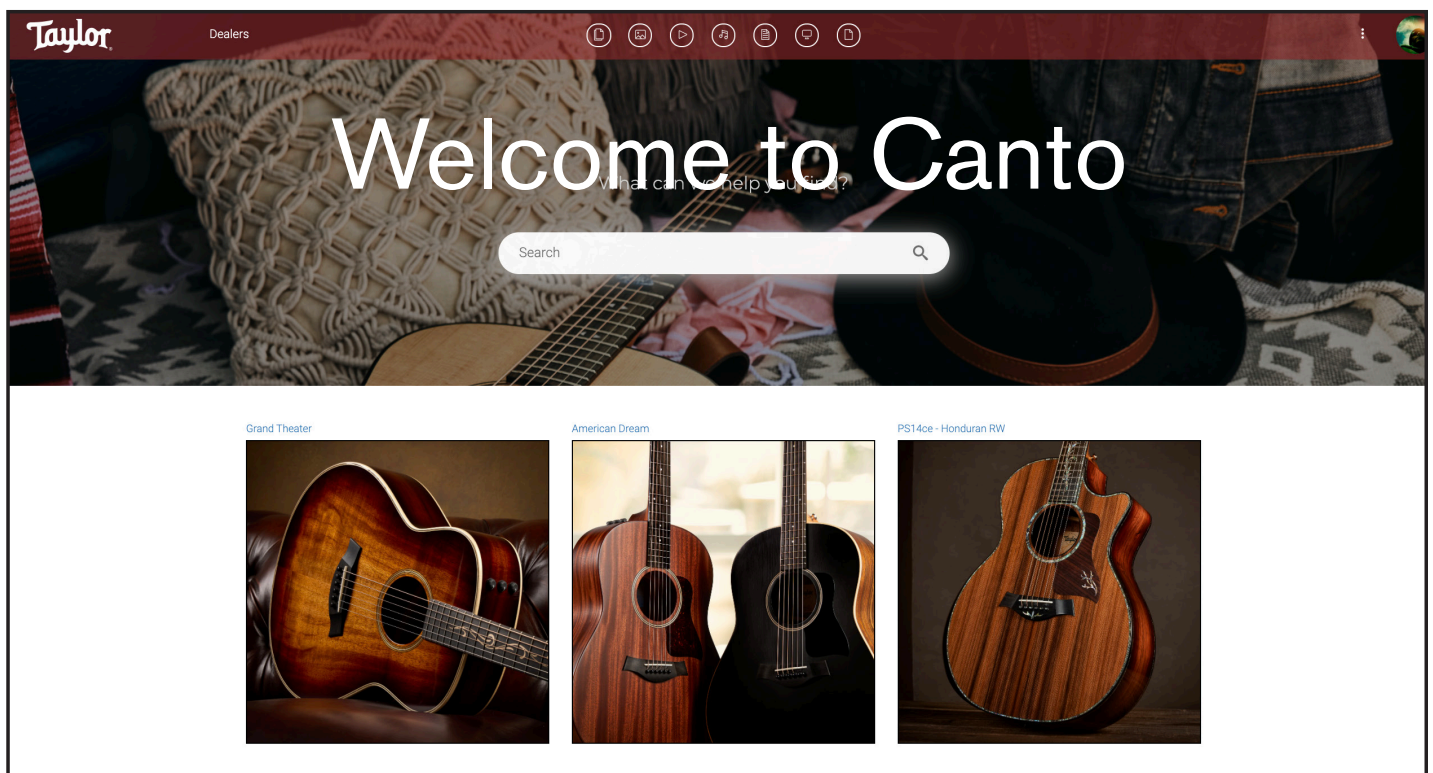
### How do I access it?

To access the **Taylor Digital Asset Manager**, simply visit <https://taylorguitars.canto.com>

You may also navigate to the Taylor Digital Asset Manager through the Taylor Guitars Dealer Portal. To do so, just visit <https://taylorguitars.com/dealerportal> and then select the tout entitled "Digital Assets".

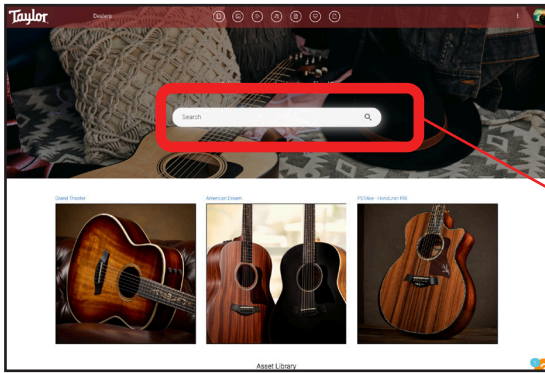
The first time you visit Canto, you will need to register an account. Just click 'Register Now' directly below the login button to get started, fill out the form, enter the invitation code **2icmgplqk7cg** and follow the on-screen prompts. You will need to confirm your email address and establish your password, so check your inbox and spam folder for the confirmation email to do so.

Note: Canto is the most up-to-date resource for Taylor assets moving forward. While some content remains on Dropbox, we are phasing out that service and can't promise you will find what you need there.

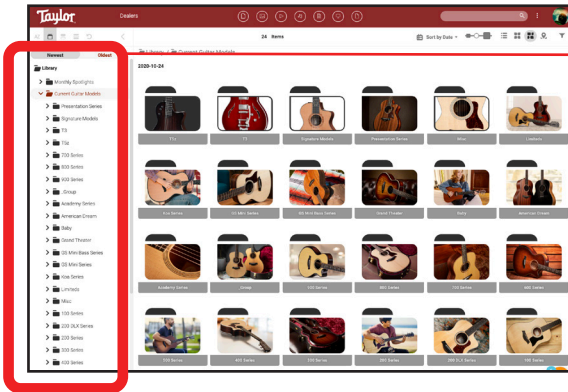


## Where can I find the assets I need in Canto?

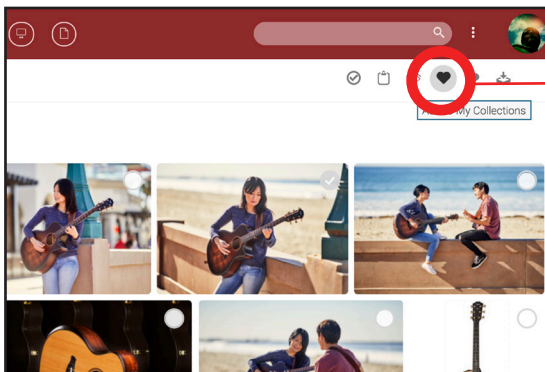
There are 5 key ways to find what you want in the Taylor Digital Asset Manager:



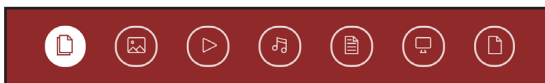
1. **SEARCH:** The easiest way to find assets is to use the Search Bar. You will find this at the top of your screen after logging in. Below the search bar, you will find call-outs for campaigns, new products, monthly spotlights and specific product categories that you can browse.



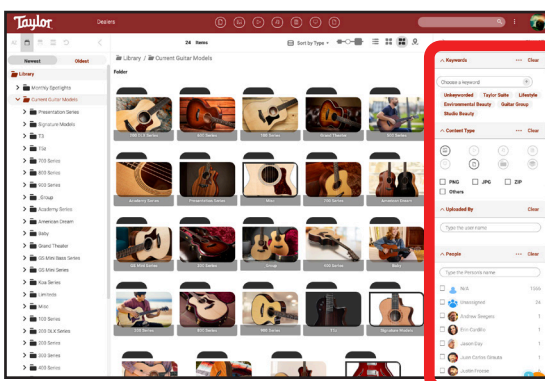
2. **FOLDER STRUCTURE:** Once you enter the asset library, your main navigation will be on the left-hand side of the portal. This is where you can toggle between albums, campaigns, folders you are watching, etc. The Guitar Master Folder will contain the standard Taylor suite of guitar catalog images that you will need to list a product on your website. This includes front- and rear-facing (both directions) and a handful of detail images. (Note: Not all models have detail images—we are working hard to add these to every model that we support.)



3. **COLLECTIONS:** Create a collection to populate your own personal albums with your favorite files. After selecting a file, click the heart icon in the top right corner to add it to your collection.



4. **CONTENT TYPE:** Quickly see all assets within a specific content type by selecting the content type icon at the top of the page. Every month, we will spotlight a particular guitar model or series. Assets for these spotlights will be archived so that you can browse past months of features and utilize those assets for your purposes throughout the year.



5. **KEYWORD TAGS & FILTERS:** To browse certain types of content, you can select a keyword from the options on the right-hand side of the portal, and the library will populate with those types of images. For example, if you are looking for all of Taylor's lifestyle images, you can simply click on the 'Lifestyle' keyword and all of the Lifestyle images that Taylor has produced will populate in the main gallery. You may also use the filters in this right-hand section to narrow your search.

## What types of content will I find in Canto?

**Taylor Suite:** These are “catalog” or “guitars on white” images. This category includes front-facing left, front-facing right, rear-facing left, rear-facing right and detail images. These images are great for e-commerce marketing.

**Beauty:** These are guitars photographed in an eye-catching environment. These are meant to be captivating, interesting and shareable. Whether captured in a studio or in some interesting location, these will be well served in social feeds, website banners, etc.

**Lifestyle:** These images show guitars in use. They are created to capture the spirit of guitar-playing and music-making. Whether taken at the beach, in a living room or on stage, these images are meant to be aspirational while underscoring the aesthetic quality of our guitars.

**Video:** Taylor produces a range of video types to help dealers promote their stock, including guitar playthrough demos, artist performances, spec videos, campaign-specific videos, and more.

## Who do I contact if I need help?

- Salespeople and Taylor employees should email Patrick Fore at [patrick.fore@taylorguitars.com](mailto:patrick.fore@taylorguitars.com).
- Dealers and distributors should reach out to their Taylor sales representative.