Instruction Manual: Automatic Content Asset Generator

The Asset Generator is an internal PeerSpot tool that automatically transforms user quotes, vendor information, and design templates into ready-to-use branded social cards. It eliminates manual design work, ensures consistency across assets, and allows vendors to quickly generate high-quality marketing materials directly from PeerSpot.

Internal Set-Up

Preparing Your PSD File (in Photoshop)

- Open the Layers panel.

- Identify decorative or placeholder elements (e.g., stars, speckles, test rectangles).

    - To remove:

    - Select the layer → press Delete, or

    - Right-click → Delete Layer.

    - Use the eye icon (👁) to toggle visibility and confirm whether they're needed.

    - Keep only essential layers for your final design.

- Ungroup Layers

    - - Expand all folders in the Layers panel.

    - - Right-click on groups → Ungroup Layers.

    - - Verify that all elements are now top-level layers (no nesting).

- Rename layers clearly

    - - Double-click each layer's name to rename.

    - - Use descriptive names such as:

    -   - Vendor Logo

- ○ - Author Info Background

- ○ - Author Name

- ○ - Copyright

- ○ - Stars

- ○ - Avoid generic names like Layer 1 or Shape Copy.

- ● Converting into Artboards

  - ○ Note, this is not always necessary, but only artboards can be exported into Abyssale

  - ○ In the Layers panel, select the top-level group.

  - ○ Right-click → Artboard from Group.

  - ○ Verify artboard properties

  - ○ Open the right-side properties panel.

  - ○ Confirm it displays Artboard properties.

  - ○ If the PSD contains multiple variations, ensure each has its own artboard.

Exporting to Abyssale

- ● How to export via plugin

  - ○ Open the Abyssale Photoshop plugin.

  - ○ Select Export.

  - ○ During export:

  - ○ Deselect unnecessary layers (placeholders, extras).

  - ○ Keep only design elements you want in the template.

  - ○ After export, the template will automatically appear in your Templates Library in Abyssale.

  - ○ No manual import is required.

- ● Finalizing Template in Abyssale

  - ○ Go to the Templates Library in Abyssale.

  - ○ Click on the asset you want to prepare for PeerSpot.

- ○ Click Use this template.

- ○ Rename it (based on text capacity, not vendor):

  - ■ Small Text

  - ■ Medium Text

  - ■ Large Text

- ○ Select the product destination → Basic Social Card.

- ○ Save changes.

Setting up Templates in Abyssale to Upload to PeerSpot

- Text elements

  - ○ Select each text layer.

  - ○ Enable Auto-resize text:

    - ■ Author Name: min size ~10pt

    - ■ Author Info: ~15pt

- Remove decorations:

  - ○ Select the text layer.

  - ○ In the right-hand panel, scroll to the Text section.

  - ○ Under Text Decorations, click Clear Text Stack to remove leftover styles.

- Vendor logo elements

- Set Alignment → Center-Middle.

- Avatars (must be circles)

- To make avatars circular:

  - ○ Select the avatar image layer.

  - ○ Go to Mask → Add Mask in the right panel.

  - ○ Choose Circle as the mask shape.

  - ○ Resize and align the mask to center over the avatar image.

- Shapes & backgrounds

- - - Name clearly (e.g., Author Info Background, Bottom Strip).

    - - Keep clean and consistent.

- Final step

    - - When finished, click Save and Exit.

Importing into PeerSpot

- Go to the Admin panel in PeerSpot.

- Click Manage Designs.

- In the top left, click Import New Template.

- Upload the template you saved from Abyssale.

Schema Mapping

- After importing, first:

- Choose Asset Type → Social Card.

- Then map each element to schema:

    - - Background → Customizable

    - - Stars → Not customizable

    - - Copyright → Customizable

    - - Author Name → Customizable

    - - Author Info → Customizable

    - - Vendor Logo → Customizable

    - - Author Avatar → Not customizable

    - - PeerSpot Logo → Customizable

- Click Save to confirm.

Using the Asset Generator in PeerSpot

- Go to your Vendor Dashboard.

- Open Peer Quote Assistant.

- Filter for the desired quote type.

- Select your quote.

- On the left-hand side, click Generate Asset.

- Select your custom template from the Asset Library.

  - Note: scroll down to see more asset options.

- Click Select Asset.

- Once selected, you can customize the following:

- Text (Quote, Author Name, Author Info, Copyright)

  - Select font → choose from dropdown.

  - Select font weight → 300 (Light), 400 (Regular), 600 (Semibold), 700 (Bold), etc.

  - Select color → pick from palette or enter hex code.

  - Mode (Copyright/PeerSpot logo) → toggle Light or Dark for contrast.

- Backgrounds (General, Author Info Background, Bottom Background)

  - Select background color.

  - Select secondary color (optional → creates gradient).

  - Gradient direction (left→right, top→bottom, diagonal, etc.).

  - Opacity slider (100% solid → lower % more transparent).

  - Select border color.

  - Select border width (in pixels).

- Logos

- Vendor logo:

  - Upload via image upload (PNG/JPG, transparent preferred).

  - Or provide image URL.

- PeerSpot logo:

- Toggle Light (white) or Dark (black).

- Generate asset branding

  - Adjust fonts, colors, and backgrounds until satisfied.

  - Click the yellow Generate Asset button.

- The system auto-fills:

  - Vendor logo

  - Author information

  - Selected quotes

- After creation, the asset is emailed to the creator and appears in the vendor dashboard's "Asset Library".

Fonts (by vendor request only)

This is by vendor request only.

- Vendors must supply:

  - Format: TTF or OTF

  - Separate files for each weight (Regular, Medium, Semibold, Bold).

- Adding fonts in Abyssale

  - Go to Creative Hub → Fonts → Add Custom Font.

  - Upload font files.

  - Enter Font Family Name (must match schema name).

- Important notes

  - Each weight may require its own upload.

  - Italics not yet supported.

  - If fonts don't appear, Dev may need to clear cache.