

GETTING STARTED GUIDE

Create Branded Lookbooks in Minutes

A step-by-step guide to creating fully branded product lookbooks for your clients — powered by Gemline.

Start here → gemline.com/s/merch-ai

6 easy steps · Under 5 minutes · No design experience needed

1

Browse & Select Your Lookbooks

Visit the link below. You'll see a gallery of catalogs and flyers — click **Select** on one or more that fit your client. Filter by **All**, **Catalogs**, or **Flyers** at the top.

THE LOOKBOOK GALLERY

Spring 2026

Select

Flyer

Golf Collection

Select

Flyer

Ringo Collection

Select

Flyer

Outdoor Adventure

Select

Tip: Select multiple lookbooks at once — all will be branded together in a single batch!

2

Create Your Account or Sign In

After selecting lookbooks, a new tab opens with a sign-in screen. New here? Click **"No account? Create one."** and register with your email. You can also continue with Google.

SIGN IN SCREEN

Sign In

[No account? Create one.](#)

Email

Password

Submit

— or —

Sign in with Google

3

Set Up Your Client's Brand

The page refreshes to the "Get Started" screen. Choose how to load your client's logo — add new, pick an existing brand, or search the library for known companies.

BRAND SETUP SCREEN

Get Started

Select the brand these lookbooks will be for.

+

Add new brand

Upload logos on the next step.

Brand name...

Create Brand

Choose existing brand

Auto-load a previously used brand.

Select one ▼

Continue

Search brand library

Search thousands of brand logos.

Company name...

Continue

4

Upload the Client's Logos

Upload a **Primary Logo** (horizontal) on the left and an **Icon Logo** (square/stacked) on the right. Then click **Next**.

✓ Best: high-res PNG with transparent background

Also: .svg .eps .webp .pdf .ai .jpg

LOGO UPLOAD SCREEN

1. Primary Logo *

Best if horizontal. Most commonly used logo.

Horizontal logo

Upload File

Remove

2. Icon Logo

Best if squared. Icon or stacked version.

Icon logo

Upload File

Remove

Next →

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5

Review & Approve Logo Variations

Four logo variations are auto-generated for different backgrounds. Review each one — if anything looks off, click **Change Colors** to open the built-in editor that has different ways of editing in its three tabs. You can also replace a variation entirely with the **Update File** button. The most important thing is to allow you to match your client's brand guidelines perfectly. When all look great, click **Approve**.

LOGO REVIEW SCREEN

Multi Color | Light Background

YourLogo

Update File

Change Colors

Light Color | Dark Background

YourLogo

Update File

Change Colors

Brand Color Background

YourLogo

Update File

Change Colors

Black Logo

YourLogo

Update File

Change Colors

Approve ✓

6

Your Lookbooks Are Being Branded!

Your client's logo is being applied to every product in real time. Each lookbook shows a progress bar. Once it hits **100%**, the buttons turn dark blue and become clickable — copy the shareable link or open the lookbook directly!

LOADING SCREEN — BUTTONS UNLOCK WHEN READY

Spring 2026 — Your Client

100%

Golf Collection — Your Client

72%

Tip:

You can share a lookbook link with your client as soon as a single one finishes — no need to wait for all of them!