

BRAND PORTAL & CMS ADMINISTRATOR DOCUMENTATION

Complete Operations Guide for Super Admin, IT, and Marketing Teams

PORTAL URL: <https://brand.routebleueparfums.com>
ADMIN CONSOLE: <https://brand.routebleueparfums.com/admin>

EDITION: v2.0 (2026)
CLASSIFICATION: INTERNAL

EXECUTIVE OVERVIEW

The Route Bleue Parfums Brand Portal is a centralized digital asset management (DAM) and brand guidelines system. The Admin Console (/admin) enables internal teams to manage brand storytelling, fragrance specifications, Pantone & HEX colour palettes, logo guidelines, campaign photography, watermarks, downloadable catalogues and manuals, user accounts, team role permissions, and real-time download audit logs.

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QUICK REFERENCE: DEFAULT SUPER ADMIN CREDENTIALS

Login URL: <https://brand.routebleueparfums.com/admin/login> | Default Super Admin
Email: marketing@routebleueparfums.com. To update the primary administrator password at any time, navigate to Admin -> Global Settings -> Administrator Password.

01 AUTHENTICATION, PORTAL ACCESS & GETTING STARTED

The Route Bleue Brand Portal separates public brand discovery from protected partner/internal resources and the administrative backend. Administrators can sign in via the dedicated Admin Login screen or the frontend Login modal.

- Admin Login Route**
Navigate to /admin/login and enter your registered email address and password.
- Frontend Partner/Admin Sign-In**
Users signing in via /login or the Download Center modal can access restricted assets according to their assigned role.
- Self-Service Password Change**
Any signed-in user can click 'Password' in the top navigation bar on the website to update their own password.
- Theme Switcher (Dark / Light Mode)**
Use the toggle switch in the top-right header of both the Admin Console and the Public Portal to switch between Dark and Light themes.
- Preview Team View Simulator**
Located in the top Admin header bar, Super Admins can switch the 'Preview Team View' dropdown between Super Admin, IT Team Access, and Marketing Team Access to preview how the sidebar dynamically adapts for each team.

02 ADMIN DASHBOARD OVERVIEW (/ADMIN)

The Dashboard serves as the operational command center, displaying live metrics from the MySQL database and surfacing pending tasks that require administrative review.

Metric Card	Description & Source
Total Users	Displays total active Super Admin, IT, Marketing, and External Partner accounts.
Pending Requests	Highlights incoming access applications awaiting approval or rejection.
Download Packs	Counts official PDFs, catalogues, and ZIP bundles configured in the Download Center.
Logged Downloads	Tracks cumulative asset downloads recorded in the security audit log.

Dashboard Quick Actions

- Pending Access Requests Panel**
Displays the 5 most recent pending requests with one-click 'Approve' and 'Reject' pills. Approving immediately creates the user's account and emails their login credentials.
- Quick Module Management**
Direct shortcuts to Imagery & Watermark Settings (/admin/pages/imagery), Download Assets & Access Levels (/admin/downloads), and User Accounts & Team Roles (/admin/users).
- Admin Documentation Download**
Click 'Admin Manual (PDF)' in the Admin Sidebar or Dashboard header at any time to download this reference manual.

03 TEAM CATEGORIES & CHECKBOX ROLE PERMISSIONS (/ADMIN/USERS)

The Admin Portal organizes internal staff into three core Team Categories - Super Admin, IT, and Marketing - alongside External Partner roles. Super Admins can customize the exact level of access for every team in real time by clicking checkboxes in the 'Super Admin - Define Team Roles & Level of Access' matrix.

Team Category	Badge / Scope	Default Enabled Access Levels
Super Admin	Full Authority	All 11 modules enabled, including Team Role Checkbox configuration.
IT	Technical & Ops	Dashboard, Images, Downloads, Users, Requests, Audit Logs, Settings.
Marketing	Brand & Content	Dashboard, Pages & Text, Images, Colours, Downloads, Access Requests.
External Roles	Partner / Press	Restricted Portal Downloads on frontend (Partner, Distributor, Press, Agency).

All 11 Configurable Checkbox Access Permissions

Permission Key	Category	Access Level Capability
dashboard	Admin Core	View portal metrics, activity summaries, and system overview.
pages	Marketing & Brand	Edit website copy, brand story, fragrance details, and guidelines text.
images	Marketing & Brand	Upload, browse, and delete images in the central Media Library.
colours	Marketing & Brand	Create, edit, and delete brand colour palettes and Pantone swatches.
downloads	Digital Assets	Upload downloadable PDFs/ZIPs and assign category & access tiers.
requests	Access Control	Review, approve, or reject incoming portal account applications.
users	Access Control	Create users, assign team categories, suspend accounts, reset passwords.
roles	Super Admin	Define team access levels and toggle module checkboxes in the matrix.
logs	IT & System	Inspect asset download history, IP addresses, and user audit trails.
settings	IT & System	Configure portal configuration keys and admin notification emails.
portal_assets	Frontend Portal	Download restricted Partner & Internal brand assets on the website.

HOW SUPER ADMIN UPDATES TEAM ACCESS LEVELS

1. Go to Admin -> Users & Team Roles (/admin/users).
2. In the 'Super Admin - Define Team Roles & Level of Access' table, click any checkbox under Super Admin, IT, or Marketing to toggle access ('Allowed' vs 'Off').
3. Changes auto-save immediately on click, or click 'Save Team Access Levels' to persist all columns at once. Enable 'Include Partner / External Roles' to customize external tiers as well.

04 USER ACCOUNT MANAGEMENT (/ADMIN/USERS)

Administrators with 'users' permission can manage all internal team members and external partners from a single directory.

- **Filter by Team Category**
Click the summary cards at the top (Super Admin, IT, Marketing) or the filter tabs ('All Users', 'Super Admin', 'IT Team', 'Marketing Team', 'External Partners') or use the sidebar sub-links.
- **Add Team / Portal User**
Click '+ Add Team / Portal User', select the Team Category / Role (e.g. Super Admin, IT, Marketing, Partner), enter Full Name, Email, Department/Company, and Initial Password. The portal creates the account and emails their credentials.
- **Reassign Team / Role**
Use the 'Team Category / Role' dropdown on any user row to move a user between Super Admin, IT, Marketing, or Partner roles.
- **Account Status Control**
Switch a user between ACTIVE (can sign in), PENDING (awaiting review), and SUSPENDED (immediately blocks login).
- **Reset User Password**
Click 'Reset Password' on any user row, enter a new temporary password, and click 'Update & Email User' to update the database hash and email the user.

05 ACCESS REQUESTS WORKFLOW (/ADMIN/REQUESTS)

External partners, press agencies, distributors, and internal staff can request an account at /request-access. Requests are stored in MySQL and trigger an email notification to the administrator.

Step-by-Step Approval Process

- **Step 1 - Filter & Review**
Open Admin -> Access Requests (/admin/requests). Filter by ALL, PENDING, APPROVED, or REJECTED, or search by name, email, or company.
- **Step 2 - Select Target Team / Access Tier**
In the 'Company & Assigned Tier' column, use the 'Grant:' dropdown to choose the exact role to assign upon approval (Super Admin, IT Team, Marketing Team, Internal Team, Partner, Distributor, Retail Partner, Press, or Agency).
- **Step 3 - Approve & Auto-Email Credentials**
Click the green 'Approve' button. After confirming in the dialog, the system creates or activates the User record with the selected role and emails their login credentials.
- **Resend Credentials or Reject**
For already-approved requests, click 'Resend Email' to re-send login details, or switch status to REJECTED / click 'Delete' to remove spam requests.

06 PAGES & CONTENT MANAGEMENT (/ADMIN/PAGES)

The Pages & Text CMS (/admin/pages) is automatically synced with the frontend modules, allowing Marketing and Super Admin teams to update page copy, fragrance notes, guidelines, and media paths without touching code.

Module / Route	Editable Content & Sections
Home (/)	Hero video/logo, asymmetrical intro block, guidelines cards, portal preview.
Brand (/brand)	Hero banner, brand story paragraphs, and core architectural pillars.
Fragrances (/fragrances)	7 Eaux de Parfum: Agrumade, Ecorce Noire, Armoisine, Sorbet d'Ete, Petite Fleur, etc.
Logo Guidelines (/logo-guidelines)	Primary Logo & Elements 01-04, Anatomy, 6 Colour Variants, Misuses, Do/Don't, Pattern.
Colours (/colours)	Editorial header, 100-900 scale notes, fragrance story scenes, and pattern downloads.
Typography (/typography)	Typeface specimens, anatomy guidelines toggle, hierarchy scale, font download CTA.
Imagery (/imagery)	Art direction intro, core principles, campaign posters, and Watermark & Access settings.
Training (/training)	Interactive training modules: Welcome, Brand Story, USP, 7 Fragrances, Blotters, PLV Stand.

Using the Visual Editor, Media Library Picker & Watermark Controls

- **Visual Editor vs. Raw JSON**

Each structured page opens in 'Visual Editor' mode with labeled text inputs, collapsible section lists, and '+ Add' buttons. Advanced users can switch to 'Raw JSON' mode at the top right of the editor card.

- **Selecting or Uploading Media**

Every image/video/logo field includes a 'Library' button (opens a visual grid of all server images) and an 'Upload' button (uploads a new file directly into /images/uploads/ and fills the field).

- **Campaign Watermark Settings (/admin/pages/imagery)**

At the top of the Imagery editor, toggle 'Enable Watermark' to overlay a repeating diagonal text or logo watermark on downloads by public visitors, and set 'Asset Download Permissions' (Public, Registered Users Only, or Admins Only).

07 IMAGE ASSETS LIBRARY (/ADMIN/IMAGES)

- **Upload & Browse Media**

Click 'Upload New Image' in /admin/images to upload PNG, JPG, SVG, or WebP files to the server.

- **Copy Path & Delete**

Click 'Copy Path' on any image card to copy its URL (e.g. /images/uploads/photo.jpg) for use in any page module, or click the trash icon to permanently delete unused files.

08 COLOUR STORIES (/ADMIN/COLOURS)

Manage the brand's Primary and Secondary colour palettes. Each Colour Story stores a Title, Family (Primary, Secondary, Tertiary, Accent), HEX code, RGB, CMYK, and Display Order. The public /colours page automatically computes interactive 100-400 tints and 600-900 shades around each 500 base swatch.

09 MANAGE DOWNLOADS & CATALOGUES (/ADMIN/DOWNLOADS)

The Download Center (/admin/downloads) controls all downloadable files shown on /downloads, organized by category (Catalogues, Guidelines, Logos, Typography, Campaigns, Press & Media, Packaging).

Preconfigured PDF	Category	Server Path	Purpose
Catalogue.pdf	Catalogues	/assets/Catalogue.pdf	Official English Collection Catalogue.
Catalogue FR.pdf	Catalogues	/assets/Catalogue FR.pdf	Version Francaise du Catalogue Officiel.
TrainingManual.pdf	Guidelines	/assets/TrainingManual.pdf	Brand Strategy & Olfactory Training Manual.
Brand Presentation.pdf	Guidelines	/assets/Brand Presentation.pdf	Executive Route Bleue Brand Presentation.

- **Uploading or Linking Large Files**

Click '+ Add New Asset' or 'Edit' on any row. You can upload a file directly via the form or upload large PDFs/ZIPs via FTP into /public_html/brand.routebleueparfums.com/assets/ and set the File URL to /assets/YourFile.pdf.

- **Access Level Tiers**

Assign each asset to PUBLIC (anyone), PARTNER / LOGGED_IN (requires login), or INTERNAL (Internal & Admin roles only).

10 AUDIT LOGS (/ADMIN/LOGS) & GLOBAL SETTINGS (/ADMIN/SETTINGS)

- **Audit Logs & CSV Export (/admin/logs)**

Every asset download across the portal is logged with a Timestamp, Asset Title, User Email (or Anonymous Public User), Role Context, and IP Address. Click 'Export CSV' to download a spreadsheet report.

- **Global Settings (/admin/settings)**

Toggle 'ALLOW_PUBLIC_DOWNLOADS' (when disabled, even PUBLIC assets require user login), update 'PORTAL_TITLE' or 'ADMIN_NOTIFICATION_EMAIL', and change the primary 'marketing@routebleueparfums.com' password.