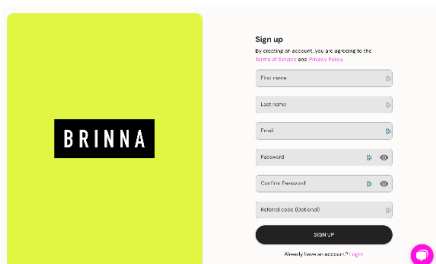# Brinna for Photoshop

User manual – registration, installation, and creation

BRINNA

Brinna for Photoshop

Brinna simplifies the process of converting your original designs into various ad formats and effortlessly generates multiple files with different content types, such as images, headlines, and CTAs, all with just one click. This user manual provides detailed instructions on how to install Brinna and start using it.

To use Brinna, first ensure you have the latest version of Photoshop (Photoshop 2024). If not, update your license before installing Brinna, as it will not work otherwise. Also, ensure you have a valid Photoshop and Creative Cloud license, with Photoshop installed on your computer and an active internet connection.
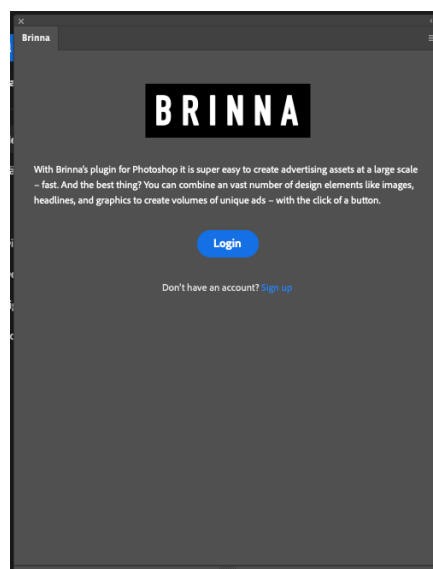

Registration

1. Start by registering at app.brinna.co and verify your account through the confirmation email.
2. After verification, click "Continue" on the login page, and a welcome email will be sent to your inbox.
3. Download the Brinna for Photoshop plugin either from the website or through the welcome email.

Installation

1. Download the .ccx file.
2. Double-click the file. Creative Cloud will open a display popup:

3. Click "install" in the popup window.
4. In the next popup, click "OK" to accept the installation.
5. Open Photoshop, where you'll see this popup:

6. Log in with your Brinna account details, then click "Login" and authorize the plugin.
7. You'll be redirected to the web app page. Sign in again to complete the process.
8. You are now successfully logged in, and Brinna is connected to Photoshop.

Time to start creating!

How to use Brinna

Begin by designing your original artwork in .psd format. We recommend using a 1:1 aspect ratio as it makes it easier to adapt your design to horizontal or vertical formats while retaining as much of the design as possible.
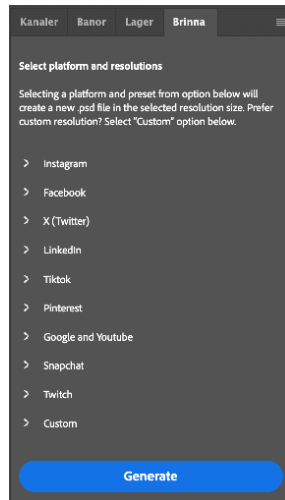Make sure your design is complete before pressing "Generate," as the tool will create a large number of files. You can edit your original file and re-generate files later, but for large campaigns, consisting of hundreds or thousands of assets, redoing this process can be time-consuming.

Always generate new files from the original one.
It is also important that the background layer/image to be resized extends into the bleed area on at least three sides of the canvas.
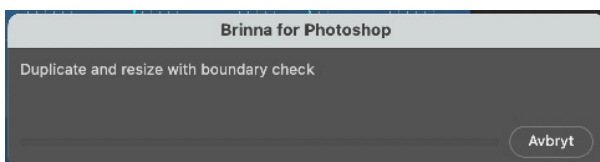
Brinna enables you to produce assets at scale and at any resolution. If you're creating high-resolution assets (300 dpi), ensure you have adequate bandwidth and storage space on your system; otherwise, it may overload your computer.

Creating different formats

Once your original design is ready, select the desired formats by clicking the boxes in the plugin's panel. For each new format, Brinna will create a new file from your original design, opening it in a new Photoshop tab. Currently, you might need to manually do some adjustment to each design, but soon, Brinna will automate this step completely.

Depending on the number of layers, it takes up to a minute for the plug-in to go through them all and make sure that they are correctly resized. During that time you will see this:

Varying content based on layers

Brinna excels at creating multiple image versions automatically. This is particularly useful for generating different language versions or formats with varied background images or call-to-actions.

How it works

1. In Photoshop, you build up your file by creating different layers. Brinna works by combining layers with each other based on the folder structure.

– Ungrouped layers are always included in all your your final ads.
– The content that you want to version, you group into folders. For example, create folders with variations of headlines, call-to-actions, images, or graphic elements.

Think of it as turning the "eye" icon on and off for different layers. Instead of manually saving each version, Brinna generates up to 100 variants in less than a minute.

2. Press the "Generate" button to create files. If you're working with multiple formats, repeat this for each format.

3. Select a folder on your computer to save the files.

Watch the magic happen!

For example:

Layer 1 – Logo
Layer 2 – CTA
Layer 3 – Group
Layer 4 – Image 1
Layer 5 – Image 2
Layer 6 – Image 3

By generating unique files for these layers, Brinna will produce three different combinations:

Layer 1 + Layer 2 + Layer 4
Layer 1 + Layer 2 + Layer 5
Layer 1 + Layer 2 + Layer 6

Questions? Contact us through our chat on brinna.co

In this video on brinna.co, you can see Brinna for Photoshop in action, used in a real campaign. The brand required three different formats, each combining three different headlines, 45 images, and variations with and without a call-to-action. The result? A total of 810 unique files.

810 unique files in less than 8 minutes

BRINNA