

# Introducing asset approvals, with version control

We're introducing **asset approvals**, so any asset can be sent through the Pencil approval process — including work produced outside Pencil — with a version history behind every round.

Until now, approvals only accepted work Pencil authored. Anything produced elsewhere — by a studio in their own tools, by a print supplier, by an agency partner — had no way in, so it was approved outside Pencil and the record of what was signed off split across tools.

Assets already carry labels, custom properties, media types and a preview, so rather than introducing a new object type for external files, we've extended approvals to assets themselves. That makes asset approvals a first-class capability rather than a side effect of supporting external work.

Alongside it, assets gain versioning: upload a new version, promote an earlier one, or remove the wrong file, and the approval record keeps up.

Files

WorksGenerationsAssetsTemplates

Uploaded and added source material: product images, videos, audios, logos and documents.

[Click here to upload](#) or drag and drop images, videos, documents, and voiceovers.

What file types are accepted by Pencil?

Google Drive

Standard viewEdit tableScore settingsSearch

AI highlightsSorted by Last edited descendingFilter

| Name (2/4)                                                                                                                       | Media type                                                                                | Labels       | Scores | Approval version | Approval status                    |
|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|--------------|--------|------------------|------------------------------------|
| <input type="checkbox"/>  BD_DAM_GSO541-OB... |  Image | + Add labels | ?      | V2               | <div>Awaiting approval (0/1)</div> |
| <input type="checkbox"/>  BD_DAM_GSO541-OB... |  Image | + Add labels | 44     | V2               | <div>Changes requested</div>       |
| <input type="checkbox"/>  BD_DAM_GSO541-OB... |  Image | + Add labels | 44     | V2               | <div>Approved</div>                |
| <input type="checkbox"/>  BD_DAM_GSO541-OB... |  Image | + Add labels | 60     | V1               | <div>Awaiting approval (0/1)</div> |

## What's new

- **Send an asset for approval** - Send an asset for review from the Files section or the canvas, with or without a brief. Reviewers, approval workflows, stages and decisions behave exactly as they do for work items, and several assets can be sent together from the bulk toolbar.
- **Asset versioning** - Upload a new version of an asset to replace the file while keeping the same asset, so canvases, briefs and cross-workspace references all resolve to the new file.
- **Version history in the preview** - The preview window gains a version history showing each version's number, file name, and who uploaded it and when.
- **Promote an earlier version** - Make an earlier version current by creating a new version from it, rather than rolling back. Nothing is destroyed.
- **New versions restart the round** - Uploading a new version cancels any approval in progress and returns the asset to Work in progress, mirroring how editor versions behave on work items.
- **Approval versions on send** - Each send for review creates the next approval version — V1 on the first send, V2 on the next send after a new upload — rather than each upload creating one.
- **Approved assets lock** - Once an asset is approved, no further versions can be uploaded or deleted, consistent with work and template items. Where a newer file is needed, it is uploaded as a new asset.
- **Approval status wherever the asset appears** - Approval status and current version show in the Files list, on the canvas and in the Review view, and reviewers can also compare approval versions in the review window for assets.
- **Assets as brief deliverables** - Assets can be added to a brief's deliverables, so they appear in the deliverables tab, carry their approval status there, count towards the brief's progress, and show up in My Approvals for their reviewers.

## Why it matters

- **One approval record, wherever the work was made** - Work produced outside Pencil no longer has to be signed off somewhere else, so the history of what was reviewed and approved stays in one place.
- **Externally produced work has a home** - Files arriving from studios, suppliers and partner systems can be reviewed in Pencil without a separate object type or a parallel process to learn.

## What's next

- **Broader Review support** - Opening more file types directly in the Review window, e.g. PSD, AI, TIFF, PDF.

## Who it's for

- Creative and production teams
- Brand and content teams
- Agencies, studios and production partners
- Legal and compliance teams

## What this unlocks

Extending approvals to assets means the approval process is no longer limited to what Pencil made. Work arriving from anywhere can be uploaded, previewed, reviewed and approved in one place, with versions behind it so approval rounds can be managed on a single asset — and a single record of what was signed off.

Give it a try and let us know what you think! 🚀