

MCP SERVER

NO CODE

CLOUD HOSTED

Bynder MCP for AI Agents

Manage brand media banks and retrieve branded campaign visuals

Bynder connects your brand asset library directly to your AI agent, letting you manage and find creative resources conversationally. Instead of navigating deep menus, you can ask for specific branded images, check metadata details, and get instant download links—all without leaving the chat window.

A+ Quality Score 100/100

digital-asset-management

brand-management

media-storage

metadata-management

file-retrieval



The connectivity layer between AI and the world's software.



Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the connectivity layer where AI connects to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.

— Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256

Encryption at rest

Ed25519

PKI vault signatures

24h TTL

Ephemeral session keys

V8 Isolate

Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

06 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1)
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at cloud.vinkius.com — connect your AI agent in under 60 seconds.

Bynder MCP

10 tools available

Cloud-hosted on Vinkius

Your company's best visuals are locked inside a massive digital asset management system. Used to spending hours clicking through folders or hunting down the right version of an image, this MCP changes that routine. It lets your agent act like a dedicated brand librarian, giving you direct access to everything from master collection details to raw file metadata.

Need to find all logos used in Q3 campaigns? You just ask. Need to update the usage rights for a specific graphic element? Your agent handles it. Whether you're working on campaign visuals or general branding assets, this connection gives your AI client control over every aspect of your resource library. When connecting through Vinkius, you gain immediate access to 4,000+ specialized services, making Bynder one part of a powerful operational ecosystem.

It's about moving past the visual portal and interacting with the underlying data structure itself. You can pull lists of available tags, check who has access to certain assets, or get secure links for immediate use. Your agent digs up the exact brand elements on command, eliminating manual searching inside cluttered portals.

Core Capabilities

01 — Find and list all media collections

It retrieves a full directory of existing curated groups, so you know exactly where assets are stored.

03 — List all available brand tags and users

It pulls a list of every tag used across the platform, or lists all portal user accounts for compliance checks.

02 — Search by asset tags or smart filters

You can narrow down millions of files using configured metadata criteria, making targeted searches simple.

04 — Retrieve specific asset details

You can request granular information on any single piece of media, including its usage rights and technical specs.

05 — Get direct download links

It generates a secure URL for an asset, letting you grab the file immediately without navigating to a gallery page.

07 — Check account usage statistics

It provides a report detailing your current storage limits and traffic consumption for billing purposes.

06 — Update metadata fields on assets

You can programmatically change internal details like copyright status or category mapping for specific visuals.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/bynder — connect your AI agent in three steps.

- 01 Subscribe to this MCP using your permanent Bynder token and integration domain base.
- 02 Connect the service to your preferred AI client (Cursor, Claude, etc.).
- 03 Tell your agent what you need: 'Find all images tagged 'Q4 launch' that are ready for print.' The agent executes the query and presents the results.

The bottom line is that once connected through Vinkius, your AI client treats your brand library like a database—you talk to it instead of clicking through it.

Built For

This MCP is essential for marketing teams and creative agencies who live by branded assets. If you spend time copying metadata from one system into another, or if you struggle to find the correct version of a logo, this connection saves your workday.

Marketing Specialist

You use this MCP to bypass platform navigation and pull recent campaign launch visuals directly in the chat window when prepping ad copy or pitch decks.

Graphic Agency Lead

You confirm a master brand asset's internal metadata matches current external directives swiftly, ensuring legal compliance before sending files to clients.

Workflow Automation Engineer

You use it to map vast amounts of raw image IDs and check them against current catalog taxonomies as part of a larger automation script or build process.

What Changes When You Connect

- 01 Eliminate manual searching: Instead of clicking through folders to find a specific graphic, your agent pulls the exact asset details using `get_asset` or `list_assets` in plain conversation.

-
- 02 Ensure compliance: You can confirm master brand assets' metadata integrity by checking if internal attributes correctly mirror external directives using `patch_asset_metadata`. This is critical for legal teams.

 - 03 Instant distribution: Get immediate, usable files without browsing. The agent uses `get_download_link` to output a direct URL you can paste anywhere—no browser gallery needed.

 - 04 Understand scale: Before launching a campaign, check resource limits instantly by requesting account usage data using `get_account_usage`. Stop paying for unused capacity.

 - 05 Organize content flow: You can programmatically list all available tags via `list_tags` or pull a directory of collections using `list_collections` to structure new projects efficiently.
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Real-World Applications

Finding the Right Logo for an Ad Campaign

A marketer needs the latest high-res logo cutout. They ask their agent, and it immediately queries all assets matching 'logo' using `list_smart_filters`, narrowing down options before generating a secure link with `get_download_link`.

Onboarding New Team Members

A new hire needs to know what brand assets exist in the system. They ask their agent, which runs `list_collections` and provides a categorized overview of available media groups, saving hours of manual exploration.

Auditing Brand Governance Metadata

An agency lead needs to confirm that every asset used in a client pitch has its copyright field correctly set. They ask the agent, which uses `patch_asset_metadata` and `get_asset` to validate the current state against internal guidelines.

Automating Asset Inventory Checks

A workflow engineer needs to check if all necessary assets for a launch are present. They run an agent script that uses `list_assets` and then checks the individual details using `get_collection` to confirm completeness.

Patterns to Avoid

Searching by vague keywords

✗ AVOID

Asking the AI, 'Show me some good marketing pictures.' This returns too much data and forces manual sifting through irrelevant files.

✓ INSTEAD

Use specific filters. Instead of general terms, ask the agent to list assets matching a precise tag or filter, like 'Find all assets tagged 'Q4 launch' that are flagged 'Print Ready!'.

Copying asset IDs manually

✗ AVOID

Finding an asset ID in one tab and then having to paste it into another system or URL bar for download.

✓ INSTEAD

Let your agent handle the retrieval. Ask the tool to generate a direct download link using `get_download_link` based on the name, giving you a clean, actionable URL instantly.

Assuming current metadata status

✗ AVOID

Believing an asset's usage rights are correct because they looked right last month. The internal system may have changed its legal flags.

✓ INSTEAD

Always verify the source of truth. Ask the agent to fetch the specific details using `get_asset` to confirm if metadata fields, like copyright status, still align with current directives.

The Right Fit

Use this MCP if your primary pain point is finding, verifying, or extracting branded assets programmatically. If you need to check a file's internal data (like its tags or usage rights) or pull a bulk list of files/collections, this is what you need. Don't use it if all you want to do is browse the visual gallery and manually share a link; for that basic viewing, the native interface works fine. If your goal is complex automation involving user permissions or detailed asset status reports, start by querying `list_users` or checking `get_account_usage`. This MCP gives deep control over the data layer of Bynder.

Bynder MCP: Solving Brand Asset Discovery Pain in Marketing

Right now, finding a usable asset is a maze. You're clicking from tab to tab—checking if an image is high-res enough, confirming its color palette matches the brand guide, and then digging through versions until you find one with no usage restrictions. It takes minutes just to locate the file.

With this MCP, that entire process collapses into a single question for your agent. Instead of clicking, you ask: 'Pull all high-res vectors tagged 'Spring 2025' and show me their download links.' You get clean, actionable results instantly.

Bynder MCP: Ensuring Brand Compliance via Metadata Management

Manually managing metadata—like ensuring every asset has the correct 'External Use Only' tag or that the right user has permission to patch its copyright details—is tedious, error-prone, and requires constant checking across multiple systems.

This MCP lets you run checks like `patch_asset_metadata` directly through your agent. You stop guessing about compliance; you confirm it programmatically, making brand governance reliable and fast.

Bynder: 10 Tools for Digital Asset Governance & Retrieval

Use these tools to manage collections, check asset details, update metadata, generate download links, or pull usage reports directly through your AI agent.

#	TOOL	DESCRIPTION
01	<code>list_collections</code>	Lists every curated grouping of assets available in the system.
02	<code>list_smart_filters</code>	Retrieves a list of pre-configured search filters used across the platform.
03	<code>list_tags</code>	Provides an inventory of all standardized tags applied to assets.
04	<code>list_users</code>	Retrieves a list of every user account that has access to the portal.
05	<code>patch_asset_metadata</code>	Updates specific metadata fields for an asset, such as its copyright status or usage restrictions.
06	<code>get_asset</code>	Retrieves detailed information about a single, specified digital asset.
07	<code>get_collection</code>	Provides full details and contents for a specific media collection ID.
08	<code>get_download_link</code>	Generates the direct, secure URL needed to download a specified asset.
09	<code>get_account_usage</code>	Pulls usage metrics for storage capacity and total traffic consumed by the account.
10	<code>list_assets</code>	Lists a batch of digital assets from the Digital Asset Management system.

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

U List all current collections that contain 'logo' or 'campaign'.



Found 3 primary media collections:

- **[Collection Name: Master Logos]:** Contains core brand assets, including the latest vector files for PNG and SVG formats.
- **[Collection Name: Q4 Campaign Assets]:** Includes all approved visuals from last quarter's push. Note: Only viewing access is granted here.
- **[Collection Name: Internal Templates]:** A private collection for team use only. Requires admin privileges to view.

U What are the metadata details for asset ID ABC-1234? Can you update its usage rights?



Asset Details: ABC-1234

- **Current Taxonomy:** Summer Promo
- **Copyright Status:** External Studio Use Only (Needs Review)
- **Color Tags:** Red, Yellow

Do you want me to patch the copyright status to 'Internal Use Only' and update the color tag list? Just say yes.

U Give me a direct download link for the asset 'DEF-5522'.



I've generated the retrieval path. Your secure download URL is ready:

```
https://bynder.com/download/DEF-5522?token=xyz .
```

If you need alternative media sizes (like a 1080p web banner instead of the original master file), just let me know.

Frequently Asked Questions

01 Can the AI generate a native download link for a large video asset?

Yes. Once the agent identifies the particular asset ID from a list command, you can request a direct download link. It invokes the platform's specific `get_download_link` route avoiding manual gallery searching.

02 Will it discover collections created by other members of my team?

Yes. The `list_user_collections` endpoint enables cross-inspections returning aggregated folders that exist on Bynder infrastructure letting you know precisely which assets were curated by designers.

03 Does the integration allow altering taxonomy and metadata fields?







Yes. Using the `patch_asset_metadata` functionality, you can ask your AI to append missing SEO properties natively directly inside your Bynder catalog records.

Go Live in 60 Seconds

Get your connection token from cloud.vinkius.com, then paste the endpoint URL into any MCP-compatible client.











YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT	WHERE TO CONFIGURE
 Claude AI	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 Cursor	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 VS Code	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"bynder": { "url": "..." }</code>
 Windsurf	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 ChatGPT	Settings → Tools & plugins → Add MCP server → Paste endpoint
 Gemini	Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  **Ask ChatGPT** 
-  **Ask Claude** 
-  **Ask Perplexity** 
-  **Ask Gemini** 
-  **Ask Grok** 

READY TO CONNECT

Bynder is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

vinkius.com · support@vinkius.com

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