

Brand

Your people should see your brand when they sign in, not somebody else's. Everything you need for that sits together in one place.

Where to set this

Administration !' Company !' Brand

The Company page has three tabs: General, Legal and Brand. The third one is what this chapter is about.

What you provide

Logo and icon, twice each

You provide four images, and the reason is simple: some of your people work with a light appearance and some with a dark one, and a logo that looks good on white disappears on black.

| Field | What for | |---|---| | Logo light | The full wordmark on a light background | | Logo dark | The same wordmark for the dark appearance | | Icon light | The short form — for narrow bars and the browser tab | | Icon dark | The same short form for a dark background |

Each field has its own Upload logo or Upload icon; you remove an image already in place with the bin symbol next to it.

If you only have one version: put it in both fields. That is better than leaving one empty — empty means no logo appears in that spot at all.

Brand name and slogan

Below that are two text fields:

- Brand — the name you trade under. It may differ from your registered company name, and that is exactly what the field is for.
- Slogan — the line that sits below the name.

Where to start

The order that causes the least rework:

First Logo light and Icon light — that is the default most people see.

Then the dark versions.

Finally Brand and Slogan.

After saving, it is worth a look with both the light and the dark appearance. The most common mistake is a dark logo that has accidentally ended up in the dark field too, where it becomes invisible.

Company details and legal

The other two tabs belong to the same task even though they have nothing to do with looks:

General carries company name, email, phone, website and address. One field there deserves attention: the industry. It decides which modules are suggested to you on the start page — so a wrongly set industry leads to recommendations that do not fit.

Legal takes the details that appear in your documents and mailings.

Hinweise zur Quelle

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Beim Zitieren bitte Titel, Quelle und Stand angeben.

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