How do I set up Traditional or Enhanced Branding using EBSCOadmin?

EBSCOadmin allows administrators to customize the EBSCOhost and EBSCO Discovery Service (EDS) interfaces with either traditional or enhanced style branding options.

While both branding styles include the same customization options, Enhanced branding also enables administrators to control the placement of their library logo on the Basic Search screen. For example, an administrator may wish to display their logo above the Find field on Basic Search. If you need assistance with setting up your branding, please contact EBSCO Technical Support.

Note: While only EBSCOhost and EBSCO Discovery Service profiles allow all Traditional or Enhanced branding settings, many other EBSCO interfaces include some customization options on the Branding sub-tab.

To apply traditional branding to an EBSCOhost or EDS profile:

1. If you have set up library branding, and you want to apply it to the profile, select the profile and click the Branding Sub-Tab. The Branding Screen displays.

General Settings

2. Customize Colors – Select Modify to customize your interface colors. (See “Customize Colors”)
3. Show Custom Toolbar – Select Yes to display the customized Toolbar in EDS. (EDS Only)
4. Customize Toolbar – Click Modify to customize the EDS Toolbar. (EDS Only - See "Customize Toolbar")
5. Ask-A-Librarian – Click the Modify link and then indicate whether you will provide an e-mail link, or a link to your library’s web page. (See "Ask-a-Librarian")
6. Show “Searching” Label – Select Yes to display a searching message above the Find field. Select No to leave Find field empty. (EDS Only)
7. Change Text for “Searching” Label – Enter custom text that will appear next to the product name above the Find field. (EDS Only)
8. Change Text for Product Name – Enter custom text that will appear as the product description above the Find field and in the web browser page title. (EDS Only)
9. Change Text for Product Description – Enter custom text for product description. (EBSCOhost Integrated Search only)

Traditional Branding

Top Branding (Applies to all pages except Basic Search)

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11. **Display Top Right Branding image** – Enter the URL to your library's logo, which will appear on the top right of EBSCOhost or EDS, replacing the Exit button. The maximum size of an icon or image is 180 pixels wide x 70 pixels high.

*OR*

12. **Display Top Right Branding Text** – If you are not displaying a library logo, you can enter the library name to appear as static text.

13. **Top Right Branding Hyperlink** – Enter the URL to the library’s home page. When users click this link, they will exit EBSCOhost or EDS and return to your library’s web page.

14. **Mobile Branding Image** – Enter the URL to your library's logo, which will appear on the mobile version of EBSCOhost or EBSCO Discovery Service. Mobile Branding Image file size must be smaller than 75k.

**Bottom Branding**

14. **Bottom Branding** – Click the **Modify** to create a new Bottom Branding version or modify an existing version. (See “Setting Up Bottom Branding”)

15. **Bottom Branding Version** – From the drop-down list, select the version of branding that you want to display.

16. Click **Submit**.

**Enhanced Branding**

**Basic Search**

11. **Library Logo Placement** – Select to display your logo **Above Find Field**, or **Below Find Field**. (Note the **Left of Find Field** setting has been deprecated and will no longer honor the selection.)

12. **Library Logo Image** – Enter the URL to your library’s logo, which will replace the EBSCOhost logo above the Find field on the search screen. The maximum size of an icon or image is 120 pixels wide x 120 pixels high.

13. **Library Logo Hyperlink** – Enter the URL to the library’s home page. When users click this link, they will exit EBSCOhost or EDS and return to your library’s web page.

**Top Branding (Applies to all pages except Basic Search)**

14. **Library Logo Image** – Enter a URL to your library’s logo, which will appear to the left of the Find field on the Advanced Search and Result List screens, as well as the PDF Full Text viewer. The maximum size of an icon or image is 82 pixels wide x 82 pixels high.

15. **Library Logo Hyperlink** – Enter the URL to the library’s home page. When users click this link, they will exit EBSCOhost and return to your library’s web page.

16. **Display Top Right Branding image** – Enter the URL to your library's logo, which will appear on the top right of EBSCOhost or EDS, replacing the Exit button. The maximum size of an icon or image is 180 pixels wide x 70 pixels high.

*OR*

17. **Display Top Right Branding Text** – If you are not displaying a library logo, you can enter the library name to appear as static text.

18. **Top Right Branding Hyperlink** – Enter the URL to the library’s home page. When users click this link, they will exit EBSCOhost or EDS and return to your library’s web page.
19. **Mobile Branding Image** – Enter the URL to your library's logo, which will appear on the mobile version of EBSCOhost or *EBSCO Discovery Service*. Mobile Branding Image file size must be smaller than 75k.

**Bottom Branding**

20. **Bottom Branding** – Click the **Modify** to create a new Bottom Branding version or modify an existing version. (See "Setting Up Bottom Branding")

21. **Bottom Branding Version** – From the drop-down list, select the version of branding that you want to display.

22. Click **Submit**.

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