Add your logo, favicon and brand name

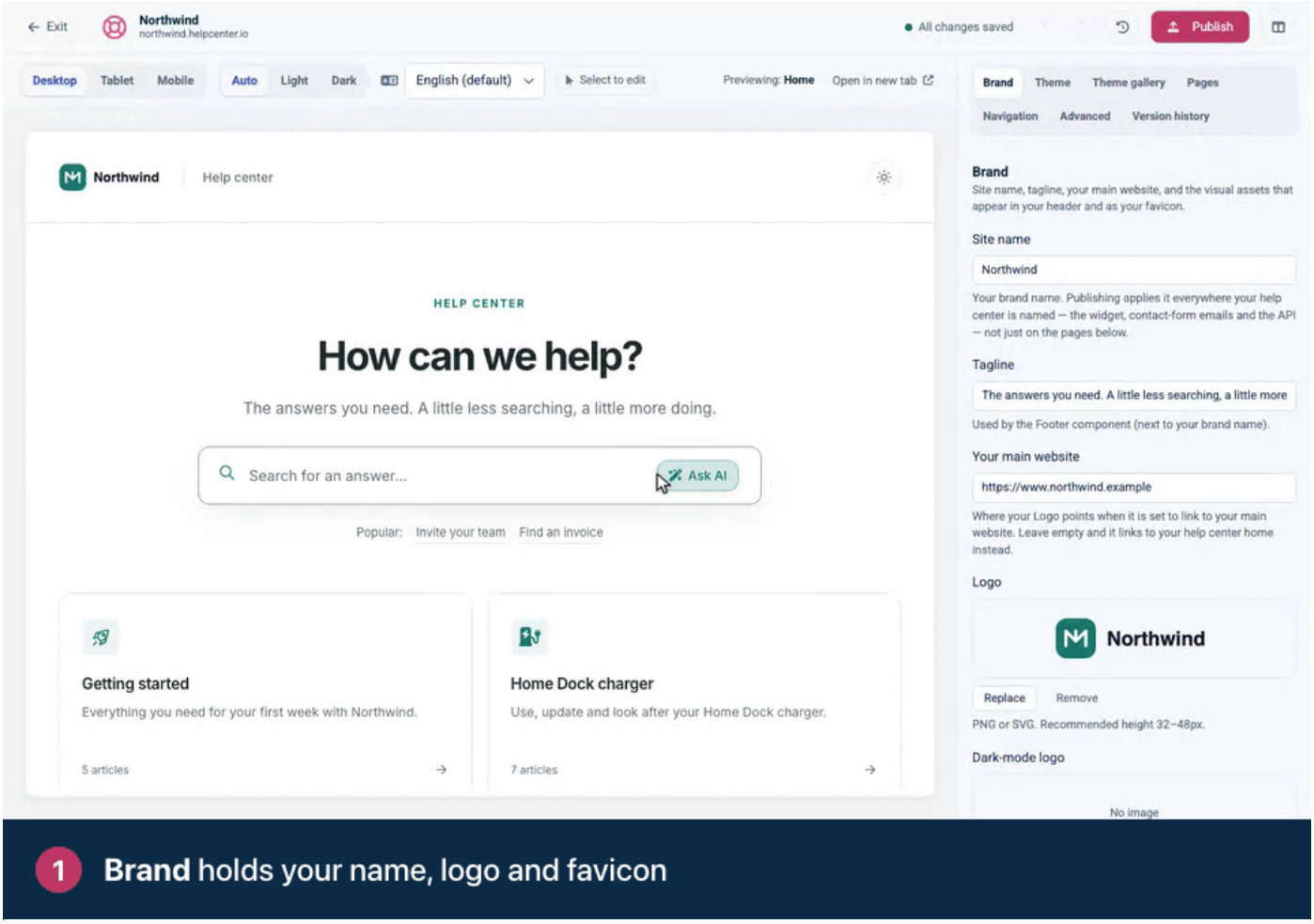
Design and templates

Put your name and logo on your help center. Set the site name and tagline, upload your logo (plus a light version for dark mode) and add a favicon for browser tabs, all in the **Brand** tab of the template editor.

Who can do this: Owners and Admins (Editors through **Customize** on your help center) · **Plans:** All plans

Add your name, logo and favicon

1. In the template editor, open the **Brand** tab (⌘1).
2. Enter your **Site name**. When you publish, this name is used everywhere your help center is named: on its pages, in the widget, in contact form emails and in the API.
3. Add a **Tagline** if you like. Your footer can show it next to your name.
4. Enter **Your main website**, for example https://example.com. Your logo can link there.
5. Under **Logo**, click **Upload** and choose your logo. A PNG or SVG works best.
6. Under **Dark-mode logo**, click **Upload** and choose a light version of your logo. Switch the preview's **Appearance** to **Dark** to check it.



Check your dark-mode logo with the Dark appearance.

7. Under **Favicon**, upload a 32×32 PNG or ICO file. It shows in browser tabs and bookmarks.

8. Click **Publish**.

Image files

- You can upload JPEG, PNG, GIF, WebP, SVG and ICO files up to 10 MB.

- Click **Replace** to swap an image, or **Remove** to clear it.

- If you leave **Dark-mode logo** empty, your main logo shows in both light and dark mode.

- If you don't upload a logo, your site name shows as text in its place.

Logo size

Your logo shows 32 pixels tall in the header, and its width follows its proportions. A file 32 to 48 pixels tall works well.

To show it bigger, add this custom CSS under **Advanced** → **Custom CSS**, then publish:

```
.hc-logo-img { height: 48px; }
```

See Add custom CSS for how custom CSS works.

Where your logo links

By default, your logo links to your help center's home page. To send visitors to your main website instead:

1. Make sure **Your main website** is filled in under **Brand**.

2. Open **Pages**, click the **Header** region and click **Logo**.

3. Set **Link target** to **Your main website**.

4. Click **Publish**.

In the same place, **Variant** switches between **Logo image** and **Brand name (text)**. If your header is synced across all pages, this changes the logo on every page. The label next to the component's name tells you: **All pages**, or one page, such as **Home only**. See Pages, regions and shared headers explained.

Search engines and social sharing

Further down the **Brand** tab you'll find the **SEO** and **Open Graph (social sharing)** settings: your default page title, meta description, the image shown when someone shares a link, and more. See SEO settings for your help center.

Troubleshooting

"Unsupported image type. Upload a JPEG, PNG, GIF, WebP, SVG, or ICO image." Save your logo in one of those formats and upload it again.

"The image is too large. The maximum upload size is 10 MB." Make the file smaller, for example by exporting it at a smaller size, and upload it again.

"The SVG could not be sanitized safely." Export the logo as a simple SVG or as a PNG, and upload that.

My logo disappears in dark mode. A dark logo on a dark background is hard to see. Upload a light version under **Dark-mode logo**.

The logo still links to my help center. Check both steps above: **Your main website** must be filled in, and the Logo's **Link target** set to **Your main website**.

"Save failed" after I cleared the Site name. Your help center needs a name. Enter one and the draft saves again.

Related articles

- Change colors, fonts and spacing
- SEO settings for your help center
- Light and dark mode