

Match the widget to your brand

Widget and embeds

Give the widget your brand colors and pick the icon on its launcher, so it looks like part of your site. The live preview shows every change before you save.

Who can do this: Owners and Admins · **Plans:** All plans

Change the colors and launcher icon

1. In the left menu, click the gear icon, then **Embeddables**.
2. On the **Widget** tab, find the **Appearance** card.
3. Under **Brand gradient**, set the **Start** and **End** colors. Pick one of the swatches or choose your own color. These two colors paint the widget's header, its launcher and its accents. For a solid color, set both to the same value.
4. Under **Launcher icon**, pick the icon for the round button visitors click: **Sparkle**, **Chat**, **Question**, **Headset** or **Life ring**.
5. Click **Save changes** at the top of the page.

The screenshot displays the configuration interface for a HelpCenter.io widget, divided into three main sections: Appearance, Content, and a live Preview.

- Appearance Section:** Titled "Appearance" with the subtitle "Colors and branding". It includes a "Brand gradient" section with "Start" and "End" color pickers. The "Start" color is set to #be3866 and the "End" color is set to #312d85. A note states: "These two colors drive the gradient header, launcher and accents. Set both to the same color for a solid look." Below this is a "Launcher icon" section with a row of icons (a plus sign, a speech bubble, a question mark, a headset, and a smiley face). At the bottom of this section is a toggle switch for "Remove HelpCenter.io branding" with the text "Hide the 'Powered by HelpCenter.io' badge in the widget.".
- Content Section:** Titled "Content" with the subtitle "The text shown in your widget". It includes a "Brand name" text input field containing "Northwind". A note below says: "Shown in the widget header. Defaults to your site name." Below this is a "Heading" section with a language selector (set to "EN") and the text "Hi, how can we help?". Below that is a "Subheading" section with a language selector (set to "EN English") and the text "Search our guides, or send us a message.".
- Preview Section:** Titled "Preview" with the subtitle "Live preview of your widget". It shows a live preview of the widget. The widget has a purple gradient header with the "Northwind" logo and a close button. The main text says "Hi, how can we help?" followed by "Search our guides, or send us a message." Below this is a search bar with the placeholder text "Ask a question or search...". Underneath is a "TOP ARTICLES" section listing five articles: "1 My car isn't charging" (Troubleshooting), "2 Welcome to Northwind" (Getting started), "3 Compare Northwind plans" (Plans & billing), "4 Pair your Home Dock with the app" (Getting started), and "5 What the light ring on your Home Dock means" (Home Dock charger). At the bottom of the preview, it says "Powered by HelpCenter.io".

At the bottom of the configuration interface, a dark blue banner contains the text: "1 Set the two Brand gradient colours. The preview follows".

The Preview card follows every change, so you can try colors before you save.

Visitors see the new look on your website within a few minutes.

Remove the HelpCenter.io branding

The widget shows a small "Powered by HelpCenter.io" badge at the bottom. To hide it:

1. In the **Appearance** card, switch on **Remove HelpCenter.io branding**.

2. Click **Save changes**.

This only affects the widget. The credit in your help center's own footer has its own switch: see [Remove "Powered by HelpCenter.io"](#).

Good to know

- **Save changes** saves the whole **Widget** tab, including the texts in the **Content** card. If you haven't written your own **Heading** and **Subheading** yet, read them before you save: they come filled in with starter text, and saving puts that text live. See [Change the widget's greeting and texts](#).
- The launcher sits in the bottom-right corner. To move it to the bottom left, add position: 'bottom-left' to your snippet. See [Widget installation and options](#) on the developer portal.
- To open the widget from a button of your own and hide the launcher, see [Open the widget from your own UI](#) on the developer portal.

Related articles

- [Change the widget's greeting and texts](#)
- [Remove "Powered by HelpCenter.io"](#)
- [Add the widget to your website](#)