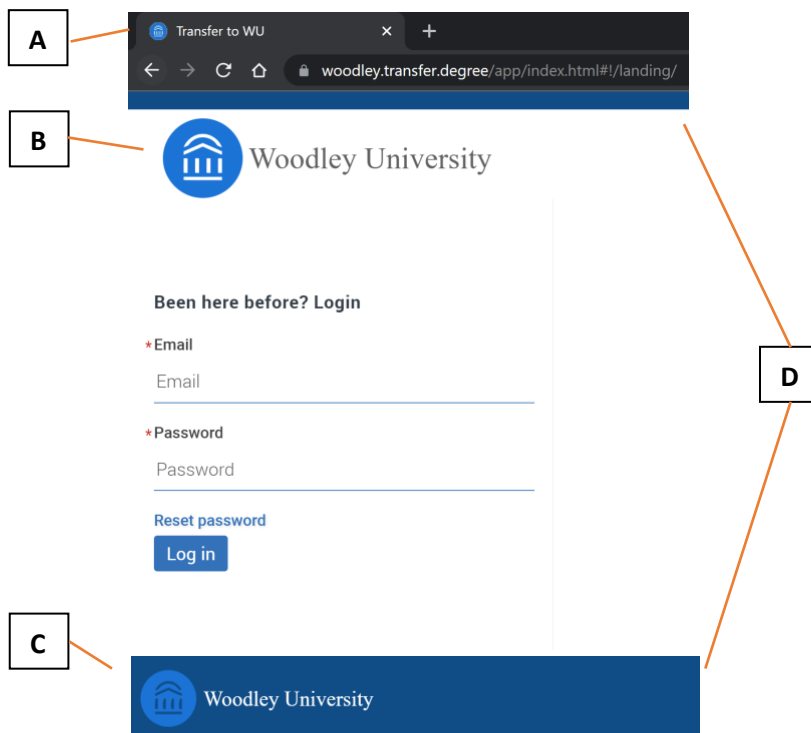# Logos and Branding

What are Logos and Branding?

The Partner's custom imagery and color scheme that can be added to Transfer Portal to integrate the site into the partner's .edu site.

Feature Overview

Transfer Portal has multiple areas where the institution's logo and color scheme can be leveraged. The diagram below outlines the images Transfer Portal accepts and areas where colors can be updated.

EAB does not have a specific logo spec, but logos are best displayed in SVG format If necessary, PNG works too. Depending on the final logo layout (e.g., vertical, horizontal, white background, color background), your EAB team will work to customize how the logo is positioned on the page and to ensure its displayed appropriately.

Portal's header and footer color scheme can be changed to reflect the institution's brand. To achieve this, the institution can specify the specific HEX value that should be used or send EAB their Brand Style Guide, which typically details this information.

A – Favicon; **B** – Logo; **C** – Reverse Logo; **D** – Header/Footer Color

Frequently Asked Questions

1. Can the header logo be shifted to the left or right?
   a. At this time, placement of logos cannot be adjusted.
2. Our institution would like the header to be our brand color, with a white logo. Is this possible?
   a. Yes, we are able to "pull" the thin color bar down behind your header logo.

Related articles

1. N/A