



Branding with IPFS allows you to implement your logo and color schemes on various IPFS materials. All Web Admins can access the Branding Configuration page from the Admin menu.

## Brand Style

You must select either Co-Branding or White Label. Click the sample link to preview.

**\*Select Brand Style**

**Co-Branding** [View Co-Branding Sample](#)  
Both IPFS and your logo will appear.

**White Label** [View White Label Sample](#)  
Only your logo will appear.

Co-Branding



White Label



## URL

The custom URL will default based on the client name. You can change the URL within the requirements as long as it's not already in use.

**\*Fill in Custom URL**

URL based on Entity Name and can be up to 22 letters or numbers with no spaces or special characters

.ipfs.com

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## Upload Logos

A color PNG logo is required. Reverse PNG logo is optional. Logos must meet the file type and size requirements. To convert your logo, you can use an online conversion tool [www.cloudconvert.com](http://www.cloudconvert.com).

**•Upload logos**  
Upload your logos below. Please note that color logo is required for submission.

**•Color Logo**




**Drag and drop a file HERE or**  
Click anywhere in this box to browse

Color Logos will primarily be placed on white or light-colored backgrounds.

- Image width should be between 8846px and 77px.
- Image height should be between 3000px and 50px.
- Upload as PNG only.
- Maximum file size 10MB.
- The height to width limit for the logo must be a ratio of 1:4.

The uploaded image may appear blurry; please click on Preview at the bottom of the page to view the image that will be applied on the selected IPFS Product.

**Reverse Logo (Optional)**



**Drag and drop a file HERE or**  
Click anywhere in this box to browse

Reverse Logos will only be placed on dark-colored backgrounds.

- Image width should be between 8846px and 77px.
- Image height should be between 3000px and 50px.
- Upload as a transparent PNG only.
- Maximum file size is 10MB.
- The height to width limit for the logo must be a ratio of 1:4.

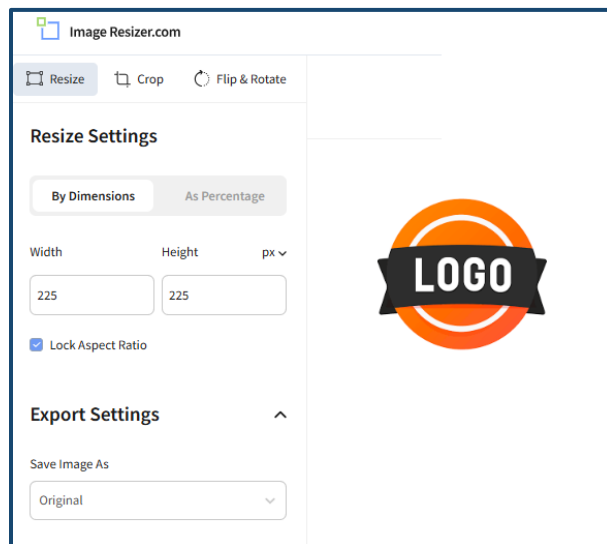
The uploaded image may appear blurry; please click on Preview at the bottom of the page to view the image that will be applied on the selected IPFS Product.

## Resizing Logo

If your logo does not meet IPFS size requirements, you can use [www.imageresizer.com](http://www.imageresizer.com) to resize the logo.

- Logo image cannot be taller than it is wide.
- Logo image cannot be more than 4 times wider than the height.

Adjust the dimensions and save the image.



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## Select Products to Apply Branding

At least one branding product must be selected. Click the sample links to view.

- **ipfs.com** - brand on the IPFS client portal
- **Emails** – brand directly to the customers inbox
- **Mobile App** – brand on IPFS Connect
- **Forms/eForms** – brand on communications to the customer
  - Options to exclude specific Forms/eForms can be enabled.
- **Invoices** – brand on IPFS invoices
  - Options to exclude specific invoices can be enabled.

**Products to Apply Branding**

Select all products to brand.

<input checked="" type="checkbox"/> ipfs.com	<a href="#">View ipfs.com Sample</a>
<input checked="" type="checkbox"/> Emails	<a href="#">View Email Sample</a>
<input checked="" type="checkbox"/> Mobile App	<a href="#">View Mobile App Sample</a>
<input checked="" type="checkbox"/> Forms/eForms	<a href="#">View Forms/eForms Sample</a>

**Forms to exclude**

Select form types to exclude from the application of branding elements.

Checked items will be excluded.

None selected ▼

<input checked="" type="checkbox"/> Invoices	<a href="#">View Invoice Sample</a>
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**Invoices to exclude**

Select invoice types to exclude from the application of branding elements.

Checked items will be excluded.

None selected ▼

## Colors

**Primary Color** is used for headers.

**Accent Color** is used for action buttons and other elements of branding. Avoid light colors as they are not visible.

**Select Primary Color** [View Primary Color Sample](#)

Primary Color will be used on the headers.

Select your color here
Type your hex color here

**Select Accent Color** [View Primary & Accent Color Sample](#)

Accent Color will be used for Action buttons with white text and various elements of interactive components.

Select your color here
Type your hex color here

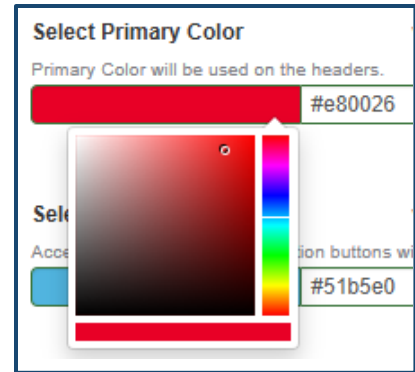
\*White is not an acceptable primary or accent color.

View your color selections by clicking the sample.

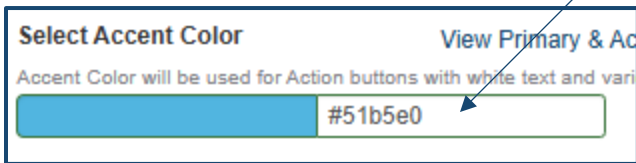
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Color selection can be made by using the color grid. Once the color is selected from the grid the HEX ID will display.



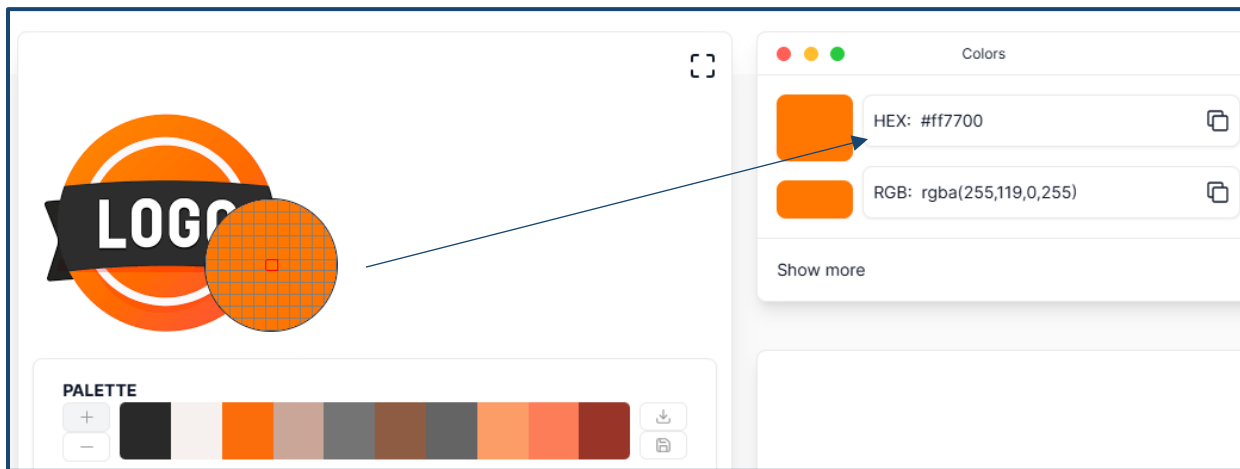
Color selection can also be made entering the HEX ID.



## Locating the HEX ID

If you need to know your specific HEX ID, you can locate using [www.imagecolorpicker.com](http://www.imagecolorpicker.com)

- Select **Use Your Image**. Browse for the image or drag and drop.
- Upload the logo.
- Select part of the logo and the HEX ID will display.





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## Branding Preview

Select the [Preview](#) button to view your branding selections. Use the arrows to scroll through all branding examples to ensure clarity and colors are displayed correctly.





Good Afternoon Ben!

Home
Account Status
Message Center
Quoting
Reports
Settings
Help

### Account Details [Print](#) [Email](#)

**Agent**

ABC INSURANCE AGENCY INC  
12345 NORTH MAIN ST  
SPRINGFIELD, MO 12345  
Tel: (555)555-5555  
Fax: (555)555-5555

**Insured** [Edit](#)

XYZ INSURANCE  
54321 SOUTH MAIN  
SPRINGFIELD, MA 54321  
Tel: (111)111-1111  
Cancellation Warning Email: firstlast@email.com

**Account Data Display** [Hold](#)

Acct #: 0000000	Current: \$9,999.99	First Pymt: 01/01/2022
Status: CURRENT	Principal: \$9,899.99	Next Pymt: 01/01/2022 *
Accepted: 01/01/2022	Unearned: \$100.00	Maturity: 01/01/2023
APR: 13.990%	Credit: \$0.00	Received: 1 of 10
		Installment Amt: \$1,000.00
Bill: Recurring ACH	Late Charge: \$0.00	Broker Fee: \$0.00
Type: Commercial	NSF Charge: \$0.00	Check Charge: \$0.00
Cancel Date:	Default Charge: \$0.00	

\* Payments must be made by 5:00 PM Central Time on the due date to avoid late fees.

APs
Disbursements
Due Now
Mailings
Pymt Schedule
Policies
Transaction History

Effective Date	Policy #	Premium	Coverage	Company	General Agent	Broker
09/01/2022	CCP1047022	50.00	PKG	ABC SURETY CO	TIP INSURANCE GROUP	

## Complete Set Up

Select [Save](#) to complete your Branding Configuration. Branding will be approved and implemented or rejected within 10 business days.

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