Rebranding Zoho Desk Account

Organizations have unique identifiers such as logos, portal names, access links for customers etc. that bring them exclusivity and recognition among several other companies. Such organization specific details must also reflect in the applications they use so that their employees, stakeholders, vendors, customers and others can relate with it. Zoho Desk allows admins to rebrand the help desk account to make it more personalized by providing the following options:

- Personalizing company logo that includes Logo-linkback URL and Favicon.
- Using company name to represent the Desk portal.
- Using company subdomain in addition to default Zoho Desk subdomain for ticket submission.
- Create multiple brands (aka departments) and host help centers for each of them.

> **Note:** The rebranding instructions given in this document applies only for your agent interface and the default Help Center.

> ⓘ **Permission Required**
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> Users with the **Support Administrator** permission profile can access this feature.
>
> Check Feature Availability and Limits

Personalizing Company Logo

Personalize your help desk by replacing the Zoho Desk logo with the company logo. The customized company logo will appear for all the agents within the support portal and for the customers in their Help Center. Admin can change the company logo when needed.
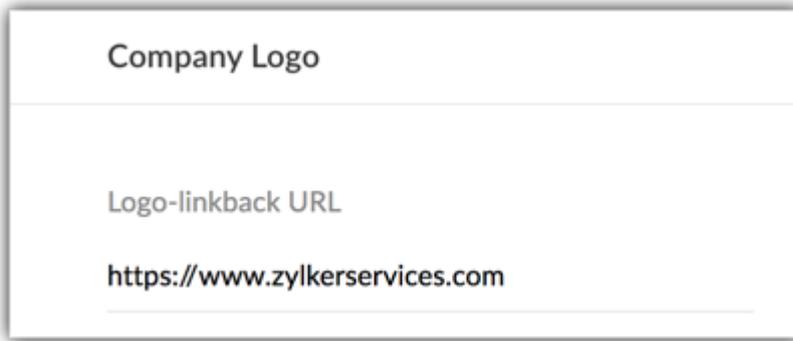
To personalize logo

1. Go to **Setup** (⚙) **> Organization > Rebranding.**
2. In the **Company Logo** field, click **Browse** and select the **Logo**.
3. Click **Save**.

   To change or delete the logo, click on the logo and select the desired option.
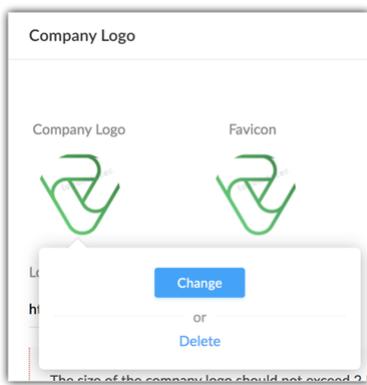
Setting Logo-Linkback URL and Favicon

The logo-linkback URL is the page to which your customers will be directed when they click on the company's logo within the Help Center. For example, you can provide the homepage URL of your company's website as link back URL.

Favicon is the short form of the "favorite icon". It is displayed in the address bar of a browser while accessing the help desk. You can customize both the link back URL and the favicon in Zoho Desk.

To enter the link-back URL and upload favicon

1. Go to **Setup** (⚙) **> Organization > Rebranding.**
2. In the *Company Logo* page, enter the logo-linkback URL.
3. Under the *Favicon* section, browse and select the **Favicon.**
4. Click **Save**.

   To change or delete the favicon, click on the icon and select the desired option.

> 📄 **Note**
>
> - The image file size should not exceed 2 MB.
> - For best results, the logo dimension should be 200 (width) by 40 (height) pixels.
> - The logo file format should be .jpg / .jpeg. / .png / .gif.

Customizing Portal Name

The portal name is the address of your help desk account in Zoho Desk. Typically, it is the company name and is created when you sign up for your help desk. Here is how it will look like: desk.zoho.com/support/<mycompany>/. You can customize the portal name according to your requirements. Please note that the change is immediate, and you will not be able to access your help desk at the old URL. We recommend choosing your portal name at the earliest and stick with it to eliminate any surprise errors.

> 📄 **Note**
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> - Portal name must have at least 5 characters.
> - If you have host mapped your domain to the default Zoho Desk address, changing the portal name will not impact the external-facing URL of the Help Center.
> - Zoho Desk will not set up a redirect to your new portal URL.

To customize your portal name

1. Go to **Setup** (⚙) **> Organization > Rebranding.**
2. Under Rebranding menu, click Portal Name.
3. In the Change Portal Name page, specify a new name.
4. Click Save.

   It's necessary to refresh your browser to view the change.

SEE ALSO

[Setting up Domain Mapping](#)

Setting up a Multi-brand Customer Support Service