**Branding**

Ex Libris campusM Configuration Form

**Overview**

Your campusM app and portal branding are fully customizable based on the campusM branding options. The choices and selections made can be changed at any point during the activation, post-activation and even post go-live. The campusM App Builder component provides you with full control over the look-n-feel of the app.

During the activation, your campusM team will configure the initial branding of the app based on your input and choices. During the post-activation stage, you will receive training, support and a showcase of customer examples to ensure you can use the App Builder in a self-sufficient manner.

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| --- | --- |
| **Complexity Level** | Low |
| **Customer Owner** | Marketing (typically) |
| **Required for activation** | Yes (can be changed at any point in time) |
| **More information** | <https://knowledge.exlibrisgroup.com/campusM/Implementation/Implementation_Guides_and_Configuration_Forms/040Branding_Guidelines> |

**Key Benefits**

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| --- | --- | --- |
|  Web-based config |  Branding options rich |  Device-specific choices |
|  No-code interface |  Instant deployment |  Advanced CSS options |
|  Profile view |  Role view |  |

**your BRANDING OPTIONS**

Enter the following details for the initial branding of your app and web portal. The design process is iterative, ensuring the app meets your branding guidelines.

 **NOTE:** in addition to the below, send your university logo (PNG format) to be used for the app header. Additionally, you can share icons and visuals to be considered for the app icon in the App Store and Google Play. All images provided must be in 1024x1024 png format.

|  |  |
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| **Branding Option** | **Value** |
| Branding guidelines webpage |  |
| Primary color (hex / RGB) |  |
| Secondary color (hex / RGB) |  |
| Font family |  |