User Portal Branding and Setup

> The User Portal Branding and Setup feature allows administrators to define the global default branding for the public-facing portal. Its primary purpose is to ensure a consistent visual presentation across the user environment by establishing a default site logo and header. This article is intended for OPS-COM administrators responsible for managing system configuration and visual design.

Setup and Configuration

This feature requires administrative access to the global system settings.

Admin Side: Administrators must have the appropriate system role permissions enabled to access the global system settings and the file management repository.

Using this Feature

Administrators can use the following instructions to configure the default logo and header images for their environment.

Configuring Default Images

1. Hover over **System Configuration** and click **System Settings**.
2. Click the **Global** tab to view the global settings section.
3. Click the **Select Image** button next to either the **Default Site Logo** or **Default Site Header** setting to open your file repository.

4. Browse or search for the specific image you wish to use within the **Manage Files** interface and click to select it.
5. Click **Save Settings** to apply your branding selections.

> Once an image is selected, its file name or a preview will appear in the respective configuration settings field. For best practices on uploading and organizing your visual assets, please refer to the *Uploading and Managing Files* article.

Key Information Displayed

These default images serve as global fallbacks and will appear in various places throughout the system if no specific visual assets are set in other areas (such as the Contents and Designs section). Common locations where these default images are utilized include:

- The User Portal (e.g., your public-facing permit purchasing site).
- The phone interface utilized in features like Real-Time Parking.
- Mobile applications, Text2ParkMe, and QR code interfaces.

Available Actions and Buttons

- **Select Image:** Click this button to open the file manager to choose an existing image or upload a new one for your branding.
- **Save Settings:** Click this button to commit your branding selections to the active system environment.

Best Practices and Considerations

- **Maintain branding consistency: Use high-quality, appropriately sized images that accurately reflect your organization's branding.** Consistent logos and headers build trust and provide a professional appearance across all platforms.
- **Optimize image files: Ensure your image files are properly optimized for web use.** Compress files and use appropriate resolutions to guarantee fast page loading times across both desktop and mobile interfaces.
- **Understand global impact: Remember that these are default fallback settings.** If you have specific headers or logos configured in other sections of the system (like individual email templates or specific public pages), those specific configurations will always override these global defaults.
- **Ensure visual accessibility: Consider the visual accessibility of your chosen images.** Ensure adequate color contrast for any text overlays, especially within your header design, to accommodate all users.

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