

Adding a Logo to Your HLC Site

Provided by HealthStream Themes Functionality Team

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HealthStream.com

SUMMARY

HealthStream offers organizations the option of including a logo on its HLC site. Branding an HLC site quickly provides students with the familiarity of your organization. It also helps to further signify an organization's partnership with HealthStream.

RATIONALE

By providing the requirements of adding a logo to an organization's HLC site, in an easily accessible and easy to follow format, the amount of time needed to complete these requests is reduced.

REQUESTS TO ADD/CHANGE A LOGO

Should an organization choose to add a logo to their HLC site or edit/update an existing logo, the organization will need to provide HealthStream with two logos, one for PC/desktop and tablet views, and one for mobile views. There are specific sizes needed for each, as well as other required and recommended criteria to ensure logos display properly on an organization's site.

Logo Requirements

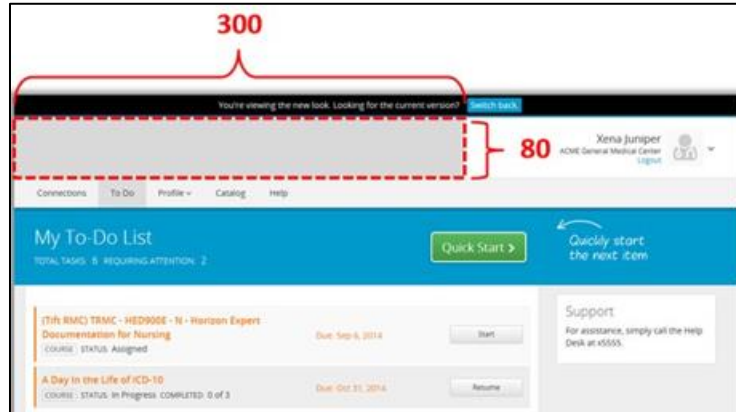
- Obtain two approved logos from your organization's marketing department (or other governing body).

The logo files must be provided in one of the following formats:

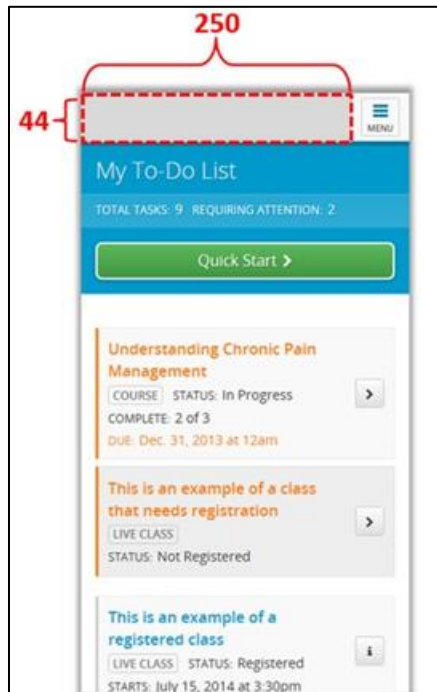
- .jpg
- .jpeg
- .png
- .gif

- Logos must be web-optimized and should not exceed 100 KB.
- The files should strictly adhere to the following sizes specified. These exact dimensions (in pixels) are selected to display properly on all devices:

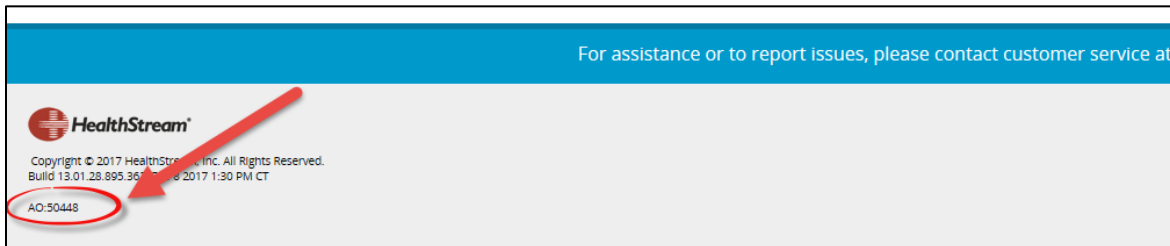
Desktops & Tablets: 300 x 80



Mobile Phones: 250 x 44



- It is recommended the logos contain a white background because the banner on the page is white. This will provide an integrated look on the HLC site.
- Once your logo files have been prepared, send both files to customer.service@healthstream.com.
- To ensure accuracy, please include the following information:
 - Your name, email address, phone number, and organization.
 - The **logo files** as attachments. (Do not paste them into the email as embedded images.)
 - Your **'AO' Number**: This number can be located in the bottom of every page (the footer) of the HLC today after you login as a student or as an administrator.



ADDITIONAL INFORMATION

Logo Quick Reference

Logo Specifications:

- Computer-Size: Exactly 300 pixels x 80 pixels.
- Mobile-Size: Exactly 250 pixels x 44 pixels.
- White background recommended (as header area is white).
- File Size Limit: Logos must be web-optimized and should not exceed 100 KB.
- Formats: .GIF, .JPG, or .PNG are acceptable. (No .bmp, .psd, .eps, .swf, .svg, .ai, etc.)