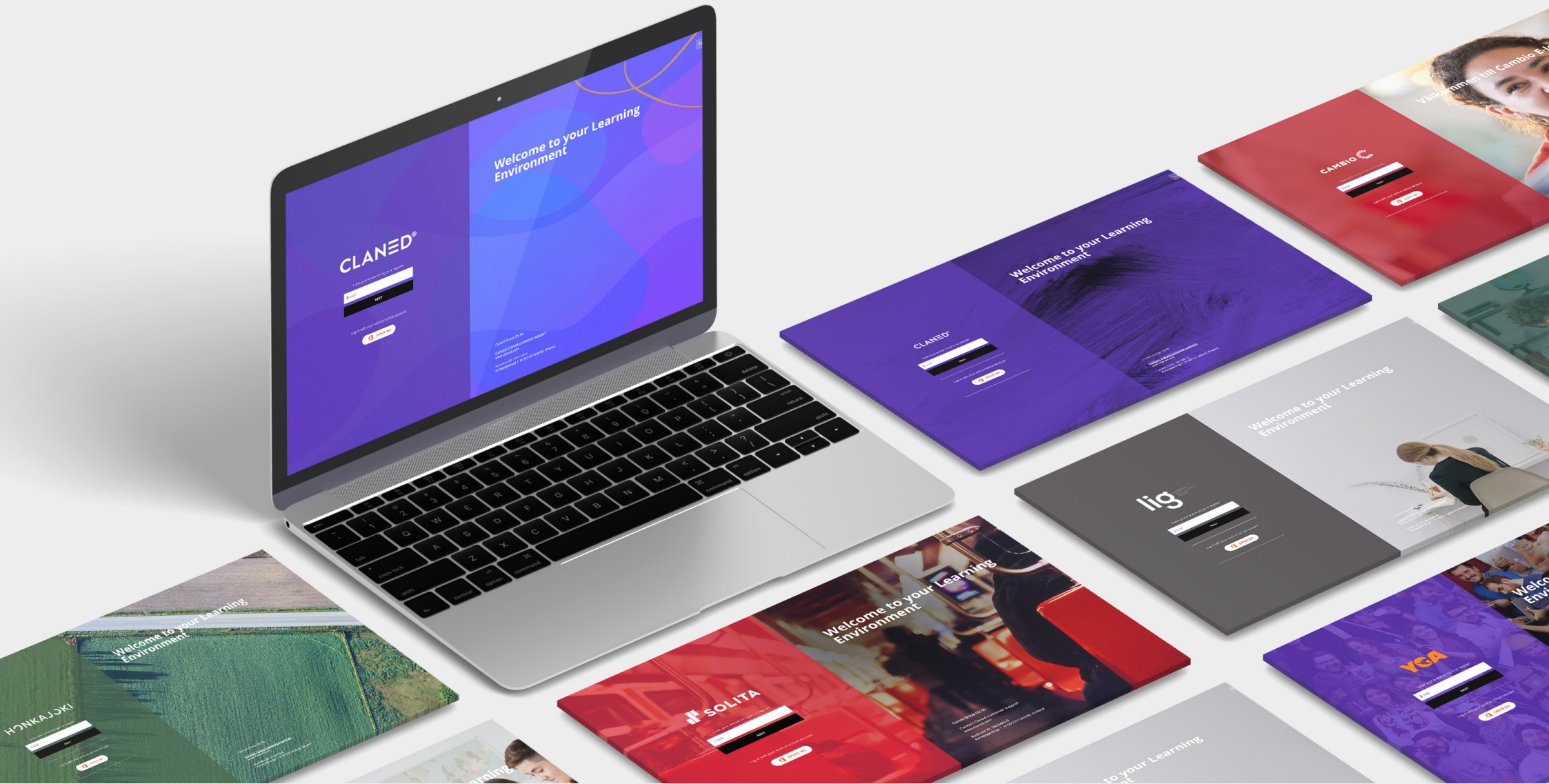


White Label Guide

Everything we need to make your course perfect

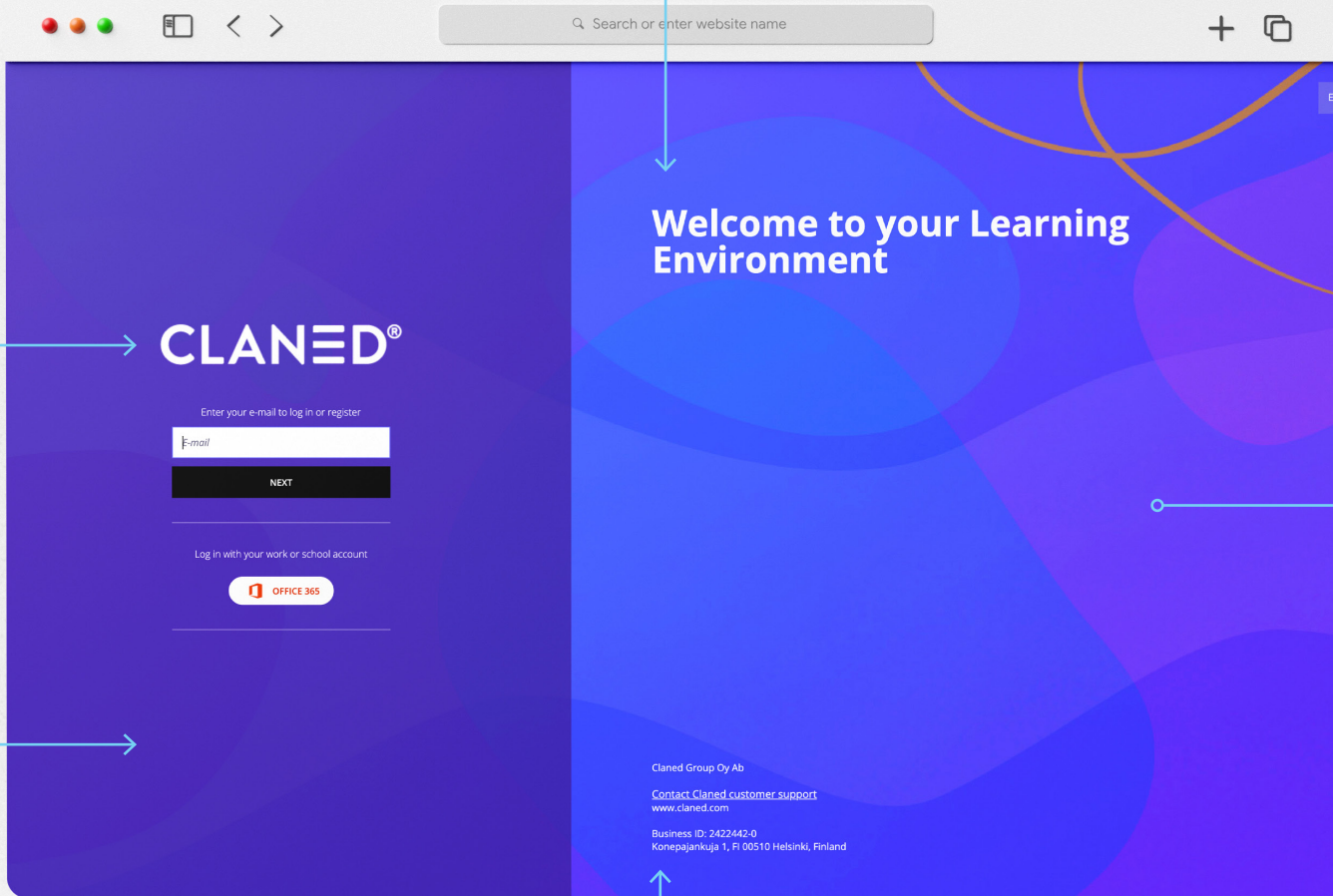


White labeling lets your brand get recognition for top-notch online learning

We'll manage placing your branding on Claned, so it's quick and easy for you! This means you can build your course entirely in Claned's platform and it'll be offered by your organisation with your branding. So you won't need to use our branding anywhere in your course! There are many reasons white labeling is great option!

In Claned, your branding can be featured in some custom elements featured in this document. One of the most prominent places is the login page. From your learners' perspective, they'll be logging in to your custom learning platform. After entering the platform, users will see your logo and custom board images.

Welcome Text



Logo

CLANED®

Enter your e-mail to log in or register

E-mail

NEXT

Log in with your work or school account

OFFICE 365

Welcome to your Learning Environment

Background Image

HEX Code

Claned Group Oy Ab
Contact: Claned_customer_support@www.claned.com
Business ID: 2422442-0
Konepajankuja 1, FI 00510 Helsinki, Finland

Footer Text

01. Welcome text

The welcome text will show up on your login page. Send us your copy make it impactful as it's the first thing people will read on your course.

Keep in mind – *HTML DOES NOT work here hence, we cannot adjust aspects like size or font preference, we cannot adjust alignment of text here either.*

02. Footer text

The footer text will show up at the bottom of your page. You can add copy that represents important information like contact details, website links etc.

Keep in mind – *HTML works here, we can adjust aspects like size or font preference, however, we cannot adjust alignment of text here.*

03. Logo requirements

We need your logo in five different locations: Logo to course boards, board background, your organization, main navigation, and login page.

We recommend that you send us logos within this size range that we suggest - whatever works best for your logo type.

Size suggestions - They don't have to be exactly this but try to keep it within this range:

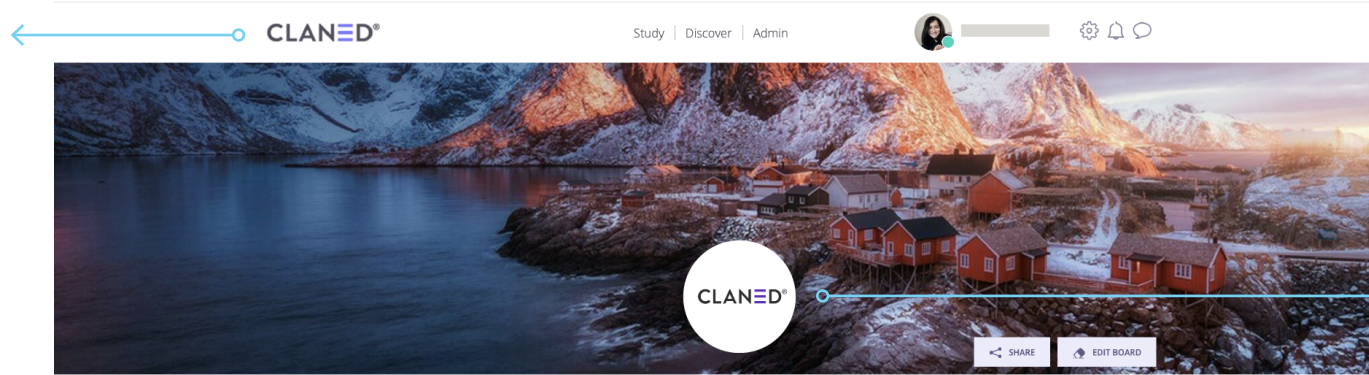
- **200 X 200 pixels**
- **300 X 80 pixels**
- **100 X 50 pixels**
- **500 X 300 pixels**

Please DO NOT send us:

- *JPGS*
- *Poor quality images*
- *Stretched or disproportionately scaled logos*

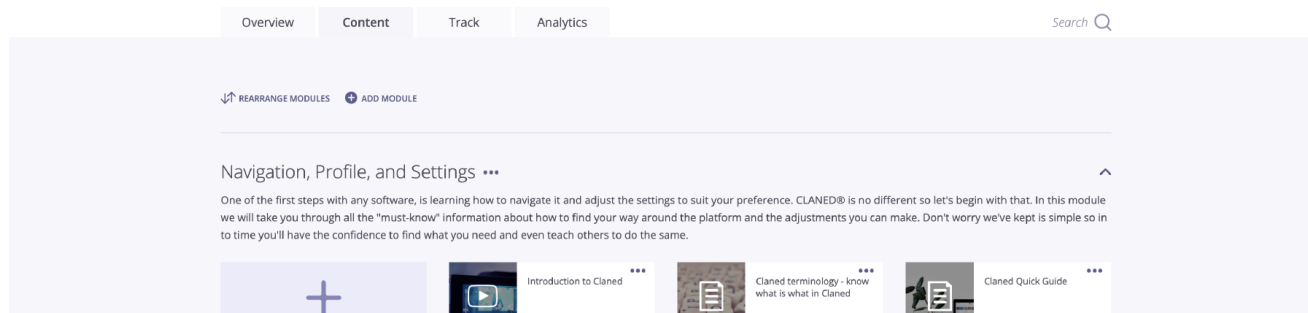
Your logo will be used in the following areas on your course

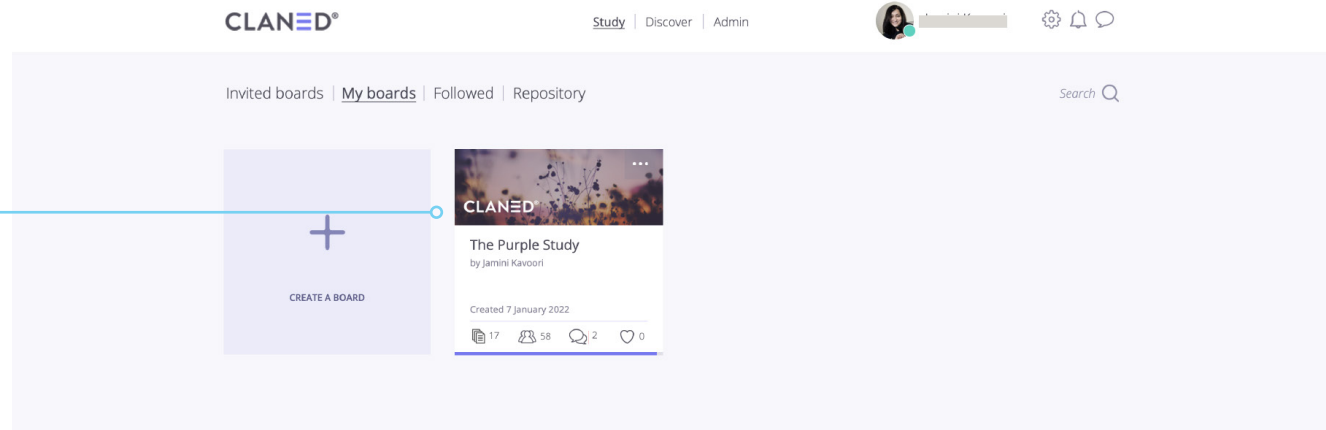
Main Navigation



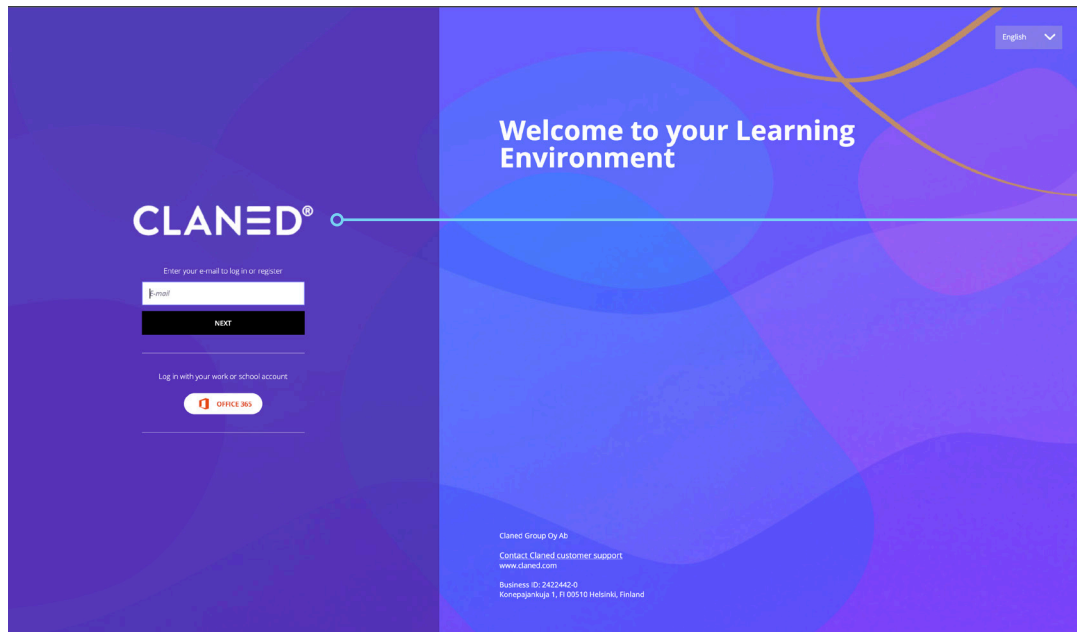
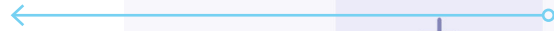
Board background

CLANED® user training board - downloadable





Logo for your organisation



Login Page



04. White version of your logo

We require your logos in a white **(or light-colour)** version as well. If you DO NOT have a white/light version of your logo please look at the HEX code section in order to know what to do.

We recommend that you send us logos within this size range that we suggest - whatever works best for your logo type.

Size suggestions - They don't have to be exactly this but try to keep it within this range:

- **200 X 200 pixels**
- **300 X 80 pixels**
- **100 X 50 pixels**
- **500 X 300 pixels**

Please DO NOT send us:

- *JPGS*
- *Poor quality images*
- *Stretched or disproportionately scaled logos*

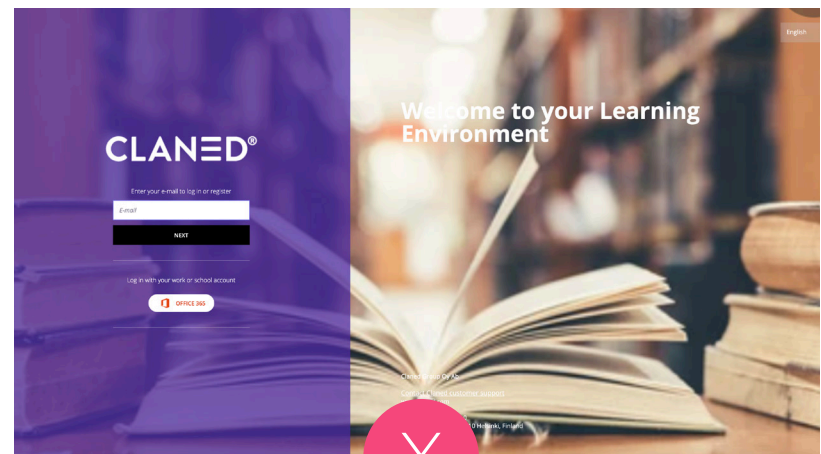
05. Background image

A high-quality image that is relevant to your company/ brand/ institute etc.

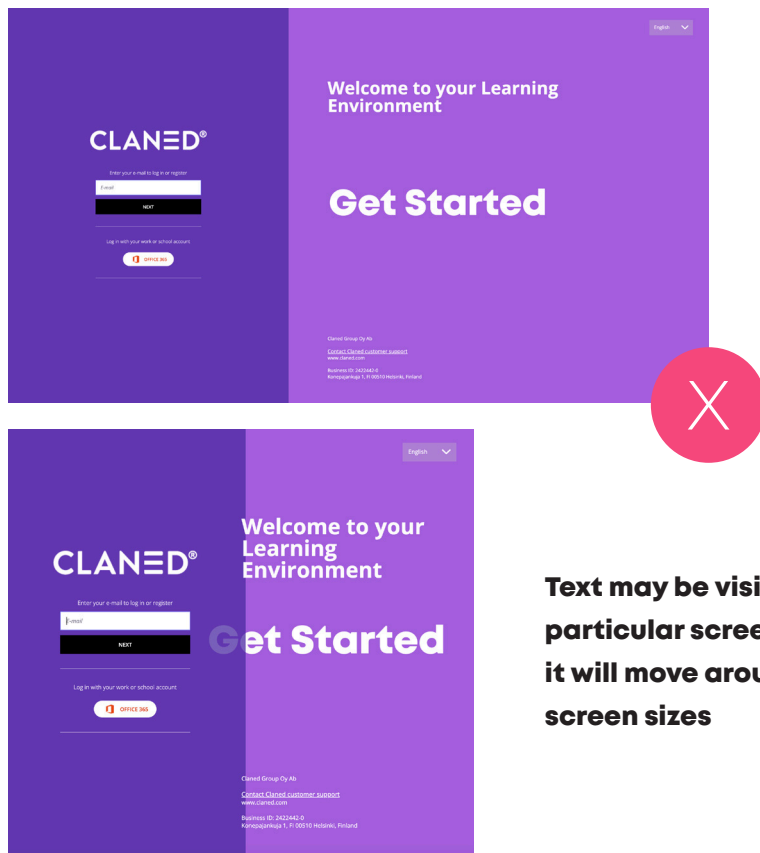
Format – all logos must be sent in PNG or JPG

Please DO NOT send the following:

1. Do not send poor-quality images: We want your login board to look of top quality a low-quality image will not help us achieve that, please send an image with good resolution.

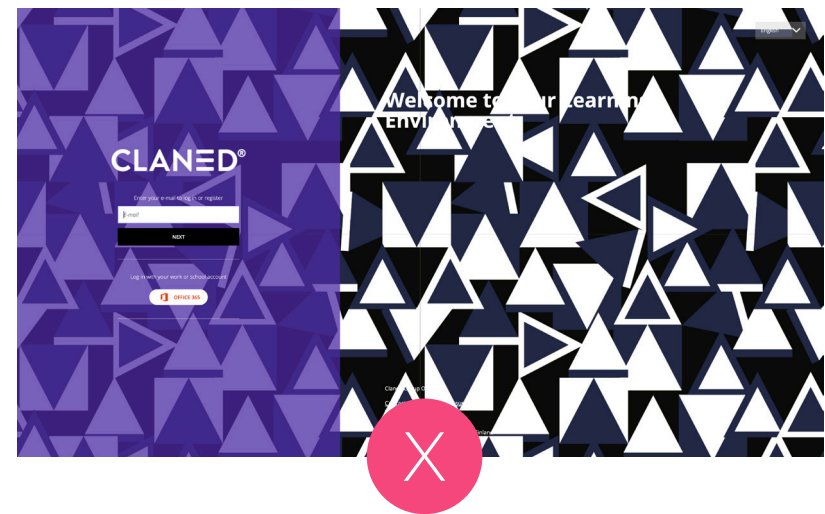


2. Do not send images with text on it: The image will adjust its size according to the screen its being viewed on. The text will float around in different screen sizes and not be a good solution.



Text may be visible on a particular screens size, but it will move around in other screen sizes

3. Do not send very busy images: Images with a lot of noise/elements will come in the way of your welcome and footer text and may cause trouble in legibility. Try to send imagery that's clean.



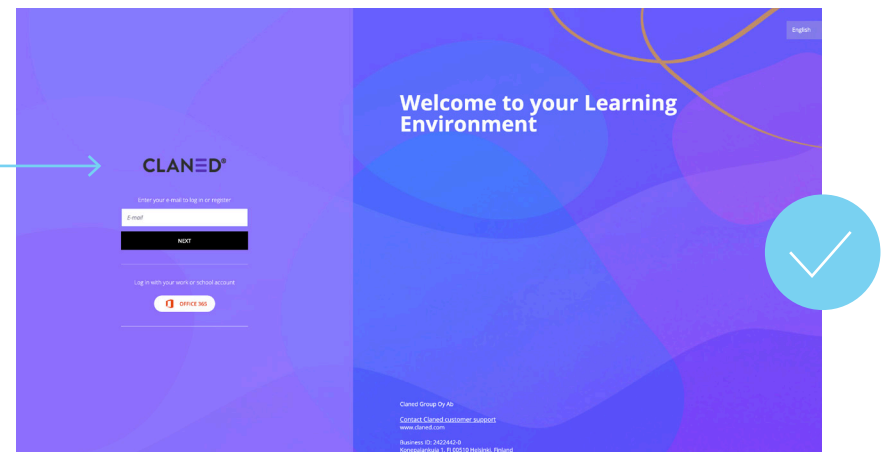
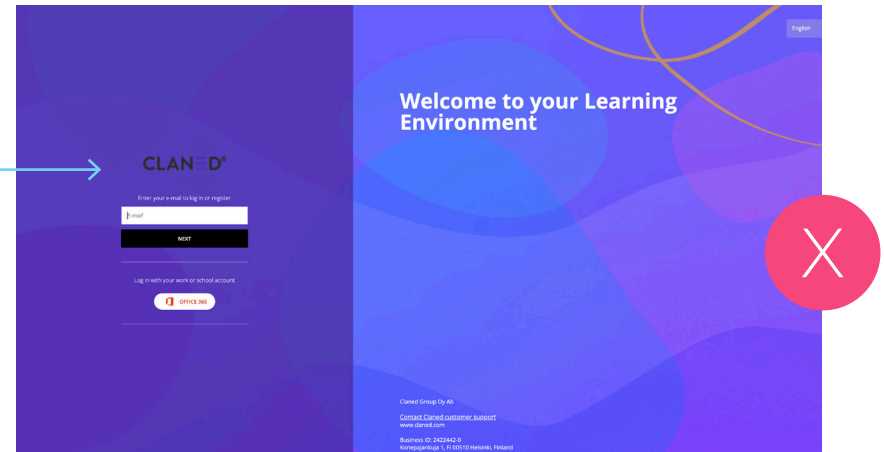
06. HEX code

Please send us a HEX code for the colour bar on your login page relevant to your company/ brand/ institute.

- **If you have a white/light logo:** Send us any HEX code of your choice that you'd like on your login page.
- **If you DO NOT have a white/light logo:** Send us any HEX code that's not present in the logo as it will merge with the background and not be legible.

If you send us a light HEX code the logo will be legible

Keep in mind: We cannot adjust the transparency of the colour bar; the background image will have a bit of visibility.



07. Image for organisation board background

A high-quality image that is relevant to your company/ brand/ institute etc.

Format – all logos must be sent in PNG or JPG

Please DO NOT send the following:

- **An image with text on it:** The image will adjust its size according to the screen its being viewed on. Hence it may be visible on a large screen but not on a small screen, the text will float around in different screen sizes and not be a good solution.
- **Poor-quality images:** We want your login board to look of top quality a low-quality image will not help us achieve that, please send an image with good resolution.

08. An open file/vector of your logo

Though not essential, we recommend you send us an open file of your logo in case of an absolute emergency.

Here's a Checklist of the material that we need from you

1. **Welcome text**
2. **Footer text**
3. **Your logo in png format**
4. **White/light version of your logo png format**
5. **A background image for login page**
6. **A HEX code of your choice**
7. **Image for organisation board background**
8. **An open/vector file of your logo (optional – but we highly recommend you send us one)**
9. **Custom DNS request**

White Label Guide

Everything we need to make your course perfect

