

Website Logo

Overview

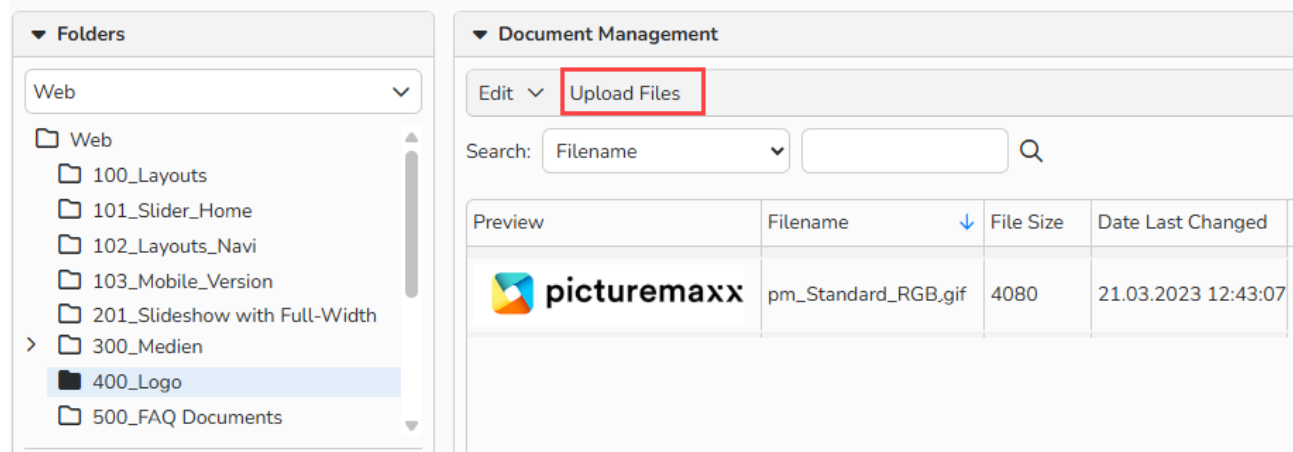
Your company or brand logo is an essential part of your website's identity. It appears prominently at the top of your homepage and is shown consistently across all other pages. In this section, you'll learn how to import your logo or customize it to match your brand.

Upload logo to Backstage

To use your logo on the website, you'll first need to upload it to the system. Here's how:

1. Go to **Web > Templates > Document Management**. The *Templates / Document Management* window opens.
2. Click **Upload Files** and add your logo.

Templates / Document Management



The screenshot shows the 'Templates / Document Management' interface. On the left, a 'Folders' sidebar lists various web content folders, with '400_Logo' selected. The main area, titled 'Document Management', features a top bar with 'Edit' and 'Upload Files' (highlighted with a red box). Below this is a search bar with 'Filename' selected. A table displays the current content:

Preview	Filename	File Size	Date Last Changed
 picturemaxx	pm_Standard_RGB.gif	4080	21.03.2023 12:43:07

Templates / Document Management window: Upload and organize files for web content

Note

For more details, see the [Document Management](#) FAQ.

Add logo to website

Follow these steps to choose and manage the logo that appears on your website:

1. Go to **Web > Settings > Layout** and select the **Header** tab.
2. If you manage multiple websites: from the **Website** dropdown, select the relevant website.
3. In the **Logo** section, click the [...] button to open the **Document Management** window and select the uploaded logo file.
4. Optional: In the **Lettering for Website** field, enter an alternative text label that appears when no logo is available.
5. Click **Save**.

Header

▼ Website

01 Website Manager (Full) ▼

Colors

Header

Footer

Search Results

Fonts

Template

Favicon

Mobile Version

▲ Color Settings

▲ Settings

▼ Logo

Lettering for Website:

Recommended Logo Height (px):

Logo for Website:

web/pm_Standard_RGB_black-3.gif ▼

..

 picturemaxx

3,09 kB

Web Layout > Header Tab: Select and add logo

Note

The alt-text label appears whenever the system can't show your logo or when a visitor blocks images. It also serves as the main heading on every page, helping search engines understand your site.

Find more information in the [Search Engine Optimization](#) FAQ.

Preview logo on the website

Open your website to check how your logo or label appears.

- **If you added a logo**

The logo you assigned now appears at the top of your site.

- **If you added a label instead**

If you did not assign a logo but added a label instead, this text will appear in place of a logo.

Tip**Clear your browser cache**

If your updated logo or label doesn't show up right away, try clearing your browser cache and the site-specific cookies. You can find instructions for your browser on the provider's support website.