

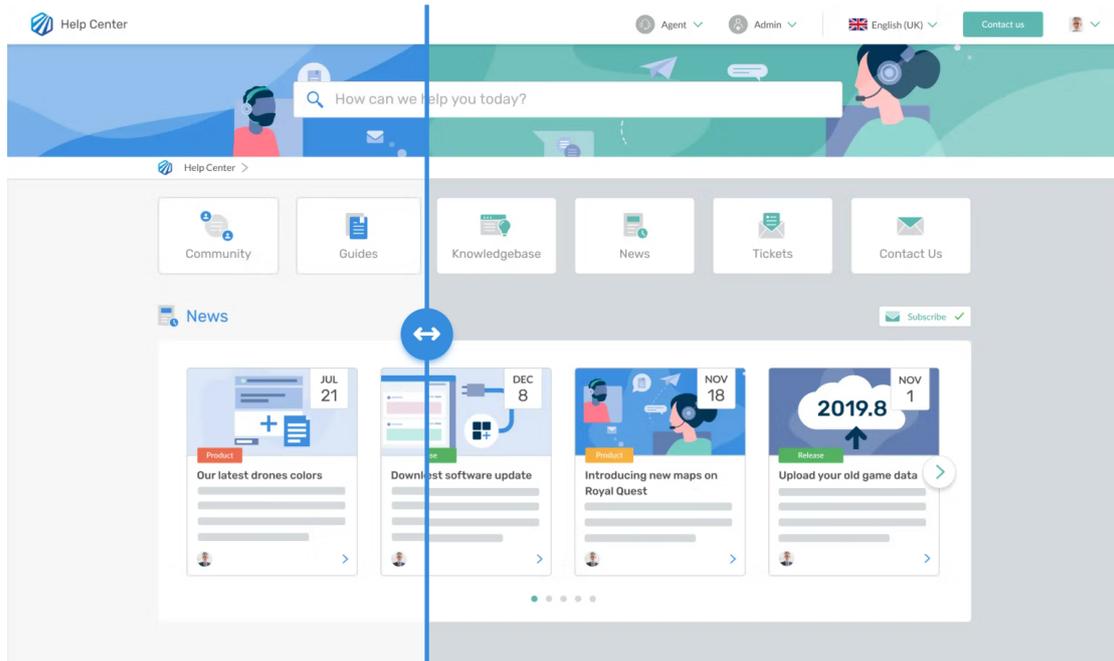


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Managing Multiple Brands in Deskpro

[General](#) - (0) [تعليقات](#) - Eloise Rea - 2025-03-13

Deskpro makes it easy to provide seamless support under one platform. Your team can efficiently handle requests across multiple brands while maintaining a distinct identity for each.



How Branding Works in Deskpro

- **Help Center:** Each brand has its own design, logo, and unique content
- **Messenger:** Tailor your chat widget to match each brand's style and tone
- **Automations:** Set up triggers and workflows specific to each brand for a more personalized support experience

3 Criteria

The criteria section is a list of terms that must match before the actions are applied to the Ticket.

When the following conditions are met:

| | | | |
|-------|----|---------------------|---|
| Brand | is | Baker Street Energy | + |
|-------|----|---------------------|---|

Or when the following conditions are met:

| | | | |
|-----------|-----------|---------------------|---|
| Select... | Select... | Baker Street Energy | + |
| | | Desk Flora Street | + |

4 Actions

Benefits of Multi-Brand Support

.Enhanced Customer Experience: Offer tailored support that aligns with each brand's identity •

.Operational Efficiency: Manage multiple brands without adding complexity to workflows •

.Consistent Branding: Ensure all customer interactions maintain brand integrity •

Setting Up a New Brand

Navigate to Admin Settings: Go to Admin > Configuration > Branding .1

Create a New Brand: Enter the brand name, URL, and relevant details. For a custom domain you will .2
.need to update your DNS settings. More information [here](#)

Customize the Help Center: Go to Help Center > Help Center Design to add a logo and adjust your .3
.theme

.Manage Permissions: Assign departments to the new brand as needed .4

.Configure Email Templates & Messenger: Ensure all messaging reflects the correct brand identity .5

.Develop Unique Content: Create FAQs and knowledge base articles for each brand .6

Deskpro's multi-brand functionality simplifies support management while keeping each brand's identity distinct.
.It's an ideal solution for businesses looking to scale their customer service effectively