

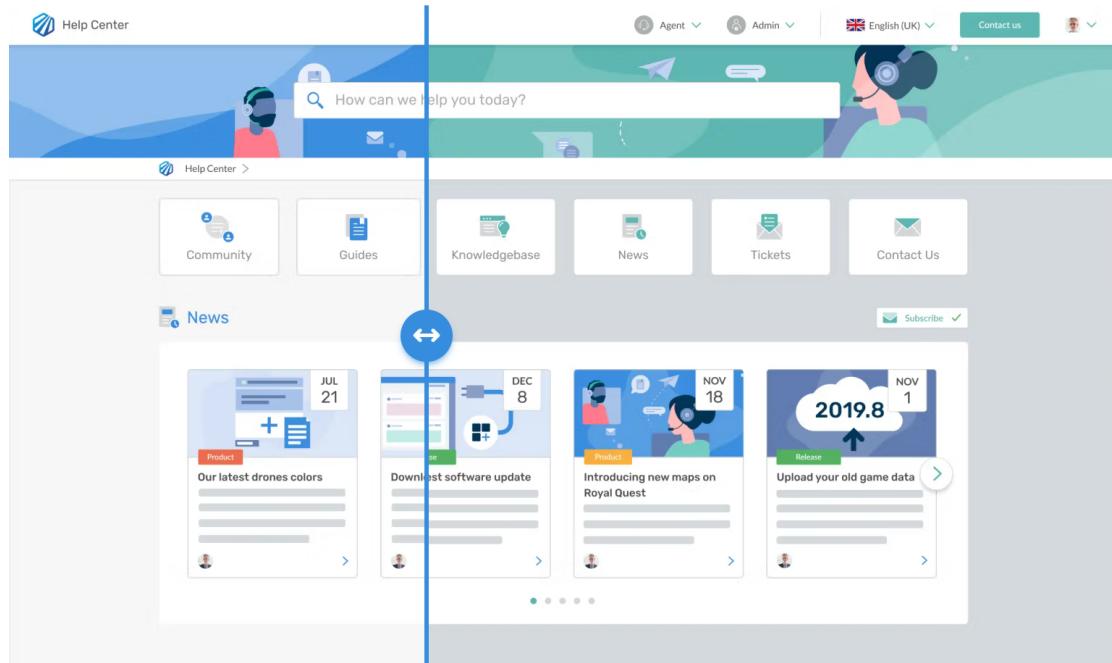


[Knowledge Base](#) > [Getting Started](#) > [General](#) > [Managing Multiple Brands in Deskpro](#)

## Managing Multiple Brands in Deskpro

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

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...	Des 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

1. **Navigate to Admin Settings:** Go to Admin > Configuration > Branding
2. **Create a New Brand:** Enter the brand name, URL, and relevant details. For a custom domain you will need to update your DNS settings. More information [here](#).
3. **Customize the Help Center:** Go to Help Center > Help Center Design to add a logo and adjust your theme.
4. **Manage Permissions:** Assign departments to the new brand as needed.
5. **Configure Email Templates & Messenger:** Ensure all messaging reflects the correct brand identity.
6. **Develop Unique Content:** Create FAQs and knowledge base articles for each brand.

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.