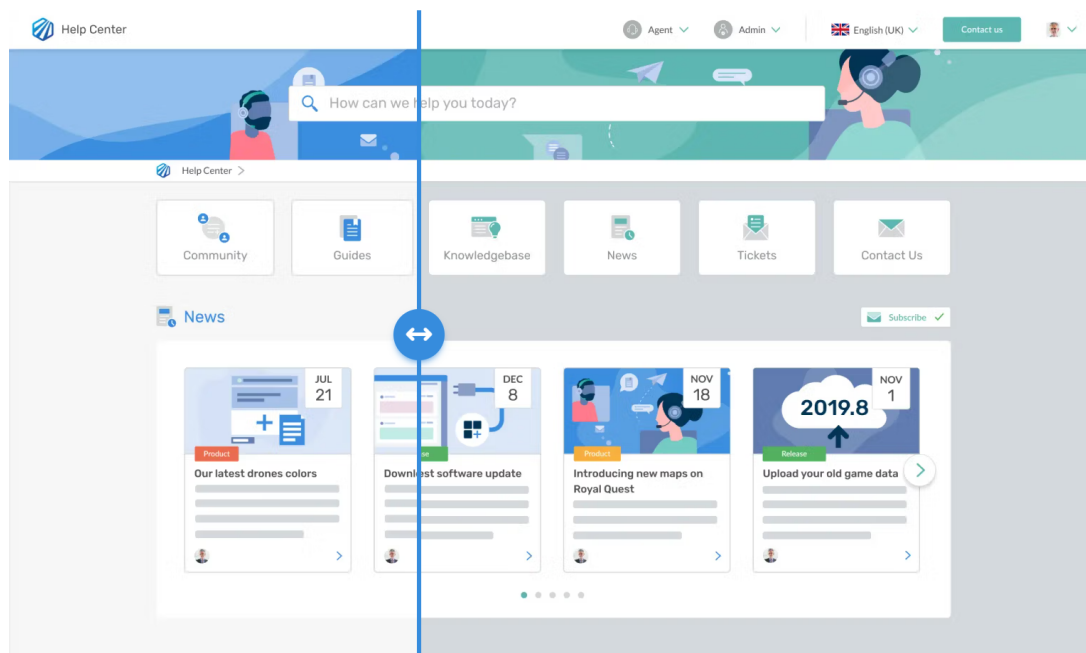# Managing Multiple Brands in Deskpro

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.

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.