

# Brand

This section details how to customize your website's branding through the Ghost theme settings' Brand tab. You can modify elements like the site description, accent color, publication icon, logo, and cover image.

To customize brand options, you need to:

1. Navigate to '**Design & branding**' settings in the Ghost Admin.
2. Locate the "**Brand**" tab on the right-hand side of the interface.

## Site description

This is the default setting for the site description. By default, the site description will be displayed as the homepage hero description.

### To change the Site description:

1. Navigate to the field labeled "**Site description**" and enter your description.
2. To apply the modifications you've made, click the "**Save**" button.

#### Tips

- On Ghost, the site description is being used (unless no custom meta description specified in the Meta data section in the settings) to generate the meta description tag which is really important for SEO.
- If you want to keep the Site description intact but still want to customize the homepage hero description, head over to the [Hero section settings](#).

## Accent color

The theme's main color is the accent color, which is typically the color that represents your brand. You should choose an accent color that matches your brand identity and stands out from the rest of the design.

### To change the Accent color:

1. Navigate to the field labeled "**Accent color**" and select the color you want as the primary color of the site.
  2. To apply the modifications you've made, click the "**Save**" button.
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## Publication icon

To create the favicon of the website, Ghost uses the publication icon as the source. The favicon is a small image that appears next to the website title in the browser tab. It should have a square shape (1:1 aspect ratio) and reflect the brand identity (as shown in the logo).

### To change the Publication icon:

1. Navigate to the field labeled "**Publication icon**" and click on the "**Upload icon**" button.
  2. Select the icon/image file from the file browser.
  3. Once the icon is uploaded, to apply the modifications you've made, click the "**Save**" button.
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## Publication logo

The Publication logo is the image that appears on the top left corner of the header throughout the theme. It represents your brand identity and should match your brand logo.

When you upload the Publication logo, it will replace the Site title that shows on the top left corner of the site header.

### To change the Publication logo:

1. Navigate to the field labeled "**Publication logo**" and click on the "**Upload logo**" field.
2. Select the image file from the file browser.
3. Once the image is uploaded, to apply the modifications you've made, click the "**Save**" button.

#### **Tips**

- A horizontal logo suits this theme best.
- Your logo image should have a minimum height of 32 pixels.
- A transparent background for the logo image is recommended to ensure a consistent and attractive appearance across the theme.

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# Publication cover

If the Publication cover image is set, it will show up as the background image of the homepage hero section. Otherwise, the homepage hero background will use the secondary background color.

A Publication cover image affects the appearance of the Hero title and Hero description. When you upload a cover image, the text color becomes White and the image gets a dark overlay. This ensures that the text stands out regardless of the image color.

## To change the Publication cover:

1. Navigate to the field labeled "**Publication cover**" and click on the "**Upload cover**" field.
2. Select the image file from the file browser.
3. Once the image is uploaded, to apply the modifications you've made, click the "**Save**" button.

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