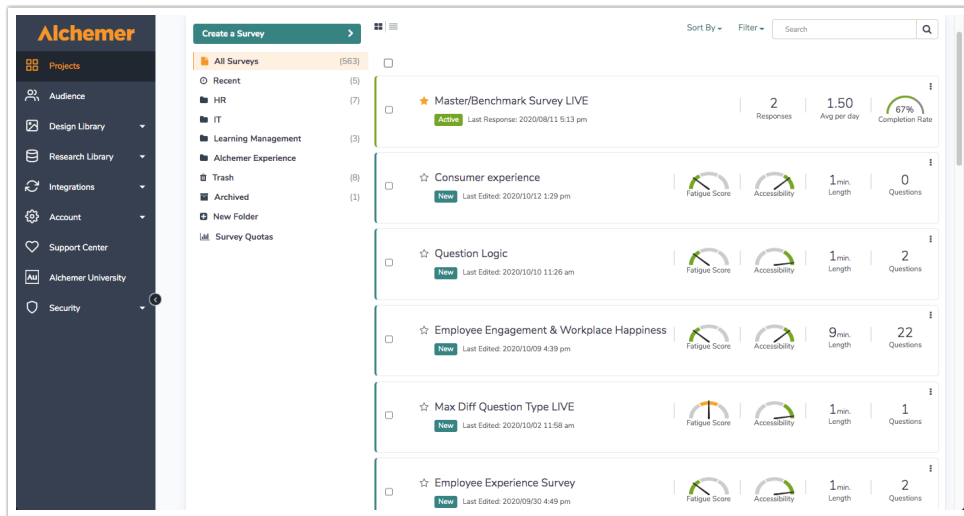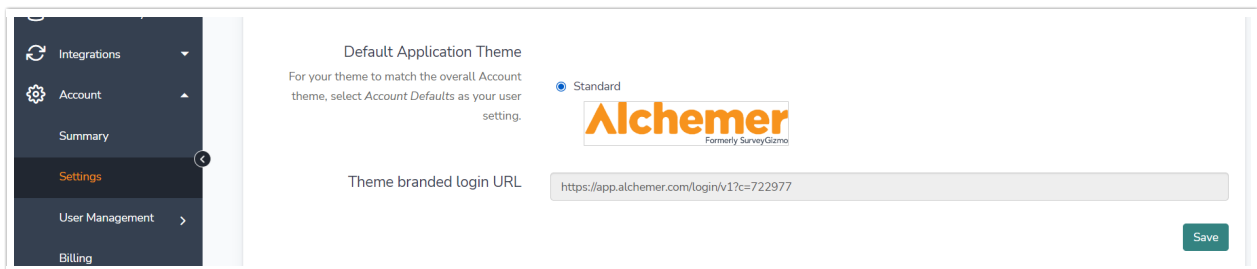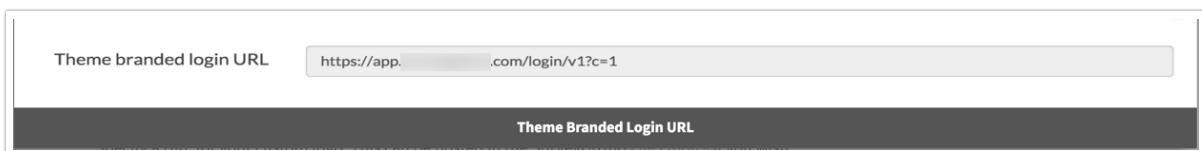# Customize Application Look & Feel

To set your preferred theme, go to **Account > Settings**. Here you can see the default, **Standard Theme** or apply **Custom Branding**:

Theme branded login URL

If you are applying Custom Branding to your Alchemer account, the **Theme branded login URL** will need to be used by all users logging into your Alchemer account. Using this link will present users with a login page that has custom branded theme you design below and ensure that users see the customized branding in the application.

Logo

Specify a URL for your custom logo. This can be hosted in the Alchemer **File Library** if you wish.

Related Articles