



# Branding Bar Feature

## Promote Your Library on SpringerLink

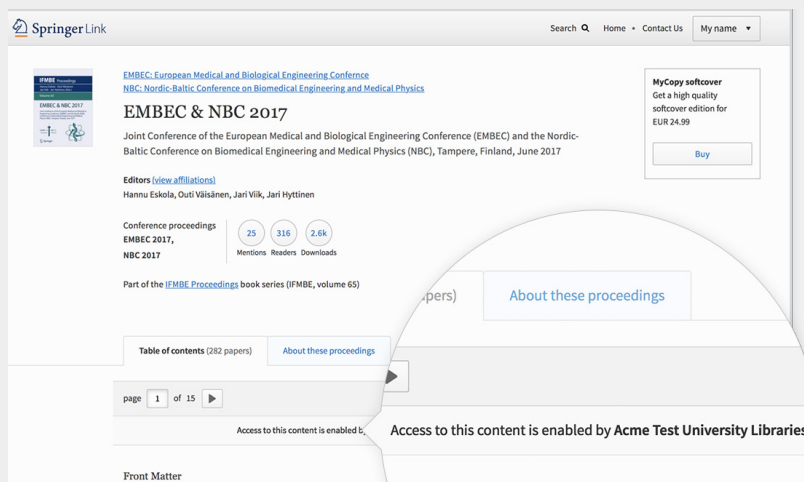
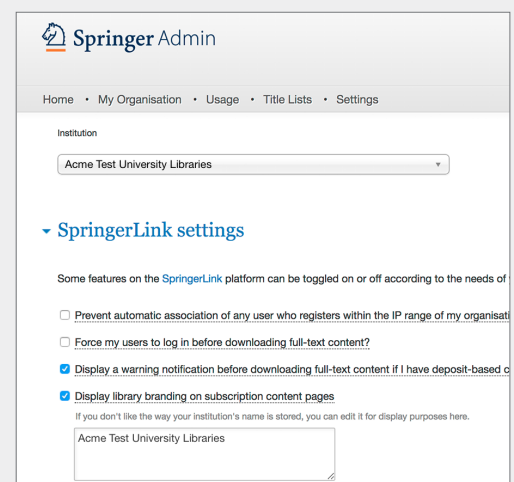
The Branding Bar feature is a new enhancement that helps your library increase awareness of its role in bringing e-resources to users. Now libraries can display a custom message informing users that access to content on SpringerLink is enabled by their library.

New  
Feature

### How it works

The Branding Bar feature allows librarians and administrators to place a custom message before the full text of all subscription journal articles, books and book chapters using the updated SpringerLink page layout.

This feature can be switched on using the 'settings' page of the Springer admin portal. All library users recognized as belonging to your institution will see a message that reads 'Access to this content is enabled by {name of institution}' when accessing non-OA content on SpringerLink.

### Activate the Branding Bar Feature:

1. Login to your SpringerLink Admin Dashboard and click on the settings tab
2. Check the box next to "Display library branding on subscription content pages"
3. Enter your customized message in the text box
4. Click the save button

Administrators may edit the way their institutional name displays to make it more user-friendly than the version we have stored in our internal systems.

## Frequently Asked Questions

### FAQ

**On the old layout pages there is a feature that lets customers place their own logo in the top-right of the page header. What's happening to that?**

As we redesign SpringerLink we are gradually replacing the old logo feature with the branding bar.

**What content does the custom message appear above?**

All journal articles, books and book chapters on SpringerLink are now available on the new page layout and will display a custom message when you activate the feature.

**Why aren't we using logos in this new feature?**

It is a UX-led decision to utilize the branding bar rather than logos. Our research suggests that people dismiss logos and banners as noise.

**Does this message appear against Open Access content?**

It does not appear on content which has an Open Access license.

**Are there plans to roll this out to other sites like Nature.com or the databases?**

We are currently looking into options regarding a roll out of this feature to other sites and will inform customers once decisions are made.

For operational support issues please contact [onlineservice@springer.com](mailto:onlineservice@springer.com)

## About SpringerLink

SpringerLink delivers fast, accurate access to the depth and breadth of our online collection of Science, Technology and Medicine and Humanities and Social Sciences books, journals, reference works and protocols covering a vast range of disciplines. SpringerLink is built on the latest technologies to provide maximum flexibility and usability.

