

Setting your logo, colors and background

Category: Branding & Colors

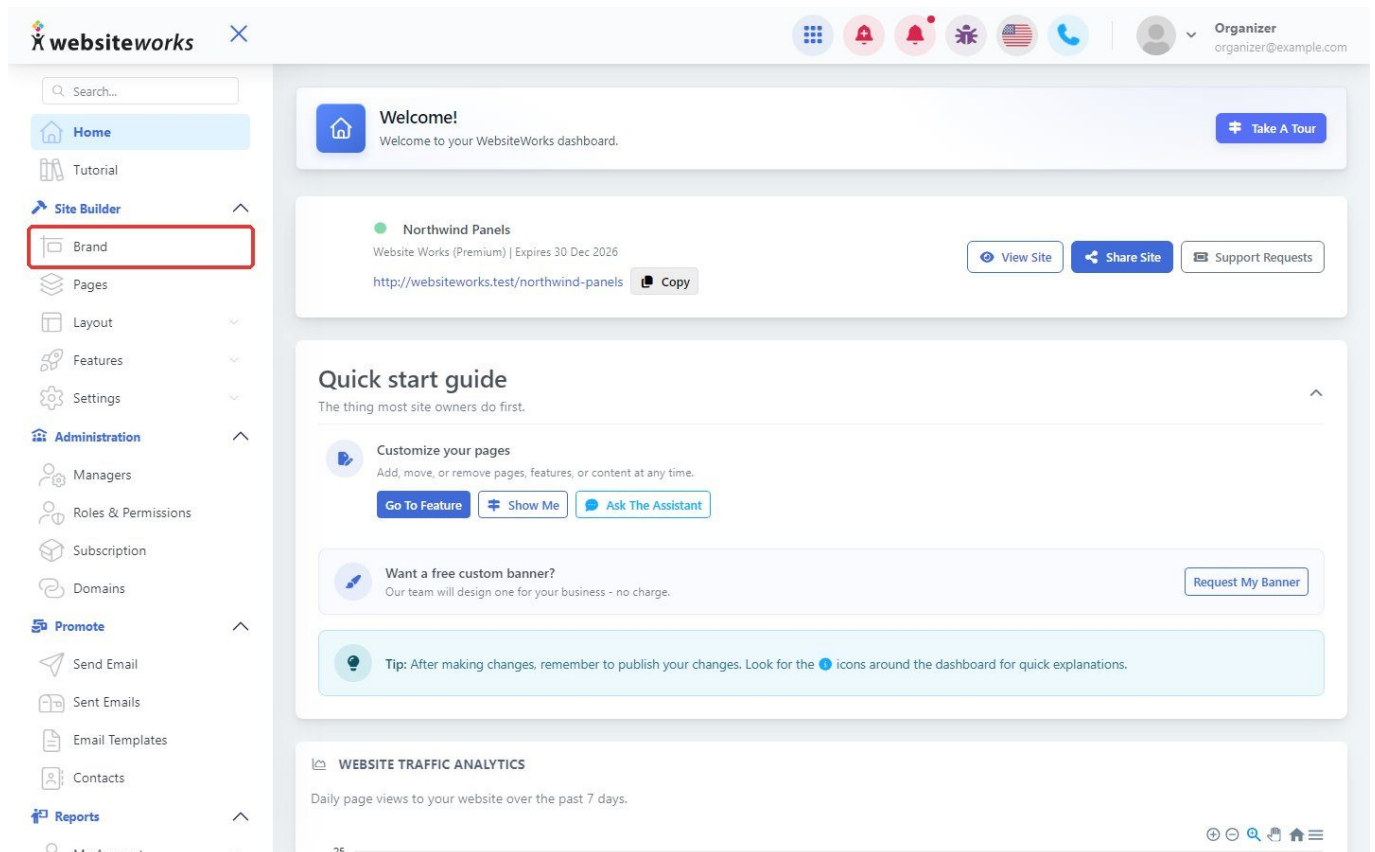
Published: Oct 26, 2026

Reading Time: 1 min

The **Brand** page controls how your website looks everywhere: your name, logo, background and colors.

Step 1: Open Brand

In the menu, under **Site Builder**, click **Brand**.



Click Brand.

Step 2: Enter your site title and subtitle

Type your website's name in **Site title** and a short tagline in **Site subtitle**.

websitebuilder

Search...

Home

Tutorial

Site Builder

Brand

Pages

Layout

Features

Settings

Administration

Managers

Roles & Permissions

Subscription

Domains

Promote

Send Email

Sent Emails

Email Templates

Contacts

Reports

Mv Account

Site title * 1

Northwind Panels

Site subtitle 1

CUSTOM-MADE panels and components

Site logo 1

Choose File No file chosen

Site favicon 1

Choose File No file chosen

e.g. Use a bolder icon, rounder letters...

Generate with AI

The website background image will be used as the background on all pages of your website. Adjust the opacity below to control how strong or subtle the background appears. The background will cover the screen and remain fixed while scrolling.

Website Background 1

Choose File No file chosen

Maximum file size is 10 MB. Minimum dimensions should be 1920 x 3000.

Background opacity

Theme color

Red Green Blue Grey

Save

Enter your title and subtitle.

Step 3: Add your logo and favicon

Under **Site logo**, upload your logo, or click **Generate with AI** to create one. Under **Site favicon**, upload the small icon shown in the browser tab.

websitebuilder

Search...

Home

Tutorial

Site Builder

Brand

Pages

Layout

Features

Settings

Administration

Managers

Roles & Permissions

Subscription

Domains

Promote

Send Email

Sent Emails

Email Templates

Contacts

Reports

Mv Account

Site title * 1

Northwind Panels

Site subtitle 1

CUSTOM-MADE panels and components

Site logo 1

Choose File No file chosen

Site favicon 1

Choose File No file chosen

e.g. Use a bolder icon, rounder letters...

Generate with AI

The website background image will be used as the background on all pages of your website. Adjust the opacity below to control how strong or subtle the background appears. The background will cover the screen and remain fixed while scrolling.

Website Background 1

Choose File No file chosen

Maximum file size is 10 MB. Minimum dimensions should be 1920 x 3000.

Background opacity

Theme color

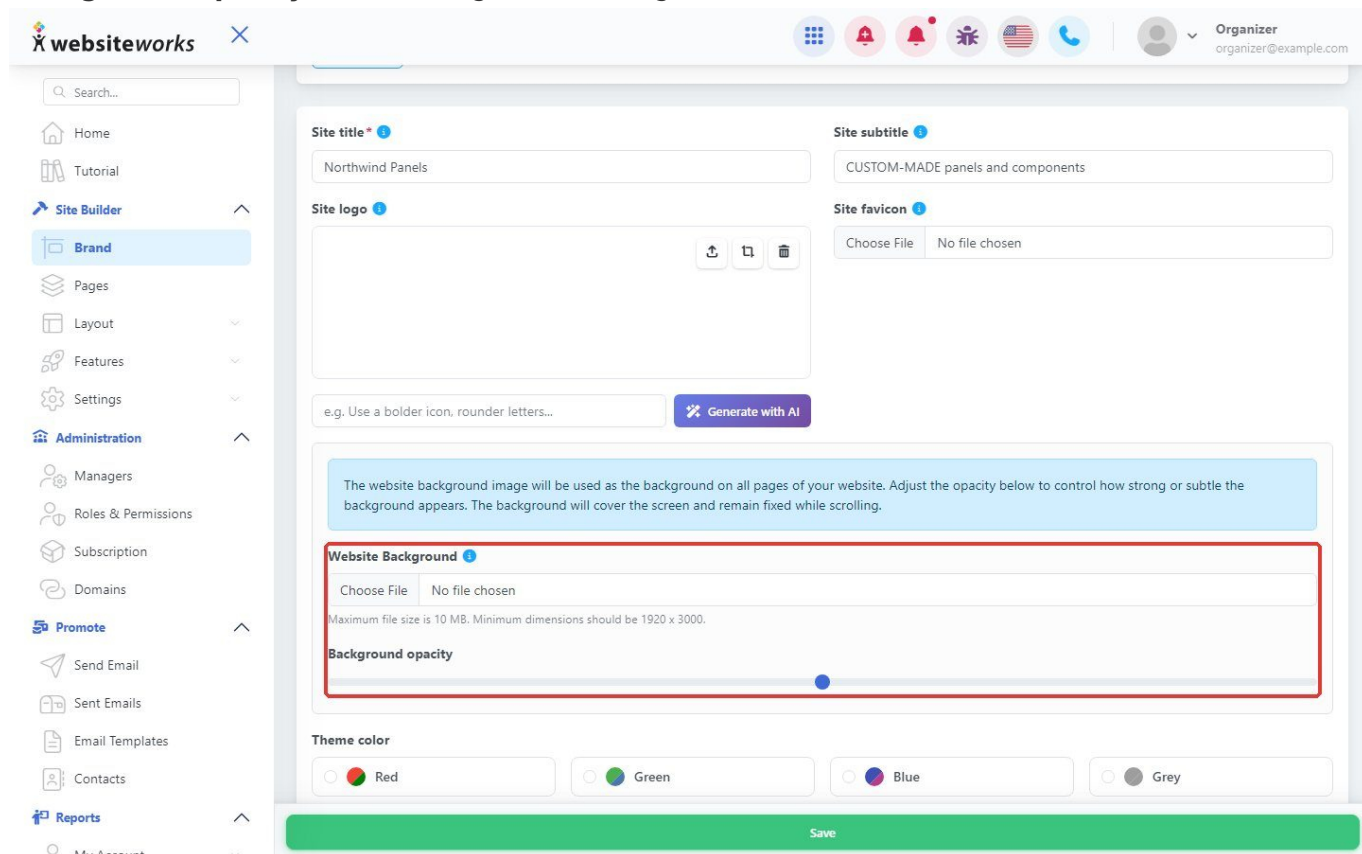
Red Green Blue Grey

Save

Upload or generate a logo.

Step 4: Choose a background

Under **Website Background**, choose an image for the background of your website. Use **Background opacity** to make it lighter or stronger.



The screenshot shows the 'Website Works' dashboard. On the left is a sidebar with a search bar and navigation links: Home, Tutorial, Site Builder (expanded), Brand (selected), Pages, Layout, Features, Settings, Administration (expanded), Managers, Roles & Permissions, Subscription, Domains, Promote (expanded), Send Email, Sent Emails, Email Templates, Contacts, Reports (expanded), and My Account. The main content area is titled 'Brand' and contains several settings sections: 'Site title' (Northwind Panels), 'Site subtitle' (CUSTOM-MADE panels and components), 'Site logo' (with an upload button and a 'Generate with AI' button), and 'Site favicon' (Choose File, No file chosen). Below these is a 'Website Background' section, which is highlighted with a red border. It includes a 'Choose File' button, a 'No file chosen' status, a note about file size and dimensions, and a 'Background opacity' slider. At the bottom, there is a 'Theme color' section with four radio button options: Red, Green, Blue, and Grey. A green 'Save' button is at the very bottom.

Choose a background image.

Step 5: Pick your theme colors

Under **Theme color**, click one of the color sets. To use your own brand colors, choose the custom option and pick a **Primary** and **Secondary** color.

websiteworks

Search...

Home

Tutorial

Site Builder

Brand

Pages

Layout

Features

Settings

Administration

Managers

Roles & Permissions

Subscription

Domains

Promote

Send Email

Sent Emails

Email Templates

Contacts

Reports

Mv Account

Organizer
organizer@example.com

e.g. Use a bolder icon, rounder letters...

Generate with AI

The website background image will be used as the background on all pages of your website. Adjust the opacity below to control how strong or subtle the background appears. The background will cover the screen and remain fixed while scrolling.

Website Background ⓘ

Choose File No file chosen

Maximum file size is 10 MB. Minimum dimensions should be 1920 x 3000.

Background opacity

Theme color

Red Green Blue Grey

Pink Orange Purple Brown

H2OpenDoors Battle of the Bands Starlight Grand Rally HBOC

Starlight Gala Lieutenant Island Partners Allen Chief Loyal Labs Maroon

Custom Pick your own primary and secondary colors ⓘ

Primary Secondary

Tap to choose Tap to choose

Save

Pick a theme color.

Step 6: Save

Click **Save** at the bottom of the page. Your changes appear on your website right away.

websiteworks

Search...

Home

Tutorial

Site Builder

Brand

Pages

Layout

Features

Settings

Administration

Managers

Roles & Permissions

Subscription

Domains

Promote

Send Email

Sent Emails

Email Templates

Contacts

Reports

Mv Account

Organizer
organizer@example.com

e.g. Use a bolder icon, rounder letters...

Generate with AI

The website background image will be used as the background on all pages of your website. Adjust the opacity below to control how strong or subtle the background appears. The background will cover the screen and remain fixed while scrolling.

Website Background ⓘ

Choose File No file chosen

Maximum file size is 10 MB. Minimum dimensions should be 1920 x 3000.

Background opacity

Theme color

Red Green Blue Grey

Pink Orange Purple Brown

H2OpenDoors Battle of the Bands Starlight Grand Rally HBOC

Starlight Gala Lieutenant Island Partners Allen Chief Loyal Labs Maroon

Custom Pick your own primary and secondary colors ⓘ

Primary Secondary

Tap to choose Tap to choose

Save

Click **Save**.