Branding Your HeinOnline Account
Quick Reference Guide

Branding

Linking

HeinOnline, a product of William S. Hein & Co., Inc.
2350 North Forest Rd., Getzville, NY 14068
(800) 277-6995
On any given day you may have hundreds of users access your organization's subscription to HeinOnline. However, many of them may not understand that this valuable resource is being made available with support and funding from your organization. We understand the importance of communicating this fact to your users, and you can do it easily by branding your HeinOnline account.

**NOTE**: Branding logos are back and available on all pages in HeinOnline!

### Branding Linked from the HeinOnline Welcome Page

Branding creates a link on your HeinOnline Welcome Page which links to a page displaying your logo and links to your library catalog, help desk, or other areas of your choosing.

1. **Name** - Here, the name of the organization, library, school, or firm that is providing the HeinOnline subscription is listed. This may be linked to a website of your choosing.

2. **Organization Logo** - This image should be no larger than 225px wide by 200px tall. It is preferred that you provide us with a link to a hosted image, such as one on your website. We will then use that link as the source image.

3. **Optional Link** - This can be used for pointing users to online catalogs, the help desk, your library’s home page, or any other link that your users frequently visit.

4. **Additional Optional Link**.

Send your branding request today by visiting [https://home.heinonline.org/heinonline-branding/](https://home.heinonline.org/heinonline-branding/).
Branding Displayed Inside a HeinOnline Library

When a user is inside HeinOnline and browsing an individual library, a small branding message with the name of your organization is displayed at the top of the page. Clicking on your organization’s name will link the user to a page that displays the same information as is shown on the Welcome page.

ISSN and OpenURL Linking to Your Local Library Catalog

When we can’t provide full text of material, based on agreements with publishers, HeinOnline indexes the content to make it more discoverable, allowing users to know of its existence. By enabling ISSN and/or OpenURL Linking through your branding, users are able to search your local library catalog to determine if the content may be available elsewhere in your library.

The “Search your library catalog” link will search your catalog by ISSN and link users directly to the title within your local library catalog.

The link to your local library catalog and the OpenURL link can also be accessed from search results. When a user performs a search and sees a result for which we cannot provide the full text, the result will appear in a shaded red box and display the same link – “Search your library catalog” – or display your OpenURL link.

OpenURL linking will take users directly to the article within a resource available at your library.

Branding + MyHein

Proxy Links from eTOC Alerts

If you use a proxy, you can provide us the prefix and (if necessary) suffix to the proxy URL on your branding request. This creates proxy links in eTOC alert emails. Users accessing remotely via a web portal/proxy server can simply click on the link to access the material, instead of being redirected to the HeinOnline login page.
HeinOnline Help & Support

https://help.heinonline.org

Our HeinOnline Help & Support page is fully searchable and user-friendly. It is integrated with our HeinOnline Blog to give you access to other help topics, search tips, and feature & content news.

Frequently Asked Questions:
This section includes answers to questions about access, branding, MyHein, privacy, short-term subscription options, the HeinOnline app and more!

Library Specific Support:
This section provides detailed examples of features, tools, and searching in a specific HeinOnline library. It also includes all related support material for each library.

Training Guides:
Download help guides on searching, individual libraries and more! All material is in PDF format.

Videos & Webinars:
Are you looking for some live examples? View video library and webinar archive to see HeinOnline in action.

For help navigating and searching in HeinOnline, contact our support team via email at holsupport@wshein.com, live chat, or by phone at (800) 277-6995.