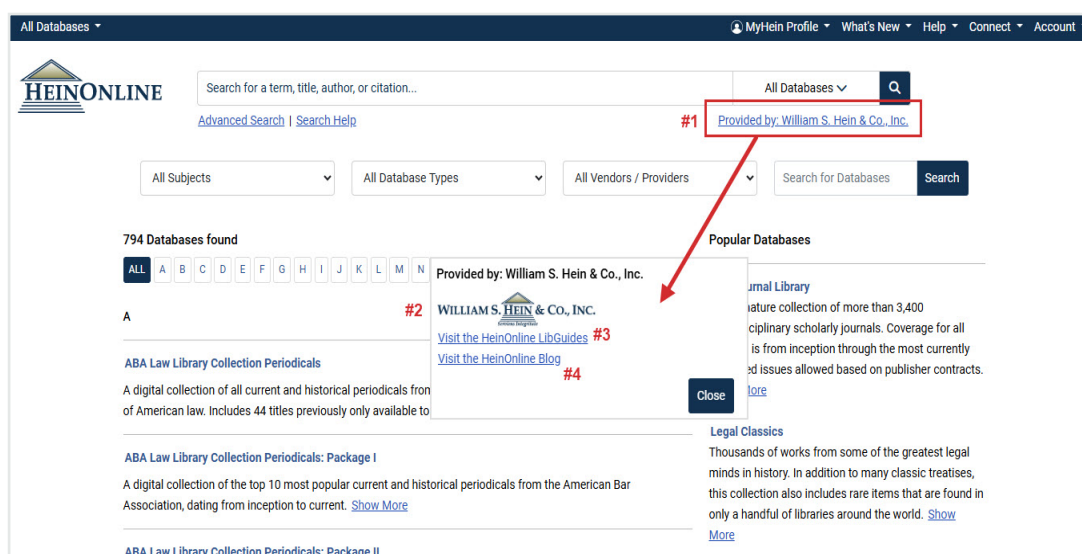


Branding Your HeinOnline Account

Each day, hundreds of students, librarians, and professors access HeinOnline through your institution—often without realizing it's made possible by your support and funding. To help communicate this, HeinOnline offers simple account branding.

Branding Linked from the HeinOnline Welcome Page

Add a custom link that consistently appears at the top of the HeinOnline interface, allowing your institution to embed its logo and direct users to frequently accessed resources such as your library catalog, help desk, or other commonly used services.



- 1. Name** - Provide the name of your institution—whether it's a library, school, firm, or other organization—associated with your HeinOnline subscription.
- 2. Organization Logo** - Submit an image no larger than 180 pixels wide by 62 pixels tall. Ideally, provide a direct link to a hosted version of the logo (e.g., from your website), which we will use as the image source.
- 3. Optional Link** - You may include a URL that directs users to commonly used resources such as your library homepage, help desk, or online catalog.
- 4. Additional Optional Link** - An extra space for another frequently accessed link of your choosing.

Branding Your HeinOnline Account

Link to Your Catalog

When HeinOnline doesn't provide full-text access to a document, we still index the content to improve discoverability. If your institution owns the missing material, HeinOnline helps direct users to it through catalog linking.

OpenURL and ISSN Linking

Branded institutions can enable OpenURL and ISSN linking to connect users with resources in their local library catalog. OpenURL links take users directly to the article when available, while ISSN links allow users to search your catalog by journal ISSN.

These links also appear in HeinOnline search results. When full text isn't available, the result is highlighted in red and includes options to access the content via OpenURL or your library catalog.

Inappropriate Interventions in Disorders of Consciousness: Due Process, Not Conscientious Objection [comments] **new**

Open Peer Commentaries

American Journal of Bioethics, Vol. 25, Issue 3 (2025), pp. 46-49

Lazaridis, Christos (Cited 4 times)

DOI: [10.1080/15265161.2025.2457704](https://doi.org/10.1080/15265161.2025.2457704)

25 Am. J. Bioethics 46 (2025)

PathFinder Subjects: [Research](#); [Trials](#); [Legal Practice and Procedure](#); [Evidence](#)

Full Text Not Currently Available in HeinOnline

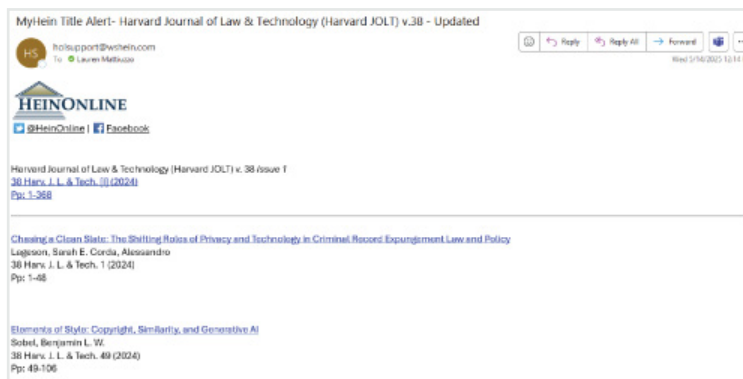
[* Search your library catalog](#)

[Publisher link to article](#)

YALE LINKS

Branding in MyHein Alerts

If your institution uses a proxy, you can include the proxy prefix (and suffix, if needed) with your branding request. This enables proxy links in [MyHein](#) eTOC alert emails, allowing remote users to access content directly through your proxy without being redirected to the HeinOnline login page.



Send your branding request today by visiting <https://home.heinonline.org/services/account-branding/> or contact holsupport@wshein.com for more information.