HEINONLINE

Branding Your HeinOnline Account

On any given day, hundreds of students, librarians, or professors may access your institution's subscription to HeinOnline. However, many of them may not truly realize that this valuable resource is available through your institution's support and funding. We understand the importance of communicating this fact to your users, which is why we've made it possible to do so easily by branding your HeinOnline account.

Branding Linked from the HeinOnline Welcome Page

Branding creates **a link on your institution's HeinOnline Welcome Page** which displays your page logo and directs users to your library catalog, help desk, or any other area of your choosing. A small branding message with the same information will display **within your subscribed HeinOnline databases**, as well.

Display the following information on your institution's HeinOnline account:

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 180px wide by 62px 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
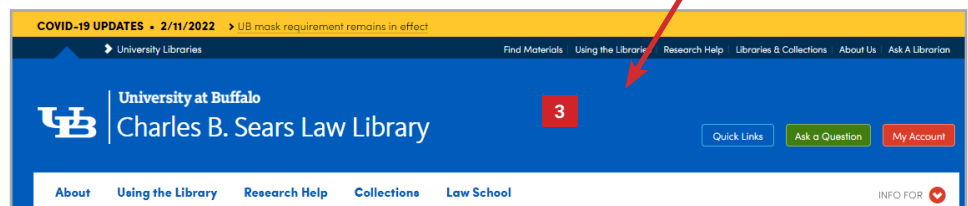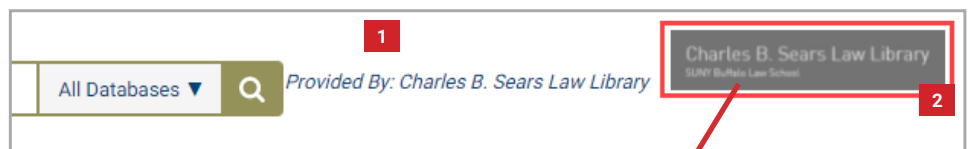
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Link to Your Catalog

When HeinOnline lacks the full text of a document, we index the content to make it more discoverable and allow users to know of its existence elsewhere. If your university or college has the missing content, we help you promote that fact to your users from within HeinOnline.

OpenURL and ISSN Linking

Institutions that brand through HeinOnline can enable OpenURL and/or ISSN linking to allow users to search their local library catalogs. OpenURL linking will take users directly to the article within a resource available at your library. ISSN linking allows users to search the local library catalog by ISSN and discover the title within the catalog.

An organization's OpenURL and local library catalog links can also be accessed from search results. When a user performs a search and sees a result for which the full text is not available in HeinOnline, the result will appear in a shaded red box and display the OpenURL and "Search your library catalog" links.

Branding in MyHein Alerts

If your institution uses a proxy, you can provide us the prefix and, if necessary, the suffix to the proxy URL on your branding request. This creates proxy links in electronic table of contents (eTOC) alert emails sent through MyHein. 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.

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