

# Group appearance and branding

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On Heylo, a group has its own identity. [Admins](#) can customize your group's appearance and brand to make it feel like home.

## How to customize and brand your group

- Customize the background with brand colors. There is an option for primary and secondary. Heylo creates a gradient for you to use on default images and the [group profile](#).
  - Add the group logo. It is displayed on the group tab and in the top left corner to remind all members where they are. It also lives on the top of the group profile.
  - Get a [custom URL link](#) including the group name.
  - Feature your leadership team with [roles](#) and [group profiles](#) to help new members get acquainted.
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