



CUSTOM BRANDING

In this Appendix...

- Custom branding.....L-3
 - Basic brandingL-3
 - Premium brandingL-6

This manual covers the StrideLinx platform available from 2017 through 2021.

For details covering the StrideLinx Cloud 2.0 platform available after April 2021, please [click here](#) to link to that manual.

The StrideLinx Cloud 2.0 manual includes details describing the [Activation Code](#) model of Data Logging, Cloud Notify and other add-on features.

For information on the migration wizard from the original platform to StrideLinx Cloud 2.0, [click here](#).

Custom branding

We understand how important branding and customer loyalty is. This is why you have the option to white label the StrideLinx platform, applying your custom brand, and essentially making it your very own IoT platform.

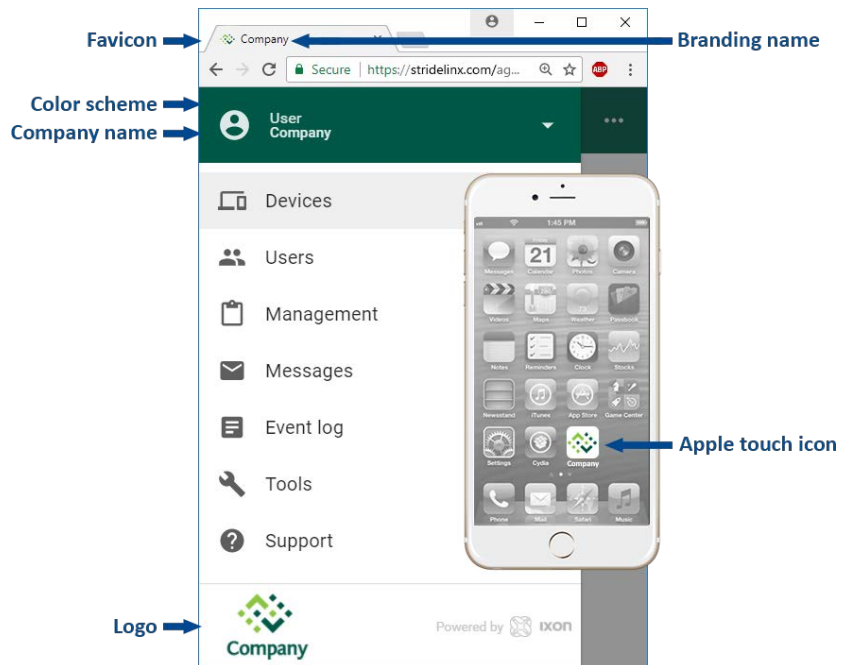
We distinguish between two levels of custom branding: basic and premium branding. Basic branding enables you to apply your corporate identity (company logo, color scheme, etc.) to the StrideLinx platform. Additionally, premium branding enables you to customize the login page, set a custom URL and support/contact information, making it possible for you to market our service as your own.

There are a variety of emails sent from the platform to users: invitation, link to change password, alert that password has changed, status of subscriptions, and other emails. With the basic service, all emails will come from “StrideLinx@AutomationDirect.com”. Invite emails will all come from the company name you have entered, as an alias. That is, the email will be from “YourCompany <StrideLinx@AutomationDirect.com>”.

When you have purchased the Premium Branding license, **all** emails will come from the company name you have configured as an alias.

Basic branding

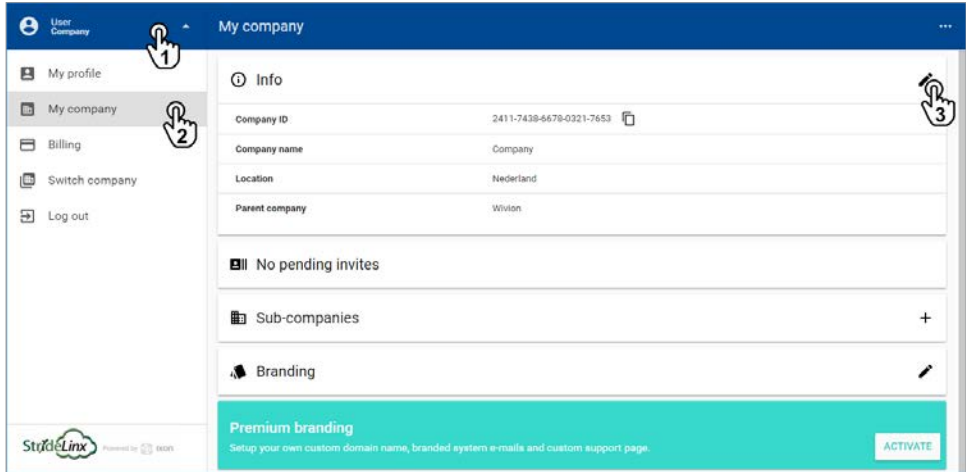
Basic branding is by default included in your company account and enables you to set your own company name, branding name, logo, favicon, Apple touch icon, and color scheme. These changes apply to all pages of the StrideLinx platform as well as e-mails sent from the platform.



Set up your branding

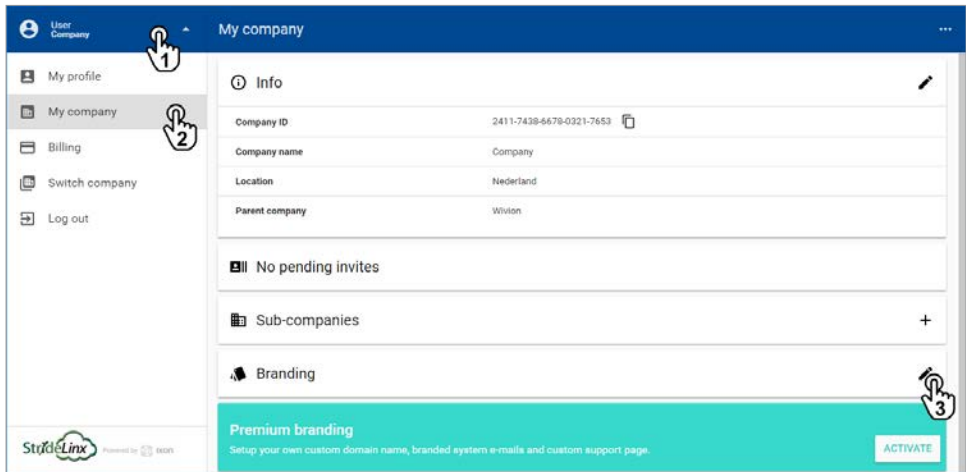
The company name is first set when a company account is created. If necessary, it can be changed as follows:

Go to the account menu (1), select “My company” (2) and click the pencil icon (3) in the “Info” section to edit the company name.



Setting up your own branding name, logo, favicon, Apple touch icon, and color scheme can be done as follows:

Go to the account menu (1), select “My company” (2) and click the pencil icon (3) in the “Branding” section.



Here you can edit the branding name, primary/accent color, and upload a logo, favicon, and Apple touch icon. The Apple touch icon is the icon you see on your Apple device when you bookmark a web page to your home screen, as depicted in the image at the beginning of this section.



NOTE: Images up to 10MB can be uploaded. The following formats are supported: .jpg, .jpeg, .png, .bmp, .tiff, .ico.

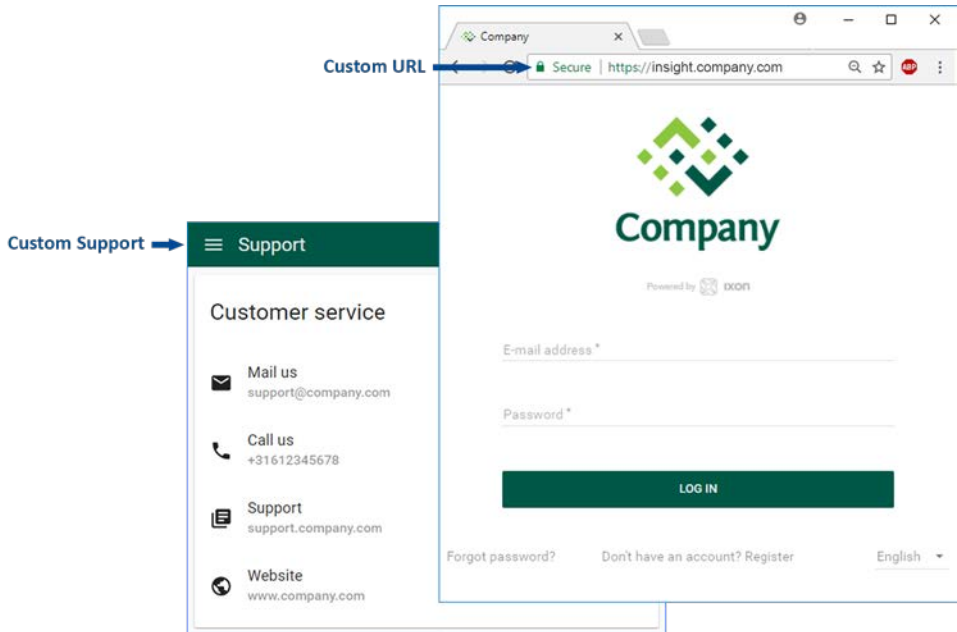
The screenshot shows a dialog box titled "Edit branding" with a close button (X) in the top left corner. The dialog contains the following fields and controls:

- Name:** A text input field with the placeholder text "Name" and a sub-note "Also used as the title of your browser tab". An annotation "Enter name" with a blue arrow points to this field.
- Logo:** An upload button (circle with an upward arrow) and a text input field. An annotation "Upload icon" with a blue arrow points to the upload button.
- Favicon:** An upload button and a text input field.
- Apple touch icon:** An upload button and a text input field.
- Primary color:** A color selection control (black dot) and a text input field with the placeholder "Only hexadecimal color codes".
- Accent color:** A color selection control (black dot) and a text input field with the placeholder "Only hexadecimal color codes". An annotation "Set color" with a blue arrow points to the accent color selection control.
- Buttons:** "CANCEL" and "CONFIRM" buttons at the bottom right. A hand cursor icon with the number "1" is positioned over the "CONFIRM" button.

Changes will be applied when you click “Confirm” (1).

Premium branding

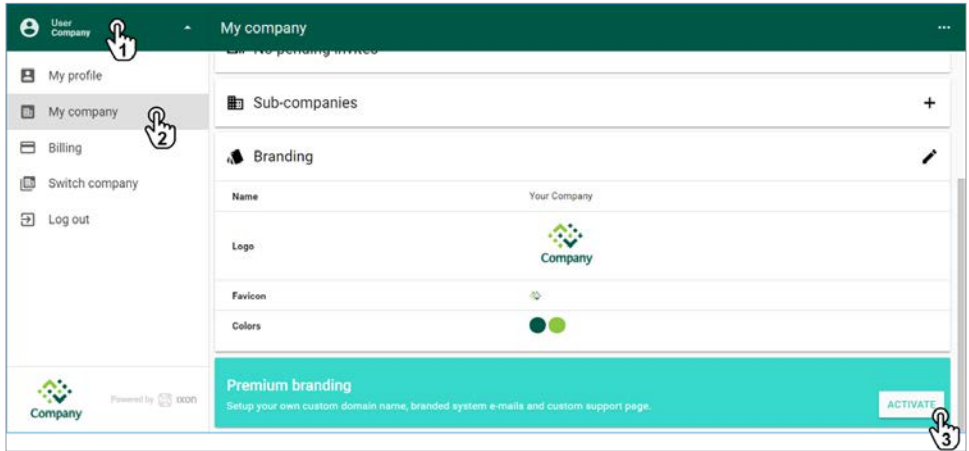
Premium branding enables additional branding options, essentially making it your very own IoT platform. You can set your own custom StrideLinx platform URL, for which we'll automatically generate the necessary SSL certificate. Additionally, you'll also be able to set your own contact or support information, making it easier for your customers to contact you.



L

Activation

First, purchase and activate the premium branding feature . Go to the account menu (1), click “My company” (2) and click “Activate” (3) in the “Premium branding” section.

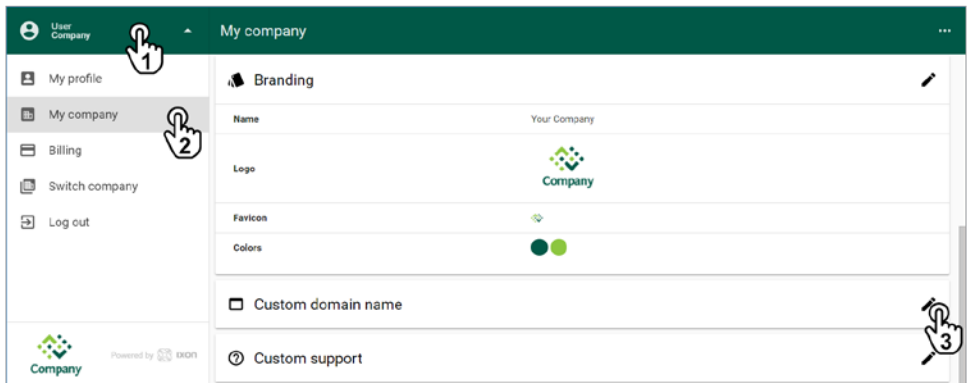


A popup appears with additional information regarding premium branding. Click “Purchase and activate” and then “Confirm” to activate premium branding for your company.

Custom domain name

After you’ve purchased and activated premium branding, a new section “Custom domain name” will appear. Here you can set your own custom StrideLinX platform URL, or “domain”, for which we’ll automatically generate the necessary SSL certificate.

Go to the account menu (1), click “My company” (2) and click the pencil icon (3) in the “Custom domain name” section.



Enter your desired domain name (1). This needs to be a subdomain (i.e. insight.yourcompany.com, not just yourcompany.com).

You or your hosting provider will have to add a CNAME record to your DNS. Exact details about this record will be provided in the pop-up screen.

Wait 24 hours, then click “Validate” (2) to check if the CNAME record is added properly (3).



NOTE: After you enter the CNAME request with your hosting provider it will take some time for the change to propagate through the DNS network. It may take up to 24 hours for the Validate button here to confirm the entry.



WARNING: Validation response “Domain has no CNAME specified” means that the CNAME record has not yet been created. Check the CNAME record for typing errors or contact your hosting provider.

Click “Confirm” (4) to finish the setup.

The screenshot shows a dialog box titled "Custom domain name" with a close button (X) in the top left. The dialog is divided into several sections:

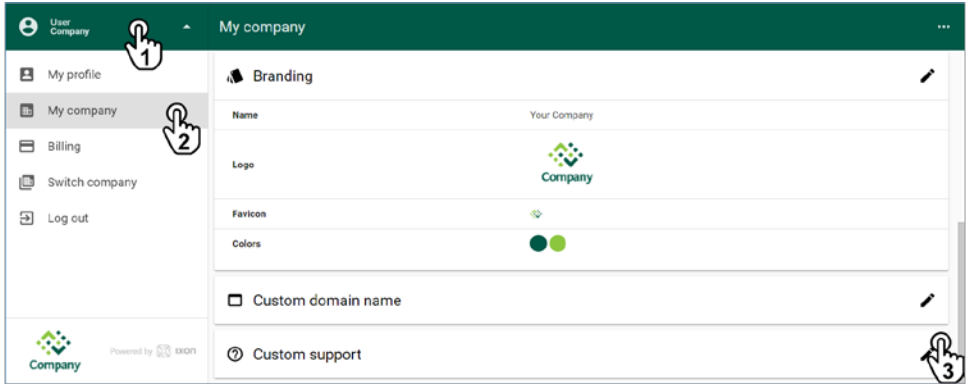
- Company:** A header bar with a green background and a company logo.
- Domain name:** A text input field containing "insight.yourcompany.com". A blue arrow labeled "1. Enter domain name" points to this field. Below the input is the text: "The custom domain name you want to use for your company".
- Setting up a CNAME:** A section with the text: "Before you can continue, you must set up a CNAME record for the domain entered above. You or your hosting provider can set up a CNAME record to our webserver using the following information." Below this is a table:

Type	Host	Answer	TTL
CNAME	insight.yourcompany.com	am01.cdn.iron.net	300
- Validate CNAME:** A section with the text: "Come back to this dialog after you add the CNAME record to your DNS. Use the Validate button and our system will automatically validate your domain's DNS settings. If the DNS record is added successfully, complete this step by pressing the Confirm button." Below this is a "VALIDATE" button with a hand cursor icon labeled "2". A note below the button says: "Note that after you enter the CNAME request with your hosting provider it will take some time for the change to propagate through the DNS network. It may take up to 24 hours for the Validate button here to confirm the entry." A blue arrow labeled "3. Validation response" points to the bottom of this section.
- Footer:** A dark bar at the bottom with a status message: "Domain is correctly CNAME'd to am01.cdn.iron.net." and two buttons: "CANCEL" and "CONFIRM". A hand cursor icon labeled "4" points to the "CONFIRM" button.

Custom contact details

The support page, accessible via “Support” from the main menu, displays StrideLinx’s contact information by default. After you’ve purchased and activated premium branding, you can set your own contact or support information, making it easier for your customers to contact you.

Go to the account menu (1), click “My company” (2) and click the pencil icon (3) in the “Custom support” section.



You can add as many links as you prefer. You can edit the icon, link text, link subtext, and URL.



NOTE: Telephone numbers should be prefaced with “tel:”, e-mails with “mailto:”, and webpages with “http://”, “https://”, or “//” to resolve http/https automatically.



Click “Confirm” to save your changes.

You can view your custom contact information by clicking “Support” in the main menu.

