

ACCREDIBLE CREDENTIAL FRAMEWORK

# WHITE LABEL SET UP

## ACTIVITY T5

**DESCRIPTION:** AGREEING AND SETTING UP ADDITIONAL FUNCTIONALITY ON THE CREDENTIAL PLATFORM (INCL. WHITE LABELING)

**INPUTS:** PLATFORM PARAMETERS

**OUTPUTS:** PLATFORM SETUP COMPLETE

## WHITE LABEL SET UP

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When agreeing and setting up additional functionality on Credential Platforms like Accredible, you'll need internal consensus on the additional functionality, branding, and key content areas for the following sections:

### White Labeling

#### Company Logo

Use the following file formats: SVG, PNG, or JPG. SVG is the best format, followed by PNG. Avoid JPG if possible.

#### Brand Color(s)

You'll need to provide color hex codes (ex: #454798) for the following list. Some colors, like a primary brand color, can be used for:

- Page background
- Buttons
- Links
- Text

#### Font Family

Please provide us with the font family used in your website or printing materials.

#### Metadata

Site meta information, like page titles and descriptions, should show in search engines. Additional meta info helps with shares and shows up in several places.

- Title (can be your organization's name)
- Description (if not provided, use Title)
- Identifier (if not provided, use Title)
- Favicon (use <https://favicongrabber.com/> to grab the .ico file from their website)
- Twitter Handle

# WHITE LABEL SET UP

## Copy

### Department Settings >

#### Issuer Page:

**Description (optional):** Publicly visible to anyone that visits a [credential page](#) and clicks 'More Credentials under the Issuer Name. The Issuer page itself is required; however, you do not need to enter a description. E.g. [McGraw Hill Issuer Page](#). If no description is entered, the page will appear as shown on the [Google Cloud](#) example.

#### Socials and Sharing:

**Custom Tweet Message (optional):** If entered, this text will appear when someone shares a credential to Twitter. They'll be able to remove and overwrite this, but it's useful for encouraging the use of hashtags.

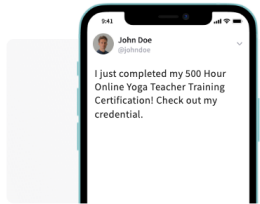
**Social Media Branding**  
Customize your social media messages

**Custom Tweet Message**  
This message will be the default text when an user share any of your credentials on Twitter.com

I just completed my 500 Hour Online Yoga Teacher Training Certification! Check out my credential.

183 characters remaining

**Tweet Preview**



[Save](#)

**SEO Title and Description (optional):** If entered, these will appear in search results and describe the page. Note that this will be used for all groups within the Department so they shouldn't be specific to any one group.

**SEO Settings**  
Add your social channels to your issuer page

**Page Title**  
The page title as it will show in web searches or in posts to social networks

Stenvall School of Business

**Page Description**  
The page description as it will show in web searches

Stenvall School of Business.

**Preview Search Results**

<http://stenvallbusiness.edu>  
**Stenvall School of Business**  
Stenvall School of Business.

[Save](#)

## WHITE LABEL SET UP

### Department Settings >

#### Groups > Group Settings > Info & Appearance (Required):

**Description:** This is a space to offer a description of the qualification and what it recognizes. Each issuer approaches this differently, including the degree of specificity included. Bullet points or long copy are equally effective. This space could include:

- Breakdown of the content or skills taught or tested
- Overview of the format of the course or qualification
- General information about the issuing organization and any common themes in the courses issued by them

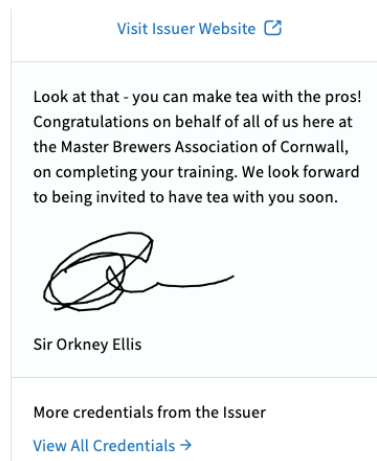
**Skills:** A space to include the key words or phrases that describe what learners gained through completing the credential. This gives the learner a sense of achievement and is a great way of building a skills portfolio.

#### Groups > Group Settings > General Settings:

**Reference Tags (optional):** These tags are for internal use only, and allow you to sort and organize Groups. E.g. Internal or External. As you add groups, reference tags allow you to easily filter between both sets of groups once you have many.

#### Groups > Group Settings > Visibility:

**Marketing Message (optional):** Provides an additional area on the credential page where a marketing messaging can be included. If turned on and set to 'All credential viewers,' this message will be seen publicly by anyone that visits the credential page. If set to 'Only logged in credential owners,' then this message will only be seen by learners. The below image shows where this appears if used.



 Accredible

*Accredible is the industry-leading digital credentialing platform that securely issues, manages, tracks, and verifies millions of high-stakes credentials across the globe. Accredible integrates with leading learning software including Canvas, D2L Brightspace, Kajabi, Kryterion Webassessor, Moodle, Thinkific, and more. Over 1,900 leading universities, associations, and technology companies such as Google, Skillsoft, Slack, the Association of Corporate Treasurers, Chartered Banker Institute, University of Cambridge, AMPP, Hootsuite, IEEE, Cengage, MIT, Rutgers, INSEAD, IAPP, UC Berkeley, AMBA, and The Digital Marketing Institute rely on Accredible to create, deliver and manage digital certificates and open badges. Learn more at [accredible.com](https://accredible.com)*

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