

You can create themes and apply them to the view of a particular customer (not to the entire system). To do this, you create the theme and a *filter*. A filter is an addition to the Web site URL or a portion of a domain name. When users log on to the system using the filter, they only see the customer's branding and terminology. When users receive automatic e-mail notifications, they see the customer's branding in the subject line of the message.

Example: Your site URL is `http://topprinting_InSite`. Your customer, Best Graphic Design, wants their users to log on to a Web site that shows their branding and terminology. You type Best in the **Brand URL Filter** box, and click **Save**. Users can now log on to `http://topprinting_InSite/Best` and see pages that are customized for Best Graphic Design.

**Note:** To set a filter that associates a theme with a domain name, see [Associating themes with domain names](#).

You can set a filter when you create a new theme or when you edit an existing theme.

1. On the home page, click **Administration**.
2. In the **Administration** area, click **Themes**.
3. Perform one of the following steps:
  - Click in the row of the theme you want to filter, and click **Edit Theme**.
  - Click **Create Theme** to add a filter to a new theme.
4. In the **Service Name** box, type the customer's name. For example, **Best Graphic Design**.
5. In the **Brand URL Filter** box, type a short name for the filter. This name will be part of the Web site URL.
6. Create or modify the Login page image, Welcome message, header, footer, color schemes, and terminology, as required.  
For information about the fields, see [Creating themes \(for staff users only\)](#).  
**Note:** The customized elements only appear when a user logs on with a URL that contains the filter.
7. Click **Save and Close**.