Azure Active Directory Company Branding- Adoption Kit

Version: 3.0
For the latest version, please check https://aka.ms/aadadoptionkitshttps://aka.ms/aadadoptionkits
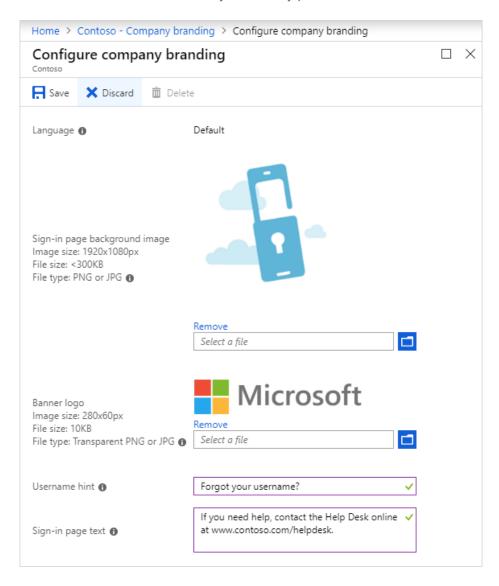
Contents

Awareness

This section helps you to analyze the benefits of Azure Active Directory Company Branding. You will learn about the ease of use, pricing, and licensing model. You will also receive up-to-date announcements and access to blogs that discuss ongoing improvements.

Business overview

Organizations today want to apply a consistent look and feel across all the websites and services they manage. With [Azure Active Directory (Azure AD) Company Branding,](#) you can customize the appearance of the Azure AD sign-in page with your company logo and custom color schemes. Your sign-in pages appear when users sign-in to your organization's web-based apps, such as Office 365, which uses Azure AD as your identity provider.

Examples:

Original URL**:** https://aka.ms/MFASetup
Custom URL**:** https://account.activedirectory.windowsazure.com/proofup.aspx?whr=contoso.com

Original URL: https://aka.ms/SSPR
Custom URL: https://passwordreset.microsoftonline.com/?whr=contoso.com

Key benefits

Using Company Branding gives you the following benefits:

Consistent view
Your users get a consistent look and feel across all the websites and services you manage.

Custom branding
You can customize the sign-in page to show your company brand, colors, and other customizable elements.

Better user experience
Company branding improves your user's experience while keeping the corporate brand and image intact.

Manage security
Company branding ensures that you are on the right page, which will give users a secure indication when they sign-in.

Pricing and licensing requirements

For licensing requirements on Company Branding, refer to Azure AD pricing.

Announcements

Azure AD receives improvements on an ongoing basis. To stay up to date with the most recent developments, refer to What's new in Azure AD?

Training/learning resources

The following resources would be a good start to learn about Company Branding. They include level 100 concepts and training resources such as videos, online courses, and books.

Level 100 concepts

Refer to the following links to **plan and implement Company Branding**:

- What are the [branding guidelines for applications?](#)
- How do you [add branding to your organization's Azure Active Directory sign-in page?](#)

For more information, deep-dive into [Azure AD fundamentals documentation](#).

Training

Videos

Refer to the following videos on Company Branding at [LinkedIn Learning](#).

Video	Description
[Add company branding and a custom domain to Azure AD](#)	Learn to customize Azure AD sign-in page by adding a logo and banner. To further customize the environment, you can add a custom domain.
[Brand the login environment for Azure Active Directory users](#)	Configure your Azure AD deployment to represent your company's logo and messages. Define multiple regions to match your company's offices.

Online courses

Refer to the following courses on Company Branding at [pluralsight.com:](#)

Course	Description
[Get Started with the Microsoft Enterprise Mobility Suite](#)	This course provides best practices you need to know for extending on-premises assets to the cloud in a manner that allows for authentication, authorization, encryption, and a secured mobile experience. Refer to **Configuring Advanced Features of Microsoft Azure Active Directory Premium** module.
[Microsoft Hybrid Identity – Overview](#)	Learn how the hybrid environment works and how to join your user directory to the Azure AD. Refer to the chapter **Configuring Self-Service and Branding** in **Managing Your Hybrid Identity** module.

Books

Source: Oreilly.com- [Mastering Identity and Access Management with Microsoft Azure by Jochen Nickel](#)

Learn to start empowering users and protecting corporate data, while managing identities and access with Microsoft Azure in different environments. Refer to chapter **Building and Configuring a Suitable Azure AD** to learn more on Company Branding.

Marketplace

Refer to these applications (app) and services for Azure AD Company Branding:
- [Azure AD Company Branding Marketplace](#) and
- [Azure AD Company Branding Consulting Services](#)

Support and feedback

How can we improve Azure AD Company Branding? This section provides links to discussion forums and technical community support email IDs.

We encourage you to join our [Technical Community](#), a platform to Microsoft Azure Active Directory users and Microsoft to interact. It is a central destination for education and thought leadership on best practices, product news, live events, and roadmap.

If you have technical questions or need help with Azure, please try [StackOverflow](#) or visit the MSDN [Azure AD forums.](#)

Tell us what you think of Azure and what you want to see in the future. If you have suggestions, please submit an idea or vote up an idea at our User Voice Channel - [feedback.azure.com.](#)

Next steps

- [Learn more about Azure AD](#)
- [Use your on-premises identity infrastructure in the cloud](#)