

Address Bar Matches Brand Colors

Overview

Theming the browser's address bar to match your brand's colors provides a more immersive user experience.

Recommendations

To ensure that the address bar is always themed to your colors:

1. Add a `theme-color` meta tag to the HTML of every page you want to brand.
2. Add the `theme_color` property to your Web App Manifest.

The `theme-color` meta tag ensures that the address bar is branded when a user visits your site as a normal webpage. Set content to any valid CSS color value. You need to add this meta tag to every page that you want to brand.

```
<head>  
  <meta name="theme-color" content="#317EFB" />  
  ...
```



See [Support for theme-color in Chrome 39 for Android](#) to learn more about `theme-color`.

The `theme_color` property in your Web App Manifest ensures that the address bar is branded when a user launches your progressive web app from the homescreen. Unlike the `theme-color` meta tag, you only need to define this once, in the manifest. The browser colors every page of your app according to the manifest's `theme_color`. Set the property to any valid CSS color value.

```
{  
  "theme_color": "#317EFB"  
  ...  
}
```



See [Manifest Exists](#) for more resources on adding a manifest to your app.

More information

The audit passes if Lighthouse finds a `theme-color` meta tag in the page's HTML and a `theme_color` property in the Web App Manifest. Lighthouse does not test whether the values are valid CSS color values.

Feedback

Was this page helpful?

YES

NO

Great! Thank you for the feedback.

Sorry to hear that. Please [open an issue](#) and tell us how we can improve.

Except as otherwise noted, the content of this page is licensed under the [Creative Commons Attribution 3.0 License](#), and code samples are licensed under the [Apache 2.0 License](#). For details, see our [Site Policies](#). Java is a registered trademark of Oracle and/or its affiliates.

Last updated July 24, 2018.