

Preface

This manual provides background information and procedures for branding packages. Use these to update or specialize the look, feel, and functionality of a webstore.

1.1 Intended Audience

The audience for this document includes but is not limited to:

- Technical Account Managers
- Launch teams
- Clients

1.2 Document Structure

This document consists of four major sections:

- **Introduction** – the basic functions, specifications, and performance descriptions.
- **Configuration** – preparation of branding packages for application in the webstore.
- **Installation** – uploading and activating branding packages in Manager.
- **FAQ**—common issues and questions.

1.3 Glossary of Terms

Branding Package: An application, installed at the channel level, to create specific styles for campaigns and seasonal content on-demand. It is uploaded and installed in Manager.

Cartridge: Standard and customized packets of code that are installed in the development of webstore styles, functions, and processes.

2 Introduction

Branding package functionality can be used to skin a demo store with a new look and feel for presentation to clients. A proposed application of the functionality would be to apply a customized look and feel for a particular shopping season – winter, back to school, spring, etc.

Once the styling information is specified, application of a branding package is a simple process, accomplished with a few clicks in Manager. It empowers clients to take charge of their branding strategy. Simple style changes can be accomplished quickly, without waiting for a build-release-deploy cycle.

2.1 Product Operation Overview

Branding packages operate webstore-wide. Their styling information overrides styling information defined in the branding cartridge. Special considerations in light of that override:

- Redefine everything in the branding package – including things that aren't changing.
- Alternately, you can use an import to connect the css stylesheet supplied by the branding package to the default branding cartridge stylesheet.

2.2 Mechanism of Branding Packages

A branding package overrides elements of default branding cartridge, using a tag in the ISML template. This provides branching logic to direct the platform to use styling information in the branding package if it is present.

Only one branding package can be applied at a time. Future releases may include the ability to set active date scheduling for branding packages, much like promotions and campaigns

Example branding package uses:

- Demo store skins
- Special event styling
- Seasonal styling
- Specific-language styling: branding packages can be uploaded for different languages in instances where a channel is supporting multiple languages (for example, a Canadian store that provides French and English language stores in the same channel).

3 Configuration Items

The images and style information in a branding package impact anything within it, such as page variants. Current functionality allows for the definition of components (with their own CSS, if needed), and standalone images for page variant.

3.1 Skins

Information for skins - such as the page background and borders – can be defined within the branding package. Inline css and style information as HTML element attributes are forbidden.



Do not load css after the branding package include. This will prevent the branding package from overriding styles.

3.2 File Structure

Complete branding packages must be compressed into .zip format in order to be accepted by Manager. The contents of the zip file include a *css* folder, an *image* folder, a *js* (JavaScript) folder, and *logo* and *style* files.

 <i>css</i>	File folder
 <i>images</i>	File folder
 <i>js</i>	File folder
 <i>logo</i>	PNG image
 <i>style</i>	Cascading Stylesheet



To reference external images in the *style.css* file, the entire image path must be specified.

4 Installation

4.1 Installation Procedure

Branding packages are installed at the Channel level through Manager.

1. Log into Manager and select your consumer channel.

[Redacted screenshot]

2. Click **Applications**.

[Redacted screenshot]

3. Click on the name of the application to which you are applying the branding package.

[Redacted screenshot]

4. Select the **Branding** tab and click **Upload**.

[Redacted screenshot]

5. Name the branding package and browse for the .zip file containing it.
You can also add an optional description.

6. Click **Apply**.

7. The branding package now displays in the Branding tab. Click the **Install** link.

8. Select the *Locale* to which you are installing this package, and click the **Install** button.

9. The branding package is now installed.



The package appears in the webstore after the next update from the Edit to Live environment.

4.2 Uninstall Procedure

1. Log into Manager and select the desired consumer channel.

image

2. Click Applications.

image

3. Click on the name of the application to which you are applying the branding package.
image
4. Select the Branding tab and select the checkbox for the package you are removing.
image
5. Click the Delete button.



The package no longer appears in the webstore after the next update from the Edit to Live environment.

FAQ Question

Answer

What is the expected behavior?

Expect the branding package style definitions to trump style definitions in cartridges.

Are all styles in the cartridge overwritten by the branding package?

The branding package overrides particular filenames in particular directories. If the styling information is not contained in the expected directory, its information will not be overridden by the branding package application.

How does the branding package override elements of default branding cartridge?

A tag in the ISML template provides branching logic to direct the platform to use

styling information in
the branding package if
it is present.