

7 Branding Packages

Use branding packages to apply a customized look and feel for a season, geographic area, audience, campaign, client presentation, or other specific business need.

1 Preface

This manual provides background information and installation procedures for branding packages.

1.1 Intended Audience

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

- Technical Account Managers
- Launch teams
- Clients

The Technical Account Manager internally, or a graphic designer externally, is generally responsible for configuring branding packages. Anyone with access to Manager can install the packages.

1.2 Document Structure

This document consists of four major sections:

- Introduction – Basic functions, specifications, and performance descriptions.
- Configuration – How to prepare branding packages for webstore use.
- Installation – Uploading and activating branding packages in Manager.

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. These are part of the webstore build and provide the default styling for a webstore.

2 Introduction

Use branding packages to quickly update or specialize the look, feel, and functionality of a webstore, without waiting for a build-release-deploy cycle. Example branding package uses include:

- Special event styling
- Seasonal styling
- Demo store skins
- 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).

Once the branding package styling information is defined, the styles are applied to the webstore with a few clicks in Manager.

3 Operational Overview

Branding packages operate webstore-wide. Their styling information overrides styling information defined in the branding cartridge. To prevent unexpected behavior in the webstore:

- 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.

A branding package uses a tag in the ISML template to override elements of the default branding cartridge. This provides branching logic to override specific filenames in specific directories with styling information in the branding package. If the styling information is not contained in the expected branding package directory, the default styling will not be overridden.



Only one branding package can be applied at a time.

4 Style Configuration Items

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

4.1 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.

4.2 File Structure

Complete branding packages must be compressed into ZIP format in order to be accepted by Manager. The ZIP file must include a css, image, and js folders, and logo and style files.

	css	File folder
	images	File folder
	js	File folder
	logo	PNG image
	style	Cascading Stylesheet



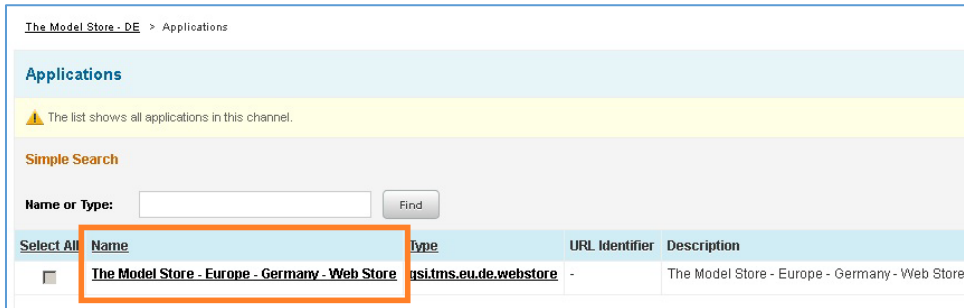
To reference external images in the style.css file, the entire image path must be specified.

5 Installation and Removal

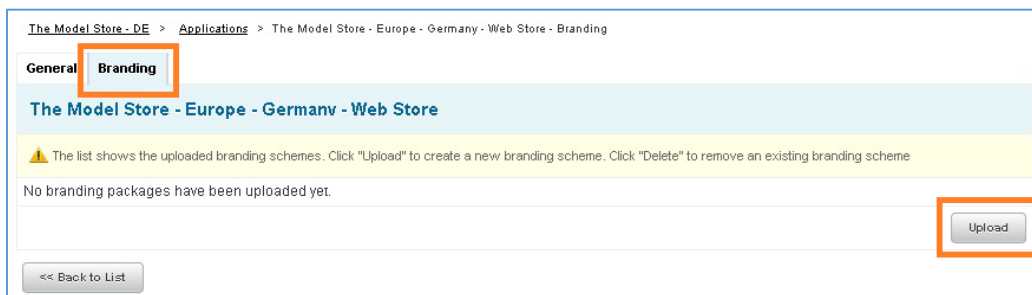
Branding packages are installed at the Channel level through Manager. Begin by logging into Manager and selecting your consumer channel.

5.1 Installation Procedure

1. Select **Applications**.
2. Click on the name of the application to which you are applying the branding package.

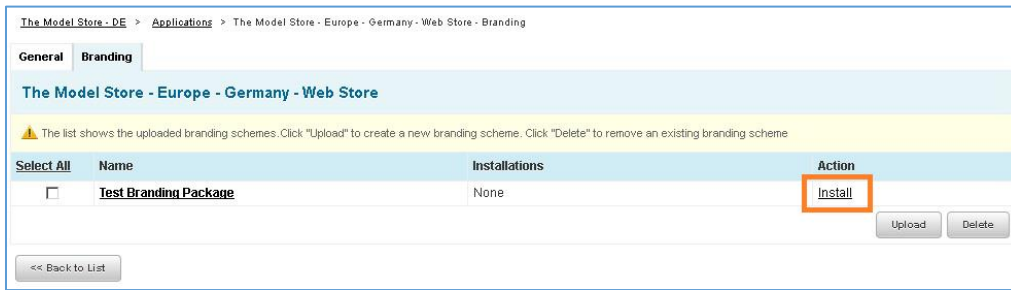


3. Select the Branding tab and click Upload.

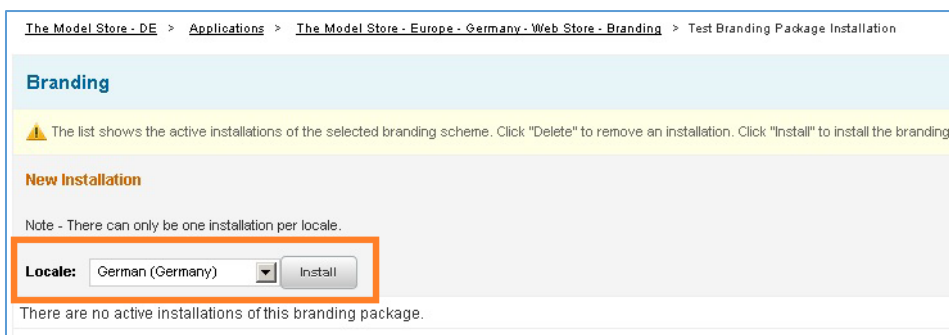


4. Name the branding package and browse for the ZIP file containing it. You can also add an optional description.
5. Click **Apply**.

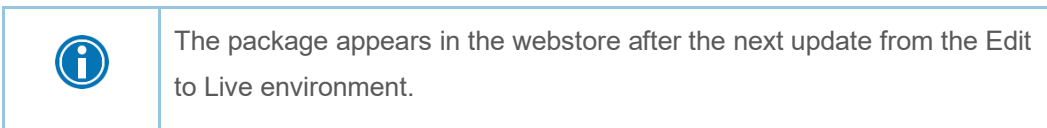
6. The branding package now displays in the **Branding** tab. Click the **Install** link.



7. Select the **Locale** for this package, then click the **Install** button.

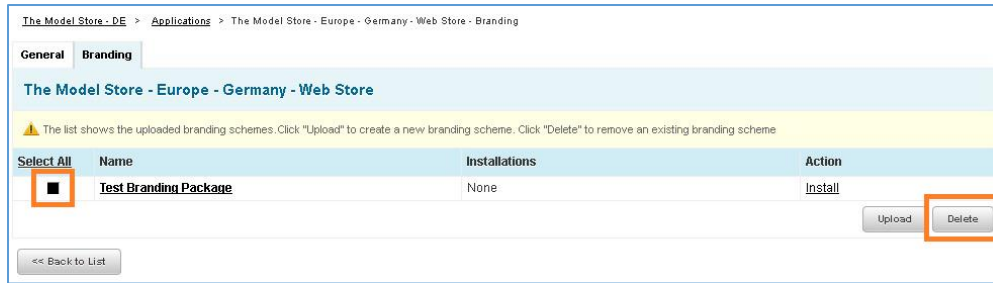


The branding package is now installed and displays in the **Branding Package** list. Its style definitions will trump cartridge style definitions in the webstore.



5.2 Removal Procedure

1. Click **Applications**.
2. Click on the name of the application for which you are removing the branding package.
3. Select the **Branding** tab and select the checkbox for the package you are removing.



4. Click the **Delete** button.

The package is now removed and the default styling from the webstore cartridge will be applied.

