

Branding Packages



Installation Guide

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Revision History

Date	Author	Revision
5/17/2013	Donika Miller	Initial upload for release.
8/22/2013	Donika Miller	Template conversion

1 Preface

This manual is intended to provide assistance and background information on the use of branding packages 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:

- TAMs
- 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.

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

Appropriate branding package uses:

- Demo store skins
- Special event 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 stand alone images for page variant.

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.

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

3.1 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 JavaScript folder, and logo and style files. A basic file structure for a branding package is pictured here:

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

NOTE: To reference external images, the entire image path must be specified.

4 Installation Procedure

Branding packages are installed at the Channel level through Manager.

1. Log into Manager and select the desired consumer channel.
2. Click **Applications**.

The Model Store - DE > Applications

Applications

⚠ The list shows all applications in this channel.

Simple Search

Name or Type:

Select All	Name	Type	URL Identifier	Description
<input type="checkbox"/>	The Model Store - Europe - Germany - Web Store	gsi.tms.eu.de.webstore	-	The Model Store - Europe - Germany - Web Store

3. Click on the name of the application to which you are applying the branding package.
4. Select the **Branding** tab and click **Upload**.

The Model Store - DE > Applications > The Model Store - Europe - Germany - Web Store - Branding

General **Branding**

The Model Store - Europe - Germany - Web Store

⚠ The list shows the uploaded branding schemes. For every branding scheme the currently active installations are shown. Click "Upload" to create a new branding scheme. Click "Delete" to remove an existing branding scheme

No branding packages have been uploaded yet.

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

General **Branding**

The Model Store - Europe - Germany - Web Store

⚠ The list shows the uploaded branding schemes. For every branding scheme the currently active installations are shown. Click "Upload" to create a new branding scheme. Click "Delete" to remove an existing branding scheme

Select All	Name	Installations	Action
<input type="checkbox"/>	Test Branding Package	None	Install

[Upload](#) [Delete](#)

[<< Back to List](#)

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

General **Branding**

The Model Store - Europe - Germany - Web Store

⚠ The list shows the uploaded branding schemes. For every branding scheme the currently active installations are shown. Click "Upload" to create a new branding scheme. Click "Delete" to remove an existing branding scheme

Select All	Name	Installations	Action
<input type="checkbox"/>	Test Branding Package	None	Install

[Upload](#) [Delete](#)

[<< Back to List](#)

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

Branding

⚠ The list shows the active installations of the selected branding scheme. Click "Delete" to remove an installation. Click "Install" to install the branding scheme

New Installation

Note - There can only be one installation per locale.

Locale: German (Germany) [Install](#)

There are no active installations of this branding package.

The branding package is now installed.

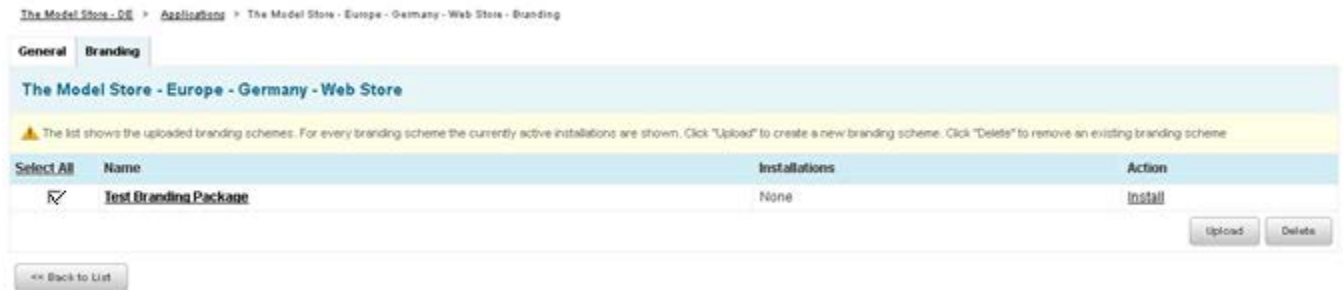
NOTE: There is currently no functionality to set specific dates and times for the package to run, so it will appear in the webstore with the next update from the Edit to Live environment.

4.1 Uninstall Procedure

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

2. Click **Applications**.

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



4. Select the **Branding** tab and select the checkbox for the package you are removing.

5. Click the **Delete** button.

NOTE: The branding package will not be removed from the webstore until the next mass replication from Edit to Live.

5 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.

6 Glossary of Terms

Term/Acronym	Definition
Cartridge	Standard and customized packets of code that are installed in the development of webstore styles, functions, and processes.
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.