

Fortis Theme v1.0.2

Magento theme by Infortis

User Guide

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Introduction

Fortis Theme is a Magento theme with administrative module, suitable for every type of store.

It was designed with focus on user experience and usability, to make Magento shopping quick, easy and fun. It is equipped with a dedicated administrative module, which brings all the features necessary for successful webstore – all at the command of a few key strokes.

Fortis is a standalone design package with its own theme and skins. That makes Fortis even more flexible: you can easily create your own sub-themes.

Don't forget to **rate this theme** on [ThemeForest](#) – it's good to know what others think about our work.

You can also find out about theme updates, new features and new items:

- [Follow us on Twitter](#)
- [Follow us on ThemeForest](#)

1. Quick start

1.1 Installation

To install Fortis Theme you only need to take a few quick steps:

1. Install Fortis Theme: **2. Installation**
2. Clear and disable Magento cache: **3.1 Caching system**
3. Enable Fortis Theme: **3.2 Enable Fortis Theme**

1.2 Configuration

Next, you need to configure your store. Fortis Theme works “out of the box”, but not all of the features are enabled by default. You might want to take the following steps:

1. You may find these Magento guides and tutorials useful while configuring your store: **8. References**
2. Upload your logo: **3.4 Logo**
3. Configure your home page: **3.5 Home page**
4. Configure the home page slideshow: **4.4 Slideshow on home page**
5. Create some static blocks to display your custom content: **6. Static blocks**

1.3 Fresh install

If you have just installed a fresh copy of Magento you should also:

1. Create categories: **3.6 Categories**

1.4 Demo products

To install demo products and categories you can use the sample data from the official Magento site (it must be installed prior to the basic Magento installation):

<http://www.magentocommerce.com/download>

<http://www.magentocommerce.com/knowledge-base/entry/installing-sample-data-archive-for-magento-1610>

2. Installation

1. Log out from Magento admin panel – **do not omit this step**.
2. Using your FTP client (like FileZilla) go to your Magento root directory (it is the directory on your server where Magento is installed). Clear the store cache in **var/cache** directory (delete all the files inside). Do not delete **var/cache** folder! It's necessary since Magento uses cache heavily.

Next, delete all cookies for your store domain in your web browser. All these steps will eliminate most of potential problems.

3. Backup the store database and all Magento files.

Important:

Backup is extremely important, especially if you are working on a live store.

4. Extract the theme contents on your computer and navigate inside the extracted folder.
5. Navigate inside **Theme** directory. Using your FTP client upload content of **Theme** directory to your Magento root directory.

Note:

This will not overwrite any files, just add the theme.

6. That's all. Now you can log in to Magento admin panel to enable and configure your new Magento theme.

If you encounter any problems after installation of the theme: log out from Magento admin panel, clear the store cache under **var/cache**, and log in again. If it does not help, please refer to **7. Troubleshooting** chapter.

3. Configuration

3.1 Caching system

When developing your Magento store, you want to see the changes you have implemented. In order to be able to see changes, you need to **disable caching system**. To access the cache management screen go to *System > Cache Management*. Click **Select All** link, select **Disable** in **Actions** field and click **Submit** button:

Select All Unselect All Select Visible Unselect Visible 7 items selected				Actions	Disable	Submit
Cache Type	Description	Associated Tags	Status			
<input checked="" type="checkbox"/> Configuration	System(config.xml, local.xml) and modules configuration files(config.xml).	CONFIG	ENABLED			
<input checked="" type="checkbox"/> Layouts	Layout building instructions.	LAYOUT_GENERAL_CACHE_TAG	ENABLED			
<input checked="" type="checkbox"/> Blocks HTML output	Page blocks HTML.	BLOCK_HTML	ENABLED			
<input checked="" type="checkbox"/> Translations	Translation files.	TRANSLATE	ENABLED			
<input checked="" type="checkbox"/> Collections Data	Collection data files.	COLLECTION_DATA	ENABLED			
<input checked="" type="checkbox"/> EAV types and attributes	Entity types declaration cache.	EAV	ENABLED			
<input checked="" type="checkbox"/> Web Services Configuration	Web Services definition files (api.xml).	CONFIG_API	ENABLED			

After cache is disabled cache management screen might look like this:

Select All Unselect All Select Visible Unselect Visible 0 items selected				Actions	Refresh	Submit
Cache Type	Description	Associated Tags	Status			
<input type="checkbox"/> Configuration	System(config.xml, local.xml) and modules configuration files(config.xml).	CONFIG	DISABLED			
<input type="checkbox"/> Layouts	Layout building instructions.	LAYOUT_GENERAL_CACHE_TAG	DISABLED			
<input type="checkbox"/> Blocks HTML output	Page blocks HTML.	BLOCK_HTML	DISABLED			
<input type="checkbox"/> Translations	Translation files.	TRANSLATE	DISABLED			
<input type="checkbox"/> Collections Data	Collection data files.	COLLECTION_DATA	DISABLED			
<input type="checkbox"/> EAV types and attributes	Entity types declaration cache.	EAV	DISABLED			
<input type="checkbox"/> Web Services Configuration	Web Services definition files (api.xml).	CONFIG_API	DISABLED			

When the store is configured you can enable caching system again. After extension installation, upgrade or uninstallation, always refresh the cache. To do this, click **Select All** link, select **Refresh** in **Actions** field and click **Submit** button:

Select All Unselect All Select Visible Unselect Visible 7 items selected				Actions	Refresh	Submit
Cache Type	Description	Associated Tags	Status			
<input checked="" type="checkbox"/> Configuration	System(config.xml, local.xml) and modules configuration files(config.xml).	CONFIG	ENABLED			
<input checked="" type="checkbox"/> Layouts	Layout building instructions.	LAYOUT_GENERAL_CACHE_TAG	ENABLED			
<input checked="" type="checkbox"/> Blocks HTML output	Page blocks HTML.	BLOCK_HTML	DISABLED			
<input checked="" type="checkbox"/> Translations	Translation files.	TRANSLATE	ENABLED			
<input checked="" type="checkbox"/> Collections Data	Collection data files.	COLLECTION_DATA	DISABLED			
<input checked="" type="checkbox"/> EAV types and attributes	Entity types declaration cache.	EAV	ENABLED			
<input checked="" type="checkbox"/> Web Services Configuration	Web Services definition files (api.xml).	CONFIG_API	ENABLED			

3.2 Enable Fortis Theme

To enable the default theme of Fortis Theme package after installation go to *System > Configuration > Design* section.

Note:

If you want to change the look of your entire site, make sure you select **Default Config** under **Current Configuration Scope**. Otherwise, set the scope according to your needs.

In the **Current Package Name** field enter the main name of the theme package: `fortis`. Go to **Themes** tab and enter `default` in the **Default** field. Click **Save Config** button.

The screenshot shows the 'Design' configuration page in the Magento 2 admin interface. At the top right is a 'Save Config' button. The page is divided into two main sections: 'Package' and 'Themes'.
In the 'Package' section, the 'Current Package Name' field is set to 'fortis'. Below it is an 'Add Exception' button and a note: 'Match expressions in the same order as displayed in the configuration.'
The 'Themes' section contains several fields, each with an 'Add Exception' button and a '[STORE VIEW]' link:
- 'Translations': empty field
- 'Templates': empty field
- 'Skin (Images / CSS)': empty field
- 'Layout': empty field
- 'Default': set to 'default'

Now it's time to open up your browser. Type in your store URL to see the new look of the store.

3.3 Enable sub-themes/skins

Fortis Theme is equipped with two simple sub-themes (sometimes called skins) which slightly modify the visual experience of the store:

- **gray-top** – light gray header section of the store
- **lgray-top** – very light gray header section of the store

To enable sub-theme go to *System > Configuration > Design > Themes* section. In the **Default** field replace `default` with selected sub-theme name and click on the **Save Config** button.

Design Save Config

Package

Current Package Name: [STORE VIEW]

+ Add Exception [STORE VIEW]

▲ Match expressions in the same order as displayed in the configuration.

Themes

Translations: [STORE VIEW]

Templates: [STORE VIEW]

+ Add Exception [STORE VIEW]

▲ Match expressions in the same order as displayed in the configuration.

Skin (Images / CSS): [STORE VIEW]

+ Add Exception [STORE VIEW]

Layout: [STORE VIEW]

+ Add Exception [STORE VIEW]

Default: [STORE VIEW]

+ Add Exception [STORE VIEW]

3.4 Logo

Upload your logo (85 pixels high, any width) to *skin/frontend/fortis/default/images/* directory. By default Magento displays logo named **logo.gif**. If you are using different file name or different file format (e.g. *.jpg* or *.png*) go to *System > Configuration > Design > Header* section and in the **Logo Image Src** field specify a path to your logo image. The path is relative to *skin/frontend/fortis/default/* directory.

Design Save Config

Package

Themes

HTML Head

Header

Logo Image Src: [STORE VIEW]

Logo Image Alt: [STORE VIEW]

Welcome Text: [STORE VIEW]

Footer

Product Image Watermarks

Pagination

3.5 Home page

Fortis Theme home page design is very simple. In this chapter you can find a short description of the blocks which you can use on your home page. To edit home page, go to *CMS > Pages > Home page*. Insert your content in the main field in *Content* tab:

Edit Page 'Home page' [Back] [Reset] [Delete Page] [Save Page] [Save and Continue Edit]

Content

Content Heading

[Show / Hide Editor] [Insert Widget...] [Insert Image...] [Insert Variable...]

```
{{block type="catalog/product_list" category_id="12" column_count="4"
template="catalog/product/list_featured_slider.phtml"}}

<div class="home-banner-wrapper clearer">{{block id="block_home_banner"}}</div>

{{block type="catalog/product_new" products_count="4" column_count="4" template="catalog/product/new.phtml"}}
```

3.5.1 Home page layout

If you are using fresh Magento installation you will need to change the layout of the home page. Go to *CMS > Pages > Home page* and replace the content with your own. Next, select **1 column** in *Design > Page Layout > Layout* field and click **Save Page**:

Edit Page 'Home page' [Back] [Reset] [Delete Page] [Save Page] [Save and Continue Edit]

Page Layout

Layout * [v]

Layout Update XML

Custom Design

Custom Design From [v]

Custom Design To [v]

Custom Theme -- Please Select -- [v]

Custom Layout -- Please Select -- [v]

Custom Layout Update XML

3.5.2 Home page blocks

The following blocks can be displayed on your home page:

- **Slideshow** – you can display the slideshow at the top of the home page. Please refer to **4.4 Slideshow on home page** for more details.
- **Product slider** – slider can display products from any category. To display this block add the following code to the home page content:

```
{{block type="catalog/product_list" category_id="xx" column_count="xx"
template="catalog/product/list_featured_slider.phtml"}}
```

Replace **xx** with a proper value of these parameters:

- **category_id** – specify ID of the category which you want to display.
- **column_count** – specify number of columns. It can be 4 or 5.

With this code you can create simple **Featured Products** block. Just create a new category and add some products which you want to display. Remember the ID of the category. Finally insert the code on your home page (or on any other CMS page).

Note: Remember to replace **xx** with proper values.

- **New Products** – with this block you can display products which are marked as new in store.

```
{{block type="catalog/product_new" products_count="xx" column_count="xx"
template="catalog/product/new.phtml"}}
```

Replace **xx** with a proper value of these parameters:

- **products_count** – specify number of displayed products.
- **column_count** – specify number of columns. It can be 4 or 5.

Finally insert the code on your home page (or on any other CMS page).

Note: Remember to replace **xx** with proper values.

- **Banners** – simple image banners block. To use it create a new static block with identifier `block_home_banner`. You can create content of the block using the following template:

```
<div class="col-1-4 item first">
    <a href="#">
        
    </a>
</div>
```

```

        </a>
    </div>
    <div class="col-1-4 item">
        <a href="#">
            
        </a>
    </div>
    <div class="col-2-4 item last">
        <a href="#">
            
        </a>
    </div>
</div>

```

Adjust it to your liking, add links etc. By default you should use images which are 60 pixels high.

You can also enable image change on mouse hover over the banner. You will need image which is 120 pixels high. The lower half of the image will be displayed on hover. You need to mark that image with “image-hover” CSS class. For example:

```



```

After creating the block you need to insert it on the home page. To do that, use the following markup tag wrapped with a DIV with CSS classes:

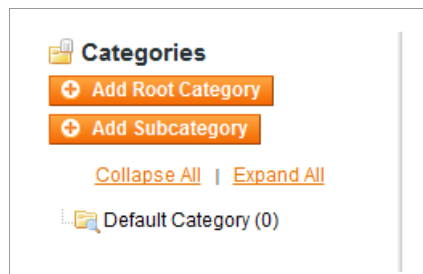
```

<div class="home-banner-wrapper clearer">
    {{block id="block_home_banner"}}
</div>

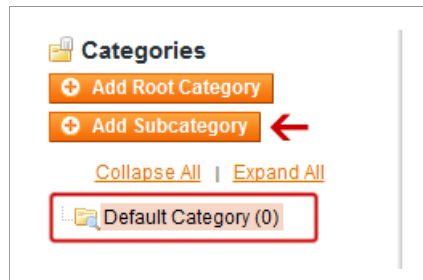
```

3.6 Categories

To create and edit categories, navigate to *Catalog > Manage Categories*. After Magento installation your category tree is almost empty, there is only the root category (named **Default Category**):



The root category is not displayed on the frontend of your store – **that's why your main menu is empty**. You need to add some subcategories of the root category. To add a new subcategory, select the root category by clicking on it and click **Add Subcategory** button:



Fill in all the required fields. Especially set **Is Active** and **Include in Navigation Menu** fields to **Yes**, and click **Save Category**:

This will create a new top-level category. If it is not displayed on the frontend, reindex your data in *System > Index Management* and clear the cache.

3.7 Localization

3.7.1 Interface translation

Fortis Theme introduces a few additional interface character strings. For example “Special Price” label is replaced with shorter “Now only” label. Strings are located in *app/design/frontend/fortis/default/locale/en_US/translate.csv*. This file can be used to translate the interface into other languages.

Example

To translate the interface into spanish follow these instructions:

- Create a new folder for your translation. For spanish language it will be `app/design/frontend/fortis/default/locale/es_ES`.
- Copy `translate.csv` from `app/design/frontend/fortis/default/locale/en_US` and paste it into created folder `app/design/frontend/fortis/default/locale/es_ES`.
- Open `app/design/frontend/fortis/default/locale/es_ES/translate.csv` in OpenOffice Calc (or other text editor like Notepad++, PSPad).

Note:

The editor should be capable to save file in UTF-8 encoding. Do not use Excel, it can break file structure. Read more about useful tools:

http://www.magentocommerce.com/wiki/groups/166/useful_tools_to_work_with_translations

- If you open `translate.csv` in OpenOffice Calc it might look like this:

Special Price:	Now only:
My Wishlist	Wishlist
My Wishlist (%d item)	Wishlist (%d)
My Wishlist (%d items)	Wishlist (%d)
My Account	Account
...	

The first column contains the original character strings. It should be **left intact**. In the second column you can place your translation of each string.

- Some strings contains `%d` or `%s` entries. These entries should be **left intact** in the translated strings.

3.7.2 Language flag

If you have more than one store view in your store, the store view switcher will be displayed at the top of the page. You can enable different language for each store view.

For each available language a flag is displayed in the store view switcher (we can also call it "language switcher"). Flag images (16x12 pixels, PNG format) should be uploaded to `skin/frontend/fortis/default/images/flags` folder. Image names should be the same as the store view codes. E.g. if you have a store view with the code `de`, you will need to upload a flag image `de.png` to `skin/frontend/fortis/default/images/flags` folder.

To check what is the store view code, go to *System > Manage Stores* and click on the store view name. You can find the code in the **Code** field:

Edit Store View

[Back](#)[Reset](#)[Delete Store View](#)[Save Store View](#)

Store View Information

Store *	Main Store
Name *	German
Code *	de
Status *	Enabled
Sort Order	1

If you change the store view code, you will also need to change the name of the corresponding flag image.

4. Theme Admin module usage

Fortis Theme is equipped with **Theme Admin** module which offers a variety of additional features. Go to *System > Configuration > Infortis Extensions tab > Theme Admin* section to configure theme's settings.

4.1 Design

In this tab, you can modify the visual experience of the store.

- **Main Menu Skin** – skin of the main navigation bar.
- **Main Menu Second Level Link** – skin of the second level links in the main navigation bar.
- **Dark Footer Skin** – if set to **Yes**, dark gray footer skin will be used.

4.2 Header

In this tab, you can set options related to the header section of the store.

- **Show Home Link** – if set to **Yes**, will show a text link to the home page in the main navigation menu.
- **Image as Home Link** – if set to **Yes**, will replace a text link with an image link. **Show Home Link** has to be set to **Yes**.
- **Show Sign Up Link** – if set to **Yes**, will show the **Sign Up** link in the Top Links block. Visible only if customer is not logged in. Link will be placed at the end of the block, after the **Log In** link. It will help new customers to find the registration form.
- **Show Custom Link** – if set to **Yes**, will display your custom link in the Top Links block. Link will be placed at the beginning of the block, before the **Account** link.
- The link will be provided with simple icon. If you want to change the icon, just edit or replace the file located in the theme's skin directory:
`skin/frontend/<PACKAGE>/<THEME>/images/img/ic-toplinks-custom.png`.
- **Custom Link Path** – destination path of the custom link. It can be a path to any page in the store. Path is relative to the store root. Do not enter leading or trailing slashes.
- **Custom Link Anchor Text** – an anchor text of the custom link.
- **Custom Link Title Text** – additional text displayed in the tool-tip displayed on mouse hover over the custom link. You can leave it empty.

4.3 Main menu

In this tab, you can set options related to the main menu bar.

- **Enable Wide Menu Style** – if enabled, will display a wide and spacious main menu. **Important:** Do not enable both styles of the main menu at a time.
- **Enable Standard Drop-Down Menu Style** – if enabled, will display a classic drop-down main menu. **Important:** Do not enable both styles of the main menu at a time!

4.4 Slideshow on home page

In this tab, you can set options related to the slideshow displayed on the home page.

Default size of the slide is 960 x 420 pixels. Each slide can be a **simple image**, or a **static block** containing complex HTML content. You can display both at one time: blocks and images. Blocks are displayed first.

Note:

If you want to insert a link (or any other HTML) into your slide, you will need to use static blocks in the slideshow.

To display a link (or any other HTML) inside the slide, you need to create a new static block (refer to **6.1 How to create a static block?**). Insert your HTML into the block content field. After the block is created, remember block's identifier, go to *System > Configuration > Theme Admin > Slideshow on home page* and in the **Displayed Static Blocks** field enter that identifier. Click **Save**. Since now that block will be displayed as a slide. You can of course add as many block identifiers (separated by commas) as you need.

To make the slide image clickable, you can use this HTML as a block content:

```
<a href="{{store url='about-us.html'}}">
    
</a>
```

- Replace `about-us.html` with a path of the target page. Path is relative to the store root.
- Replace `infortis/_home/slideshow/test01.png` with a path to one of the images located in *media* directory.

Below you can find the slideshow options:

- **Enable Slideshow** – if enabled, will display slideshow on the home page.
- **Displayed Static Blocks** – comma separated list of static block identifiers. These blocks will be displayed as slides. Any content can be put into blocks.
- **Images Directory** – a path to the directory containing slide images. Path is relative to 'media' directory. Do not enter any leading or trailing slashes.
- **Displayed Images** – a comma separated list of images (existing in **Images Directory**) which you want to be displayed in the slideshow.
- **Transition Effect Animation** – the effect to be used for transition between two slides.

- **Easing Method** – the type of easing applied to the transition animation.
- **Timeout** – Time (in milliseconds) between slide transitions. 0 to disable automatic transition. Note that 1000 milliseconds = 1 second.
- **Transition Speed (Out)** – time (in milliseconds) of slide "out" transition animation. Defines how fast the current slide hides its content.
- **Transition Speed (In)** – time (in milliseconds) of slide "in" transition animation. Defines how fast the next slide reveals its content.
- **Synchronization** – if enabled, "in" and "out" transitions will occur simultaneously.
- **Pause on Hover** – if enabled, when the slideshow is mouseovered then the auto-play functionality will pause.
- **Slideshow Height** – the height of the slideshow. Specify value in pixels (do not add "px" suffix). Leave empty to use default height.
- **Fit Slides** – if enabled, will force the slides to fit the slideshow size, if **Slideshow Height** is different than the default height.

4.5 Products

In this tab, you can set options related to products.

- **Show "New" Label** – if set to **Yes**, will show a "New" label on the main image of all new products. The label will be displayed in both product and catalog views.

You can use default labels or replace them with your own. Label images are located in *skin/frontend/fortis/default/images/stickers* directory.

Note:

To promote any product as "New" go to *Catalog > Manage Products* and select the product. In **Set Product as New from/to Date** field, enter the date range in which the product will be promoted as a new product.

- **Show "Sale" Label** – if set to **Yes**, will show a "Sale" label on the main image of all products with special price. The label will be displayed in both product and catalog views.

You can use default labels or replace them with your own. Label images are located in *skin/frontend/fortis/default/images/stickers* directory.

Note: To set a special price go to *Catalog > Manage Products*, select the product and enter a special price in **Special Price** field. In **Special Price From/To Date** field you can enter a date range within which the special price will be active. This price will apply automatically when the **From Date** arrives and deactivate automatically when the **To Date** arrives. If you leave this range blank, the **Special Price** will apply until you remove it.

- **Enable Right Column on Product Page** – if enabled, right column in product view will be displayed. This column contains brand logo and static CMS block

- **Replace Related Products With Static CMS Block** – you can replace Related Products block with custom static block.

To use this feature you need to create a static block which will be used to replace Related Products. To create a static block Go to *CMS > Static Blocks > Add New Block*. In **Identifier** field enter `block_product_replace_related`. This identifier will be used to call the block. Make sure the identifier is all lowercase and separated by underscores to follow Magento's standards. For more details on creating static blocks please refer to **6. Static blocks** or see Magento user guide: http://magentocommerce.com/wiki/welcome_to_the_magento_user_s_guide/chapter_5/#static_blocks

You can choose one of these options:

- **Never Show** – never replace Related Products block.
 - **Always Replace Related Products** – always replace Related Products block with your custom block.
 - **Show Only if There Are No Related Products** – replace Related Products block with your custom block only if the product does not have any related products.
- **Enable Up-sell Products Block** – Up-sell Products block in Magento is enabled by default, but here you can disable it. It can sometimes be useful.
 - **Replace Up-sell Products With Static CMS Block** – you can replace Up-sell Products block with custom static block. To use this feature you need to create a static block which will be used to replace Up-sell Products. Create a new static block: enter `block_product_replace_upsell` in **Identifier** field. For more details on creating static blocks please refer to **6. Static blocks** or see Magento user guide: http://magentocommerce.com/wiki/welcome_to_the_magento_user_s_guide/chapter_5/#static_blocks

You can choose one of these options:

- **Never Show** – never replace Up-sell Products block.
- **Always Replace Up-sell Products** – always replace Up-sell Products block with your custom block.
- **Show Only if There Are No Up-sell Products** – replace Up-sell Products block with your custom block only if the product does not have any up-sell products.

4.6 Images on product page

In this tab, you can set options related to product images.

- **Main Image Width (px)** – specify width of the main image on product page. Setting value larger than the default **will affect the size of other blocks** on product page, so check your store front after changing this field. If width is not specified, default width and height will be used (265 pixels).

Note:

Remember that uploading images smaller than the size specified in **Main Image Width** and **Main Image Height** fields may impact the quality of the images displayed on product page.

- **Main Image Height (px)** – specify height of the main image on product page. Leave empty to keep aspect ratio of the image (**height will be calculated automatically based on width**). If width is not specified, default width and height will be used (265 pixels).
- **Thumbnail Image Width (px)** – specify width of the thumbnail images on product page. If width is not specified, default width and height will be used (56 pixels).
- **Thumbnail Image Height (px)** – specify height of the thumbnail images on product page. Leave empty to keep aspect ratio of the thumbnail image (**height will be calculated automatically based on width**). If width is not specified, default width and height will be used (56 pixels).

4.7 Attributes

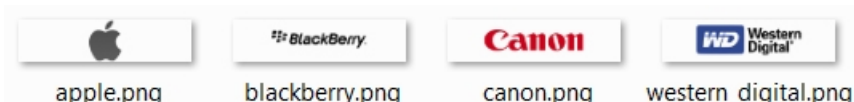
In this tab, you can set options related to product attributes.

- **Show Brand on Product Page** – if set to **Yes**, will show a brand logo on the product page.
- **Brand Attribute Code** – specify the **Attribute Code** of the attribute which stores the information about the brand/manufacturer in your store. To find that code go to *Catalog > Attributes > Manage Attributes*, click on the attribute and search the **Attribute Code** field.

Now you need to create a folder to store your logos. Using your FTP client go to *media/infortis/attributes/* directory. Create a folder with **Brand Attribute Code** as its name. E.g. If your attribute code is `brand` your directory should look like this: *media/infortis/attributes/brand/*.

- **Brand Image File Extension** – specify logo image file extension (jpg, png or gif).

Create logo images (210x50 pixels), all of them named as per the entries in the brands attribute, with underscores used for spaces. Make sure that file names are all lowercase. E.g. for the following brands: Apple, BlackBerry, Canon and Western Digital you should create images named like this:



Remember to create image for every brand. Upload images to the folder you have created in the previous step.

- **Brand Logo is a Link to Search Results** – if set to **Yes**, brand logo will be a link to quick search results for that brand's. E.g. if you sell iPhones, Apple logo on the product page will be a link to www.example.com/catalogsearch/result/?q=apple.
- **Base Path to Brand's Pages** – brand logo can also be a link to other custom page. E.g. it can be a link to a category which contains products from that brand. Or it can be a link to any CMS page you want. To use this option disable **Brand Logo is a Link to Search Results** option.

Base Path to Brand's Pages contains a base path. On each product's page this base path will be appended with the brand's name to create a link to that brand's page. Base path is relative to the store root. Do not enter leading or trailing slash.

Here you can see some examples. Let's say that you sell iPhones and you want Apple logo on the product page to be a link to a category (or page) with other Apple products.

- Example 1:

If the category page is www.example.com/apple/, then you should enter `/` (single slash) in **Base Path to Brand's Pages** field.

- Example 2:

If the category page is www.example.com/all-brands/apple/, then you should enter `all-brands` in **Base Path to Brand's Pages** field.

- Example 3:

If the category page is www.example.com/any/other/path/to/page/apple/, then you should enter `any/other/path/to/page` in **Base Path to Brand's Pages** field.

The base path will be appended with the brand name to create full path to the brand's page. All spaces in the brand name will be replaced with hyphens, so make sure that corresponding category (or page) exists. E.g. Western Digital brand name in the link will be changed to western-digital, so acceptable brand page URL's are:

- www.example.com/western-digital/
- www.example.com/all-brands/western-digital/
- www.example.com/any/other/path/to/page/western-digital/

4.8 Footer

In this tab, you can set options related to the footer section of the store.

- **Automatic Column Width Calculation** – if enabled, columns will adjust its width automatically. In other words columns will always have maximum available width.
- **Minimum Height of Footer Columns** – use to set the minimum height of both footer columns, to force equal height (if they are not equal). Enter value in pixels, without "px" suffix.

5. Cloud Zoom module usage

Fortis Theme is equipped with Cloud Zoom module which is an implementation of a free jQuery plugin Cloud Zoom from <http://www.professorcloud.com/>. It offers a quick and flexible zoom effect for product images.

Go to *System > Configuration > Infortis Extensions tab > Cloud Zoom* section to change the default settings.

5.1 General

- **Enable Cloud Zoom** – if enabled, Cloud Zoom will be used on product pages.
- **Position** – specify the position of the zoom area relative to the main image. If **Inside** option is selected, zoom area will be placed inside the main image – useful if you would rather not obscure any other content.
- **Lens Opacity (%)** – specify opacity of the lens pointer.
- **Zoom Area Width (px)** – width of the zoom area. Leave empty to use default (the width will be the same as the main image).
- **Zoom Area Height (px)** – height of the zoom area. Leave empty to use default (the height will be the same as the main image).
- **Image Width After Zooming (px)** – width of the enlarged image.
- **Image Height After Zooming (px)** – height of the enlarged image. Leave empty to keep the aspect ratio of the image (height will be calculated automatically based on image width).
- **Tint Color** – color which will cover the main image. Specify color in hexadecimal format, e.g. #aabbcc. Leave empty to disable this effect. Does not work if **Soft Focus** is enabled.
- **Tint Opacity (%)** – specify opacity of the tint, where 0 is fully transparent, and 1 is fully opaque.
- **Soft Focus** – applies a subtle blur effect to the small image. Does not work with tint.
- **Smooth Move** – Amount of smoothness/drift of the zoom image as it moves. The higher the number, the smoother/more drifty the movement will be. 1 = no smoothing.

6. Static blocks

There are 36 predefined static blocks, in almost every part of the store, ready to display anything you want. Just create one of the blocks and insert your content: image banner, info about promotions, links to products etc. No coding needed, everything edited from admin panel.

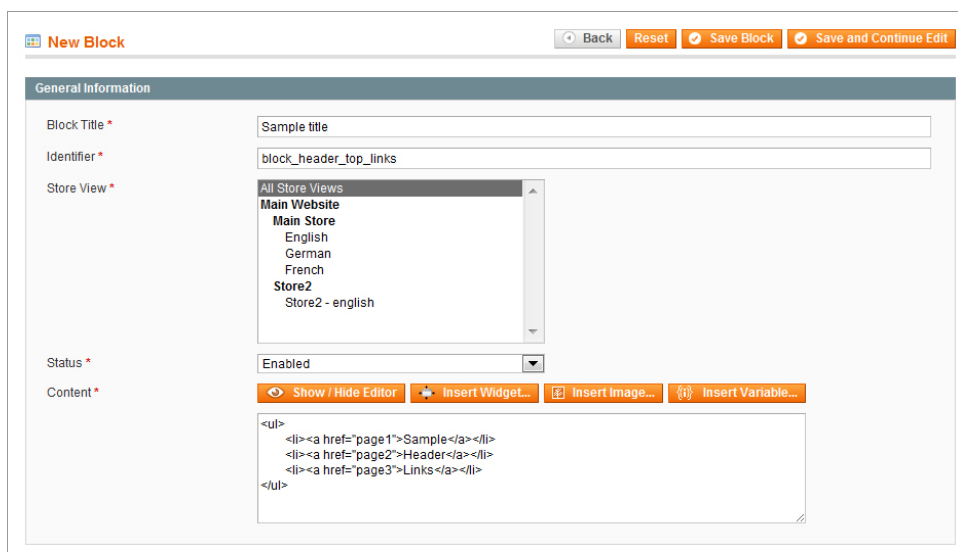
All available predefined block's identifiers are described later in this chapter. E.g. `block_footer_social` is an identifier of a block which displays social links in the footer. So if you create a static block with identifier `block_footer_social`, the content of that block will be displayed in the footer of the store.

6.1 How to create a static block?

To start using any predefined static block, go to *CMS > Static Blocks > Add New Block* and follow these steps:

1. In **Identifier** field enter an identifier of one of the predefined static blocks. Make sure the identifier is all lower-case and separated by underscores to follow Magento's standards.
2. Enter the title in **Block Title**.
3. Select the **Store View** to which this block will apply.
4. Select **Enabled** in the **Status** field. **Disabled** means that the block is not displayed in the frontend.
5. Insert your **Content**. It can be text or HTML format.
6. Click **Save Block**.

Let's see an example. To place some additional links at the top of the store header you can use one of the predefined static blocks. Create a new block with identifier `block_header_top_links`, insert your content and click **Save Block**. As a result you will get a block placed at the top of the store. Here you can see the completed form:



The screenshot shows the 'New Block' form in the Magento Admin interface. The form is titled 'New Block' and has buttons for 'Back', 'Reset', 'Save Block', and 'Save and Continue Edit'. The 'General Information' section contains the following fields:

- Block Title ***: A text input field with the value 'Sample title'.
- Identifier ***: A text input field with the value 'block_header_top_links'.
- Store View ***: A dropdown menu showing a list of store views: 'All Store Views', 'Main Website', 'Main Store', 'English', 'German', 'French', 'Store2', and 'Store2 - english'. The 'Main Website' option is selected.
- Status ***: A dropdown menu with the value 'Enabled'.
- Content ***: A text area with the following HTML content:

```
<ul>
<li><a href="page1">Sample</a></li>
<li><a href="page2">Header</a></li>
<li><a href="page3">Links</a></li>
</ul>
```

Below the content field, there are four buttons: 'Show / Hide Editor', 'Insert Widget...', 'Insert Image...', and 'Insert Variable...'.

For more details on creating static blocks please refer to Magento user guide:

http://magentocommerce.com/wiki/welcome_to_the_magento_user_s_guide/chapter_5/#static_blocks

6.2 Static block content templates

In each block you can insert any content you want, but using the proposed templates will help you to keep the design consistent. E.g. in all blocks containing links you can use the following HTML template, which will set CSS classes "first" and "last" for the first and the last link on the list:

```
<ul>
  <li class="first"><a href="page1">Link 1</a></li>
  <li><a href="page2">Link 2</a></li>
  <li><a href="page3">Link 3</a></li>
  <li class="last"><a href="page4">Link 4</a></li>
</ul>
```

6.2.1 CMS markup tags

There are some special markup tags – a bit of text surrounded by double curly braces – which have a special meaning in Magento.

```
{{store url=''}}}
```

Example above inserts the store's base URL. You can use those markup tags in your static blocks to make them more flexible. For more information, please refer to this article:

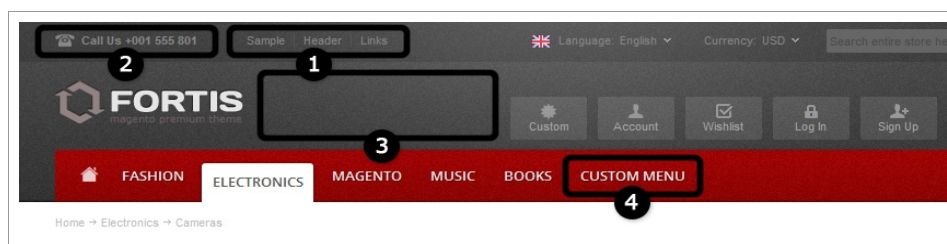
http://magentocommerce.com/wiki/3_-_store_setup_and_management/cms/markup_tags

6.3 Fortis Theme static blocks

Below you can find all the predefined static block identifiers available in Fortis Theme. You can use them to create static blocks which will be placed in the most important regions of the store. Positions of those blocks are shown on the screenshots.

6.3.1 Header

The following block identifiers can be used to display blocks in the header section of the store:



1. **block_header_top_links** – links at the top of the header, floating left.
2. **block_header_top_help** – help/contact info at the top of the header, floating left.
CSS class "phone" will display a phone icon at the beginning of the text:

```
<div class="phone">  
    Call Us +001 555 801  
</div>
```

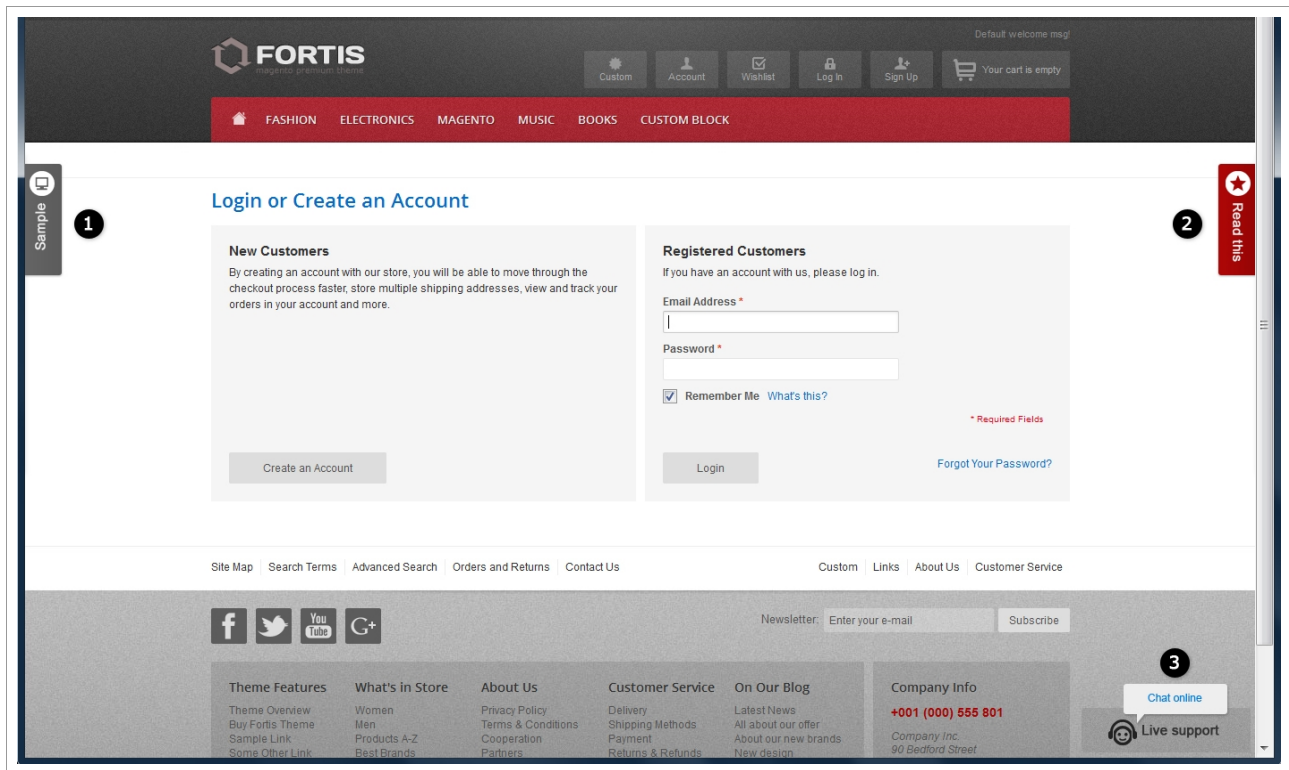
3. **block_header_banner** – image banner in the middle of the header, floating left, after the store logo.
4. **block_header_nav_dropdown1** – drop-down block in the main menu.

You can use the following template to display the content in four columns:

```
<ul>  
    <li class="first">  
  
        <h5 class="heading">Column1</h5>  
        <p>Sample text</p>  
        <p>Sample text</p>  
        <a href="sample-page.html">Sample link</a>  
  
    </li>  
    <li>  
  
        <h5 class="heading">Column2</h5>  
        <p>Sample text</p>  
        <p>Sample text</p>  
  
    </li>  
    <li>  
  
        <h5 class="heading">Column3</h5>  
        <p>Sample text</p>  
        <p>Sample text</p>  
  
    </li>  
    <li class="last">  
  
        <h5 class="heading">Column4</h5>  
        <p>Sample text</p>  
        <p>Sample text</p>  
  
    </li>  
</ul>
```


6.3.2 Fixed position blocks

In this chapter you can find the block identifiers of the blocks positioned relative to the browser window (their CSS `position` property is set to `fixed`).



1. **block_edgebox_left** – block at the right edge of the page.

The image, which is to be used as a bookmark, must be enclosed within a div with "side-edgebox-title" class. Image width shouldn't be greater than 45 px.

You can enclose the content within a div with "custom-content" class, to enable default styling (padding, shadow etc.) for the block.

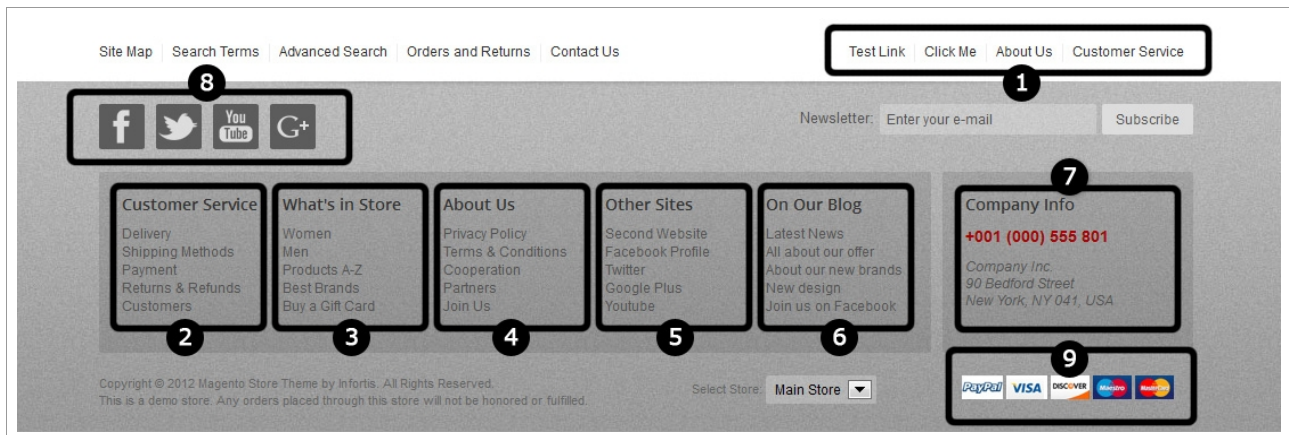
You can also use class "heading" for headings.

```
<div class="custom-content">
  <h5 class="heading">Sample heading</h5>
  <p>Sample block content</p>
</div>
<div class="side-edgebox-title"></div>
```

2. **block_edgebox_right** – block at the left edge of the page. You can use the same template as for **block_edgebox_left** block.
3. **block_edgebox_bottom_right** – block at the bottom right corner of the page, suitable for a live support link or some additional help info.

6.3.3 Footer

The following block identifiers can be used to display blocks in the footer section of the store:



1. **block_footer_inline_links** – links between the main section and the footer, floating right.

2. **block_footer_links_column1** – a column of links.

You can use the following template for all the footer columns. You can also use class "heading" for column headings.

```
<h6 class="heading">Sample heading</h6>
<ul>
  <li><a href="page1">Delivery</a></li>
  <li><a href="page2">Shipping Methods</a></li>
  <li><a href="page3">Payment</a></li>
  <li><a href="page4">Returns</a></li>
  <li><a href="page5">Customers</a></li>
</ul>
```

3. **block_footer_links_column2** – a column of links.

4. **block_footer_links_column3** – a column of links.

5. **block_footer_links_column4** – a column of links.

6. **block_footer_links_column5** – a column of links.

7. **block_footer_company** – info about company, phone number, address etc. You can use the following template:

```
<h6 class="heading">Company Info</h6>
<p class="phone">+001 (000) 555 801</p>
<address>Company Inc.<br/>90 Bedford Street<br/>New York, NY 041, USA</address>
```

8. **block_footer_social** – social services links.

You can enclose the content within a div with "custom-content" class, to float the links to the left.

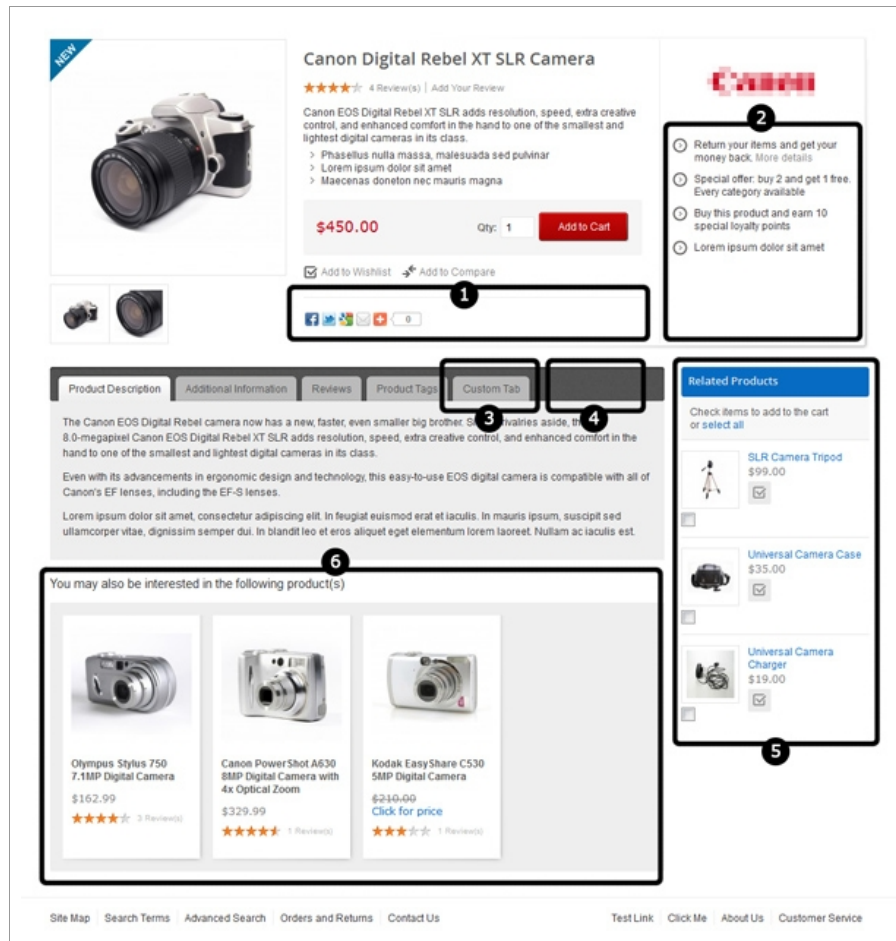
```
<div class="custom-content image-hover">
  <a href="#" title="Join us on Facebook">
    
  </a>
  <a href="#" title="Follow us on Twitter">
    
  </a>
  <a href="#" title="Watch us on YouTube">
    
  </a>
  <a href="#" title="Join us on Google Plus">
    
  </a>
</div>
```

You can also use "image-hover" class to enable image change on mouse hover over the link. In this case you will need images which are 40 pixels wide and 80 pixels high. The lower half of each image will be displayed on hover.

9. **block_footer_payment** – info about payment methods, credit cards, SSL certificates etc.

6.3.4 Product page

The following block identifiers can be used to display blocks on the product page:



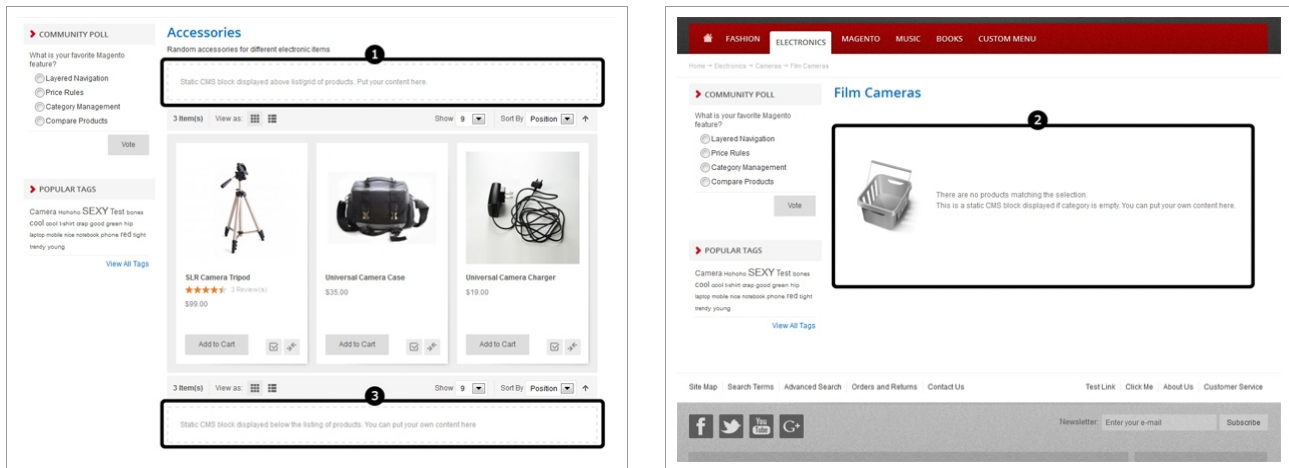
1. **block_product_main_bottom** – block at the bottom of the central column. You can display any content here, but this block is the best for Facebook Like button and other social services bookmarks.
2. **block_product_right_bottom** – block at the bottom of the right column. It's suitable for additional product info and attributes. You can use the following template:

```
<div class="item">
  
  <span class="heading">Sample text</span>
</div>
<div class="item">
  
  <span class="heading">Sample text</span>
</div>
```

3. **block_product_custom_tab1** – first custom tab. Note that the block title will be displayed as the tab title.
4. **block_product_custom_tab2** – second custom tab. Note that the block title will be displayed as the tab title.
5. **block_product_replace_related** – default related products can be replaced with this block. For more details refer to **4.5 Products**.
6. **block_product_replace_upsell** – default up-sell products can be replaced with this block. For more details refer to **4.5 Products**.

6.3.5 Category view

The following block identifiers can be used to display blocks in the category view:



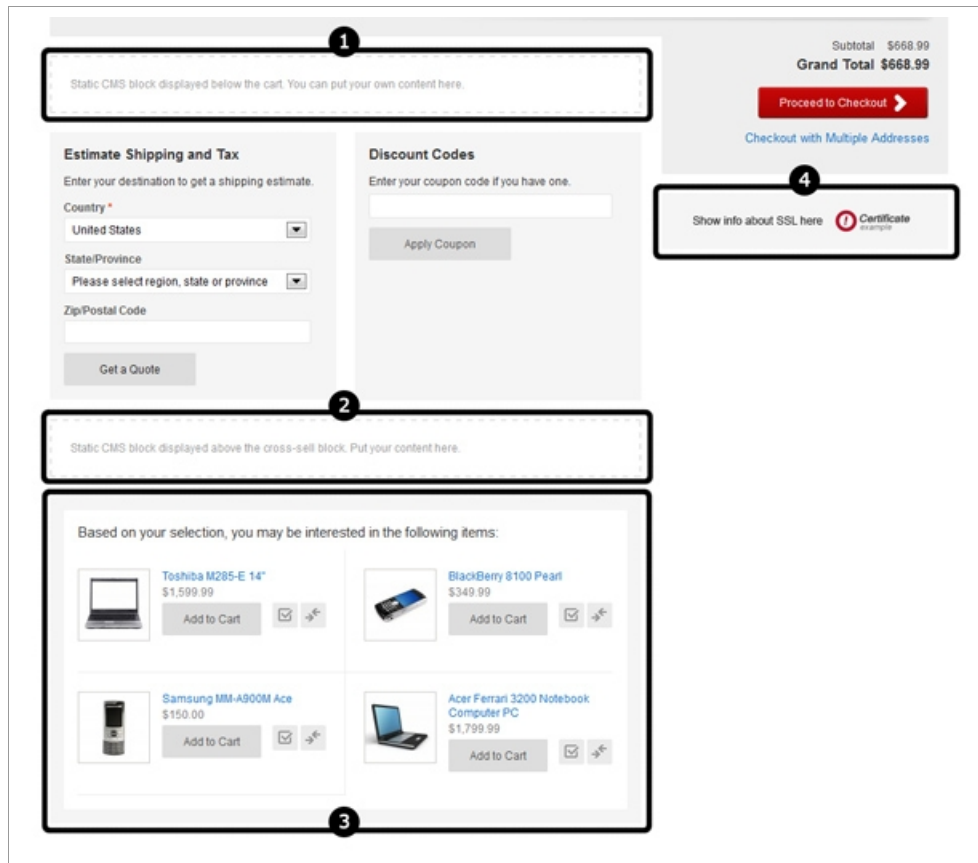
1. **block_category_above_collection** – block above the products listing in the category view.
2. **block_category_above_empty_collection** – block above the products listing, displayed if there are no products in the current category. You can use the following template to display a message decorated with an icon:

```
<p class="note-msg empty-catalog">
    There are no products matching the selection.
</p>
```

3. **block_category_below_collection** – block below the products listing in the category view.

6.3.6 Shopping cart

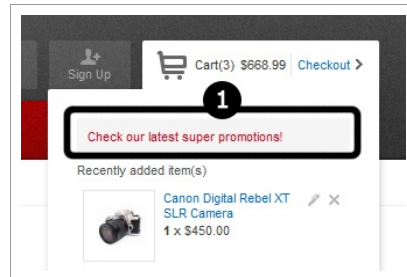
The following block identifiers can be used to display blocks in the shopping cart:



1. **block_cart_below_table** – block below the main table in the shopping cart.
2. **block_cart_above_crosssell** – block above the cross-sell products block.
3. **block_cart_replace_crosssell** – block displayed if the cross-sell block is empty. Suitable for advertising banners, info about promotions etc.
4. **block_cart_below_totals** – block below the shopping cart totals.

6.3.7 Cart drop-down

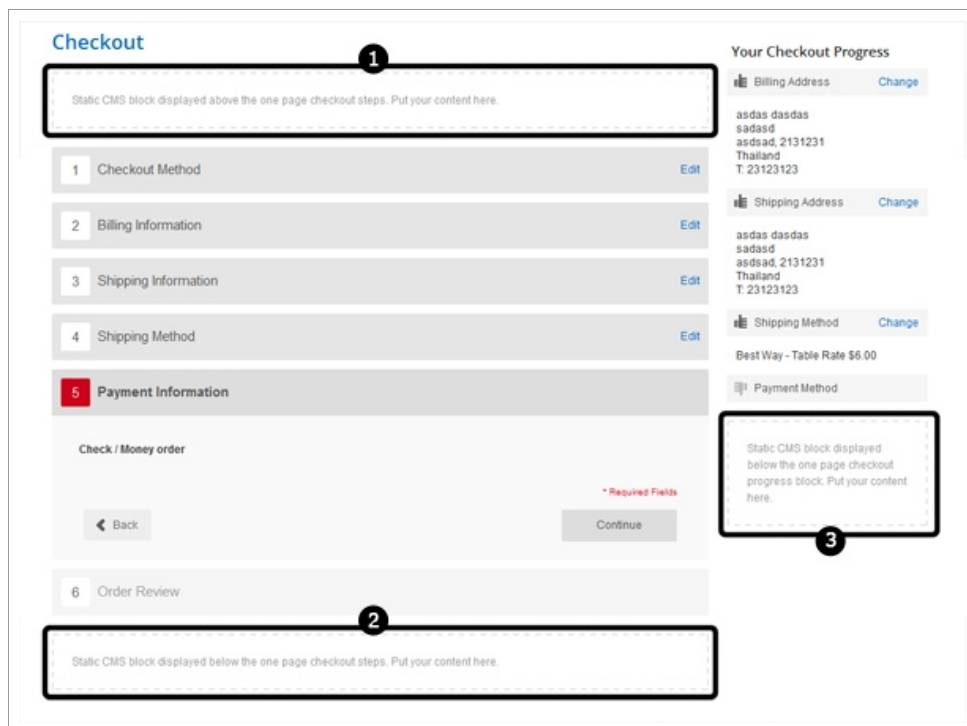
The following block identifiers can be used to display blocks in the cart drop-down box:



1. **block_mini_cart_above_products** – block inside cart drop-down, suitable for a short info about promotions, sales etc.

6.3.8 One page checkout

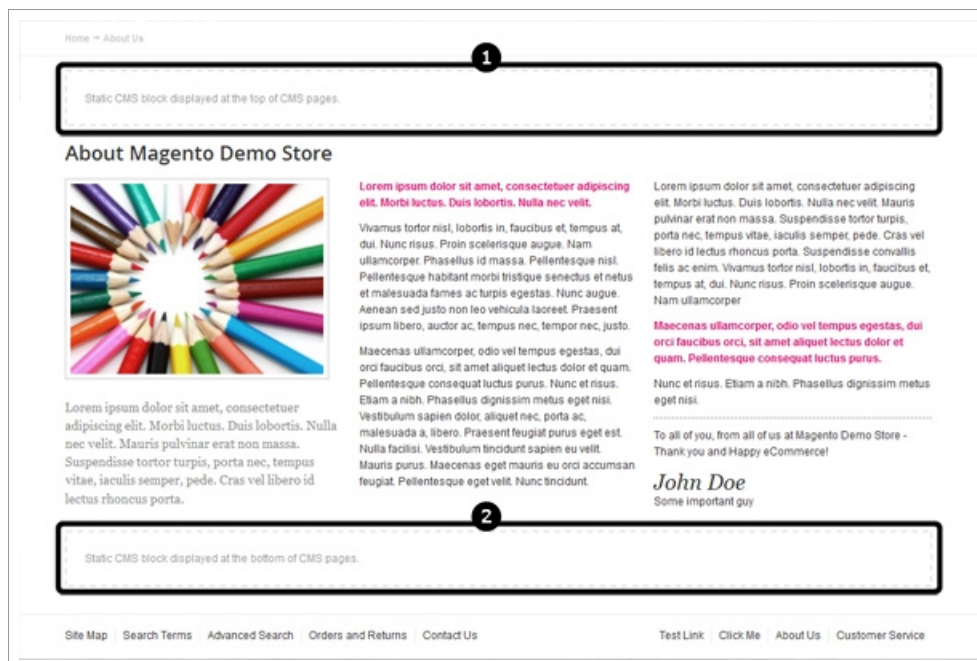
The following block identifiers can be used to display blocks in the one page checkout:



1. **block_opc_above_steps** – block above the one page checkout steps.
2. **block_opc_below_steps** – block below the one page checkout steps.
3. **block_opc_below_progress** – block below the one page checkout progress block.

6.3.9 CMS pages

The following block identifiers can be used to display blocks on the CMS pages (excluding home page):



1. **block_cms_page_top** – block at the top of any CMS page (excluding home page).
2. **block_cms_page_bottom** – block at the bottom of any CMS page (excluding home page).

6.3.10 Right column

The following block identifiers can be used to display blocks in the right sidebar. Blocks will be visible only on pages which have “2 columns with right bar” layout enabled, e.g. Contact Us, Advanced Search, RSS. You can enable this layout for any CMS page.

1. **block_callout_right** – block in the right sidebar, suitable for image banners or promotional info.

7. Troubleshooting

1. I'm getting 404 not found when trying to open theme admin pages.

Log out from Magento admin panel, clear the store cache under var/cache, and log in again.

2. After the extension installation the store gives an error, or blank page.

Log out from Magento admin panel. Change the owner of the extracted extension files to the web server user and set 775 permissions on them. Clear the store cache and try again.

3. There is no Theme Admin or Cloud Zoom extension in configuration section, or I get a blank page, or Access Denied error.

Log out from Magento admin panel, clear the store cache under var/cache, clear all browser cookies for your store domain and log in again.

4. My configuration changes do not appear on the frontend.

Clear the store cache under var/cache, clear all browser cookies for your store domain and refresh the page in your browser.

8. References

You may find these sites useful while configuring your store:

1. <http://www.magentocommerce.com/product/faq>
2. http://www.magentocommerce.com/wiki/4_-_themes_and_template_customization/catalog/welcome_to_the_magento_user_s_guide
3. <http://kb.magenting.com/category/4/magento.html>