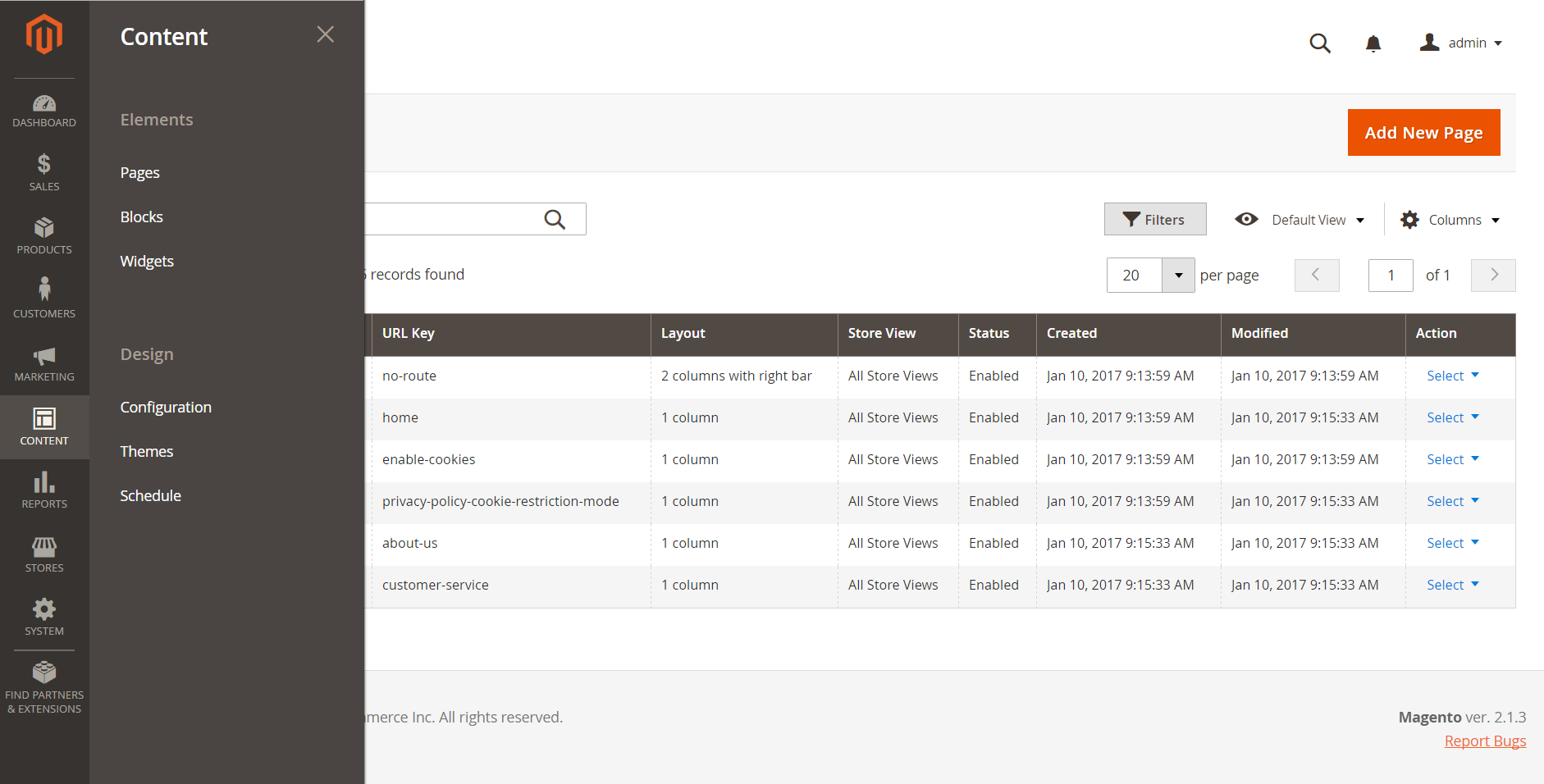
**Design & Theme**

Your store's theme is like a window dressing that can be changed for a season or promotion. In this section, you will learn about page layouts, how to make simple HTML changes, and apply a new theme to your store.

1. **Design Menu**

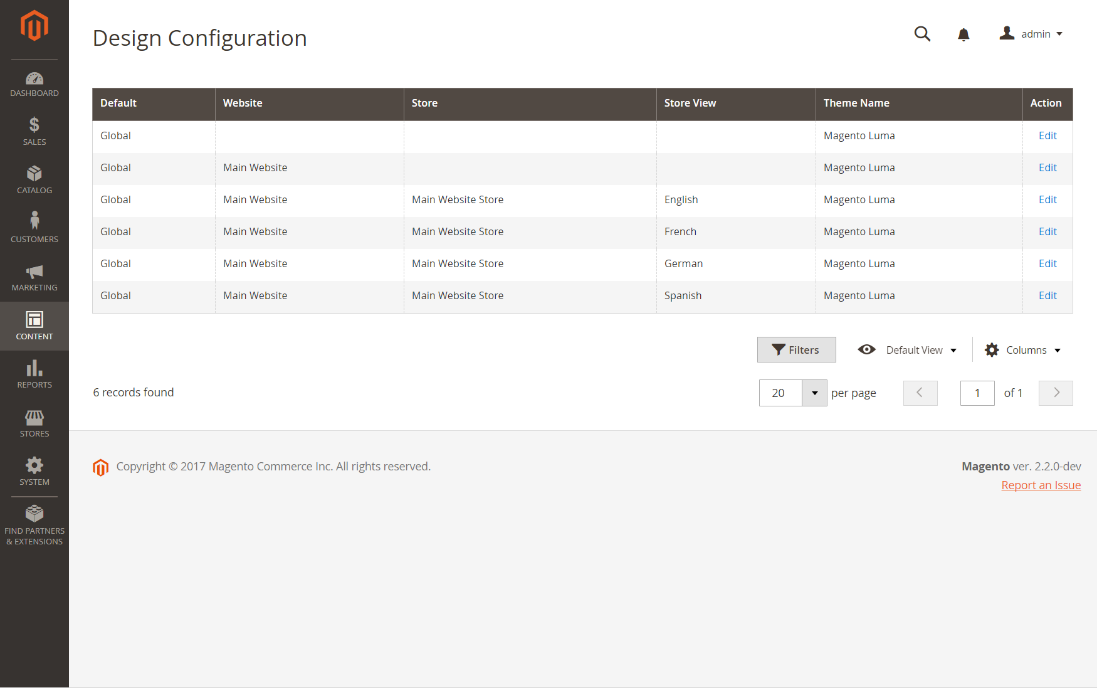
Magento provides a variety of easy-to-use design options that you can use to make simple changes to your store. Like the window dressing of your store, you can change the theme for the season or for a promotion.

More advanced users appreciate the flexibility of working with an object-oriented environment that assembles pages from separate components.

[](http://docs.magento.com/m2/ce/user_guide/Resources/Images/admin-menu-content.png)  
**Design Menu**

*To display the Design menu:*

On the [**Admin**](javascript:void(0);)[**sidebar**](javascript:void(0);)**,** tap **Content** . The Design options are part of the Content menu.



#### **1.1 Design Configuration**

The Design Configuration makes it easy to edit design-related rules and configuration settings by displaying the settings on a single page.

#### **To edit the design configuration:**

1. On the **Admin menu**, tap **Content**. Then under **Design**, choose **Configuration**.
2. Find the **store view** that you want to **configure**. Then in the **Action** column, click **Edit**.

The page displays the current design settings for the **store view**.

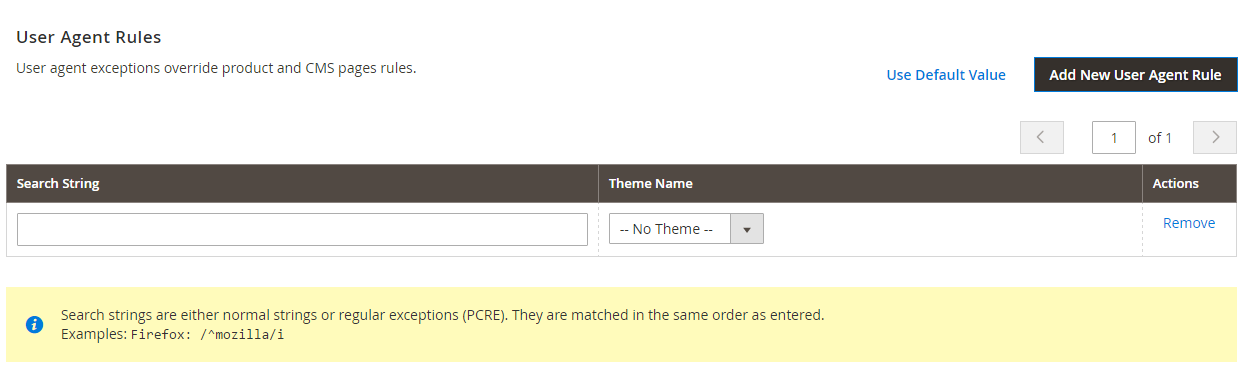
1. To change the Default Theme, **set Applied** **Theme** to the theme that you want to apply to the view.

If no theme is specified, the system default theme is used. Some third-party extensions modify the system default theme.

1. If the theme is to be used for only a specific device, do the following:
   1. Under **Design Rule** section under **User Agent Rules**, tap **Add New User Agent Rule**.
   2. In the **Search String** column, enter the browser ID for the specific device.
   3. A search string can be either a normal expression or Perl Compatible Regular Expression (PCRE). To learn more,

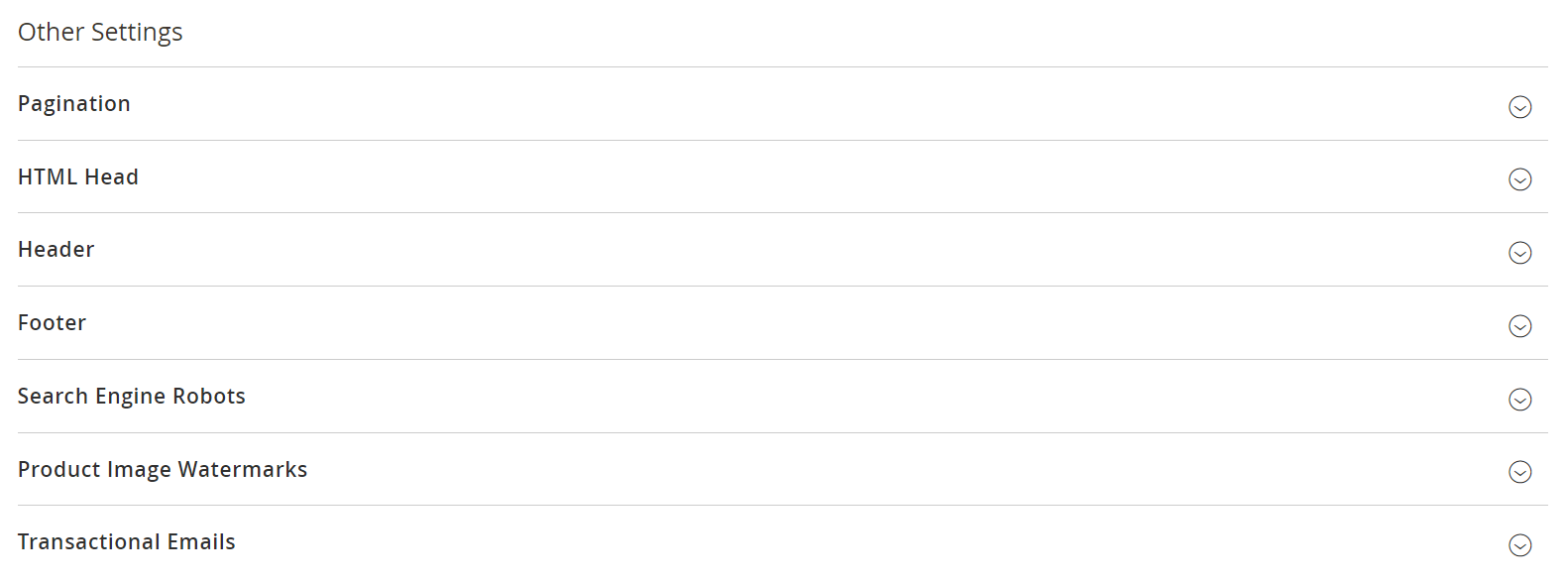
see: **User Agent**. The following search string identifies Firefox:

* /^mozilla/i
  1. In the **Theme Name** column, choose the theme that is to be used for the specified device



* 1. Repeat the process to enter additional devices. Search strings are matched in the order they are entered.

1. Under Other Settings, expand each section. Then, follow the instructions in the linked topics to edit the settings as needed.



1. Then complete, tap **Save** Configuration

### **1.2 Page Setup**

The main sections of the page are controlled, in part, by a set of standard [HTML](javascript:void(0);) tags. Some of these tags can be used determine the selection of fonts, color, size, background colors, and images that are used in each section of the page. Other settings control page elements such as the logo in the header, and the copyright notice in the footer. The Page Setup sections correspond to the underlying structure of the HTML page, and many of the basic properties can be set from the [Admin](javascript:void(0);)



#### **1.3 HTML Head**

The settings in the HTML Head section correspond to the <head> tag of an HTML page, and can be configured for each store view. In addition to meta data for the page title, description, and keywords, the section includes a link to the favicon, and miscellaneous scripts. Instructions for search engine robots and the display of the store demo notice are also configured in this section.

To configure the HTML Head:

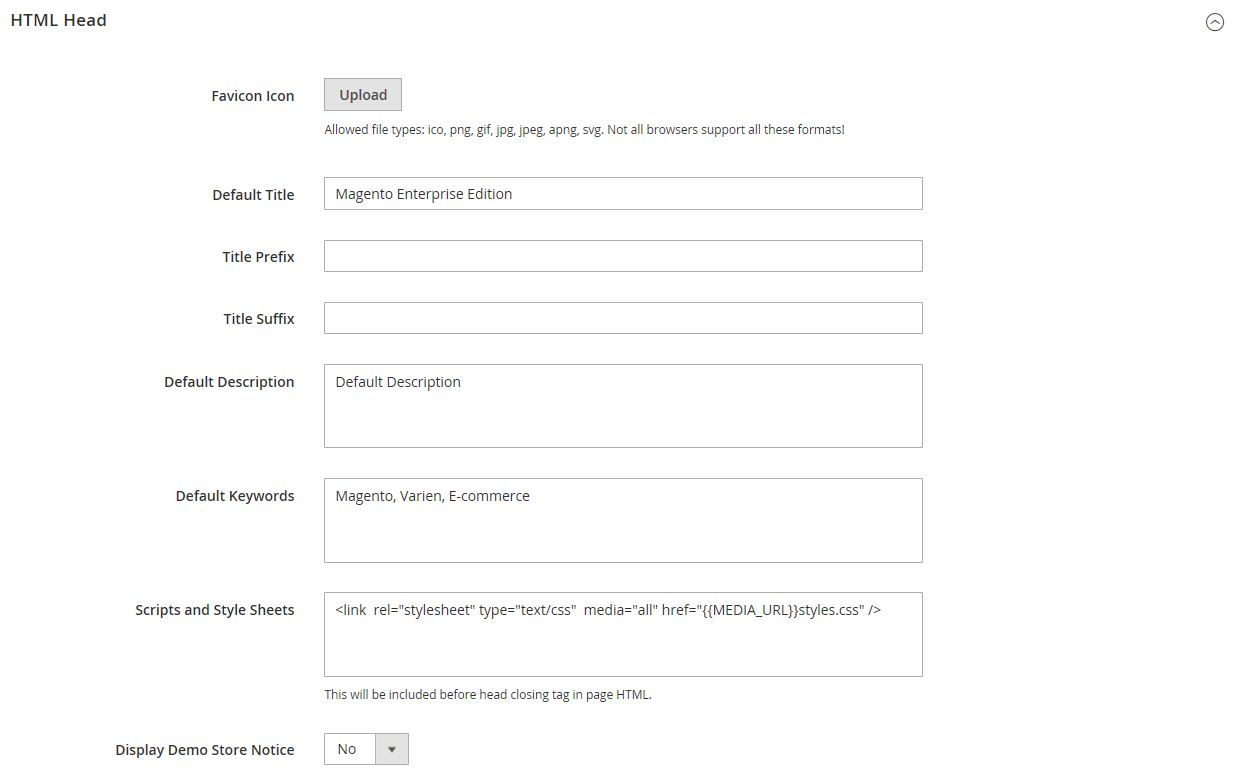
|  |  |  |
| --- | --- | --- |
|  | **1.** | On the Admin sidebar, tap **Content**. Then under **Design**, choose **Configuration**. |

|  |  |  |
| --- | --- | --- |
|  | **2.** | Find the store view that you want to configure. Then in the **Action** column, click **Edit**. |

|  |  |  |
| --- | --- | --- |
|  | **3.** | Under **Other Settings**, expand http://docs.magento.com/m2/ce/user_guide/Resources/Images/btn-expand.pngthe **HTML Head** section. |

|  |  |  |
| --- | --- | --- |
|  | **4.** | Update the fields as needed. (See the following Field Descriptions for more information about each item.) |

|  |  |  |
| --- | --- | --- |
|  | **5.** | When complete, tap Save Config. |



| Field Descriptions | | |
| --- | --- | --- |
| **Field** | [**Scope**](http://docs.magento.com/m2/ce/user_guide/configuration/scope.html) | **Description** |
| Favicon Icon | Store View | Uploads the small graphic image that appears in the address bar and tab of the browser. Allowed file types: ICO, PNG, APNG, GIF, and JPG (JPEG).  Not all browsers support these formats. |
| Default Page Title | Store View | The title that appears at the title bar of each page when viewed in a browser. The default title is used for all pages, unless another title is specified for individual pages. |
| Page Title Prefix | Store View | A prefix can be added before the title to create a two- or three-part title. A vertical bar or colon can be used as a separator at the end of the prefix to differentiate it from the text of the main title. |
| Page Title Suffix | Store View | A suffix can be added after the title to create a two-or three part title. A vertical bar or colon can be used as a separator at the end of the prefix to differentiate it from the text of the main title. |
| Default Meta Description | Store View | The description provides a summary of your site for search engine listings and should not be more than 160 characters in length. |
| Default Meta Keywords | Store View | A series of keywords that describe your store, each separated by a comma. |
| Scripts and Style Sheets | Store View | Contains scripts that must be included in the HTML before the closing <head> tag. For example, any third-party JavaScript that must be placed before the <body> tag can be entered here. |
| Display Demo Store Notice | Store View | Controls the display of the demo store notice at the top of the page. Options include: Yes / No |

#### **1.4 Header**

The Header section identifies the path to your store logo, and specifies the logo alt text and welcome message.



**To configure the header:**

|  |  |  |
| --- | --- | --- |
|  | **1.** | On the Admin sidebar, tap **Content**. Then under **Design**, choose **Configuration**. |

|  |  |  |
| --- | --- | --- |
|  | **2.** | Find the store view that you want to configure. Then in the **Action** column, click **Edit**. |

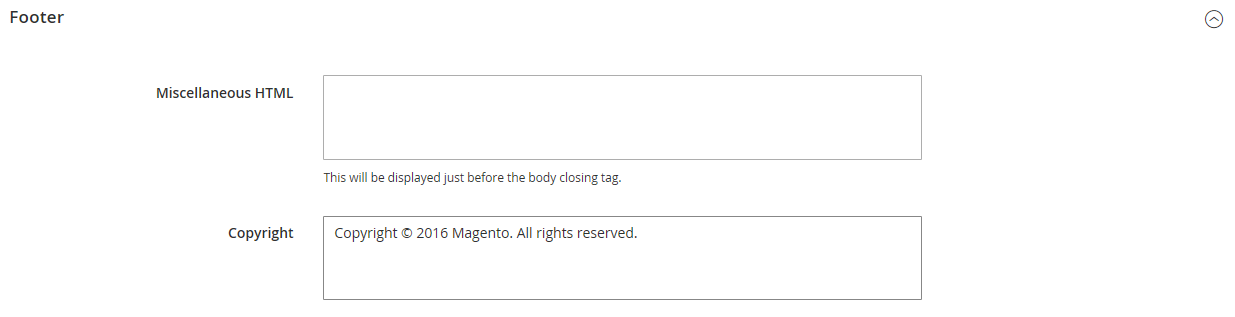
|  |  |  |
| --- | --- | --- |
|  | **3.** | Under **Other Settings**, expand http://docs.magento.com/m2/ce/user_guide/Resources/Images/btn-expand.pngthe **Header** section. |

|  |  |  |
| --- | --- | --- |
|  | **4.** | Make any changes necessary to the logo and welcome message settings. |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **5.** | When complete, tap Save Config. | | |
| **Field Descriptions** | | | | |
| **Field** | | | [**Scope**](http://docs.magento.com/m2/ce/user_guide/configuration/scope.html) | **Description** |
| Logo Image | | | Store View | Identifies the path to the logo that appears in the header. Supported file types: PNG, GIF, JPG (JPEG) |
| Logo Attribute Width | | | Store View | The width of your logo image in pixels. |
| Logo Attribute Height | | | Store View | The height of your logo image in pixels. |
| Welcome Text | | | Store View | The welcome message appears in the header of the page and includes the name of customers who are logged in. |
| Logo Image Alt | | | Store View | The Alt text that is associated with the logo. |

#### **1.5 Footer**

The Footer configuration section is where you can update the copyright notice that appears at the bottom of the page, and enter miscellaneous scripts that must be positioned before the closing <body> tag.



To configure the footer:

|  |  |  |
| --- | --- | --- |
|  | **1.** | On the Admin sidebar, tap **Content**. Then under **Design**, choose **Configuration**. |

|  |  |  |
| --- | --- | --- |
|  | **2.** | Find the store view that you want to configure. Then in the **Action** column, click **Edit**. |

|  |  |  |
| --- | --- | --- |
|  | **3.** | Under **Other Settings**, expand http://docs.magento.com/m2/ce/user_guide/Resources/Images/btn-expand.pngthe **Footer** section. |

|  |  |  |
| --- | --- | --- |
|  | **4.** | Make any changes necessary to the **Copyright** and **Miscellaneous HTML** settings. |

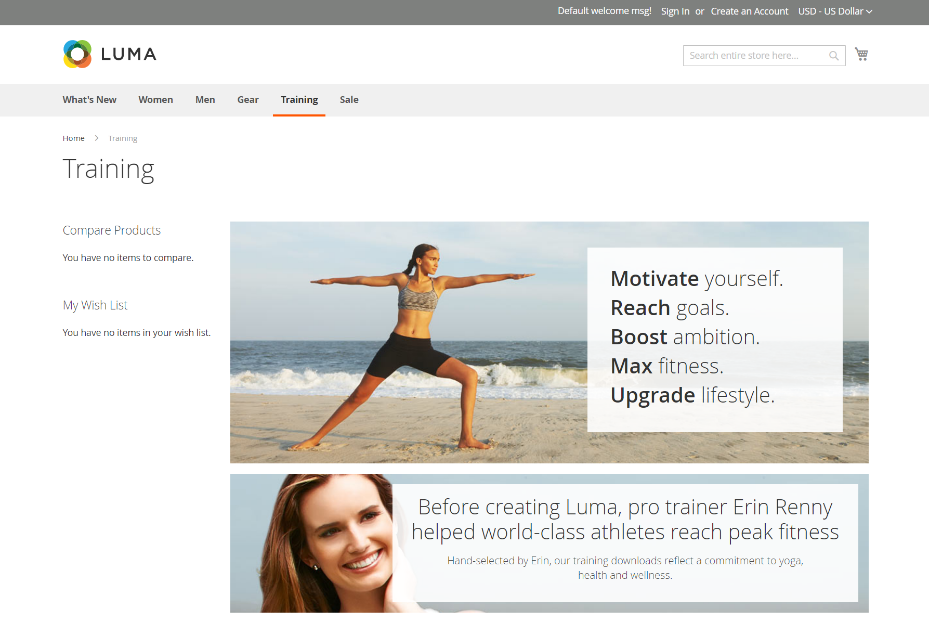
|  |  |  |
| --- | --- | --- |
|  | **5.** | When complete, tap Save Config. |

| Field Descriptions | | |
| --- | --- | --- |
| **Field** | [**Scope**](http://docs.magento.com/m2/ce/user_guide/configuration/scope.html) | **Description** |
| Copyright | Store View | The copyright statement that appears at the bottom of each page. To include the copyright symbol, use the HTML character entitym &copy; as follows:  &copy; 2014 Magento Demo Store. All Rights Reserved.  Make sure to replace the sample copyright notice with your own. |
| Miscellaneous HTML | Store View | An input box where you can upload miscellaneous scripts to the server that must be placed just before the closing <body> tag. |

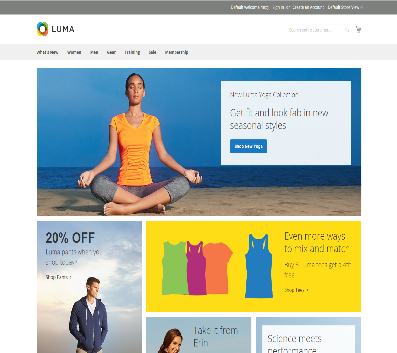
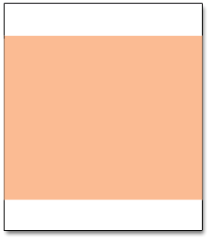
### 2. **Page Layout**

The layout of each page in your store consists of distinct sections, or containers, that define the header, footer, and content areas of the page. Depending on the layout, each page might have one, two, three columns, or more. You can think of the layout as the “floor plan” of the page.

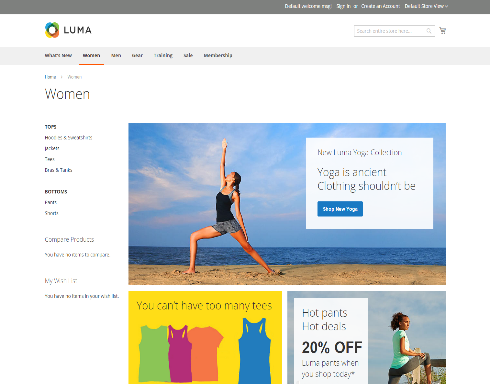
Content blocks float to fill the available space, according to the section of the page layout where they are assigned to appear. You will discover that if you change the layout from a three-column to a two-column layout, the content of the main area expands to fill the available space, and any blocks that are associated with the unused side bar seem to disappear. However, if you restore the three-column layout, the blocks reappear. This fluid approach, or liquid layout, makes it possible to change the page layout without having to rework the content. If you are used to working with individual HTML pages, you will discover that this modular, “building block” approach requires a different way of thinking.



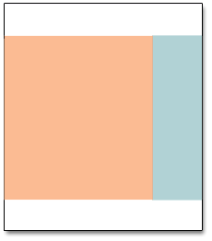
#### **Standard Page Layouts**

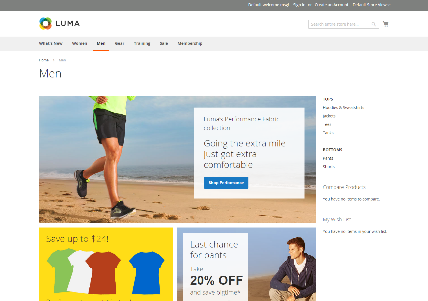
[](http://docs.magento.com/m2/ce/user_guide/design/page-layout.html)**1 Column**

The “1 Column” layout can be used to create a dramatic home page with a large image or focal point. It’s also a good choice for a landing page, or any other page that has a combination of text, images, and video.

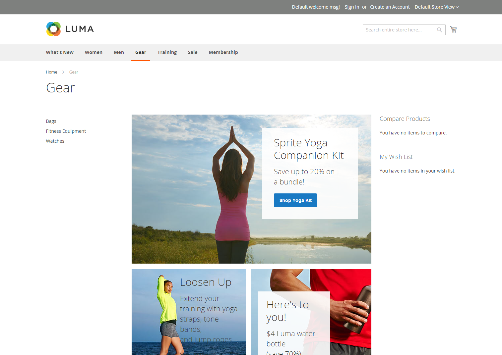
**[](http://docs.magento.com/m2/ce/user_guide/design/page-layout.html)2 Columns with Left Bar**

The “2 Columns with Left Bar” layout is often used for pages with navigation on the left, such as a catalog or search results pages with layered navigation. It is also an excellent choice for home pages that need additional navigation or blocks of supporting content on the left.

[](http://docs.magento.com/m2/ce/user_guide/design/page-layout.html)

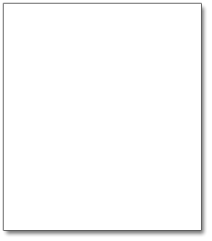
[**2 Columns with Right Bar**](http://docs.magento.com/m2/ce/user_guide/design/page-layout.html)

With a “2 Columns with Right Bar” layout, the main content area is large enough for an eye-catching image or banner. This layout is also often used for Product pages with blocks of supporting content on the right.



 [**3 Columns**](http://docs.magento.com/m2/ce/user_guide/design/page-layout.html)

The “3 Column” layout has a center column that is wide enough for the main text of the page, with room on each side for additional navigation and blocks of supporting content.

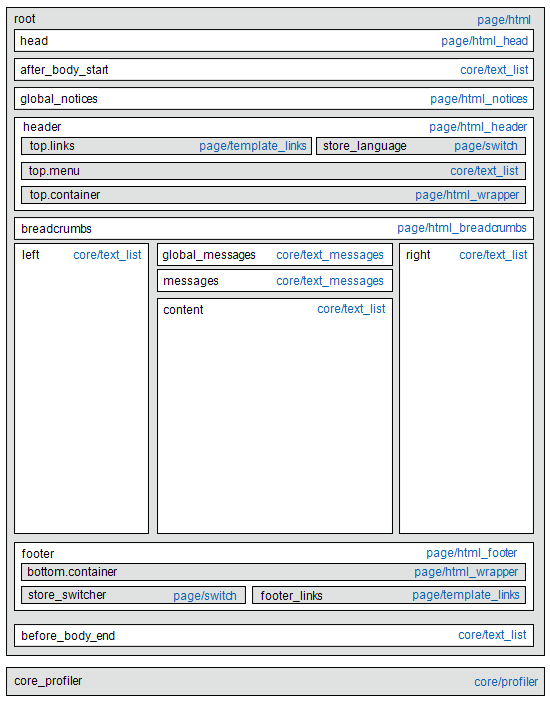
[](http://docs.magento.com/m2/ce/user_guide/design/page-layout.html)[**Empty**](http://docs.magento.com/m2/ce/user_guide/design/page-layout.html)

The “Empty” layout can be used to define custom page layouts.

Standard Block Layout

In the following diagram, the block names that can be used to refer to a block in the layout are

black, and the block types, or block class paths, are blue.



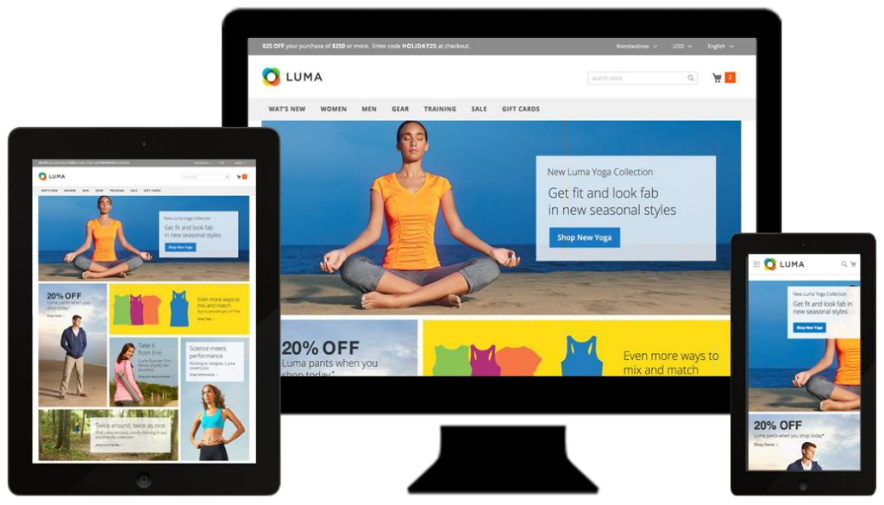
| **Block Descriptions** | |
| --- | --- |
| **Block Type** | **Description** |
| page/html | There can be only one block of this type per page. The block name is "root," and, it is one of the few root blocks in the layout. You can also create your own block and name it "root," which is the standard name for blocks of this type. |
| page/html\_head | There can be only one block of this type per page. The block name is "head," and it is a child of the root block. This block must not be removed from layout. |
| page/html\_notices | There can be only one block of this type per page. The block name is "global\_notices," and it is a child of the root block. If this block is removed from the layout, the global notices will not appear on the page. |
| page/html\_header | There can be only one block of that type per page. The block name is "header," and it is a child of the root block. This block corresponds to the visual header at the top of the page, and contains several standard blocks. This block must not be removed. |
| page/html\_wrapper | Although included in the default layout, this block is deprecated, and only is included to ensure backward compatibility. Do not use blocks of this type. |
| page/html\_breadcrumbs | There can be only one block of this type per page. The name of this block is "breadcrumbs," and it is a child of the header block. This block displays breadcrumbs for the current page. |
| page/html\_footer | There can be only one block of this type per page. The block name is "footer," and it is a child of the root block. The footer block corresponds to the visual footer at the bottom of the page, and contains several standard blocks. This block must not be removed. |
| page/template\_links | There are two blocks of this type in the standard layout. The "top.links" block is a child of the header block, and corresponds to the top navigation menu. The "footer\_links" block is a child of the footer block, and corresponds to the bottom navigation menu. It is possible to manipulate the template links, as shown in the examples. |
| page/switch | There are two blocks of this type in a standard layout. The "store\_language" block is a child of the header block, and corresponds to the top language switcher. The "store\_switcher" block is a child of the footer block, and corresponds to the bottom store switcher. |
| core/messages | There are two blocks of this type in a standard layout. The "global\_messages" block displays global messages. The "messages" block is used to display all other messages. If you remove these blocks, the customer won't be able to see any messages. |
| core/text\_list | This type of block is widely used throughout Magento, and is used as a placeholder for rendering children blocks. |
| core/profiler | There is only one instance of this type of block per page. It is used for the internal Magento profiler, and should not be used for any other purpose. |

### **Themes**

A theme is a collection of files that determines the visual presentation of your store. When you first install Magento Open Source, the design elements of the store are based on the “Default” Theme. In addition to the initial default theme that comes with your Magento installation, there is a wide variety of themes that are available “off the shelf” on Magento Connect.

A responsive theme adjusts the page layout to fit the view port of the device. Magento’s sample “Luma” theme has a flexible, responsive layout that can be viewed from the desktop, tablet, or mobile device.

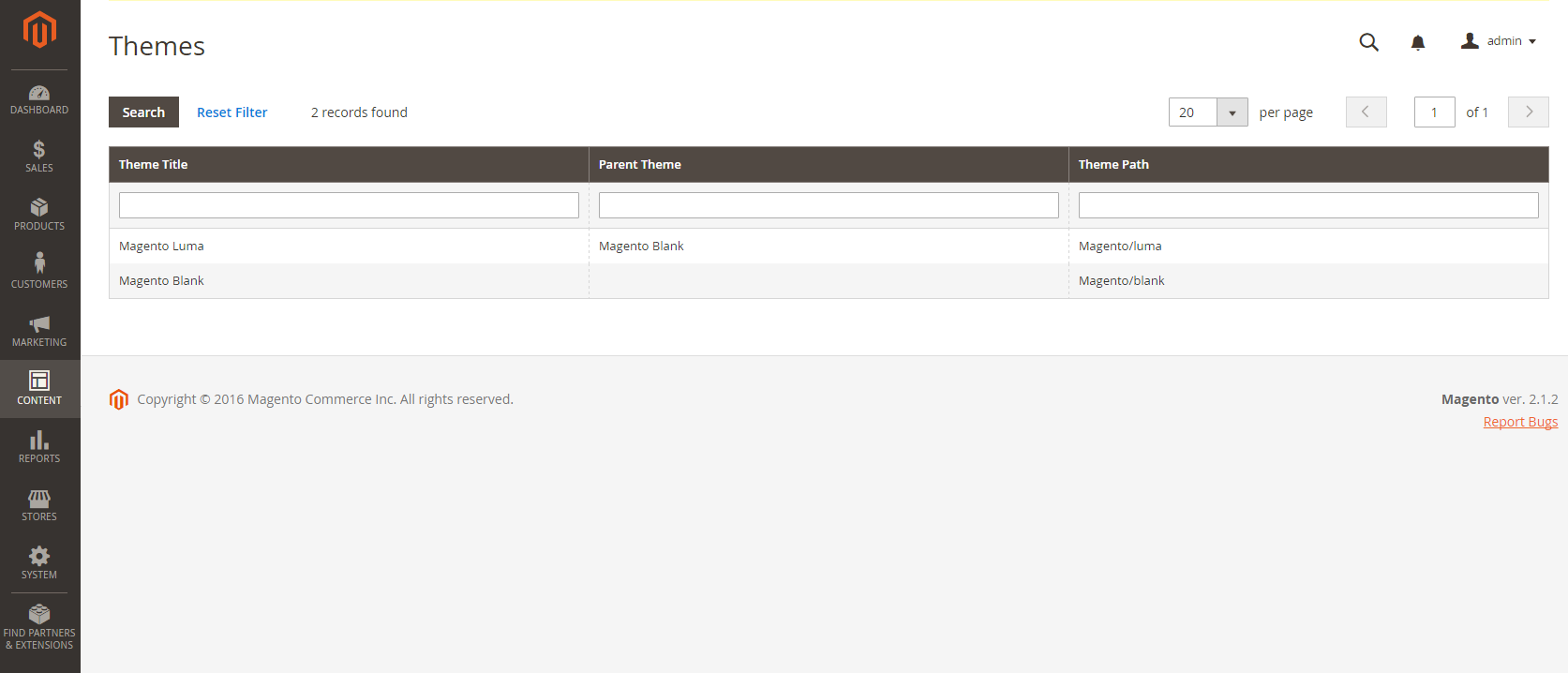
Magento themes include layout files, template files, translation files, and skins. A skin is a collection of supporting CSS, images, and JavaScript files that together, create the visual presentation and interactions that your customers experience when they visit your store. Themes and skins can be modified and customized by a developer or designer who has knowledge of Magento theme design and access to your server. To learn more, see the Frontend Developer Guide.



Luma Theme

#### **3.1 Using the Default Theme**

Magento’s default responsive theme renders the display of your storefront for different devices, and incorporates best practices for desktop, table, and mobile devices. Some themes are designed to be used only with specific devices. When Magento detects a specific browser ID, or user agent, it uses the theme that is configured to be used for the specific browser. The search string can also include Perl-Compatible Regular Expressions (PCRE).

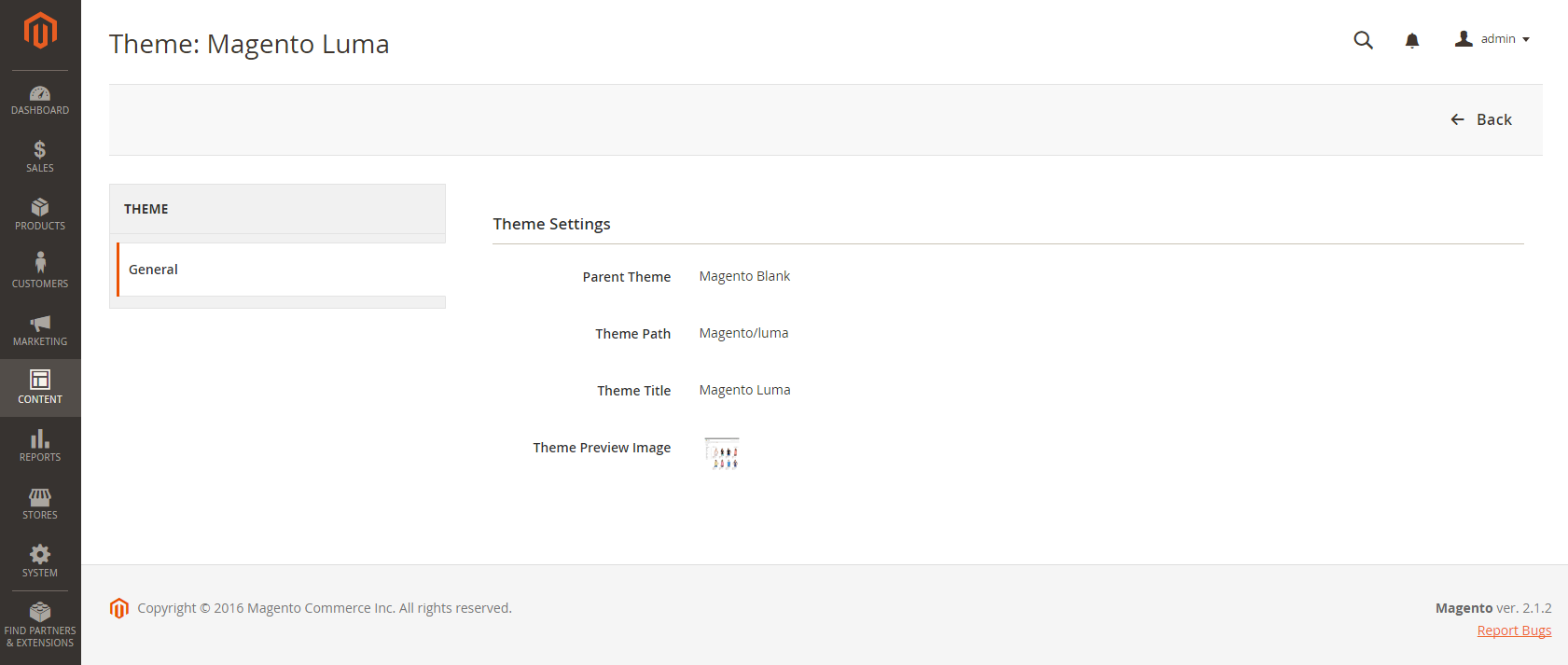


**To view the current theme settings:**

|  |  |  |
| --- | --- | --- |
|  | **1.** | On the Admin sidebar, tap **Content**. Then under **Design**, choose **Themes**. |

|  |  |  |
| --- | --- | --- |
|  | **2.** | In the list of installed themes, find the theme that you want to examine, and click the row to display the settings. |

|  |  |  |
| --- | --- | --- |
|  | **3.** | To view a sample page, tap the **Theme Preview Image**. |

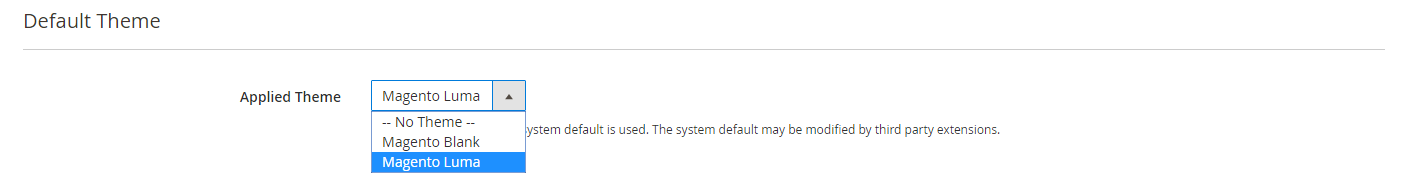


[**To apply a theme:**](javascript:void(0);)

|  |  |  |
| --- | --- | --- |
|  | **1.** | On the Admin sidebar, tap **Content**. Then under **Design**, choose **Configuration**. |

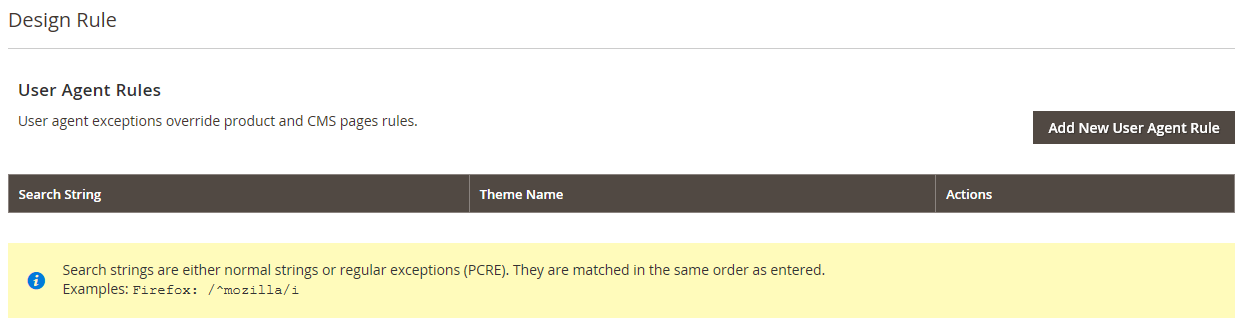
|  |  |  |
| --- | --- | --- |
|  | **2.** | Find the store view that you want to configure. Then in the **Action** column, click **Edit**. |

|  |  |  |
| --- | --- | --- |
|  | **3.** | Under **Default Theme**, set **Applied Theme** to the one that you want to use for the current view. |



[**To add a user agent rule:**](javascript:void(0);)

|  |  |  |
| --- | --- | --- |
|  | **1.** | Under **Design Rule**, tap Add New User Agent Rule. Then, do the following: |



|  |
| --- |
| 1. In the **Search String** field, enter the browser ID for the specific device. For example: |

Search strings are matched in the order they are entered. For example, for Firefox enter: /^mozilla/i

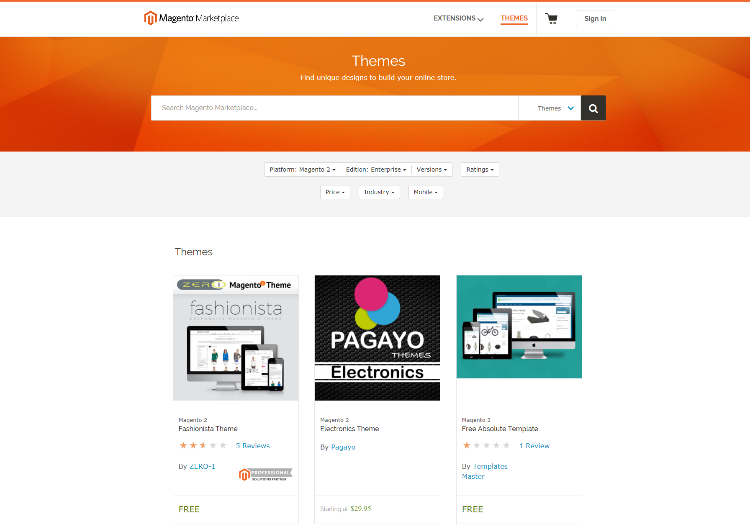
1. Repeat the process to enter additional devices.

|  |  |  |
| --- | --- | --- |
|  |  |  |

|  |  |  |
| --- | --- | --- |
|  | **2.** | When complete, tap Save Config. |

#### **3.2 Installing a New Theme**

When you first install Magento, the design elements of the store are based on the “Default” [theme](javascript:void(0);). The Luma theme is also available if you installed the sample data. You can modify a theme, add themes created by others, or create new ones. **Magento Marketplace** contains a growing selection of themes that you can install to change the appearance of your store. To learn how to create or modify a theme, see the [**Frontend Developer Guide**](http://devdocs.magento.com/guides/v2.0/frontend-dev-guide/bk-frontend-dev-guide.html)**.**



**To install a new theme:**

|  |  |  |
| --- | --- | --- |
|  | **1.** | Before you begin, make sure that you have a valid set of Magento 2 Access Keys. |

|  |  |  |
| --- | --- | --- |
|  | **2.** | Follow the steps outlined in the Marketplace Quick Tour, to: |

* Find a Theme
* Evaluate the Product
* Make a Purchase
* Download the Software
* Install the Theme

|  |  |  |
| --- | --- | --- |
|  | **3.** | To apply the theme to your store, see: Using the Default Theme, |

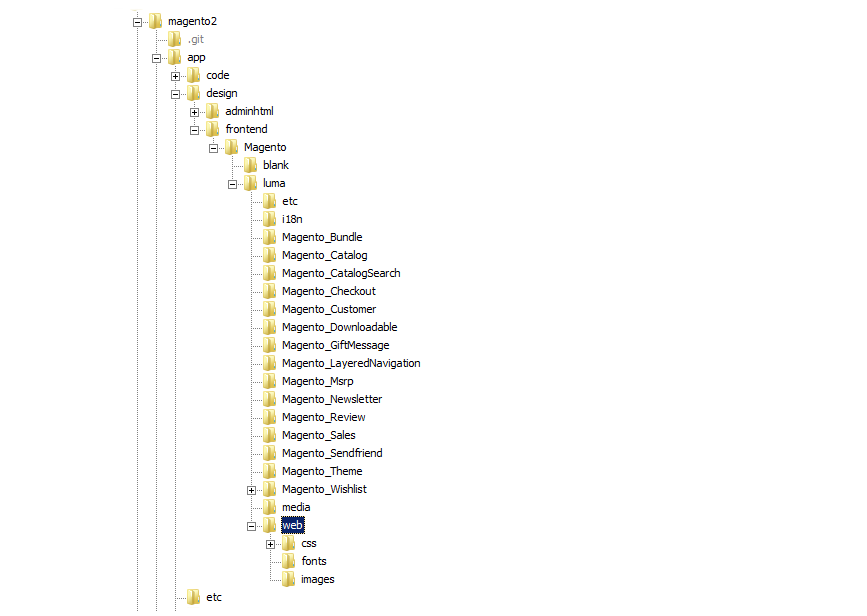
#### **3.3 Theme Assets**

The term static files refers to the collection of assets, such as CSS, fonts, images, and JavaScript, that is used by a theme. The location of static files is specified in the Base URL configuration.

A digital signature can be added to the URL of each static file to make it possible for browsers to detect when a newer version is available. The newer version of the file is used if the signature differs from what is stored in the browser's cache.

For a standard installation, the assets associated with a theme are organized in the web folder at the following location below the Magento root.

|  |  |
| --- | --- |
| Theme Assets The term [static files](javascript:void(0);) refers to the collection of assets, such as [CSS](javascript:void(0);), fonts, images, and [JavaScript](javascript:void(0);), that is used by a [theme](javascript:void(0);). The location of [static files](javascript:void(0);) is specified in the [Base URL](http://docs.magento.com/m2/ce/user_guide/stores/store-urls.html) configuration.  A digital signature can be added to the [URL](javascript:void(0);) of each static file to make it possible for browsers to detect when a newer version is available. The newer version of the file is used if the signature differs from what is stored in the browser's cache.  For a standard installation, the assets associated with a theme are organized in the web folder at the following location below the Magento root.   |  | | --- | | [magento\_root]/app/design/frontend/Magento/[theme\_name]/web | |

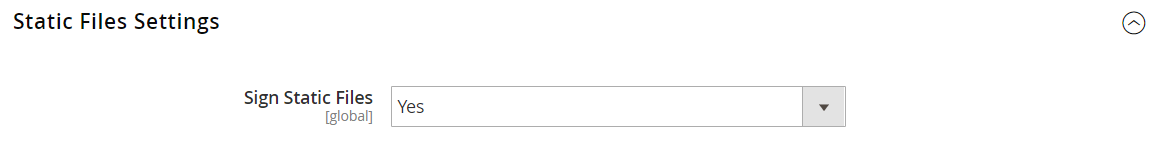


**To sign static files:**

|  |  |  |
| --- | --- | --- |
|  | **1.** | On the Admin sidebar, tap **Stores**. Then under **Settings**, choose **Configuration**. |

|  |  |  |
| --- | --- | --- |
|  | **2.** | In the panel on the left under **Advanced**, choose **Developer**. |

|  |  |  |
| --- | --- | --- |
|  | **3.** | Expand http://docs.magento.com/m2/ce/user_guide/Resources/Images/btn-expand.pngthe **Static Files Settings** section. |

[](http://docs.magento.com/m2/ce/user_guide/Resources/Images/config-advanced-developer-static-files-settings.png)  
Static Files Settings

|  |  |  |
| --- | --- | --- |
|  | **4.** | Set **Sign Static Files** to "Yes." |

|  |  |  |
| --- | --- | --- |
|  | **5.** | When complete, tap Save Config. |

| **File Type** | **Description** |
| --- | --- |
| CSS | Directory that contains the CSS files that control the visual styling that is associated with the skin. Example location on server:  [magento]/app/design/frontend/Magento/[theme]/web/css |
| Fonts | Directory that contains the fonts that are available to be used by the theme. Location on server:  [magento]/app/design/frontend/Magento/[theme]/web/fonts |
| Images | Directory that contains all images used by the theme, including buttons, background textures, and so on. Example location on server:  [magento]/app/design/frontend/Magento/[theme]/web/images |
| JS | Directory that contains theme-specific JavaScript routines and callable functions. Example location on server:  [magento]/app/design/frontend/Magento/[theme]/web/js |

##### **3.4 Merging CSS Files**

As part of an effort to optimize your site and reduce page load time, you can reduce the number of separate CSS files by merging them into a single condensed file. If you open a merged CSS file, you’ll find one continuous stream of text, with line breaks removed. Because you can’t edit the merged file, it’s best to wait until you are out of the development mode, and no longer making frequent changes to the CSS.

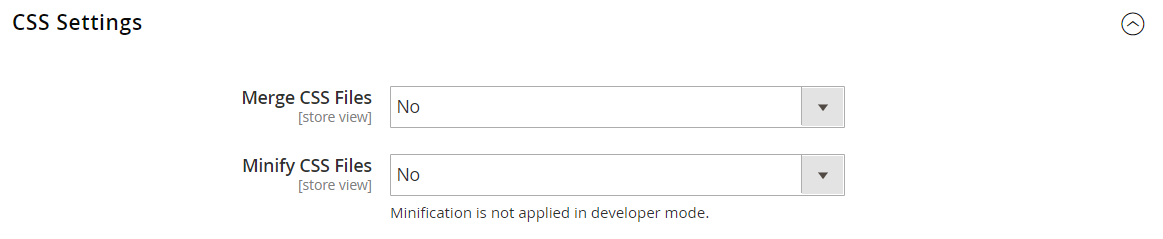
CSS files can be merged only when working in Developer Mode.

**To merge CSS files:**

|  |  |  |
| --- | --- | --- |
|  | **1.** | On the Admin sidebar, tap **Stores**. Then under **Settings**, choose **Configuration**. |

|  |  |  |
| --- | --- | --- |
|  | **2.** | In the panel on the left under **Advanced**, choose **Developer**. |

|  |  |  |
| --- | --- | --- |
|  | **3.** | Expand http://docs.magento.com/m2/ce/user_guide/Resources/Images/btn-expand.pngthe **CSS Settings** section. |

[](http://docs.magento.com/m2/ce/user_guide/Resources/Images/config-advanced-developer-css-settings.png)  
CSS Settings

|  |  |  |
| --- | --- | --- |
|  | **4.** | Set **Merge CSS Files** to “Yes.” |

|  |  |  |
| --- | --- | --- |
|  | **5.** | When complete, tap Save Config. |

##### **3.5 Merging JavaScript Files**

Multiple JavaScript files can be merged into a single, condensed file to reduce page load time. If you open a merged JavaScript file, you’ll find one continuous stream of text, with line breaks removed. If you are finished with the development process, and the code contains no errors, you might consider merging the files.

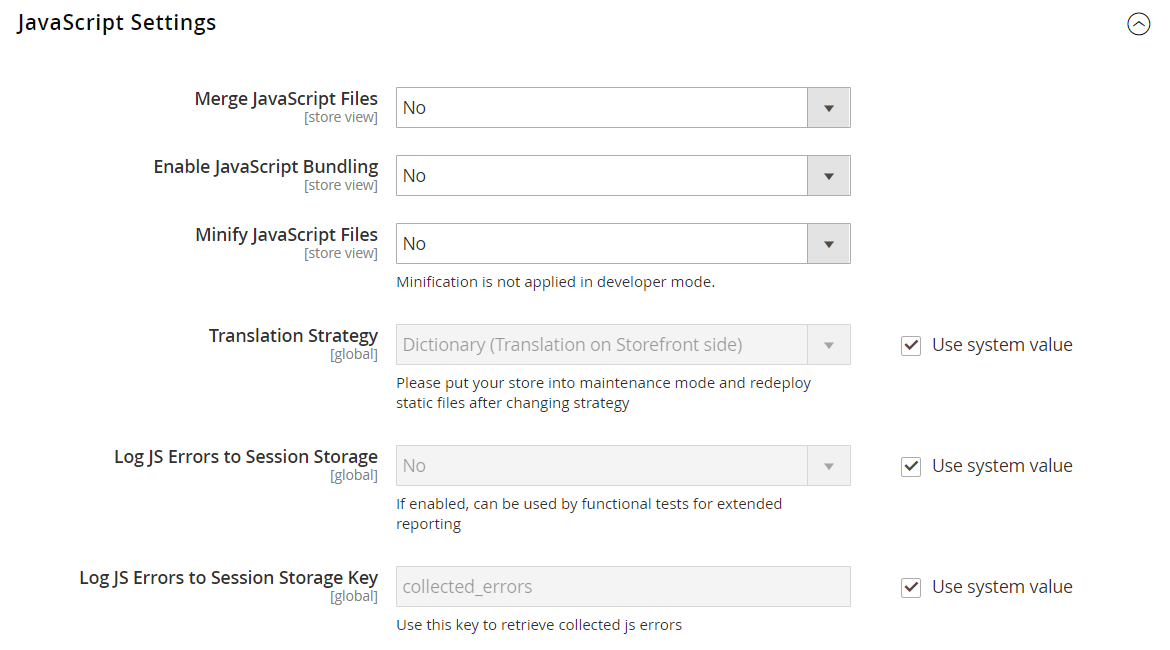
JavaScript files can be merged only when working in Developer Mode.

To merge JavaScript files:

|  |  |  |
| --- | --- | --- |
|  | **1.** | On the Admin sidebar, tap **Stores**. Then under **Settings**, choose **Configuration**. |

|  |  |  |
| --- | --- | --- |
|  | **2.** | In the panel on the left under **Advanced**, choose **Developer**. |

|  |  |  |
| --- | --- | --- |
|  | **3.** | Expand http://docs.magento.com/m2/ce/user_guide/Resources/Images/btn-expand.pngthe **JavaScript Settings** section. |

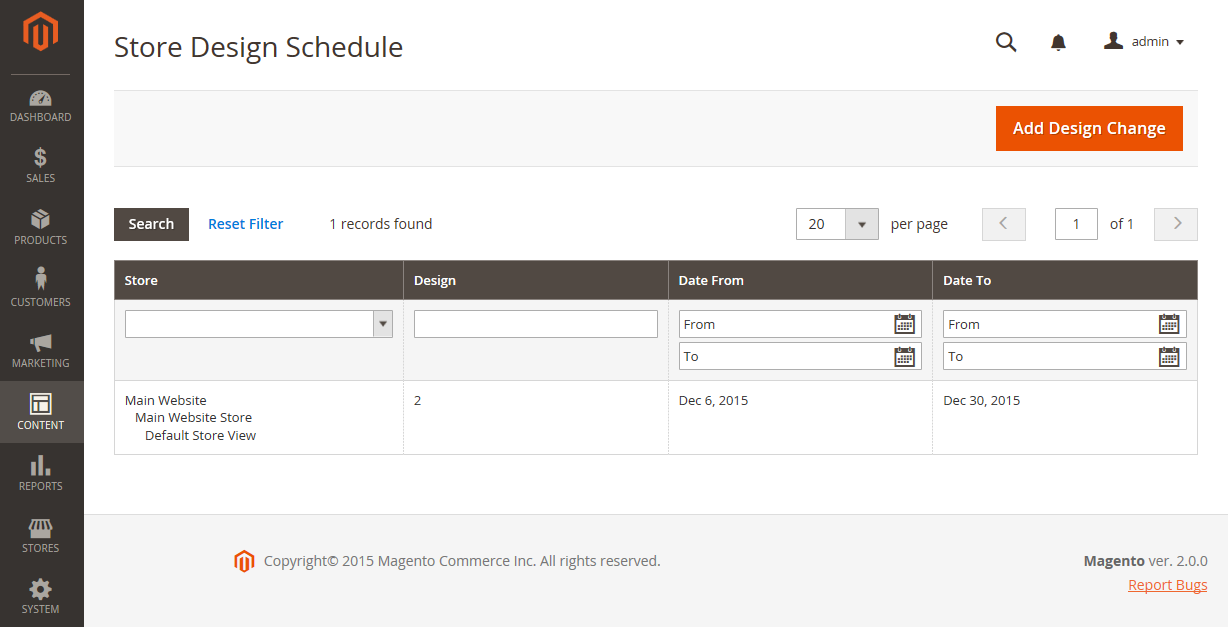
[](http://docs.magento.com/m2/ce/user_guide/Resources/Images/config-advanced-developer-javascript-settings.png)  
JavaScript Settings

|  |  |  |
| --- | --- | --- |
|  | **4.** | Set **Merge JavaScript Files** to “Yes.” |

|  |  |  |
| --- | --- | --- |
|  | **5.** | When complete, tap Save Config. |

#### **3.6 Scheduling Design Changes**

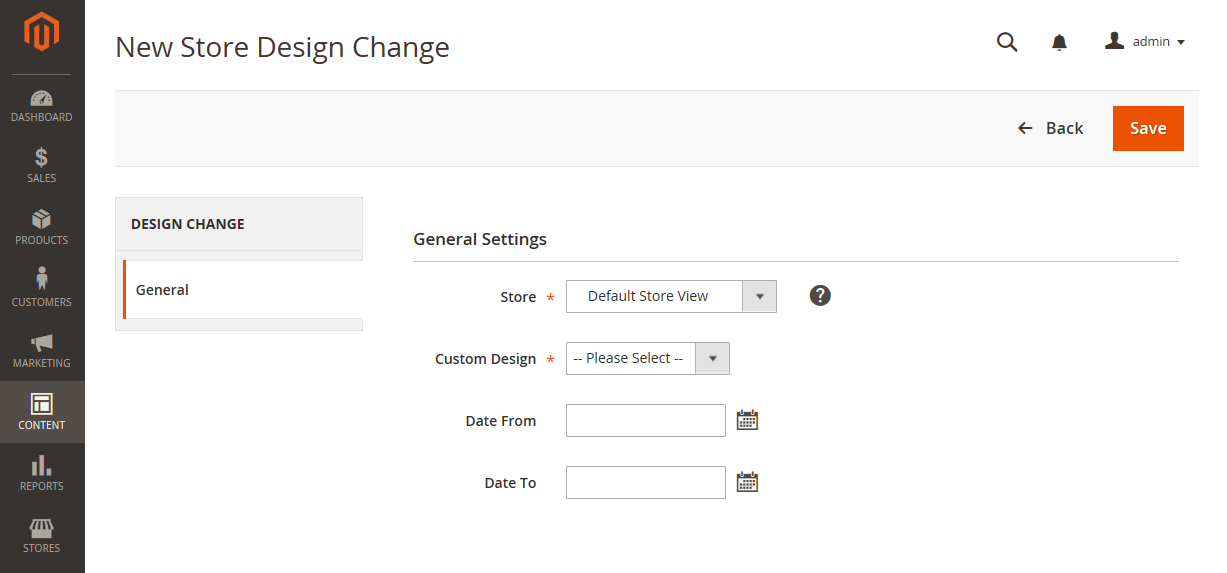
Design changes can be scheduled in advance, so they go into effect on schedule. You can use scheduled design changes for seasonal changes, promotions, or just to add variation.

[](http://docs.magento.com/m2/ce/user_guide/Resources/Images/design-schedule.png)  
**Store Design Schedule**

To schedule a design change:

|  |  |  |
| --- | --- | --- |
|  | **1.** | On the Admin sidebar, tap **Content**. Then under **Design**, choose **Schedule**. |

|  |  |  |
| --- | --- | --- |
|  | **2.** | Tap Add Design Change. Then under General Settings, do the following: |

[](http://docs.magento.com/m2/ce/user_guide/Resources/Images/design-schedule-change-new.png)  
**New Design Change**

|  |  |  |
| --- | --- | --- |
|  | **a.** | Set **Store** to the view where the change applies. |

|  |  |  |
| --- | --- | --- |
|  | **b.** | Set **Custom Design** to the theme, or variation of a theme, that is to be used. |

|  |  |  |
| --- | --- | --- |
|  | **c.** | To define the period when the change is in effect, use the calendar (http://docs.magento.com/m2/ce/user_guide/Resources/Images/btn-calendar_21x18.png) to choose the values for the **Date From** and **Date To** fields. |

|  |  |  |
| --- | --- | --- |
|  | **3.** | When complete, tap Save. |