



# SharePoint Branding 101: It's Not Your GrandDaddy's HTML

Dux Raymond Sy, PMP

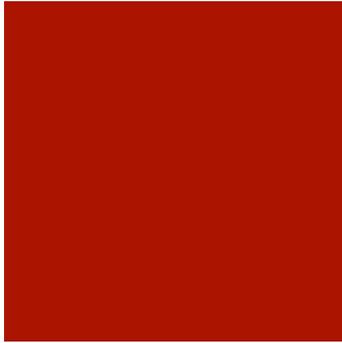
*i*nterlab '09  
DOE Web Collaboration

Brookhaven National Laboratory  
November 16 - 19, 2009

## Presentation Objectives

- After completing this presentation, you will be able to leverage various techniques in SharePoint branding:
  - Browser-based site customization
  - Differentiating Application pages and Site pages
  - Updating Core.css
  - Leveraging Master and Content pages
  - Creating Site Themes

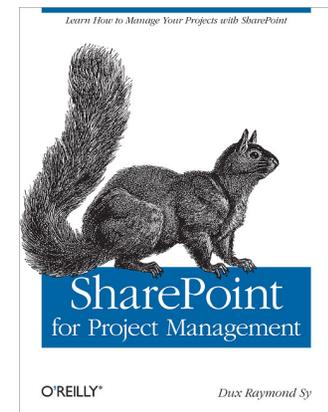


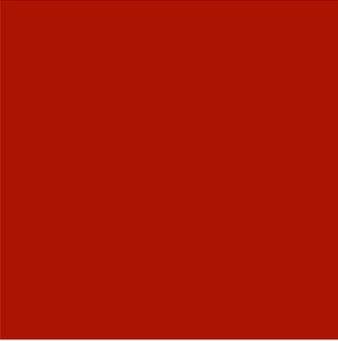


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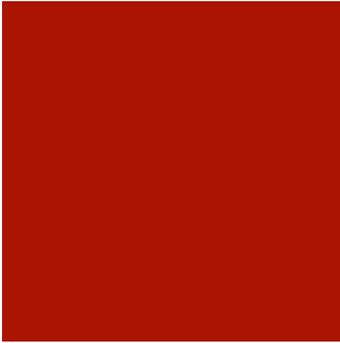




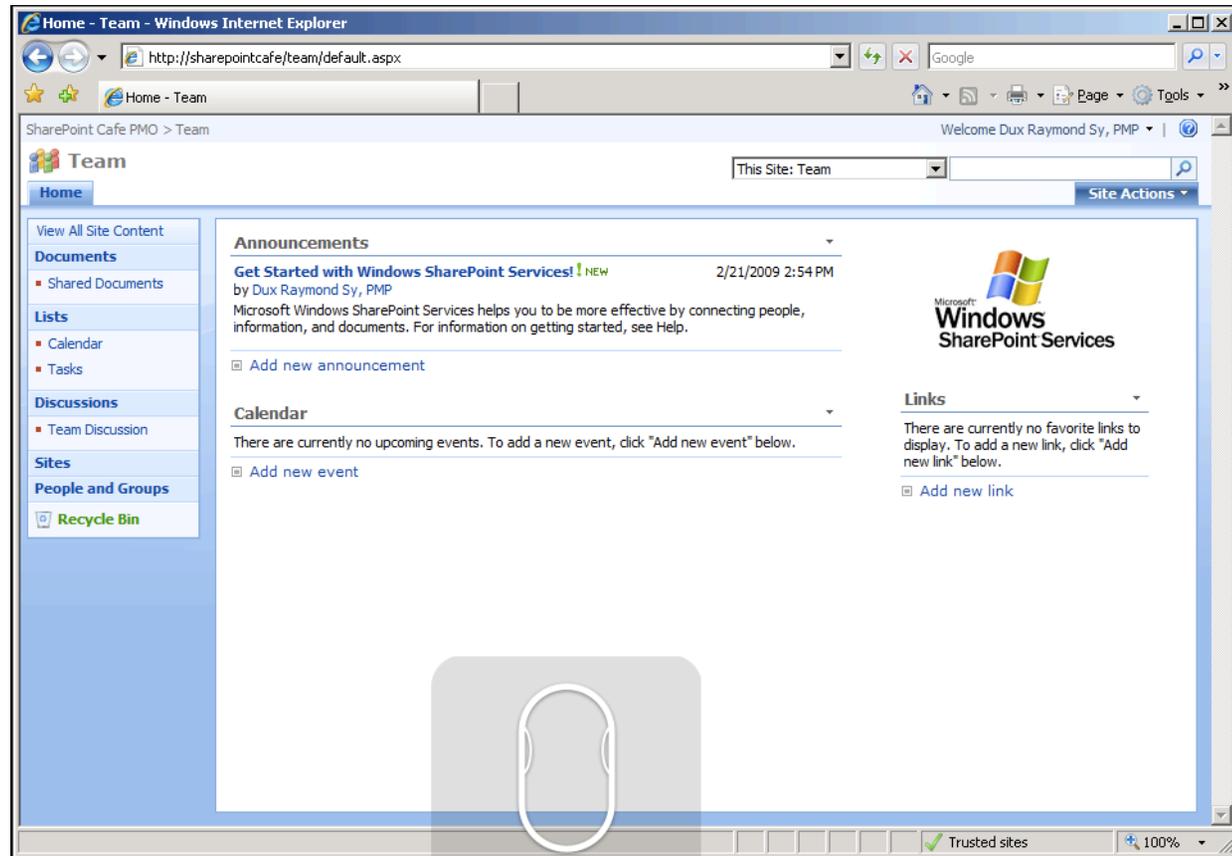
## Agenda

- The Basics of SharePoint Branding
- Why Master Pages are Important
- Utilizing Core.css
- Creating a Site Theme
- Questions and Answers





## Here's What You Get Out of the Box





# Here's What Your Users Want

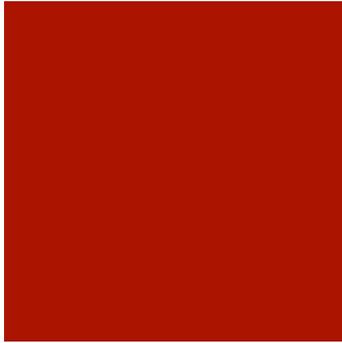
The collage features three overlapping web pages. At the top right is the Ferrari.com website, showing a navigation menu with 'News', 'GT & Sport Cars', 'Scuderia', 'Ferrari Store', 'About Ferrari', and 'Community'. Below the navigation is a large image of a red Ferrari Formula 1 car with the number 82 and the text 'FINALI MONDIALI 2009'. The middle page is Recovery.gov, titled 'TRACK THE MONEY'. It features a navigation bar with 'HOME', 'ABOUT', 'ACCOUNTABILITY', 'WHERE IS THE MONEY GOING?', 'OPPORTUNITIES', 'NEWS', 'FAQS & RESOURCES', and 'CONTACT US'. A main section displays a bar chart titled 'U.S. TOTAL' for federal contracts, grants, and loans. Below the chart is a box stating 'JOBS CREATED/SAVED AS REPORTED BY RECIPIENTS' with the number '640,329' and the date '10/30/2009'. The bottom page is HawaiianMiles, featuring a search bar and a large promotional banner for '20,000 Bonus Miles - Special Offer Get To Your Vacation Faster'. The banner includes a search form with fields for 'TRIP TYPE', 'TRAVELERS', 'DEPARTING FROM', 'GOING TO', 'DEPARTING DATE', and 'RETURNING DATE'. Below the banner are sections for 'Special Offers' and 'Vacation Packages'.



## I'm A Web Design Guru, Doesn't that Count?

- Branding in SharePoint is different
  - Expertise in HTML, CSS and Photoshop is not enough
  - Comprehensive understanding of SharePoint is necessary
- Tools to customize SharePoint branding
  - Browser
  - SharePoint Designer
  - Text Editor
  - Graphics software

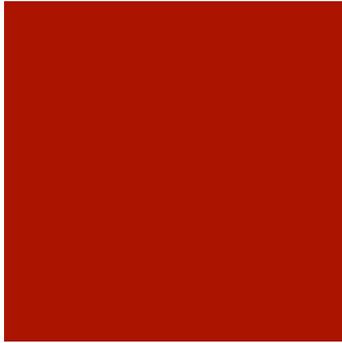




## Fundamentals of SharePoint Pages

- Application pages
  - Generated for administration tasks and for maintaining lists/libraries
  - Can be customized in SharePoint Designer but not through browser
  - Considered trusted
  
- Site pages
  - New pages can be added via browser and in SharePoint Designer
  - Editable within the browser
  - User with privileges may add or customize Web Parts
  - Considered untrusted
    - Any controls must be registered as "safe" in `web.config`





## Example: SharePoint Application Page

SharePoint Express > Tasks > New Item

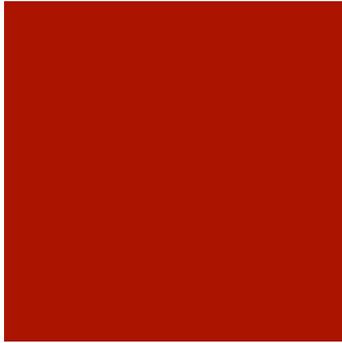
### Tasks: New Item

OK Cancel

Attach File \* indicates a required field

<b>Title *</b>	<input type="text"/>
<b>Priority</b>	(2) Normal <input type="button" value="v"/>
<b>Status</b>	Not Started <input type="button" value="v"/>
<b>% Complete</b>	<input type="text"/> %
<b>Assigned To</b>	<input type="text"/>
<b>Description</b>	<div style="border: 1px solid gray; padding: 2px;"><p>A A1   B I U              </p></div>

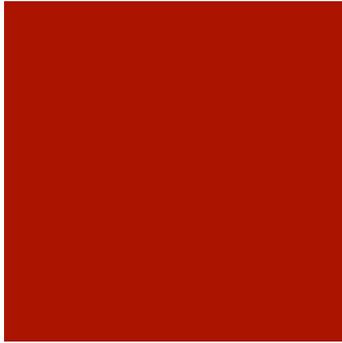




## Example: SharePoint Site Page

The screenshot shows a SharePoint Express site page for a site named "shipments". The page layout includes a top navigation bar with "Home" and "shipments" buttons, and a "Site Actions" menu. A left-hand navigation pane lists various site features: View All Site Content, Documents (Shared Documents), Lists (Calendar, Tasks, Supplier Contacts, New Customers, Shipment Information), Discussions (Team Discussion), Sites, People and Groups, and a Recycle Bin. The main content area is titled "SharePoint Express > shipments" and contains three sections: "Announcements" (no active announcements, with an "Add new announcement" link), "Calendar" (no upcoming events, with an "Add new event" link), and "Links" (no favorite links, with an "Add new link" link). A "Microsoft Windows SharePoint Services" logo is also visible on the right side of the main content area.

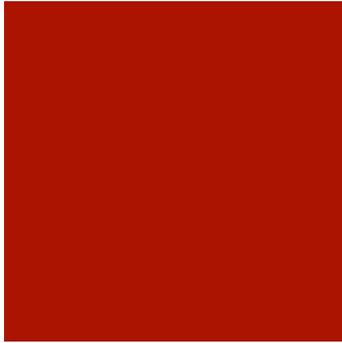




## 12 Hive

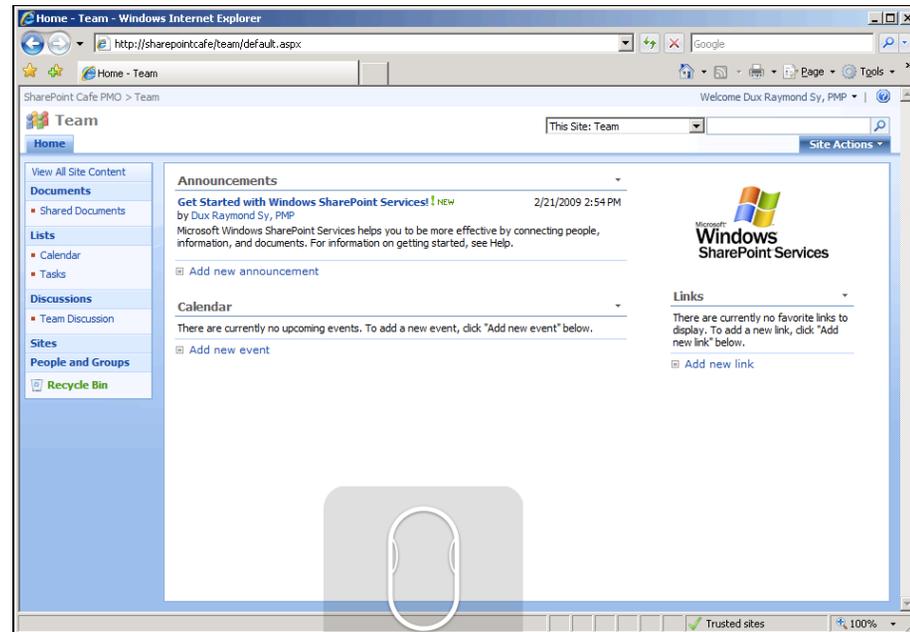
- Special location on the web server
  - `C:\program files\common files\microsoft shared\web server extensions\12`
- Being used by all SharePoint sites
  - Critically affects the entire SharePoint server and all sites
- 12 Hive contains
  - Main CSS file called `Core.css`
  - XML configuration files
  - Logs
  - Some help files
  - Common images files
  - Themes
  - Language-specific files

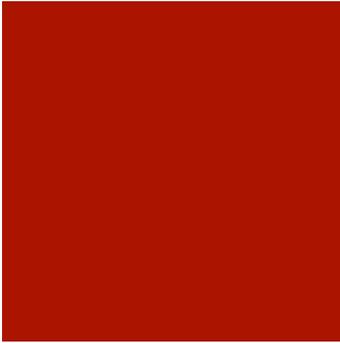




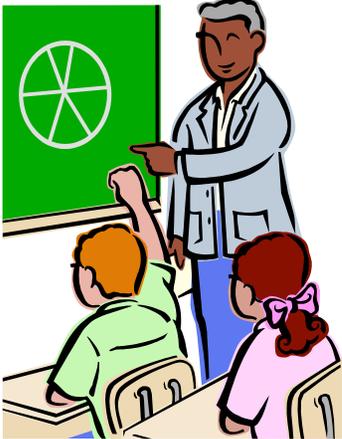
## Browser-based Customization

- Site Theme
- Navigation
  - Top Link Bar
  - Quick Launch





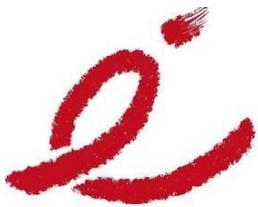
# Demonstration



Customizing a SharePoint site's look and feel from the browser

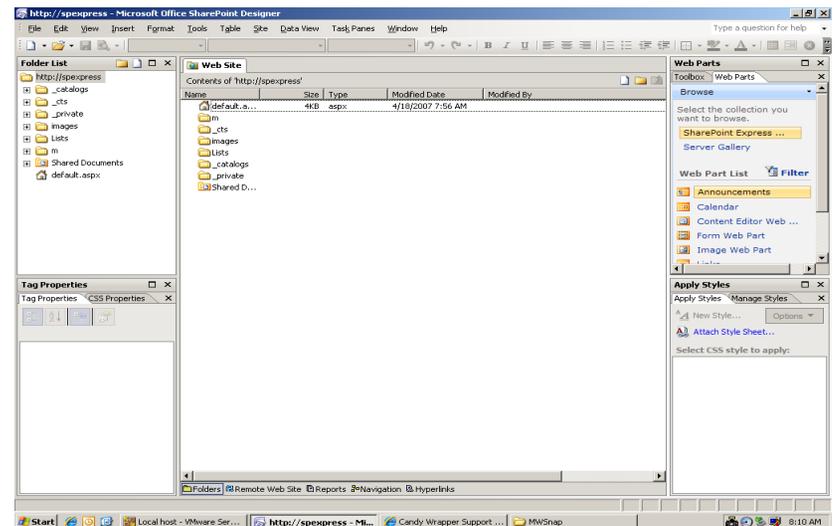
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- Why Master Pages are Important
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- Questions and Answers



## Browser-based Customization is Limited

- There's only so much you can do
  - Page layout cannot be altered
  - Fonts cannot be changed
  - New Web Part zones cannot be defined
- SharePoint Designer is your friend
  - Enables you to further customize a SharePoint site's branding





## Master Pages

- Provides reusable page structure
  - Provide consistent look and feel for a group of pages
  - Saved as templates
  - Found in Master Page Gallery within `_Catalogs` folder
  - Changes to default Master Page are made to a copy, not to the original
- Master Pages are used in conjunction with Content Pages
  - Not enough content to be displayed on their own
  - Both are merged to provide the actual page displayed by the browser
- All sites come with a default master page called `Default.master`



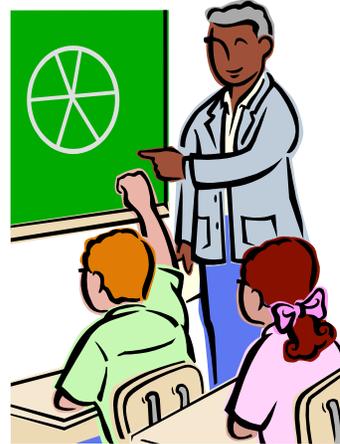
## Content Placeholders

- Content areas that will be used to insert content
  - Defined in the Master Page within content regions
  - And in the Content Page
- Master Page can define default content
  - Can be overridden in Content Pages
  - Simply define a content area with the required name

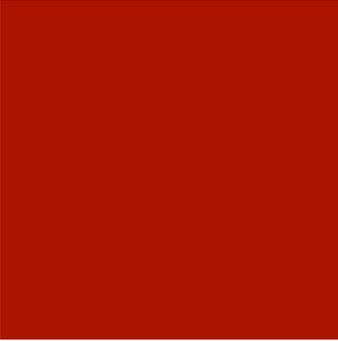




## Demonstration



Creating and applying a new Master page



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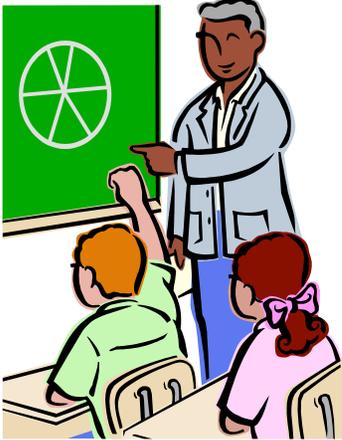
## SharePoint's CSS File

- Core.css
  - Main style sheet per site collection
  - Found at C:\Program Files\Common Files\Microsoft Shared\web server extensions\12\TEMPLATE\LAYOUTS\1033\STYLES
- Modified using SharePoint Designer, not by navigating to disk file
  - A copy is made and added to your site from the site collection automatically
  - Can be reset to the original
- Referenced by `<SharePoint:CssLink  
Runat="Server" />` within head section of a page



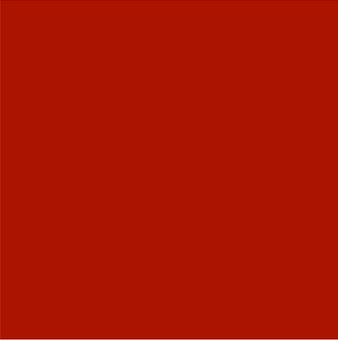


# Demonstration



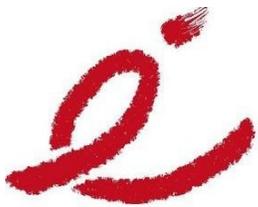
Updating Core.css

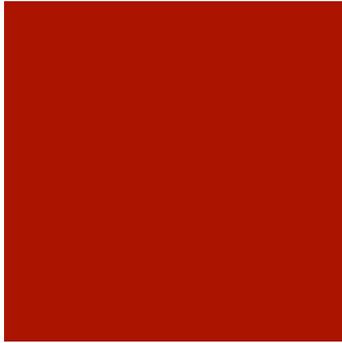




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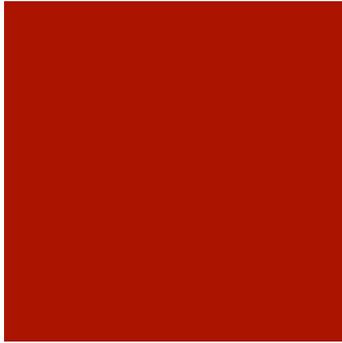




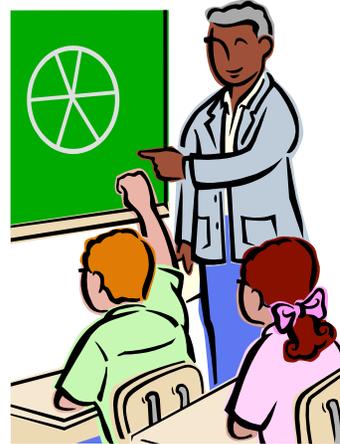
## SharePoint Site Theme

- Groups of CSS files and images
  - Contained within a theme folder
  - Located at 12/TEMPLATES/THEMES
- Theme folder
  - INF file with theme name must also be present
  - Folder name is the name of the theme e.g. Arctic
- List of available themes defined in spthemes.xml
  - 12/TEMPLATES/LAYOUTS/1033/SPTthemes.xml
- Referenced in Default.master
  - Theme css files referenced after core.css
  - Theme styles take precedence
  - `<SharePoint:Theme runat="server"/>`



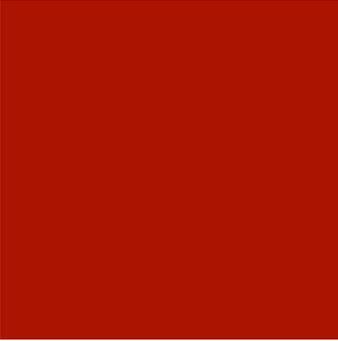


## Demonstration



Creating a site theme

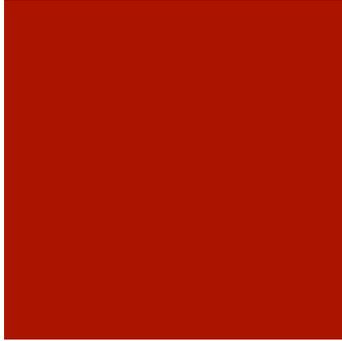




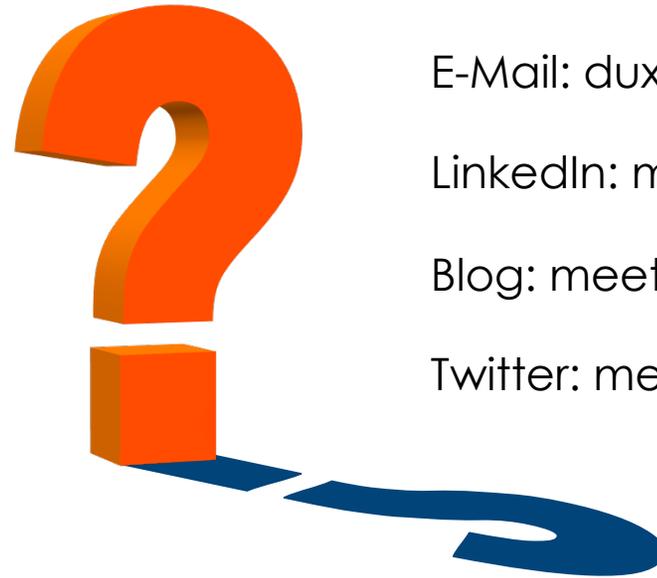
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## Questions?



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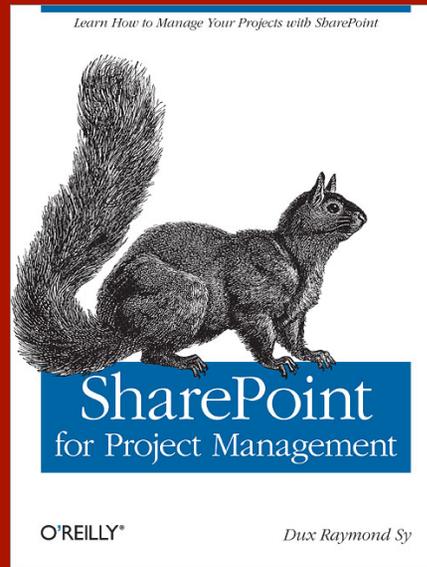
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**Thank  
You!**

