BRANDING SHAREPOINT 2010

Adelaide SharePoint User Group - 20/09/11

Paul Clarke

Presentation Objectives

To gain an understanding of SharePoint 2010's branding capabilities, including the techniques carried over from SharePoint 2007 as well as in-depth, hands-on exposure to an enterprise SharePoint 2010 implementation that demonstrates all of the new features the platform offers.

Contents

- What is Branding?
  - Why is it Branding important?
  - How is Branding it achieved in SharePoint?
- SharePoint Branding
  - Principals
  - Techniques
- Branding SharePoint 2010
  - Branding in the wild

What is Branding?

- The process of applying a corporate identity to an application.
- Ok, so what is a corporate identity?

The organisation's:

- Style
- Personality
- Terminology
- Values

Why is Branding important?

A branded experience provides:

- Consistency
- Clarity
- Trust
- Familiarity
- Ownership
- Community

How is Branding achieved in SharePoint?

- Designers and Developers have access to various tools:
  - The Browser
  - SharePoint Designer
  - Visual Studio
  - PowerPoint
- The use of these tools differs depending on the approach used to develop the branding:
  - Customisation through configuration
  - Design from scratch
  - And of course, all of the above, a hybrid approach

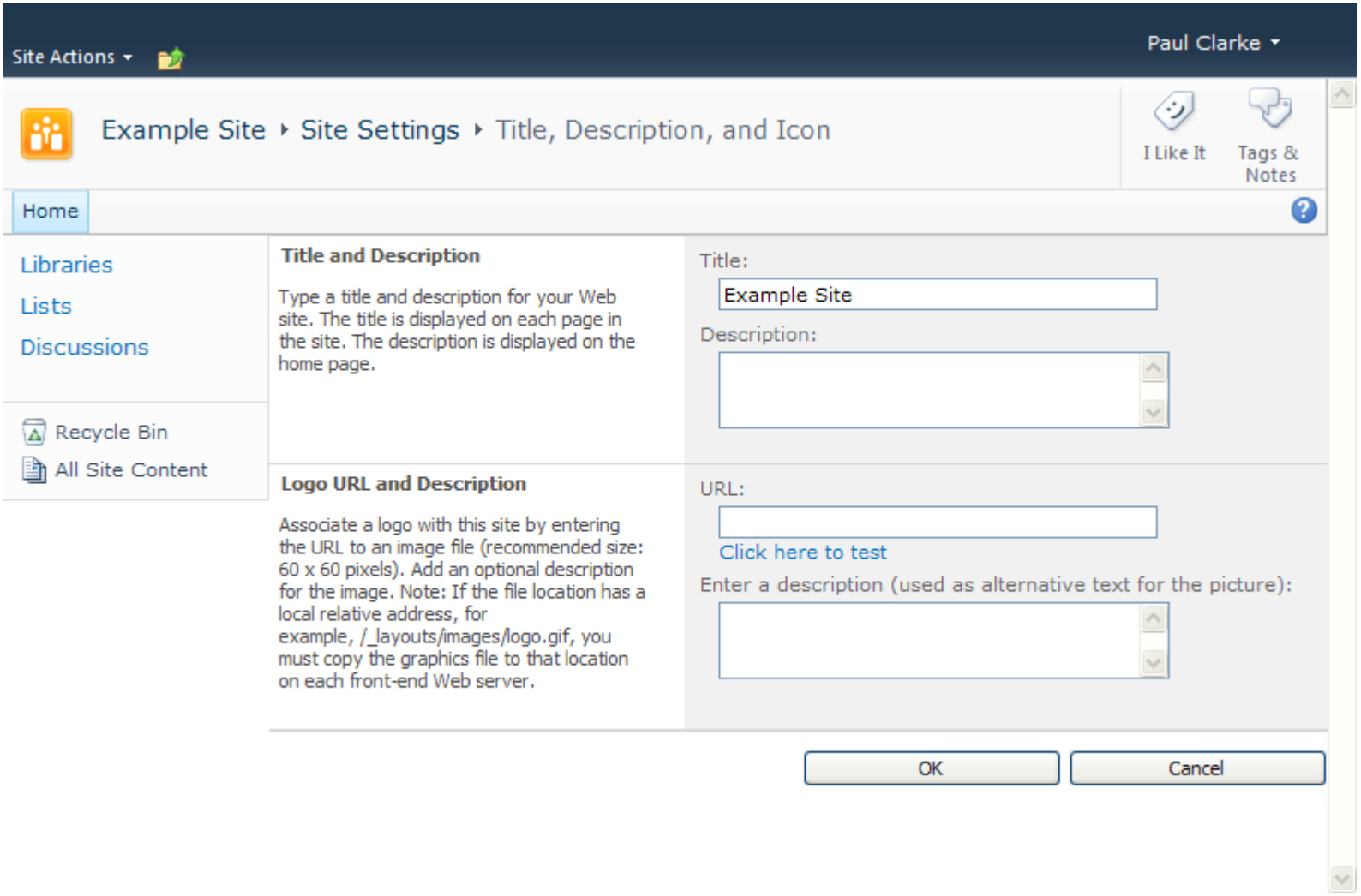
SharePoint Branding Principals

- Branding must be portable:- Branding as a Solution
- Branding must be non-destructive:- Branding as a Feature
- Branding must be resilient:- Branding Approach
- Branding must be appropriate:- Branding Purpose

SharePoint Branding Techniques

- Site Icon
- Master Pages
- Page Layouts
- Web Parts
- Ribbon
- Themes
- Navigation
- CSS
- XSLT
- Delegate Controls

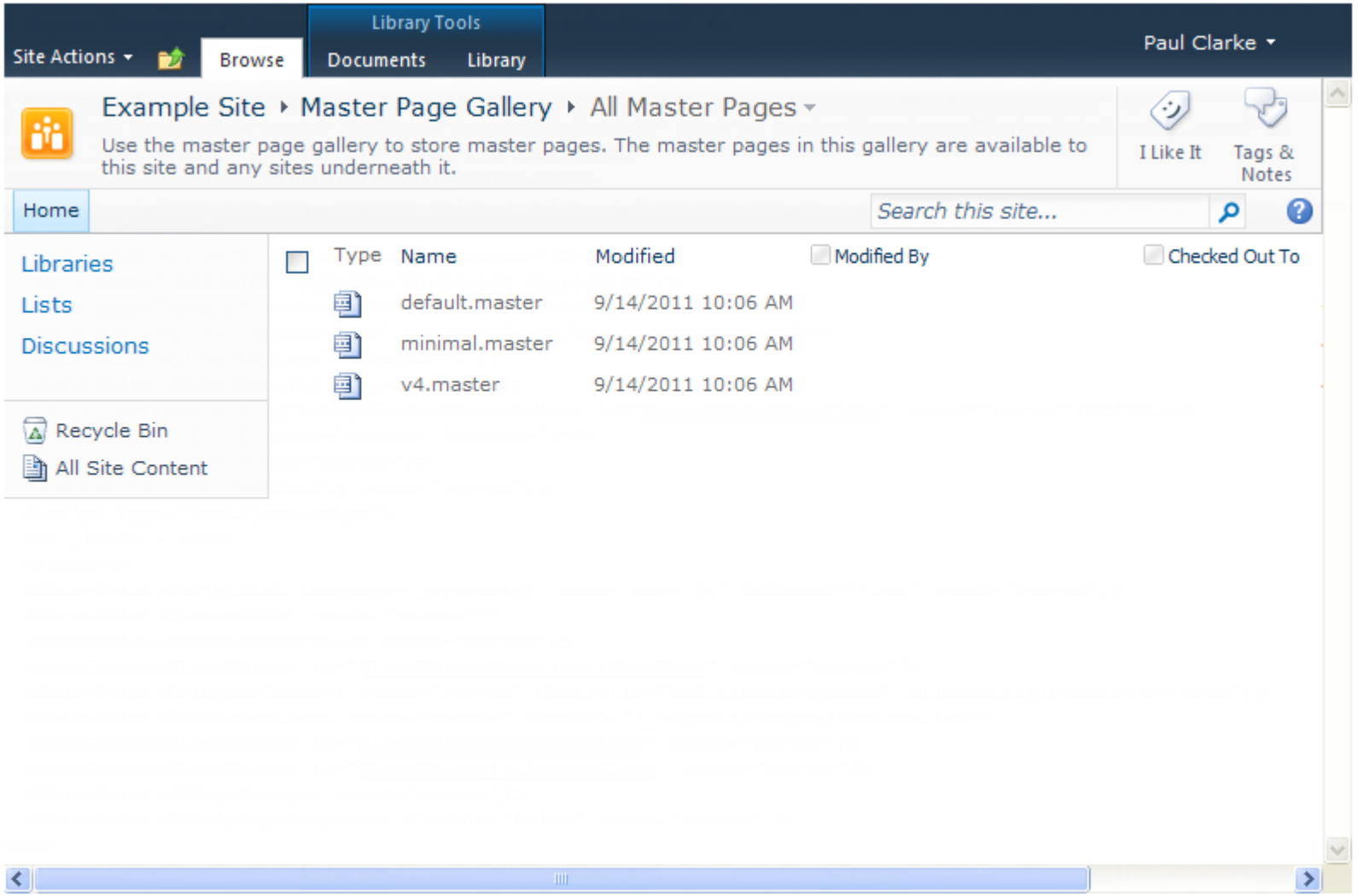
Site Icon


Site Actions
Paul Clarke
Example Site ▸ Site Settings ▸ Title, Description, and Icon
I Like It
Tags & Notes
Home
Libraries
Lists
Discussions
Recycle Bin
All Site Content
Title and Description
Type a title and description for your Web site. The title is displayed on each page in the site. The description is displayed on the home page.
Title:
Example Site
Description:
Logo URL and Description
Associate a logo with this site by entering the URL to an image file (recommended size: 60 x 60 pixels). Add an optional description for the image. Note: If the file location has a local relative address, for example, /_layouts/images/logo.gif, you must copy the graphics file to that location on each front-end Web server.
URL:
Click here to test
Enter a description (used as alternative text for the picture):
OK
Cancel

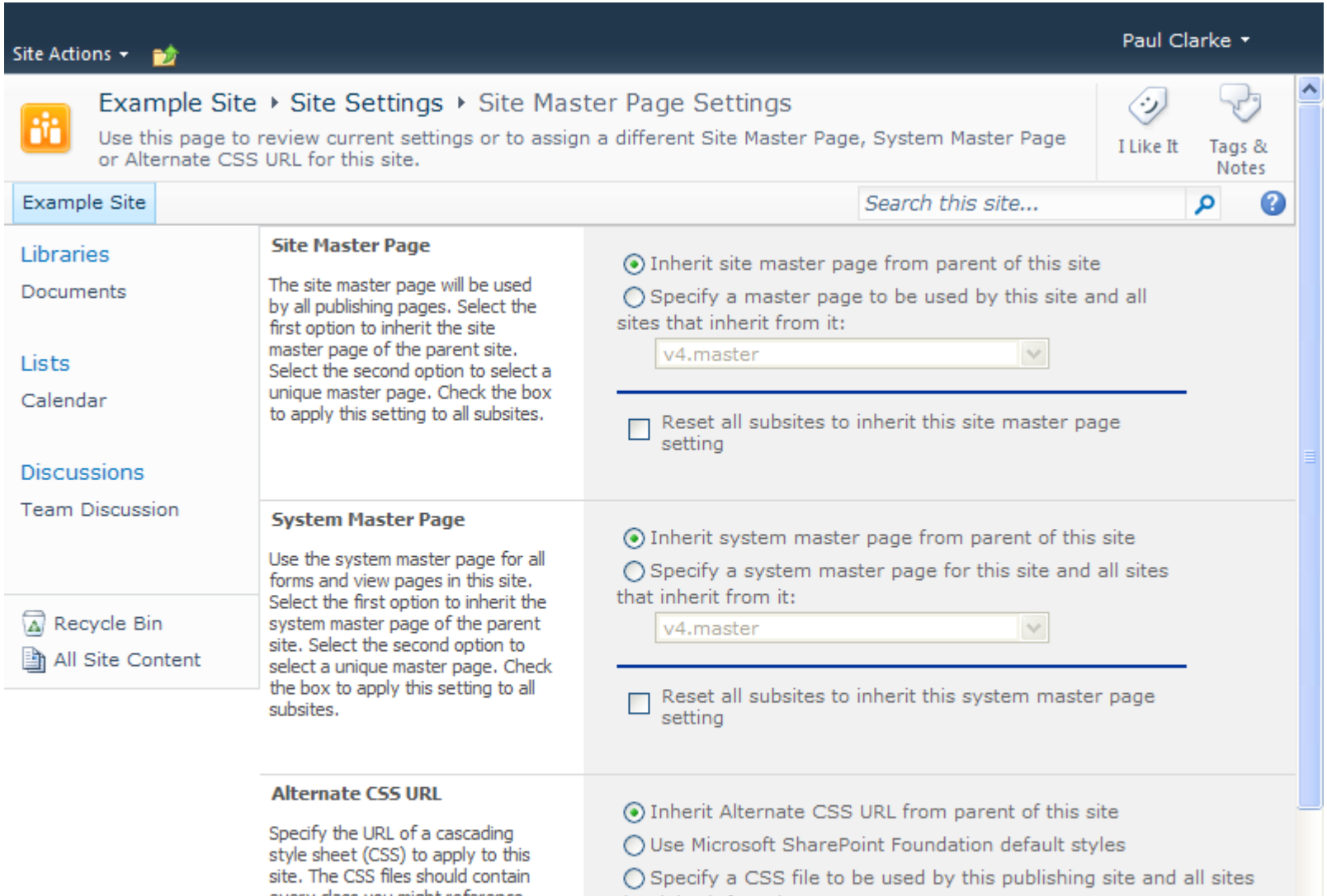
Master Pages

```
<%@Master language="C#"%>
<%@ Register Tagprefix="SharePoint" Namespace="Microsoft.SharePoint.WebControls" Assembly="Microsoft.SharePoint, Vers
<%@ Import Namespace="Microsoft.SharePoint.ApplicationPages" %>
<%@ Register Tagprefix="WebPartPages" Namespace="Microsoft.SharePoint.WebPartPages" Assembly="Microsoft.SharePoint, V
<%@ Register TagPrefix="wssuc" TagName="Welcome" src="~/_controltemplates/Welcome.ascx" %>
<%@ Register TagPrefix="wssuc" TagName="MUISelector" src="~/_controltemplates/MUISelector.ascx" %>
<%@ Register TagPrefix="wssuc" TagName="DesignModeConsole" src="~/_controltemplates/DesignModeConsole.ascx" %>
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html lang="<%$Resources:wss,language_value%>" dir="<%$Resources:wss,multipages_direction_dir_value%>" runat="server"
<head runat="server">
    <meta http-equiv="X-UA-Compatible" content="IE=8"/>
    <meta name="GENERATOR" content="Microsoft SharePoint"/>
    <meta name="progid" content="SharePoint.WebPartPage.Document"/>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>
    <meta http-equiv="Expires" content="0"/>
    <SharePoint:RobotsMetaTag runat="server"/>
    <title id="onetidTitle"><asp:ContentPlaceHolder id="PlaceHolderPageTitle" runat="server"/></title>
    <SharePoint:CssLink runat="server" Version="4"/>
    <SharePoint:Theme runat="server"/>
    <SharePoint:ULSClientConfig runat="server"/>
    <script type="text/javascript">
    var _fV4UI = true;
    </script>
    <SharePoint:ScriptLink language="javascript" name="core.js" OnDemand="true" runat="server"/>
    <SharePoint:CustomJSUrl runat="server"/>
    <SharePoint:SoapDiscoveryLink runat="server"/>
    <asp:ContentPlaceHolder id="PlaceHolderAdditionalPageHead" runat="server"/>
    <SharePoint:DelegateControl runat="server" ControlId="AdditionalPageHead" AllowMultipleControls="true"/>
    <SharePoint:SPShortcutIcon runat="server" IconUrl="/_layouts/images/favicon.ico"/>
    <asp:ContentPlaceHolder id="PlaceHolderBodyAreaClass" runat="server"/>
    <asp:ContentPlaceHolder id="PlaceHolderTitleAreaClass" runat="server"/>
    <SharePoint:SPPageManager runat="server"/>
    <SharePoint:SPHelpPageComponent Visible="false" runat="server"/>
</head>
<body scroll="no" onload="if (typeof(_spBodyOnLoadWrapper) != 'undefined') _spBodyOnLoadWrapper();" class="v4master">
  <form runat="server" onsubmit="if (typeof(_spFormOnSubmitWrapper) != 'undefined') {return _spFormOnSubmitWrapper();
```

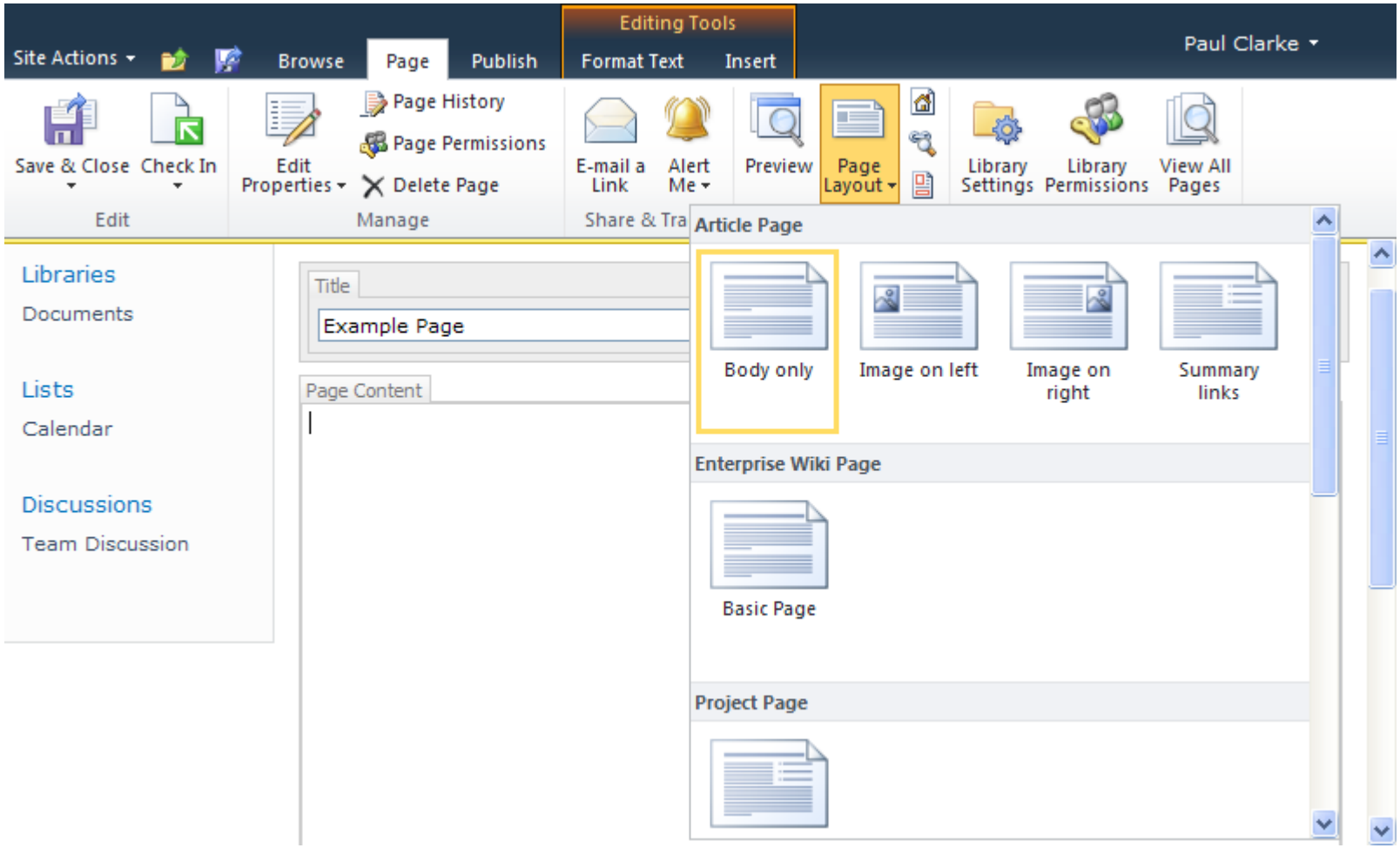
Master Pages



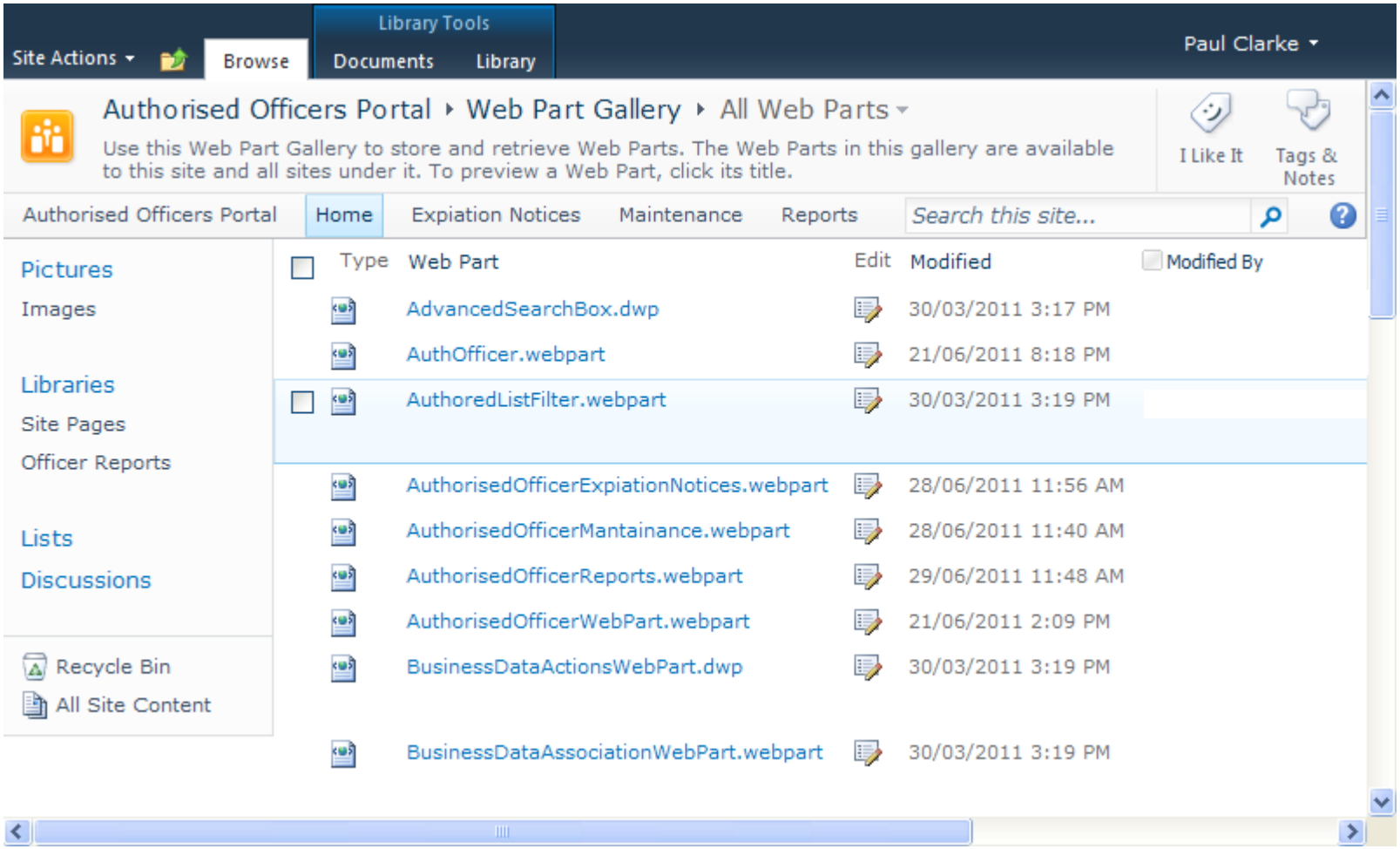
Master Pages



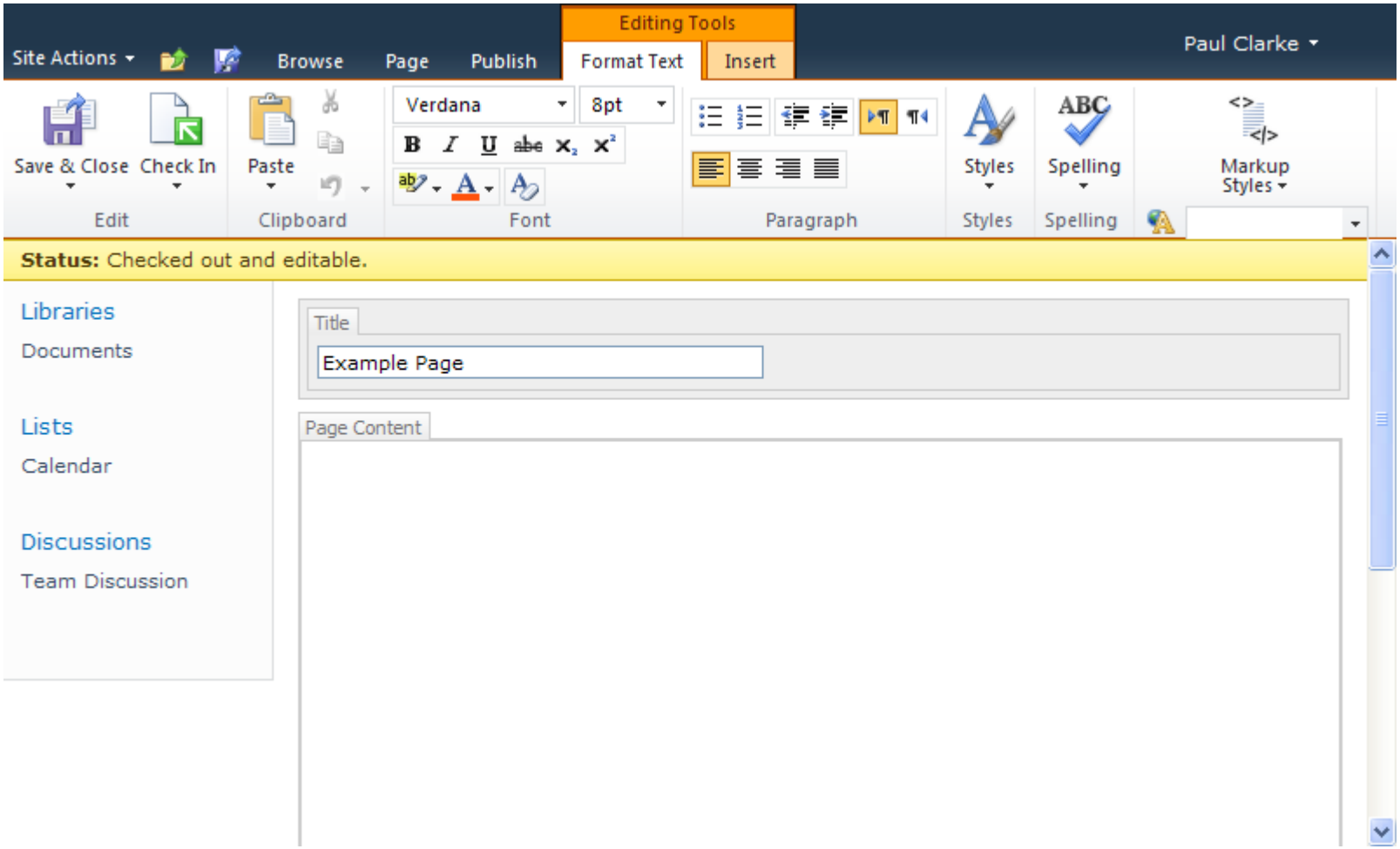
Page Layouts



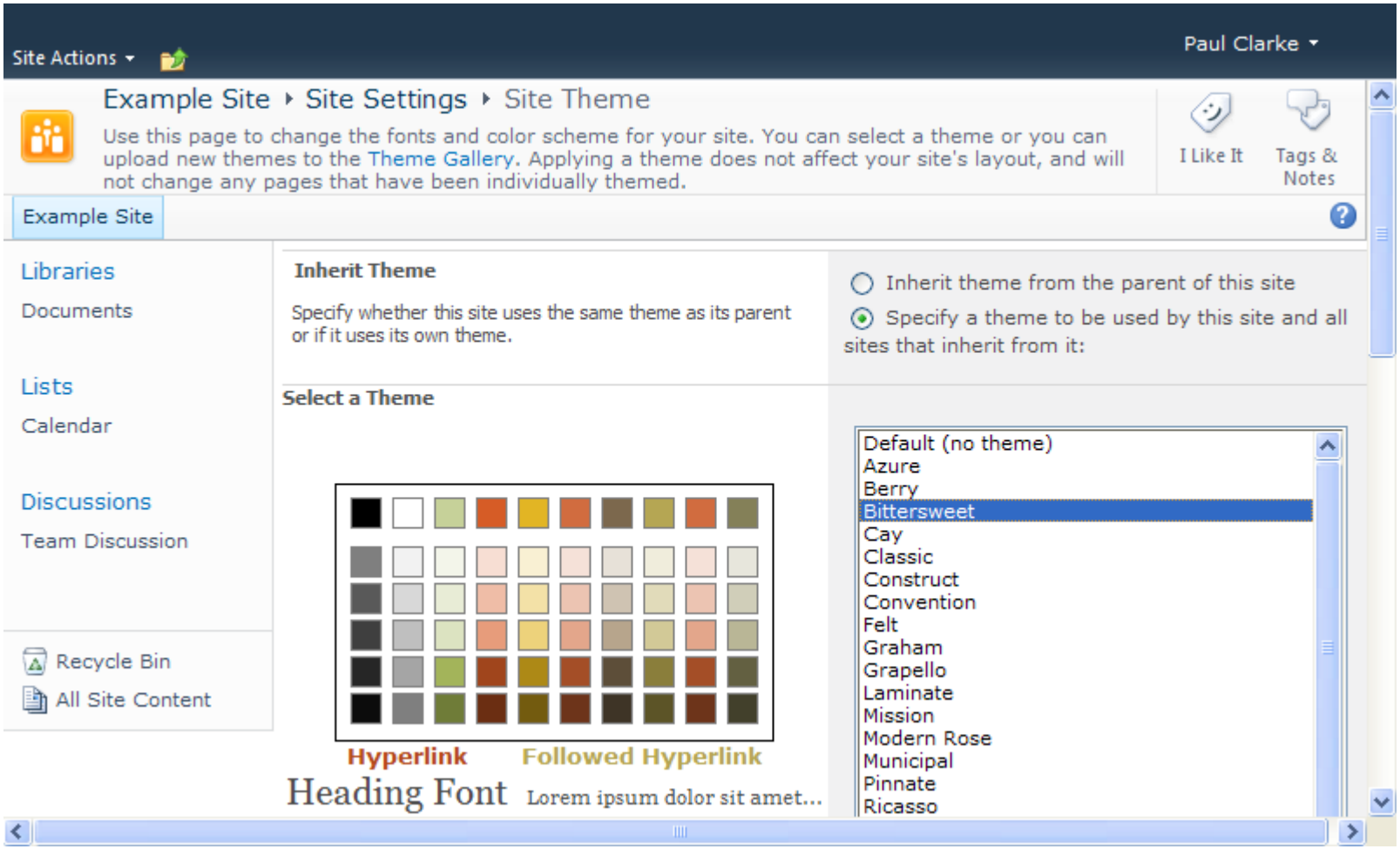
Web Parts


Site Actions
Browse
Library Tools
Documents
Library
Paul Clarke
Authorised Officers Portal ▸ Web Part Gallery ▸ All Web Parts
Use this Web Part Gallery to store and retrieve Web Parts. The Web Parts in this gallery are available to this site and all sites under it. To preview a Web Part, click its title.
I Like It
Tags & Notes
Authorised Officers Portal
Home
Expiation Notices
Maintenance
Reports
Search this site...
Pictures
Images
Libraries
Site Pages
Officer Reports
Lists
Discussions
Recycle Bin
All Site Content
Type
Web Part
Edit
Modified
Modified By
AdvancedSearchBox.dwp 30/03/2011 3:17 PM
AuthOfficer.webpart 21/06/2011 8:18 PM
AuthoredListFilter.webpart 30/03/2011 3:19 PM
AuthorisedOfficerExpiationNotices.webpart 28/06/2011 11:56 AM
AuthorisedOfficerMantainance.webpart 28/06/2011 11:40 AM
AuthorisedOfficerReports.webpart 29/06/2011 11:48 AM
AuthorisedOfficerWebPart.webpart 21/06/2011 2:09 PM
BusinessDataActionsWebPart.dwp 30/03/2011 3:19 PM
BusinessDataAssociationWebPart.webpart 30/03/2011 3:19 PM

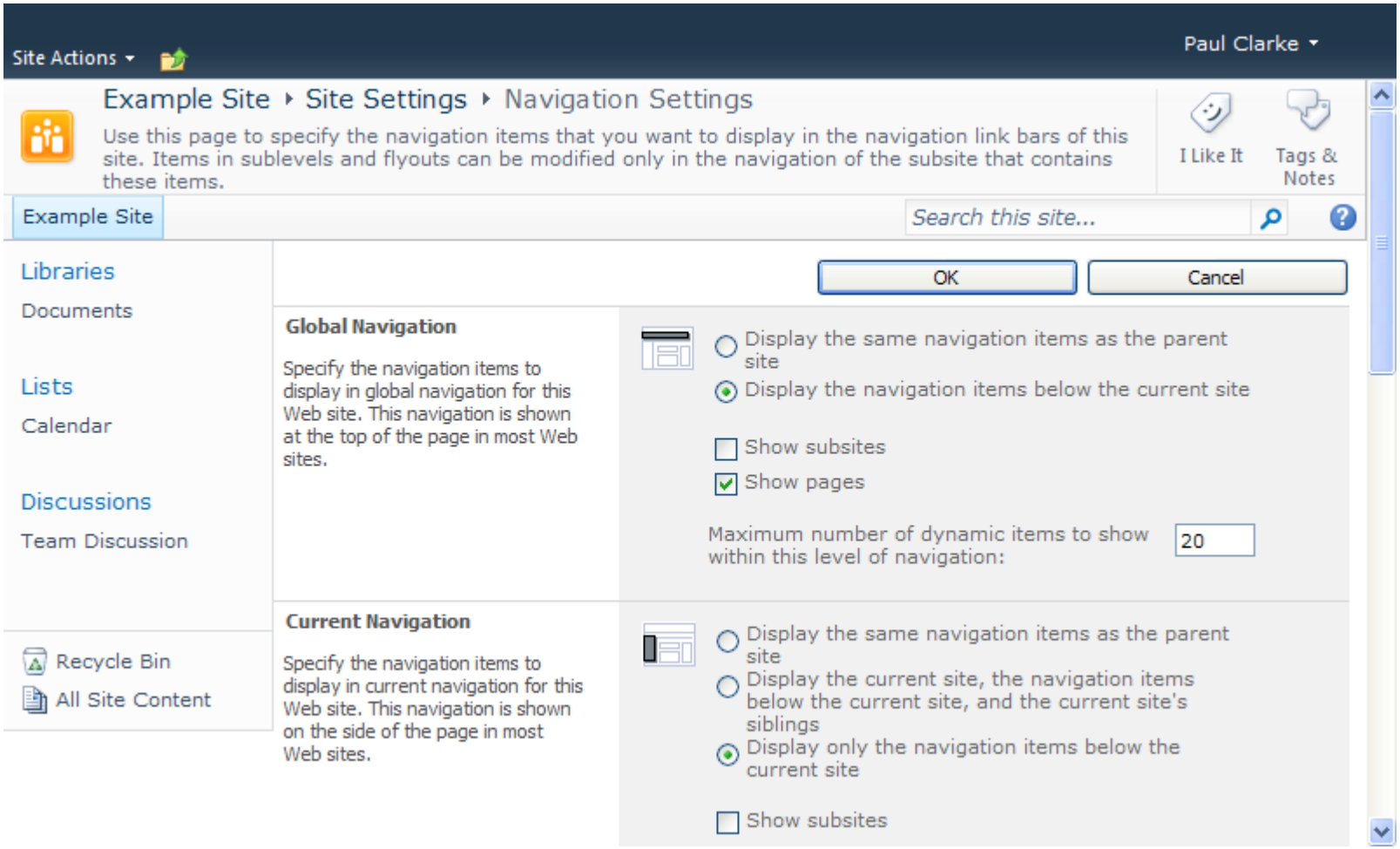
Ribbon


Site Actions
Browse
Page
Publish
Editing Tools
Format Text
Insert
Paul Clarke
Save & Close
Check In
Edit
Paste
Clipboard
Verdana
8pt
Font
Paragraph
Styles
Spelling
Markup Styles
Status: Checked out and editable.
Libraries
Documents
Lists
Calendar
Discussions
Team Discussion
Title
Example Page
Page Content

Themes


Site Actions
Paul Clarke
Example Site ▸ Site Settings ▸ Site Theme
Use this page to change the fonts and color scheme for your site. You can select a theme or you can upload new themes to the Theme Gallery. Applying a theme does not affect your site's layout, and will not change any pages that have been individually themed.
I Like It
Tags & Notes
Example Site
Libraries
Documents
Lists
Calendar
Discussions
Team Discussion
Recycle Bin
All Site Content
Inherit Theme
Specify whether this site uses the same theme as its parent or if it uses its own theme.
Inherit theme from the parent of this site
Specify a theme to be used by this site and all sites that inherit from it:
Select a Theme
Default (no theme)
Azure
Berry
Bittersweet
Cay
Classic
Construct
Convention
Felt
Graham
Grapello
Laminate
Mission
Modern Rose
Municipal
Pinnate
Ricasso
Hyperlink
Followed Hyperlink
Heading Font
Lorem ipsum dolor sit amet...

Navigation


Site Actions
Paul Clarke
Example Site ▸ Site Settings ▸ Navigation Settings
Use this page to specify the navigation items that you want to display in the navigation link bars of this site. Items in sublevels and flyouts can be modified only in the navigation of the subsite that contains these items.
I Like It
Tags & Notes
Example Site
Search this site...
Libraries
Documents
Lists
Calendar
Discussions
Team Discussion
Recycle Bin
All Site Content
OK
Cancel
Global Navigation
Specify the navigation items to display in global navigation for this Web site. This navigation is shown at the top of the page in most Web sites.
Display the same navigation items as the parent site
Display the navigation items below the current site
Show subsites
Show pages
Maximum number of dynamic items to show within this level of navigation:
20
Current Navigation
Specify the navigation items to display in current navigation for this Web site. This navigation is shown on the side of the page in most Web sites.
Display the same navigation items as the parent site
Display the current site, the navigation items below the current site, and the current site's siblings
Display only the navigation items below the current site
Show subsites

SharePoint Branding Techniques

- Site Icon
- Master Pages
- Page Layouts
- Web Parts
- Ribbon
- Themes
- Navigation
- CSS
- XSLT
- Delegate Controls

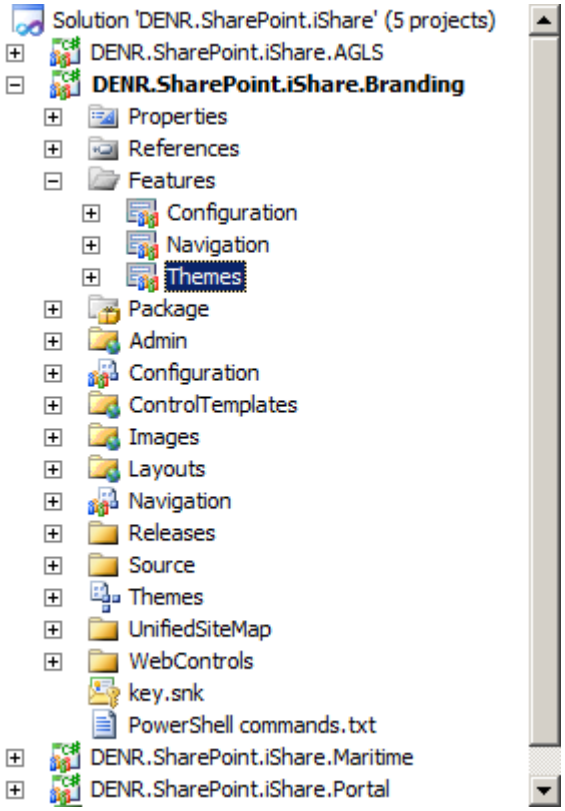
Branding SharePoint 2010

- Visual Studio 2010
- Delegate Controls
- ScriptLink
- CSSRegistration
- Themes & Themable CSS
- Silverlight
- Sitemap Provider
- Mapped Folders
- Ribbon Commands

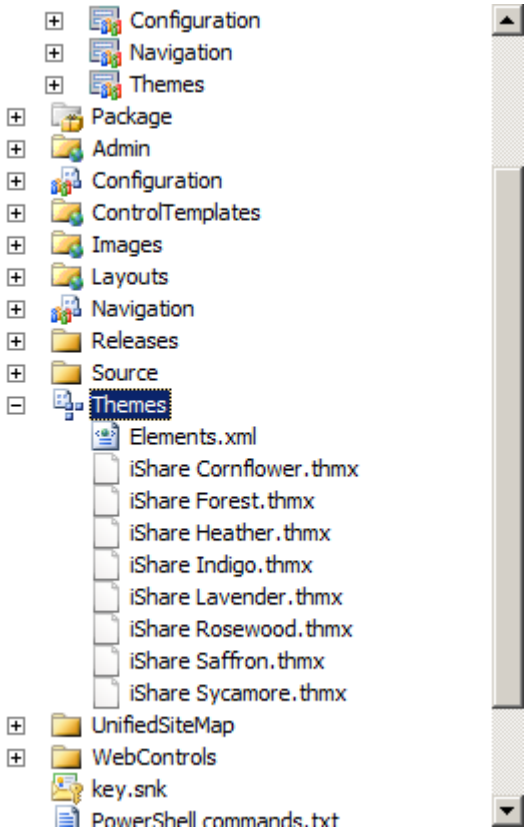
Branding in the wild

- Global Branding
  - Themes and Themable CSS
  - Mega Drop-Down Menu
  - Footer Control.
- Portal Assets
  - Weather Web Part
  - Announcements Web Part
  - Fat Footer Web Part
- Unified Site Map

Global Branding



Global Branding

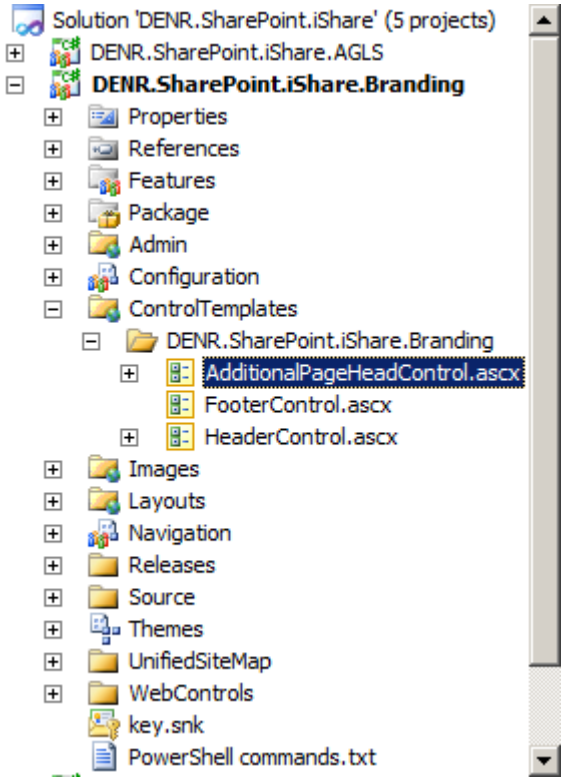


Global Branding

```
<?xml version="1.0" encoding="utf-8"?>
<Elements xmlns="http://schemas.microsoft.com/sharepoint/">
    <Control Id="AdditionalPageHead" Sequence="60" ControlSrc="~/_controltemplates/DENR.SharePoint.iShare.Branding/Addit

    <Module Name="Themes" List="123" Url="_catalogs/theme" Path="Themes" RootWebOnly="True">
        <File Url="iShare Cornflower.thmx" Type="GhostableInLibrary" Path="iShare Cornflower.thmx" IgnoreIfAlreadyExists
        <File Url="iShare Forest.thmx" Type="GhostableInLibrary" Path="iShare Forest.thmx" IgnoreIfAlreadyExists="True"
        <File Url="iShare Heather.thmx" Type="GhostableInLibrary" Path="iShare Heather.thmx" IgnoreIfAlreadyExists="True
        <File Url="iShare Indigo.thmx" Type="GhostableInLibrary" Path="iShare Indigo.thmx" IgnoreIfAlreadyExists="True"
        <File Url="iShare Lavender.thmx" Type="GhostableInLibrary" Path="iShare Lavender.thmx" IgnoreIfAlreadyExists="Tr
        <File Url="iShare Rosewood.thmx" Type="GhostableInLibrary" Path="iShare Rosewood.thmx" IgnoreIfAlreadyExists="Tr
        <File Url="iShare Saffron.thmx" Type="GhostableInLibrary" Path="iShare Saffron.thmx" IgnoreIfAlreadyExists="True
        <File Url="iShare Sycamore.thmx" Type="GhostableInLibrary" Path="iShare Sycamore.thmx" IgnoreIfAlreadyExists="Tr
    </Module>
</Elements>
```

Global Branding



Global Branding

Client Objects & Events | (No Events)

```
<%@ Assembly Name="$SharePoint.Project.AssemblyFullName$" %>
<%@ Import Namespace="Microsoft.SharePoint" %>
<%@ Register TagPrefix="SharePoint" Namespace="Microsoft.SharePoint.WebControls" Assembly="Microsoft.SharePoint, Version
<%@ Control Language="C#" AutoEventWireup="true" CodeBehind="AdditionalPageHeadControl.ascx.cs" Inherits="DENR.SharePoin
<SharePoint:CssRegistration Name="DENR.SharePoint.iShare.Branding/common.css" After="corev4.css" runat="server" />
<SharePoint:CssRegistration Name="Themable/DENR.SharePoint.iShare.Branding/themed.css" After="DENR.SharePoint.iShare.Bra
<SharePoint:ScriptLink language="javascript" name="DENR.SharePoint.iShare.Branding/jquery-1.6.1.min.js" Localizable="fal
<SharePoint:ScriptLink language="javascript" name="DENR.SharePoint.iShare.Branding/jquery.ba-resize.min.js" Localizable=
<SharePoint:ScriptLink language="javascript" name="DENR.SharePoint.iShare.Branding/jquery.cookie.min.js" Localizable="fa
<SharePoint:ScriptLink language="javascript" name="DENR.SharePoint.iShare.Branding/common.js" Localizable="false" OnDema
<SharePoint:SPShortcutIcon IconUrl="/_layouts/images/DENR.SharePoint.iShare.Branding/favicon.ico" runat="server" />
<script type="text/javascript" language="javascript">
/* <![CDATA[ */
    _spBodyOnLoadFunctionNames.push("iShareOnLoad");
/* ]]> */
</script>
<!--[if IE]>
<script type="text/javascript" language="javascript">
/* <![CDATA[ */
    _spBodyOnLoadFunctionNames.push("iShareIEOnLoad");
/* ]]> */
</script>
<![endif]-->
```

Global Branding

```
/************************/
/*      Body            */
/************************/

html {
    height: 100%;
    overflow: auto;
}

html.ms-dialog {
    background: none !important;
}

@media print {
    html {
        height: auto;
    }
}

body.v4master {
    overflow: visible;
}

html.ms-dialog body.v4master {
    background: none;
}

body.v4master, body #s4-ribboncont, #WebPartAdderUpdatePanelContainer {
    margin: 0 auto;
    max-width: 1200px;
    min-width: 890px;
    padding: 0 55px;
    width: auto;
}
```

Global Branding

```
/************************/
/*     Reset Fonts      */
/************************/

.ms-toolbar, .ms-menutoolbar td a, td.ms-menutoolbarheader, .ms-listheaderlabel, .ms-viewselector, .m
    /* [ReplaceFont(themeFont:"MajorFont")] */font-family: Verdana;
}

/************************/
/*     Body             */
/************************/

body.v4master {
    /* [RecolorImage(themeColor:"Accent1",method:"Blending",includeRectangle:{x:0,y:0,width:10,height
    /* [ReplaceColor(themeColor:"Light2")] */background-color: #f5f5f5;
}

body #s4-ribbonrow, html.ms-dialog body #s4-ribbonrow {
    /* [RecolorImage(themeColor:"Accent1-Lightest",method:"Blending",includeRectangle:{x:0,y:2,width:
}

/************************/

/************************/
/*     Ribbon           */
/************************/

.ms-cui-ribbonTopBars {
    /* [RecolorImage(themeColor:"Accent1-Lightest",method:"Blending")] */background: url("/_layouts/I
}

.ms-siteactionsmenuinner .ms-menu-a, .ms-welcomeMenu a:link, .ms-cui-tt-a {
    /* [ReplaceColor(themeColor:"Dark1-Medium")] */color: #666 !important;
}
```

Site Actions

SPS2010-DEV02\Admin

iShare

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Government of South Australia
Department of Environment and Natural Resources

Announcements

120,000 plants to benefit Kangaroo Island habitat

Last weekend's planting festival attracted 676 volunteers with more than 100 different species planted.

Learn more

1 2 3 4 All »

15° 12°/17° Adelaide Scattered Clouds

Wed	Thu	Fri	Sat
12°/21°	10°/27°	8°/16°	8°/15°

Quick Links

Ochre updates

Sharepoint Information

Welcome to iShare

Enterprise information management system this is our future intranet technology and record management system. SharePoint is also a set of tools where we can develop business systems to manage our information.

SharePoint features and functions

How do I?

- Lorem ipsum dolor sit amet, consectetur.
- Aliquam varius odio vitae augue aliquam.
- Aliquam at nibh ante, amet semper.
- Duis sed nisl in augue porttitor vehir.

Events

There are no upcoming events.

Add event

People Search

Given Name Surname

Powered by SA Direct

Policies & Procedures

Search this site...

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Corporate Services
Regional Services
Policy
Strategy
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Office of the CE

Projects
Client Services Program Management Office

Communities
Crown Lands
Fire Management
Coorong Lower Lakes & Murray Mouth Projects
iShare Project Team

News
Announcements

Tools
EDRMS Tools
Forms
Policies, Procedures and Guidelines
Corporate Templates
Search

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Last modified: 02 September 2011

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iShare

Search this site...

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Government of South Australia
Department of Environment and Natural Resources

People ▸ Home

Counselling

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer massa metus, luctus at consequat sit amet, pulvinar ac quam. Sed ultrices nibh ac est sollicitudin pharetra.

Performance

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer massa metus, luctus at consequat sit amet, pulvinar ac quam. Sed ultrices nibh ac est sollicitudin pharetra.

Recruitment and Selection

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer massa metus, luctus at consequat sit amet, pulvinar ac quam. Sed ultrices nibh ac est sollicitudin pharetra.

Induction

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer massa metus, luctus at consequat sit amet, pulvinar ac quam. Sed ultrices nibh ac est sollicitudin pharetra.

Development

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer massa metus, luctus at consequat sit amet, pulvinar ac quam. Sed ultrices nibh ac est sollicitudin pharetra.

Training Resources

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer massa metus, luctus at consequat sit amet, pulvinar ac quam. Sed ultrices nibh ac est sollicitudin pharetra.

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Last modified: 16 August 2011

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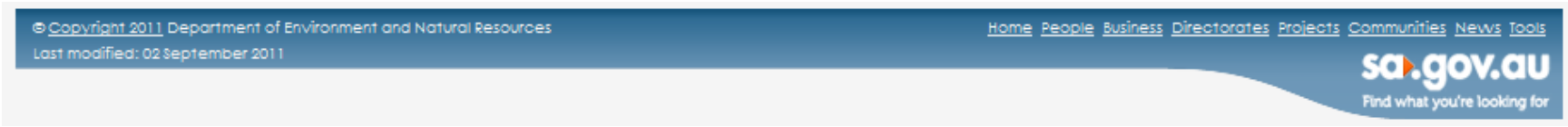
Global Branding

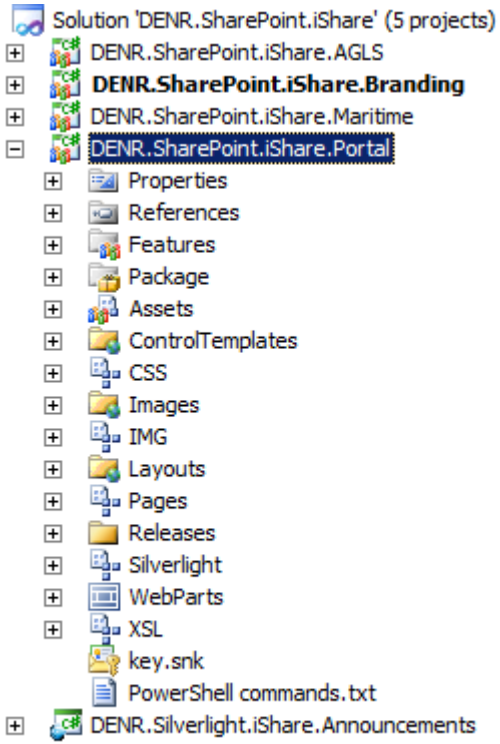



```
Control FormDigestPlaceHolder = this.Page.Master.FindControl("PlaceHolderFormDigest");
if (FormDigestPlaceHolder != null)
{
    Control footerControl = Page.LoadControl("~/_controltemplates/DENR.SharePoint.iShare.Branding/FooterControl.ascx");
    if (footerControl != null)
    {
        FormDigestPlaceHolder.Controls.Add(footerControl);
    }
}
```

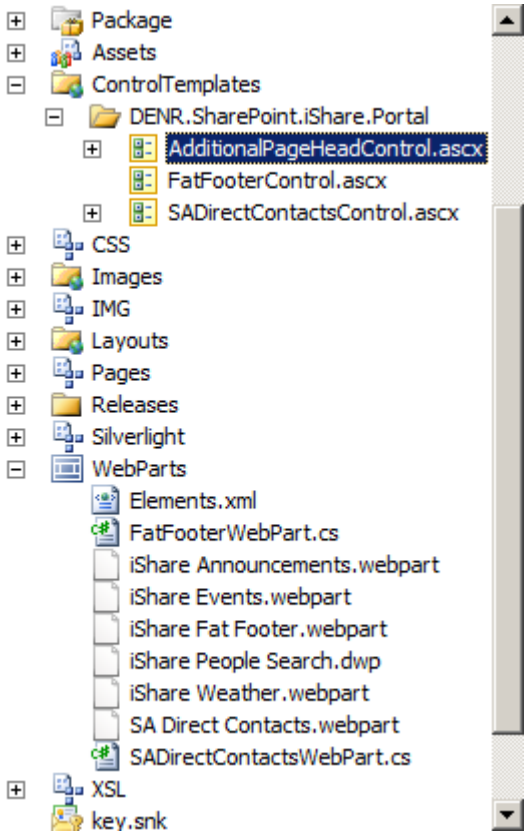
Global Branding

```
<%@ Register TagPrefix="SharePoint" Namespace="Microsoft.SharePoint.WebControls" Assembly="Microsoft.SharePoint, Ve
<%@ Register Tagprefix="iShare" Namespace="DENR.SharePoint.iShare.Branding.WebControls" Assembly="$SharePoint.Proje
<%@ Register Tagprefix="UnifiedSiteMap" Namespace="DENR.SharePoint.iShare.Branding.UnifiedSiteMap" Assembly="$Share
<div class="is-pageFooter s4-notdlg">
    <div class="is-pageFooterContainer">
        <ul class="copyright">
            <li class="first">&copy; <a href="http://sa.gov.au/static/copyright.aspx" target="_blank">Copyright <iS
            <li class="last"><iShare:PageProperty Property="Modified" Format="Last modified: {0}" DateTimeStyle="dd
        </ul>
        <SharePoint:AspMenu
            ID="TopNavigationMenuV4"
            Runat="server"
            EnableViewState="false"
            DataSourceID="footerSiteMap"
            AccessKey="<%$Resources:wss,navigation_accesskey%>"
            UseSimpleRendering="true"
            UseSeparateCss="false"
            Orientation="Horizontal"
            StaticDisplayLevels="2"
            MaximumDynamicDisplayLevels="0"
            SkipLinkText=""
            CssClass="links" />
        <UnifiedSiteMap:DataSource
            SiteMapProvider="UnifiedSiteMapProvider"
            id="footerSiteMap"
            runat="server" />
        <ul class="sa_gov_au">
            <li><a href="http://www.sa.gov.au" title="Link to sa.gov.au - find what you're looking for" target="_bl
        </ul>
    </div>
</div>
```

Portal Assets



Portal Assets



Portal Assets

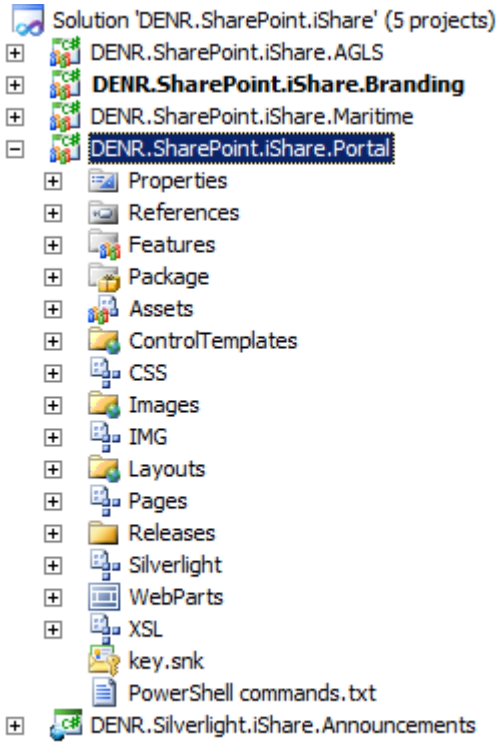
```
<xsl:stylesheet xmlns:xs="http://www.w3.org/2001/XMLSchema" version="1.0" exclude-result-prefixes="xsl msxsl ddwrt" xmln
  <xsl:output method="html" indent="no"/>

  <xsl:variable name="current" select="/dsQueryResponse/Weather__x0028_current_x0029_/current_observation" />
  <xsl:variable name="forecast" select="/dsQueryResponse/Weather__x0028_forecast_x0029_/forecast" />
  <xsl:variable name="time">
    <xsl:choose>
      <xsl:when test="substring-before(substring-after(string(ddwrt:TodayIso()),'T'),':') &lt; 8 and substring-before(su
      <xsl:otherwise>day</xsl:otherwise>
    </xsl:choose>
  </xsl:variable>

  <xsl:template match="/" xmlns:xs="http://www.w3.org/2001/XMLSchema" xmlns:asp="http://schemas.microsoft.com/ASPNET/20"
    <xsl:text disable-output-escaping="yes">&lt;SharePoint:CssRegistration name=&quot;&lt;% $SPURL:~SiteCollection/Style
    <div class="is-weather ms-WPBody">
      <h4 class="current">
        <xsl:value-of select="$current/temp_c" />&#176;
      </h4>
      <span class="current {$current/icon} {$time}" />
      <p class="current">
        <strong>
          <xsl:value-of select="$current/display_location/city" />
        </strong>
        <br />
    <xsl:value-of select="$current/weather" />

      </p>
      <h5 class="forecast">
        <xsl:value-of select="$forecast/simpleforecast/forecastday/low/celsius" />&#176;/<xsl:value-of select="$forecast
      </h5>
      <ul class="forecast">
        <xsl:for-each select="$forecast/simpleforecast/forecastday[period &gt; 1 and period &lt; 6]">
          <li>
```

Portal Assets



Unified Site Map

The Problem:

- Site Collections are required for each business unit and project team.
- Web Applications are required for different activities, e.g. Projects, Teams, Services etc.
- SharePoint Site Collections are the root of their own navigation.
- Web Applications are configured to run as different user accounts and are therefore unable to access content databases on other web applications.
- The top navigation needs to be consistent across all branded pages within the Portal.
- The Portal is defined as a group of Sites contained within various Site Collections on various Web Applications throughout the Farm.
- Navigation must be configured as per the out of the box methods.
- Sites that the user doesn't have permissions for must not appear.

Questions?

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