

Microsoft SharePoint Branding & Customization

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Colombo .NET User Group (CDNUG)

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~ Agenda ~

- List of upcoming Sessions
- What is SharePoint Branding?
- Why Brand?
- Real world examples
- Architecture of SharePoint Branding
- Tools for Branding
- SharePoint Branding Options
- OOB Customization
- Developer Focused Customization
- Resources / Links

~ Upcoming Sessions ~

There will be **5** Sessions with following topics.

- SharePoint Concepts: Web Content Management
- Before You Start - Requirements Gathering
- Getting to Know SharePoint Designer
- SharePoint - Master Pages
- SharePoint - CSS
- SharePoint - Page Layouts
- SharePoint - Role-based site Templates
- SharePoint - Site Definitions
- Applying What You Have Learned

~ What is SharePoint Branding? ~

Branding is how you apply an Organization's identity to an existing software application through customization of a (SharePoint) portal site.

- Logos
- Fonts
- Color Schemes
- Graphical Treatment
- Traits or Characteristics
- SharePoint provides a Web 2.0, multi-dimensional, dynamic brand experience

Arial

Arial Italic

Arial Bold

Fonts for internal documents

Avenir Light

Avenir Medium



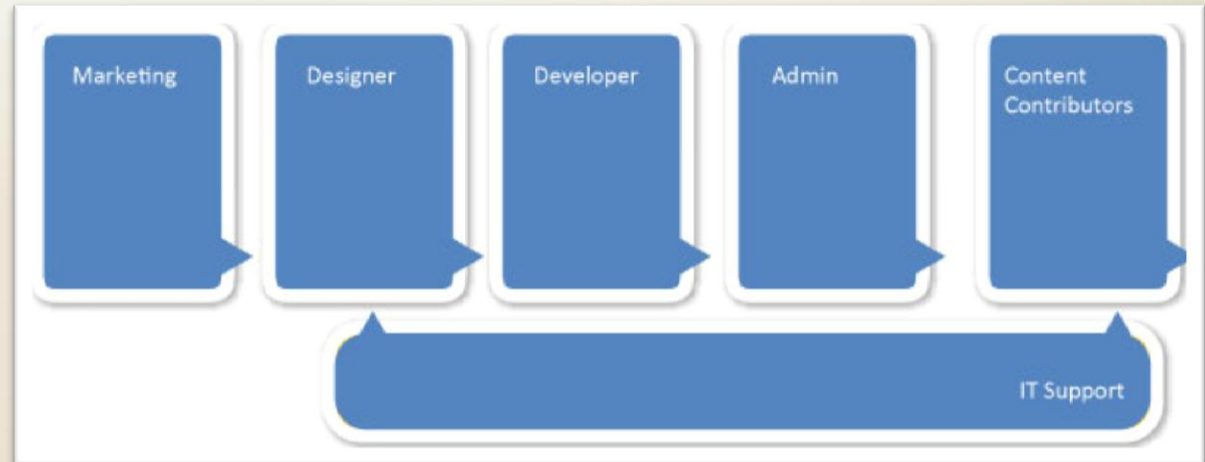
~ Why Brand? ~

- To establish corporate identity and ownership.
- To reinforce enterprise standards.
- For ease of use.
- To create a sense of place.

* Any customization that goes beyond modifying the look and feel of the portal site is not considered branding.

~ Typical Roles and Responsibilities in a SP project ~

- **Marketing**
 - Ideas
 - Branding guidelines
- **Designer**
 - Design Concepts
 - Implementation of HTML, Graphics and CSS
- **Developer**
 - Custom web part development
- **Admin**
 - Content approver
 - Set up for roles
- **Content Contributor**
 - Updates to content
- **IT**
 - Environment setup
 - Security



~ Real World Examples ~

SharePoint is a Microsoft Product. So, How far can we reach with SharePoint Customizations?

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02.12. - 15.12.

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The screenshot shows the beta version of the Hed Kandi website. At the top, a purple banner features promotional text for 'HI-FIDELITY SOULFUL HOUSE FRESH FROM THE DEEP' and 'NO HALO / JOEY NEGRO PRESENTS THE SUNBURST BAND'. Below this is the 'hedkandi' logo and a search bar. A navigation menu includes links for HOME, MUSIC, RADIO, EVENTS, NEWS, WIN, TV, ARTWORK, SHOP, DOWNLOADS, BEAUTY, and NYE. A 'The Mix 2009' player is visible on the right. The main banner advertises 'hedkandi The Grand Circus' with a central image of a performer and two circular call-to-action buttons: 'TICKETS ON SALE NOW' and 'CLICK HERE FOR MORE INFO'. Below the banner are 'Login' and 'Register' links. The page is divided into several sections: 'news' with a list of recent articles, 'music' featuring 'The Latest Kandi Sounds', 'events' with a photo of a couple, 'gallery' with a photo of a woman, and 'tv' with a 'kandi vision' logo. The footer shows a taskbar with an 'Internet' browser icon and a 100% zoom level.

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FRESH FROM THE DEEP
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Stat
Launch Player

hedkandi
The Grand Circus

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CLICK HERE

CLICK HERE FOR MORE INFO

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indigo₂ @ The O₂

Hed Kandi Login Register

news

27/11/2008
Love Kandi? Love...
More

25/11/2008
Oxford This Week...
Saturday 29th Novembe...
More

17/11/2008
The Mix 2009 - O...
Out Monday 17.11.08 ...
More

13/11/2008
Robin S Shows Us...
The biggest track fro...
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Galaxy in Scotla...
Hed Kandi expands its bro...
More

27/10/2008

music

The Latest Kandi Sounds
More

events

gallery

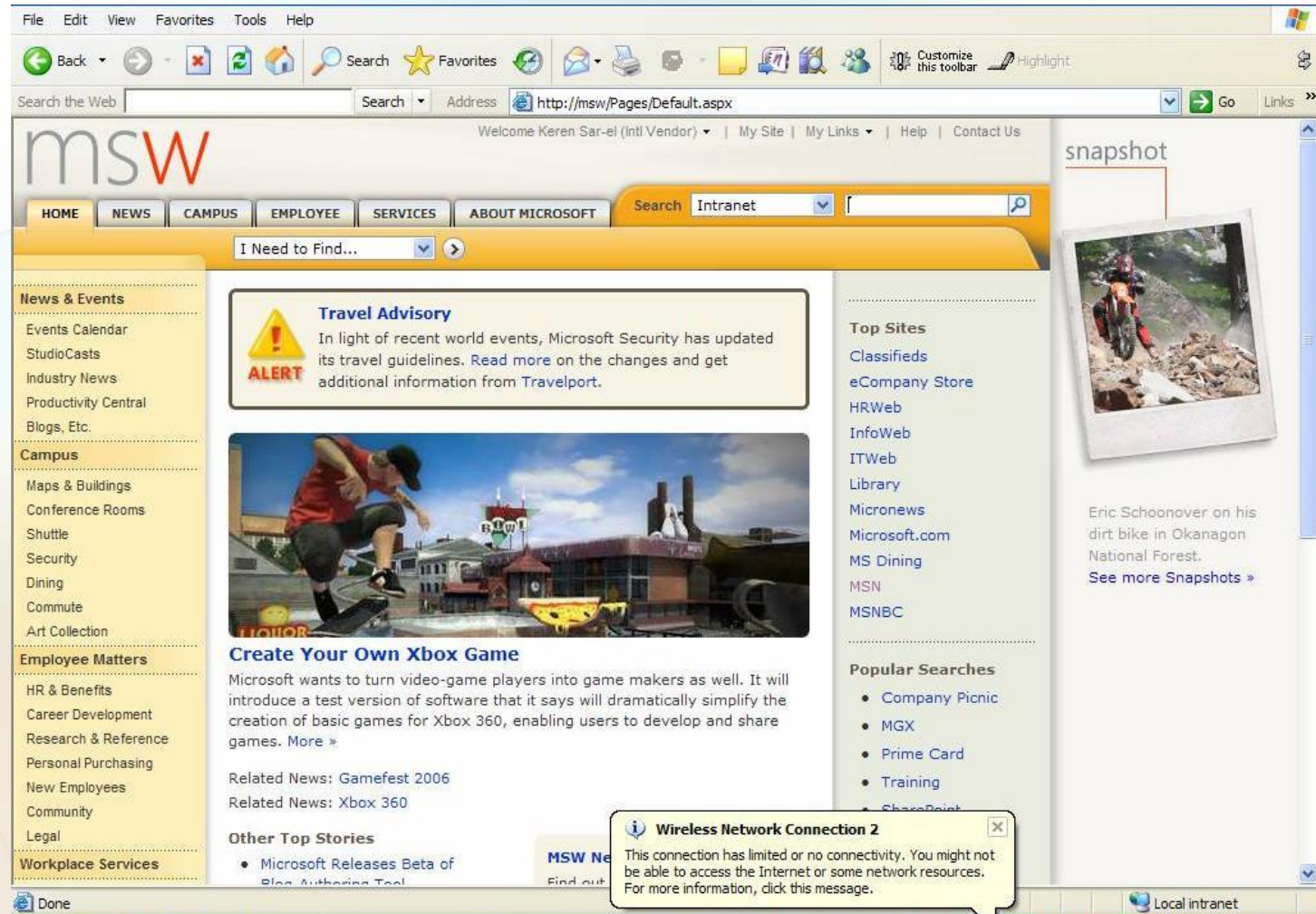
Go

hedkandi

tv
kandi vision
Go

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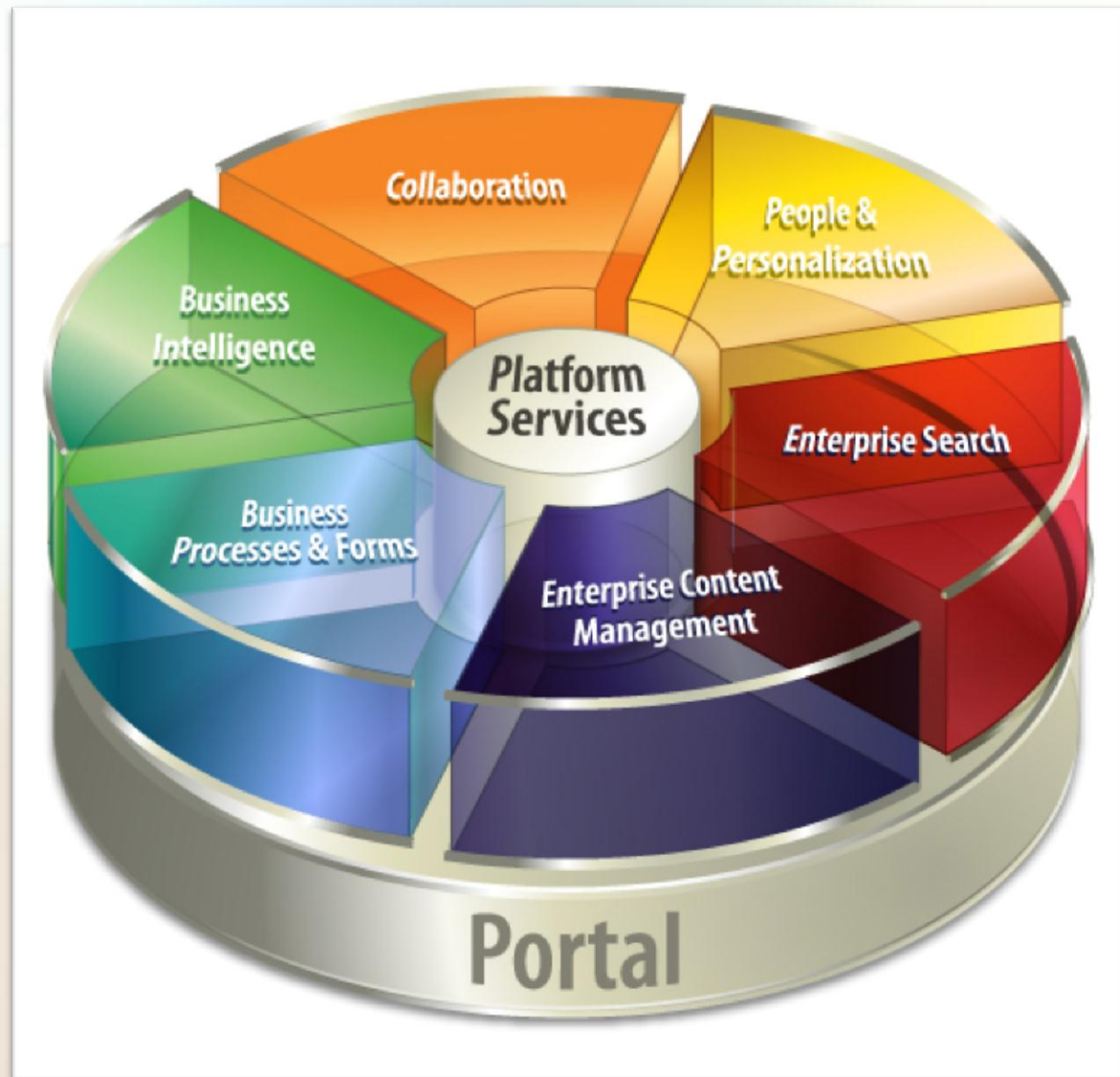
MSW - Microsoft for Web



Glu Mobile - <http://www.glu.com>



~ Microsoft SharePoint Platform ~

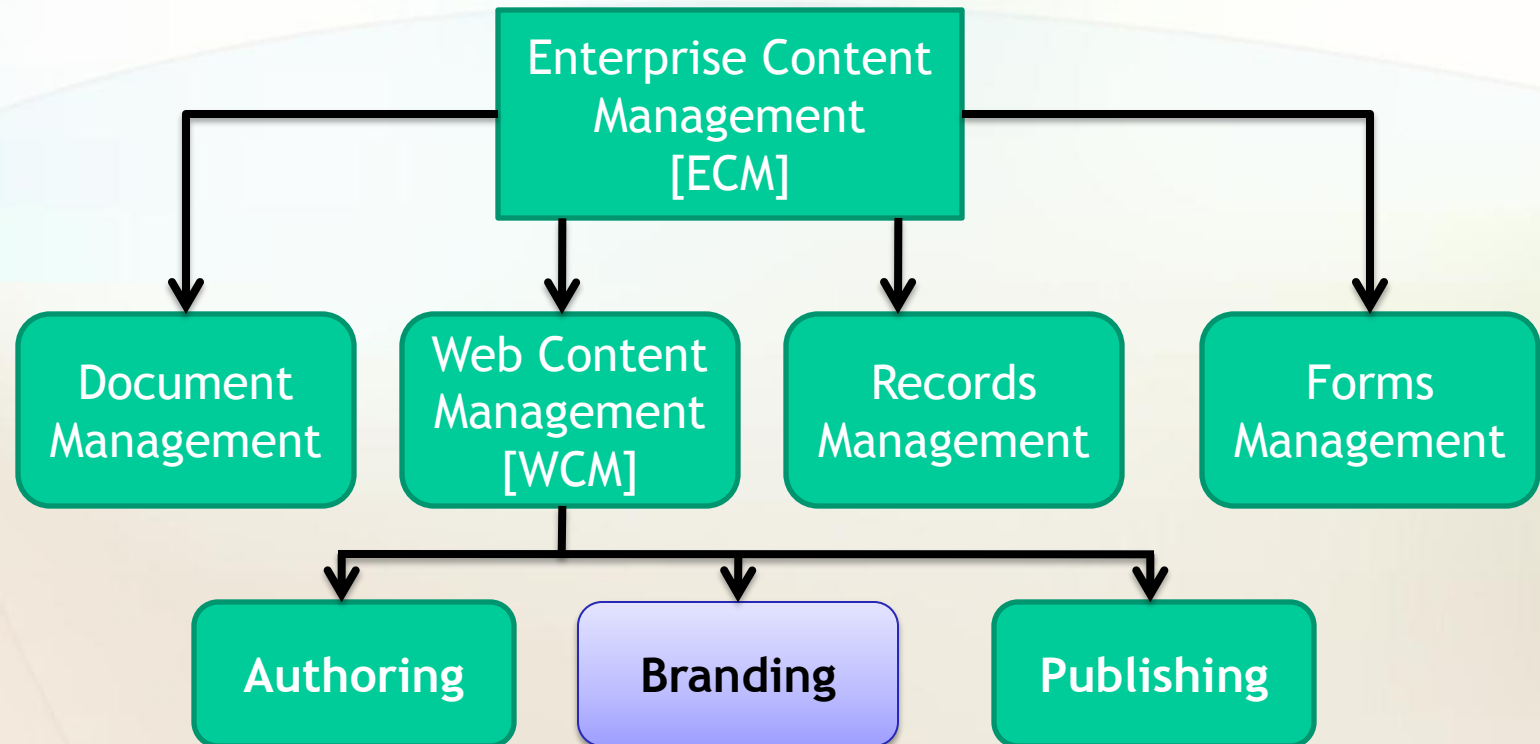


~ Microsoft SharePoint Platform ~

- **Intranets and Extranets** focus on content and functionality and might have different branding requirements
- **Websites** have a much larger focus on user experience



~ How Branding plug in to the SharePoint Platform ~



~ Web Content Management ~

- **Author and publish content quickly and easily.** Business groups can author and publish Web content in a timely manner with easy-to-use authoring tools and integrated workflows with minimal IT involvement.
- **Maintain a consistent look and feel throughout your Web sites.** Maintain consistency by providing approved master pages and page layouts that enable branding and navigation of the site to be specified once and reused by content authors.
- **Lower deployment and management costs your Web sites.** Implement a single multi-tier infrastructure for publishing content to intranet, extranet, and Internet sites.

~ Tools for Branding ~

- SharePoint Designer 2007
 - Create/customize master pages, page templates, CSS
 - Create new / modify existing sites
 - Create SharePoint lists and libraries
 - Build workflows
 - No code solutions
 - More
- Visual Studio 2005 / 2008
 - Build server controls, custom controls, web parts
 - Develop pages with code behind
 - Complicated workflows
 - Custom providers
 - More

~ SharePoint Branding Options ~

- Out Of the Box Customization (OOB)
- Developer Focused Customization

~ Out Of the Box Customization ~

~Out Of the Box customization means “No Code Required” ~

- Adding Web Parts and moving them from Zone to Zone
- Update Logo, Title, etc...
- Changing properties of Web Parts
- Adding Meta Data Columns to list or site
- Creating filtered Views
- Applying site Themes
- Creating Sites, Web Part Pages
- Creating list or site templates
- Etc...

~ Out Of the Box Customization ~

Advantages:

- Faster time to market
- Lower development and maintenance costs
- High quality, tested code
- Persistent user interface

~ Developer focused Customization ~

Developer focused customization are the more advanced customization that require the user of code and tools, such as Microsoft Office SharePoint Designer (SPD 2007) and Microsoft Visual Studio 2005/2008.

- Master Pages
- Page Layouts
- Cascading Style Sheets (CSS)
- Role based site Templates
- Site Definitions
- Navigation

~ Useful Links ~

- <http://www.heathersolomon.com>
- <http://www.cleverworkarounds.com/>
- <http://msdn.microsoft.com/en-gb/library/aa830818.aspx>
- <http://www.brandingsharepoint.com/>
- <http://designshare.wordpress.com/>
- <http://www.sharepointdesignerstepbystep.com/>
- <http://blogs.msdn.com/sharepointdesigner/>
- <http://office.microsoft.com/en-us/sharepointdesigner/FX100487631033.aspx>

Q & A



END