

POWER TO THE PEOPLE:  
DESIGN IN THE HANDS OF  
THE USER

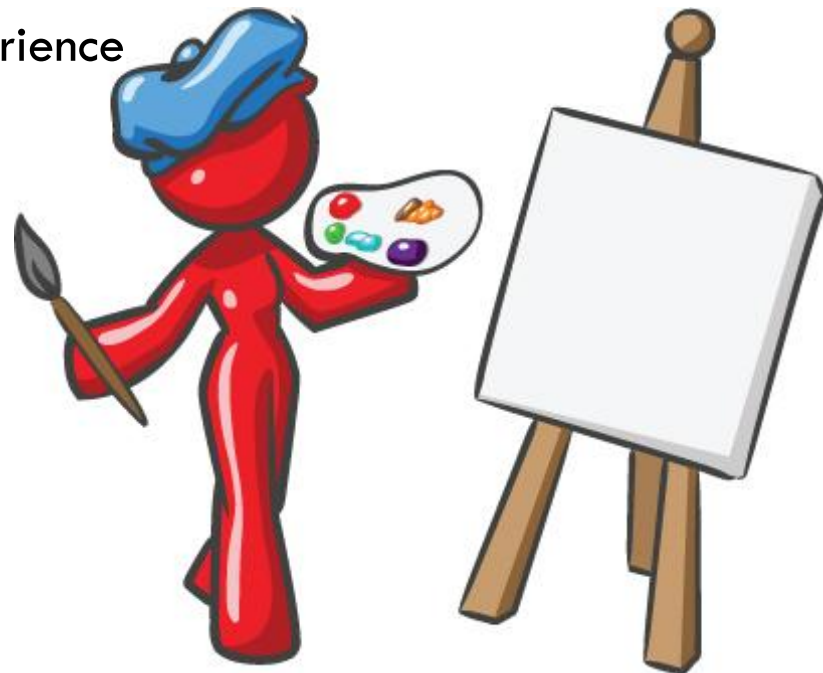


Cathy Dew – CTS, Inc.

# Who Am I?

## □ **Cathy Dew**

- Graphic Designer and Consultant, CTS
- MCTS Certified
- Based out of Birmingham, Alabama
- 3 years of SharePoint branding experience
- President and Founder of the  
Birmingham SharePoint Users Group
- Trainer in SharePoint  
for New Horizons Learning Center
- [catpaint1](#) on Twitter



# CTS, Inc. Company Overview

- ❑ Technology based Professional Services Firm established in 1993
- ❑ Offices in Birmingham, AL, Atlanta, GA & Mobile, AL
- ❑ 130+ employees
- ❑ 210+ clients
- ❑ 5+ years of SharePoint® experience
- ❑ 45 SharePoint® Projects
- ❑ 14 MOSS Certified Consultants



# What is Branding?

Why does it matter to me? Why should it matter to me?

# What is Branding?

- Branding:
  - ▣ The act of building a specific image or identity that people recognize in relation to your company
- Website Branding:
  - ▣ The colors, fonts, logos, and supporting graphics that make up the general look and feel of a corporate website.
- Branding for SharePoint
  - ▣ Master Pages, Page Layouts, CSS, Web Parts, XSLT, images, etc.

# Why Branding?

- Delivers your message clearly
- Confirms your credibility
- Connects your target prospects emotionally
- Motivates the buyer
- Cements user loyalty



# SharePoint 2010 Branding

Themes

Master Pages

# Master Pages

- These have changed since 2007. Now Master Pages are no longer table based!

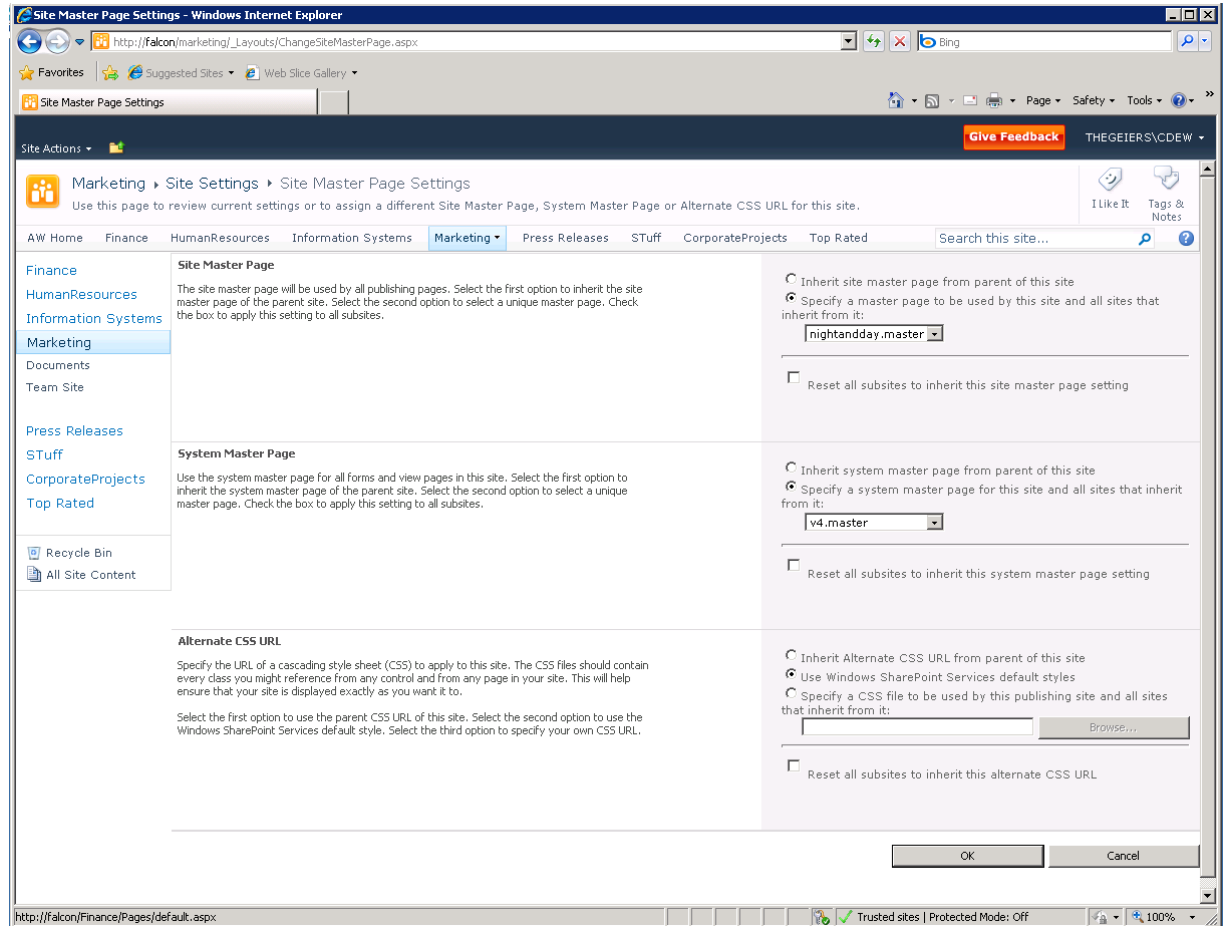


# Master Pages

- Now our designs can easily be applied to all the pages including the `_layouts` pages
- A few new considerations come with the new Master Pages like the dialog boxes
- I highly recommend you Download Randy Drisgill's Starter Master Pages on CodePlex (since he has been so nice to create them and comment them for us, Thanks Randy)
  - (<http://startermasterpages.codeplex.com/>)

# 2010 Master Pages

Selecting a Master Page is still easy through the UI



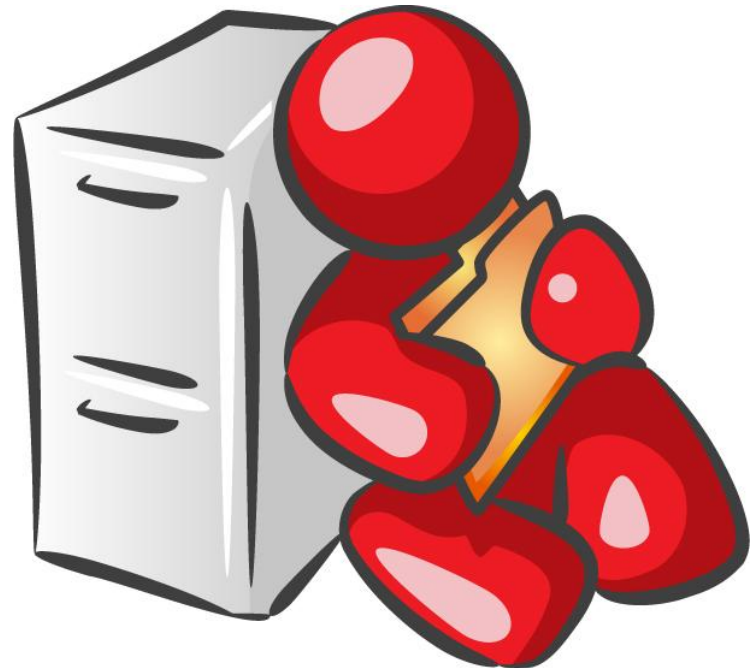
# Master Pages and SPD

Again, thanks to Randy for commenting out the master pages!

```
<!-- top navigation area -->
<div class="sd-notdigi">
  <!-- top navigation publishing data source -->
  <PublishingNavigation:PortalSiteMapDataSource
    ID="TopSiteMap"
    sumat="server"
    EnableViewState="false"
    SiteMapProvider="CombinedNavSiteMapProvider"
    StartFromCurrentMode="true"
    StartingPageEffect="on"
    ShowStartingNode="false"
    TitleNonCurrentTypes="Heading"/>
  <!-- top navigation menu (set to use the new Simple Rendering) -->
  <SharePoint:AppMenu
    ID="TopNavigationMenu"
    sumat="server"
    EnableViewState="false"
    DataSourceID="TopSiteMap"
    AccessKey="<44Resource:193, navigation_accesskey>"
    NeedDisplay="true"
    HasSeparateCss="false"
    Orientation="Horizontal"
    StaticDisplayLevel="1"
    ShowDynamicDisplayLevel="1"
    ShippingText=""
    CssClass="sd-tn"
  </SharePoint:AppMenu
</div>
<!-- page editing status bar -->
<div class="sd-notdigi">
  <div id="PageStatusBar" class="sd-status-1"></div>
</div>
<!-- was_contentdiv helps SharePoint put the web part editing pane in the main body on the right -->
<div id="MSO_ContentDiv" sumat="server">
  <!-- styles needed to have left nav to the left of the main area -->
  <div class="customLeftHolder sd-notdigi">
    <!-- The quick launch bar / left navigation -->
    <asp:ContentPlaceHolder id="PlaceHolderLeftNavBar" sumat="server">
      <PublishingNavigation:PortalSiteMapDataSource
```

# CSS

- Lots of lines of css in 2007, unfortunately that didn't change much in 2010
- Still almost 8,000 lines of CSS in corev4.css alone
- CSS still makes me a little tired

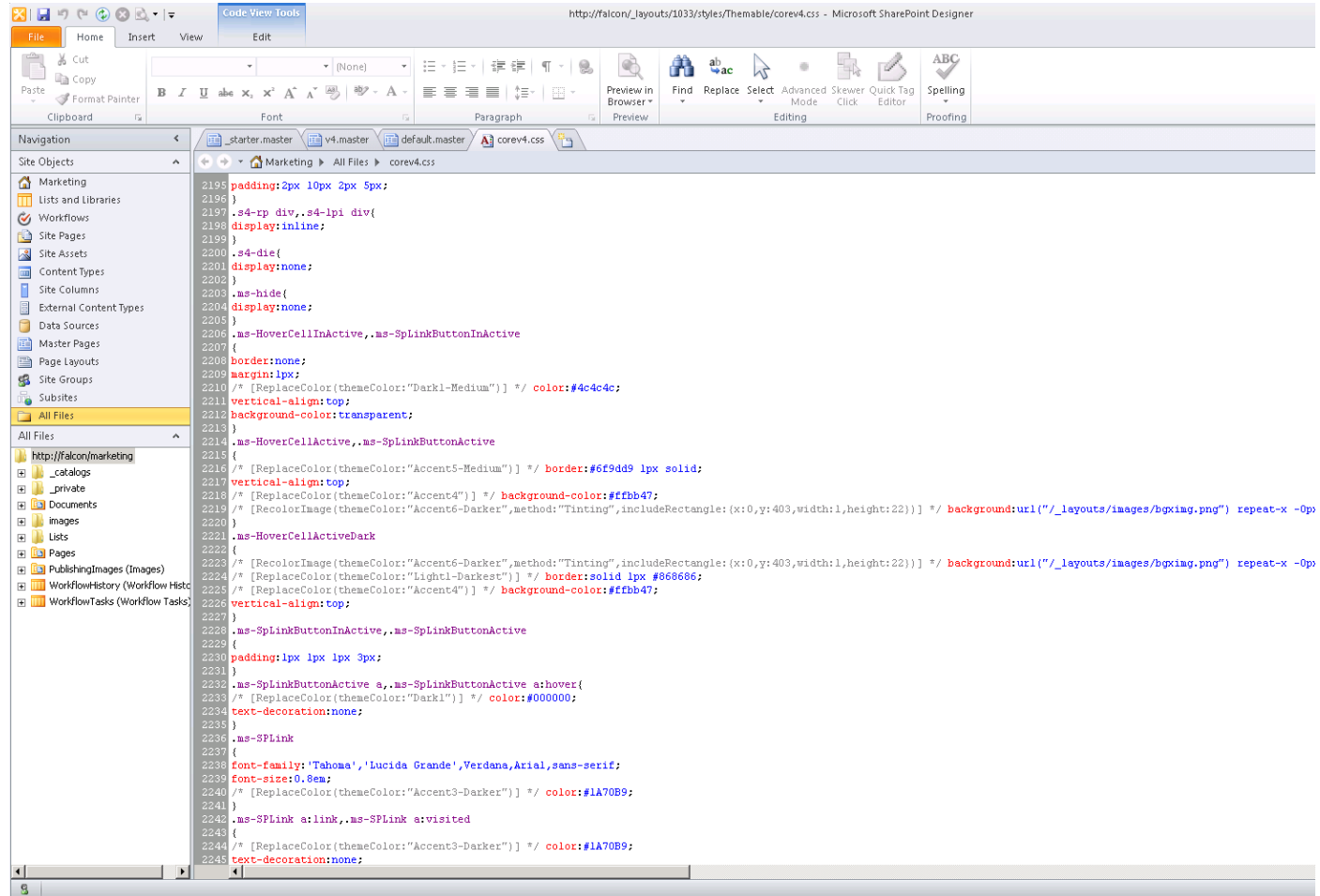


# CSS

- The good thing is that the CSS is more compliant these days
- We are using CSS for positioning (yay!)
- There are comments in the OOTB css for the Office Themes

# CSS in SPD

The new 2010 CSS styles have some comments for the office themes



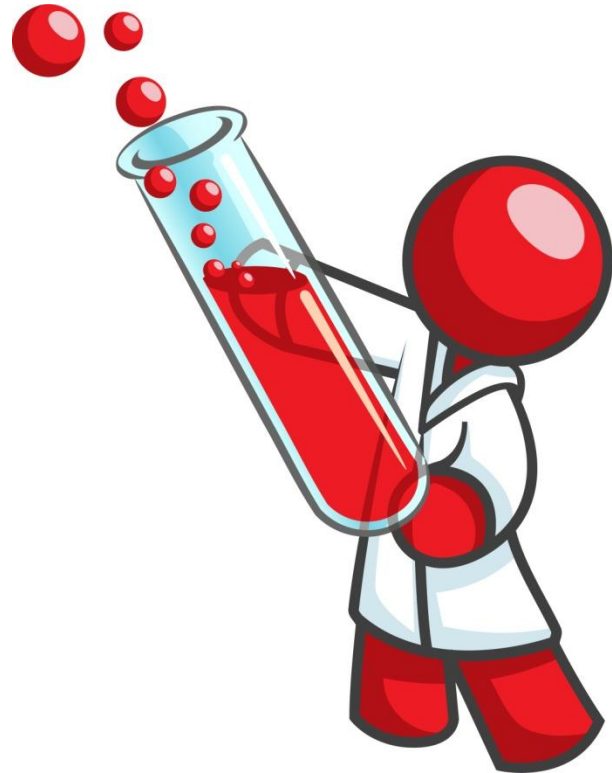
The screenshot shows the Microsoft SharePoint Designer interface with the Code View Tools pane open. The main window displays the CSS code for a theme, with line numbers on the left. The code includes various styles for buttons and links, with comments indicating theme-specific color replacements. The code is as follows:

```
2195 padding:2px 10px 2px 5px;
2196 }
2197 .s4-tp div,.s4-lpi div{
2198 display:inline;
2199 }
2200 .s4-die{
2201 display:none;
2202 }
2203 .ms-hide{
2204 display:none;
2205 }
2206 .ms-HoverCellInactive,.ms-SpLinkButtonInactive
2207 {
2208 border:none;
2209 margin:1px;
2210 /* [ReplaceColor(themeColor:"Dark1-Medium")] */ color:#4c4c4c;
2211 vertical-align:top;
2212 background-color:transparent;
2213 }
2214 .ms-HoverCellActive,.ms-SpLinkButtonActive
2215 {
2216 /* [ReplaceColor(themeColor:"Accent5-Medium")] */ border:#6f9d9 lpx solid;
2217 vertical-align:top;
2218 /* [ReplaceColor(themeColor:"Accent4")] */ background-color:#fbb47;
2219 /* [RecolorImage(themeColor:"Accent6-Darker",method:"Tinting",includeRectangle:(x:0,y:403,width:1,height:22))] */ background:url("/_layouts/images/bgxing.png") repeat-x -0px;
2220 }
2221 .ms-HoverCellActiveDark
2222 {
2223 /* [RecolorImage(themeColor:"Accent6-Darker",method:"Tinting",includeRectangle:(x:0,y:403,width:1,height:22))] */ background:url("/_layouts/images/bgxing.png") repeat-x -0px;
2224 /* [ReplaceColor(themeColor:"Light1-Darkest")] */ border:solid 1px #868686;
2225 /* [ReplaceColor(themeColor:"Accent4")] */ background-color:#fbb47;
2226 vertical-align:top;
2227 }
2228 .ms-SpLinkButtonInactive,.ms-SpLinkButtonActive
2229 {
2230 padding:1px 1px 1px 3px;
2231 }
2232 .ms-SpLinkButtonActive a,.ms-SpLinkButtonActive a:hover{
2233 /* [ReplaceColor(themeColor:"Dark1")] */ color:#000000;
2234 text-decoration:none;
2235 }
2236 .ms-SPLink
2237 {
2238 font-family:'Tahoma','Lucida Grande','Verdana',Arial,sans-serif;
2239 font-size:0.8em;
2240 /* [ReplaceColor(themeColor:"Accent3-Darker")] */ color:#1A70B9;
2241 }
2242 .ms-SPLink a:link,.ms-SPLink a:visited
2243 {
2244 /* [ReplaceColor(themeColor:"Accent3-Darker")] */ color:#1A70B9;
2245 text-decoration:none;

```

# Themes

- The Office Style Themes in SharePoint 2010 are a powerful tool for the end user.
- You can use existing themes that you may already have at your company.



# Themes

Lots of OOTB themes to be selected or you can create your own straight from the UI

The screenshot shows the 'Site Theme' configuration page in a Windows Internet Explorer browser. The address bar shows the URL 'http://falcon/marketing/\_layouts/themeweb.aspx'. The page title is 'Site Theme'. The breadcrumb navigation is 'Marketing > Site Settings > Site Theme'. The main heading is 'Marketing > Site Settings > Site Theme' with a sub-heading: '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.' The page has a navigation menu with 'Marketing' selected. The 'Inherit Theme' section has two radio buttons: 'Inherit theme from the parent of this site' (unchecked) and 'Specify a theme to be used by this site and all sites that inherit from it:' (checked). The 'Select a Theme' section shows a grid of theme thumbnails. Below the grid, there are labels for 'Hyperlink' and 'Followed Hyperlink' with corresponding font samples. The 'Customize Theme' section has the heading 'Fully customize a theme by selecting individual colors and fonts.' and a list of color selection options: 'Text/Background - Dark 1', 'Text/Background - Light 1', 'Text/Background - Dark 2', 'Text/Background - Light 2', 'Accent 1' through 'Accent 6'. Each option has a color swatch and a 'Select a color...' button. The browser's status bar at the bottom shows 'http://falcon/Finance/Pages/default.aspx' and 'Trusted sites | Protected Mode: Off'.

# Themes – How to Apply Them

Customize the theme colors and fonts. Apply the theme.

Site Actions ▾

Information Systems

Marketing

Documents

Team Site

Press Releases

STuff

CorporateProjects

Top Rated

Recycle Bin

All Site Content

Select a Theme

Hyperlink

Followed Hyperlink

Heading Font Lorem ipsum dolor sit amet...

Body Font Lorem ipsum dolor sit amet...

Default (no theme)

Azure

Berry

Bittersweet

Cay

Classic

Construct

Convention

Felt

Graham

Grapello

Laminate

Mission

Modern Rose

Municipal

Pinnate

Presentation1

Ricasso

SharePoint 2010

Summer

Text/Background - Dark 1 Select a color...

Text/Background - Light 1 Select a color...

Text/Background - Dark 2 Select a color...

Text/Background - Light 2 Select a color...

Accent 1 Select a color...

Accent 2 Select a color...

Accent 3 Select a color...

Accent 4 Select a color...

Accent 5 Select a color...

Accent 6 Select a color...

Hyperlink Select a color...

Followed Hyperlink Select a color...

Heading Font: Calibri

Body Font: Calibri

Preview

Preview Theme

Click the button to open a new window and preview the selected theme applied to this site.

Apply Theme

Specify whether to apply the selected theme to this site only or to all its subsites. Applying this theme to all subsites will override any individual theme settings on those sites.

Apply the selected theme to this site only

Apply the selected theme to this site and reset all subsites to inherit this setting

Apply Cancel



# Branding for End Users

Color theory tips and tricks

# Corporate Colors

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- Most companies already have defined color schemes
- Identify these colors and work on using them in your sites

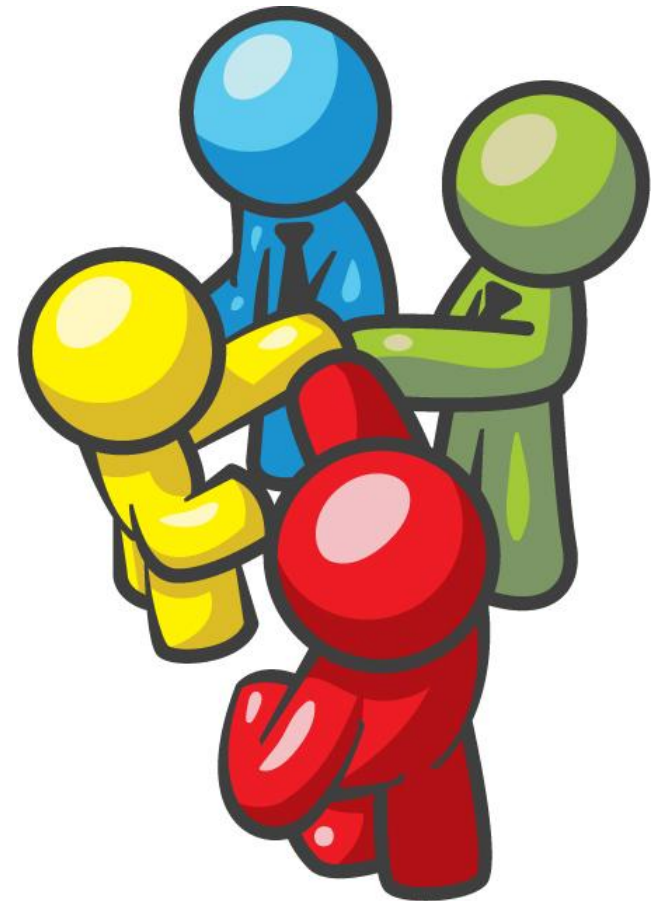
# Color Theory – The Colors

- Primary Colors – Red, Yellow, and Blue
- Secondary Colors – Green, Orange and Purple
- Tertiary Colors – Yellow-Orange, Red-Orange, Red-Purple, Blue-Purple, Blue-Green, and Yellow Green



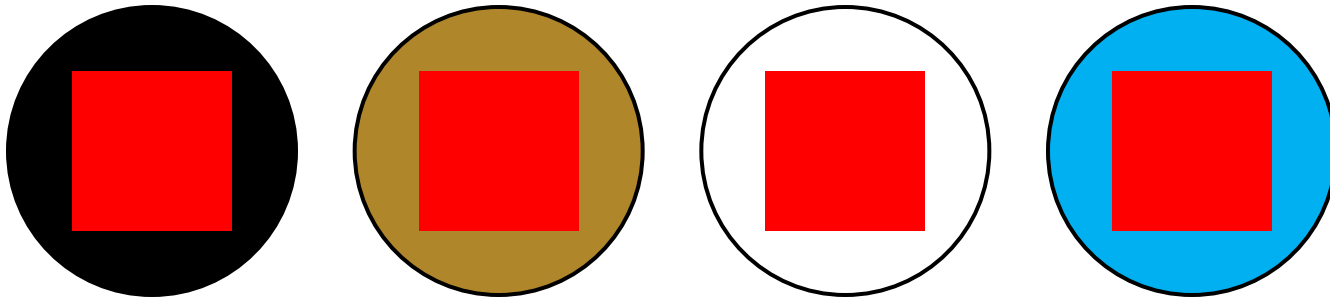
# Color Harmony

- Analogous Colors: any 3 colors which are side by side
- Complimentary Colors: any 2 colors which are opposite on the color wheel
- Nature Colors: colors inspired by nature are usually good combinations



# Color Combinations

- The same color can look different based on a background color.



# Color Combinations to Avoid

- Red and Blue Touching
  - ▣ Think 3D glasses

A red rectangular box with a black border containing the text "Sample Text" in blue. This illustrates the "Red and Blue Touching" color combination.

Sample Text

A blue rectangular box with a black border containing the text "Sample Text" in red. This illustrates the "Red and Blue Touching" color combination.

Sample Text



# Fonts and Images

Tips and Tricks

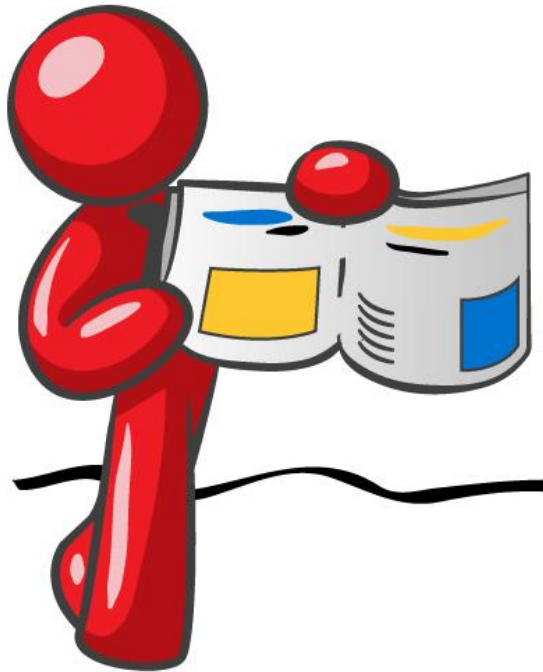
# Fonts

- A Complete Character set of a single size and style of a particular typeface
- Sans-serif Fonts are considered easier to read on screen
- Serif fonts are often used as a header font

AaBbCc	Sans-serif font
AaBbCc	Serif font
AaBbCc	Serif font (red serifs)

# Font Tips

- Don't use more than 3 fonts in a design
- Pick one main font as your text
- Pick a bolder font for your headings



## Website Design can be Simple

You just have to know a few little tricks to use to make the design simpler. Knowing about colors and fonts will make your sites easier to use and read.



# End User Guides

To match your corporate information

# How do Designers Make this Easier?

- Many designers will create a set of corporate graphics guidelines.
- You can use these guidelines to determine what is allowed and what is not allowed in regards to fonts and logos



# Sample Style Guide

A sample style guide I helped write for Texas A&M

Notice fonts and colors are specified

## Colors & Typography

The official colors of the Texas A&M Health Science Center and its members are maroon and gray. For print color reproduction, maroon (Aggie Maroon) and gray (PMS 425) are to be used. Metallic ink, silver (PMS 877), may be substituted for gray in both publications and signage. On the Web, for the closest Web-safe color match, use the hexadecimal values:

#500000 for maroon and #666666 for gray.

The official typeface for HSC is Garamond 3. Publications, websites (that are promotional in nature), posters and advertising are not limited to Garamond 3.

## The Symbol's Environment

The HSC symbol is not to be combined with the seals or logos of any of its academic units or the HSC legal seal. The symbol should be seen in its entirety and should not be obscured by text or art. The symbol should always have a window of space around it so that background colors

or elements do not appear to be part of the HSC symbol. For more information on how to use the symbol within its environment, please refer to the Graphic Standards Manual at [www.tamhsc.edu/marcomm/index.html](http://www.tamhsc.edu/marcomm/index.html).

## Business Cards & Letterhead

Business cards and letterhead can be ordered online. Visit the HSC Marketing and Communications page at [www.tamhsc.edu/marcomm/index.html](http://www.tamhsc.edu/marcomm/index.html) for additional information.

*Please do not make any changes. Please contact Gary Henryson if you have any questions.*

GARY HENRYSON

Assistant Vice President for Communications, Texas A&M Health Science Center  
007 Medical Sciences Library Building, College Station, Texas 77843-1114  
979-845-1934 | fax 979-845-5667 | [Henryson@tamhsc.edu](mailto:Henryson@tamhsc.edu)  
[www.tamhsc.edu](http://www.tamhsc.edu)

TEXAS A&M HEALTH SCIENCE CENTER

is one of the ten universities and eight agencies that make up the Texas A&M University System.

Updated 03/09



## Abbreviated Style Guide

IN 2005, THE ADMINISTRATORS OF THE TEXAS A&M HEALTH SCIENCE CENTER ADOPTED A NEW LOGO AND TAGLINE.

The tagline, "Bringing Learning to Life," can be used in marketing and communication materials to highlight our mission and vision.

Our new logo has been designed to serve as a symbol that the public, staff, faculty, students and alumni may immediately recognize. It is no less than our organization's "signature."

Please incorporate these approved standards as new publications are produced and when existing materials are revised. The HSC Marketing and Communications staff is ready and willing to assist with any questions you may have regarding the use of our logo and name. You may contact them at:

HSC MARKETING AND COMMUNICATIONS  
Texas A&M Health Science Center  
007 Medical Sciences Library  
MS 1114  
College Station, Texas 77843-1114  
979.845.1934 | Fax: 979.845.5667

## Our Name in Text

Our legal name is: The Texas A&M University System Health Science Center. Our legal name should be used in all contracts, legal documents and on diplomas, etc. Likewise, the legal seal of Texas A&M Health Science Center will be used only on legal documents, contracts, official transcripts and diplomas, etc.

Our name, to be used in all other communications, is Texas A&M Health Science Center, and our official abbreviation is HSC. In communications, spell out the first reference to the Health Science Center as follows:

Texas A&M Health Science Center. Subsequent references may identify the Texas A&M Health Science Center as follows: Health Science Center or HSC.

In addition, communications distributed solely within the state of Texas may identify the Texas A&M Health Science Center as A&M Health Science Center.

The words "Health," "Science," "Center" and "HSC" are always capitalized. The word "the," which often precedes our name in written communications, is lowercase.

# Sample Style Guide

A sample style guide I helped write for Texas A&M

## Our Institution/Center Names

The Texas A&M Health Science Center includes all members. The preferred names for these members are as follows:

Texas A&M Health Science Center  
Baylor College of Dentistry  
(HSC-Baylor College of Dentistry or HSC-BCD)

Texas A&M Health Science Center  
College of Medicine  
(HSC-College of Medicine or HSC-COM)

Texas A&M Health Science Center  
College of Nursing  
(HSC-College of Nursing or HSC-CON)

Texas A&M Health Science Center  
School of Rural Public Health  
(HSC-School of Rural Public Health or HSC-SRPH)

Texas A&M Health Science Center  
Institute of Biosciences and Technology  
(HSC-Institute of Biosciences and Technology or HSC-IBT)

Texas A&M Health Science Center  
Coastal Bend Health Education Center or HSC-CBHEC

Texas A&M Health Science Center  
South Texas Center  
(HSC-South Texas Center or HSC-STC)

Texas A&M Health Science Center  
Irma Lerma Rangel College of Pharmacy  
(HSC-Rangel College of Pharmacy or HSC-COP)

If an HSC member has more than one campus, a reference to every campus other than the main campus should include the location as follows:

First reference:  
Texas A&M Health Science Center  
College of Medicine in Temple

Subsequent references:  
HSC College of Medicine in Temple and Round Rock, or HSC-COM in Temple and Round Rock

Again, within text where a primary reference has already been made and the antecedent is clear, you may use "the school," "the center" or other appropriate descriptors to prevent a name from becoming cumbersome.

Please note that the word "in" is always used to designate locations. Commas and dashes are to be avoided.

## Identity Symbol

The logo for the Texas A&M Health Science Center and each of its members include four basic elements: the HSC symbol, the system name, the HSC name and, if applicable, the member name.

- The college or school name should never appear alone with the symbol without the system name and the HSC name.
- The size relationships between the various elements should not be changed. As any part of the symbol is enlarged or reduced, the entire symbol must be altered accordingly.

- At no time should the symbol, letters or words be altered or distorted to achieve a special effect.
- The HSC symbol may only appear alone if it is used with the system name, the HSC name and, if applicable, the academic unit name elsewhere within the communication or as part of a comprehensive signage program.

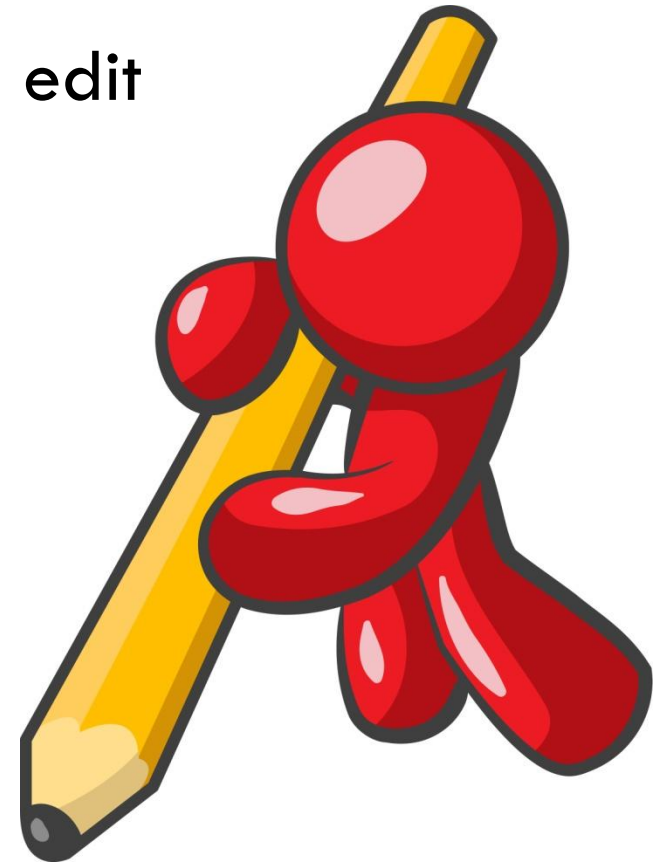
Approved electronic files should be obtained through HSC MARKETING AND COMMUNICATIONS at [www.tamhsc.edu/marcomm/bg/downloads/logos/index.html](http://www.tamhsc.edu/marcomm/bg/downloads/logos/index.html).

## Official Logos



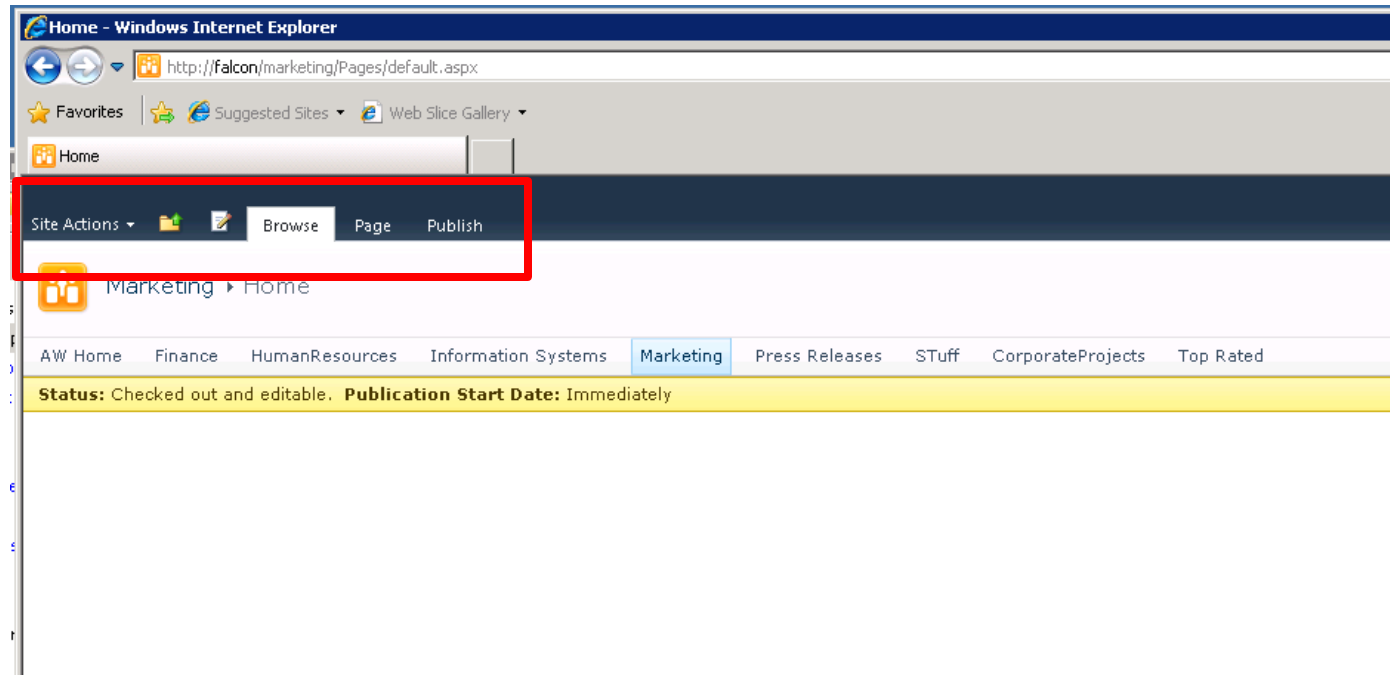
# Page Editing

- The 2010 environment is much easier for users to design and edit.
- Wiki style editing with click and edit
- Add in images from 3 locations
  - ▣ SharePoint
  - ▣ Computer
  - ▣ URL



# Page Editing

## How to Edit the Page



# Page Editing

The page is in Edit Mode

The screenshot shows a Windows Internet Explorer browser window displaying a SharePoint page in edit mode. The address bar shows the URL <http://falcon/marketing/Pages/default.aspx>. The browser's status bar at the bottom indicates "Trusted sites | Protected Mode: Off" and "100%" zoom.

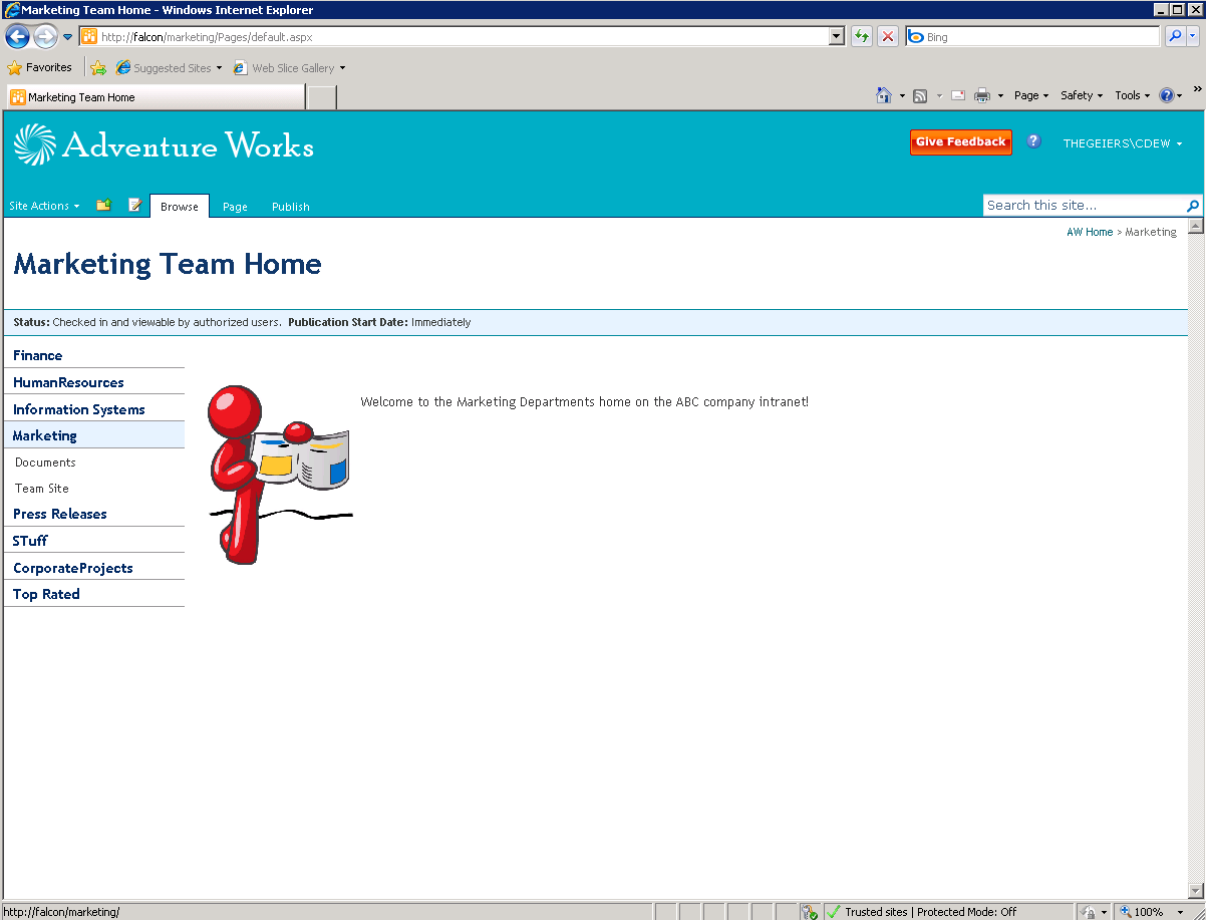
The page's ribbon is visible, with the "Page" tab selected. The "Editing Tools" group is highlighted with a red box and contains the following items: Save, Check In, Edit Properties, Version Diff, Page Permissions, E-mail a Link, Alert Me, Preview, Page Layout, Incoming Links, Draft Check, Make Homepage, Library Settings, Library Permissions, and View All Pages. Below the ribbon, a yellow status bar displays the text: "Status: Checked out and editable. Publication Start Date: Immediately".

The main content area of the page is also highlighted with a red box. It contains a "Page Content" field with a vertical cursor, indicating that the page is ready for editing. To the left of the content area, there are fields for "Title" (containing "Home") and "Page Image" (with a link to "Click here to insert a picture from SharePoint.").

At the bottom of the page, there are two "Summary Links" sections. The first section, "Summary Links 1", contains buttons for "New Link", "New Group", "Configure Styles and Layout", and "Reorder". Below these buttons, it states "There are no items to show in this view." The second section, "Summary Links 2", contains the same set of buttons and also states "There are no items to show in this view." A "Top" link is located at the bottom left of the page.

# Edit the Page

## Wiki Page Style Editing



The screenshot shows a Windows Internet Explorer browser window titled "Marketing Team Home - Windows Internet Explorer". The address bar displays "http://falcon/marketing/Pages/default.aspx". The page content includes the Adventure Works logo, a "Give Feedback" button, and a search bar. A navigation menu is visible with options: "Site Actions", "Browse", "Page", and "Publish". The main heading is "Marketing Team Home". Below the heading, a status bar indicates "Status: Checked in and viewable by authorized users. Publication Start Date: Immediately". A left sidebar contains a list of links: "Finance", "HumanResources", "Information Systems", "Marketing" (highlighted), "Documents", "Team Site", "Press Releases", "STuff", "CorporateProjects", and "Top Rated". The main content area features a 3D red stick figure holding a document, with the text "Welcome to the Marketing Departments home on the ABC company intranet". The browser's status bar at the bottom shows "Trusted sites | Protected Mode: Off" and "100%" zoom.

# Demo



# Questions

