

MADCAP CENTRAL

Branding Guide

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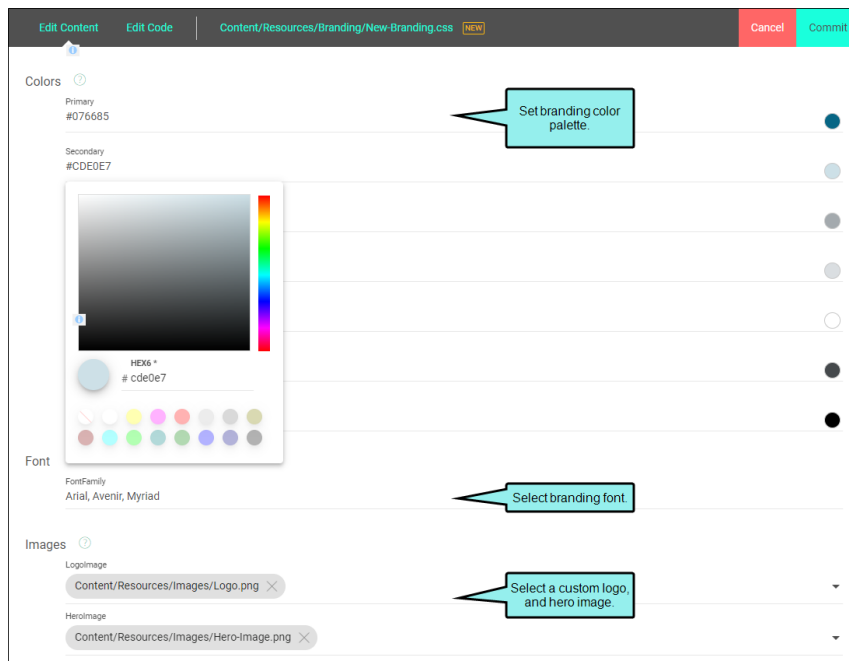
CHAPTER 1

Introduction

Supported In:



The branding feature provides a convenient way to set common branding elements (e.g., logo, hero image, font, color palette) to match the output with your company's brand.



Branding is already set up in Flare's factory project templates. The branding colors, font, and image settings are tied to the project's regular stylesheet and various files and elements that are used to produce the final output. This means you don't have to become an overnight expert in cascading stylesheets (CSS) to make your output look good. Therefore, the best and easiest way to take advantage of branding is to have a project that is based on one of those templates and then change the branding settings according to your needs.



NOTE For more information about branding and ways you can interact with it in projects and templates, see the Flare online Help.

Main Activities

- "Adding Branding Stylesheets" on page 7
- "Editing Branding Stylesheets" on page 12
- "Associating a Branding Stylesheet at the Target Level" on page 18

Other Activities

- "Renaming Branding Stylesheets" on page 21
- "Deleting Branding Stylesheets" on page 22

CHAPTER 2

Main Activities for Branding

Some activities are particularly common and important when it comes to this feature.

This chapter discusses the following:

- Adding Branding Stylesheets 7
- Editing Branding Stylesheets12
- Associating a Branding Stylesheet at the Target Level18

I Adding Branding Stylesheets

In many cases, you will already have a branding stylesheet that was automatically added when you created a project. However, if you want to add an additional branding stylesheet, or if you are a legacy Flare author with a project that pre-dates the branding feature, you can use the following steps to create a new branding stylesheet.

Permission Required?

Editing content and project files is an activity available to users with the Author status. By default, users with Author status have the following permissions set:

- Create/Edit Files


If this is deselected, then viewing files in a read-only mode is allowed. On the left side of the page, the Files vertical three-dot menu is not available.

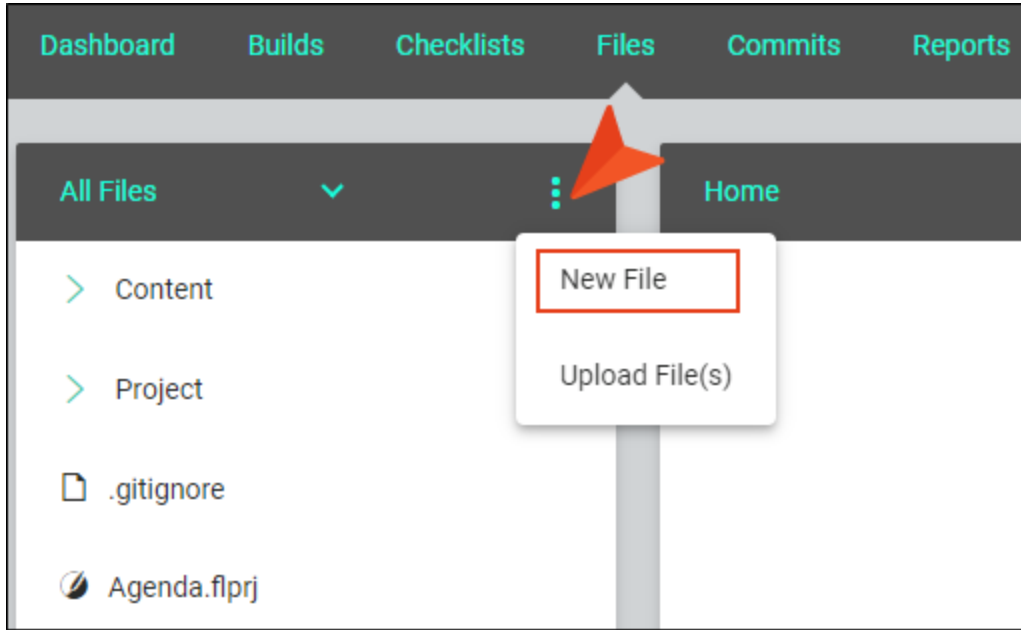
- Edit Code


If this is deselected, the XHTML in the Code view is read-only.

Editing code is regarded as a capability for an advanced user. If not done properly, the code can become malformed quickly. Administrators can prevent users from editing the code by deselecting the Edit Code permission.


How to Add a Branding Stylesheet

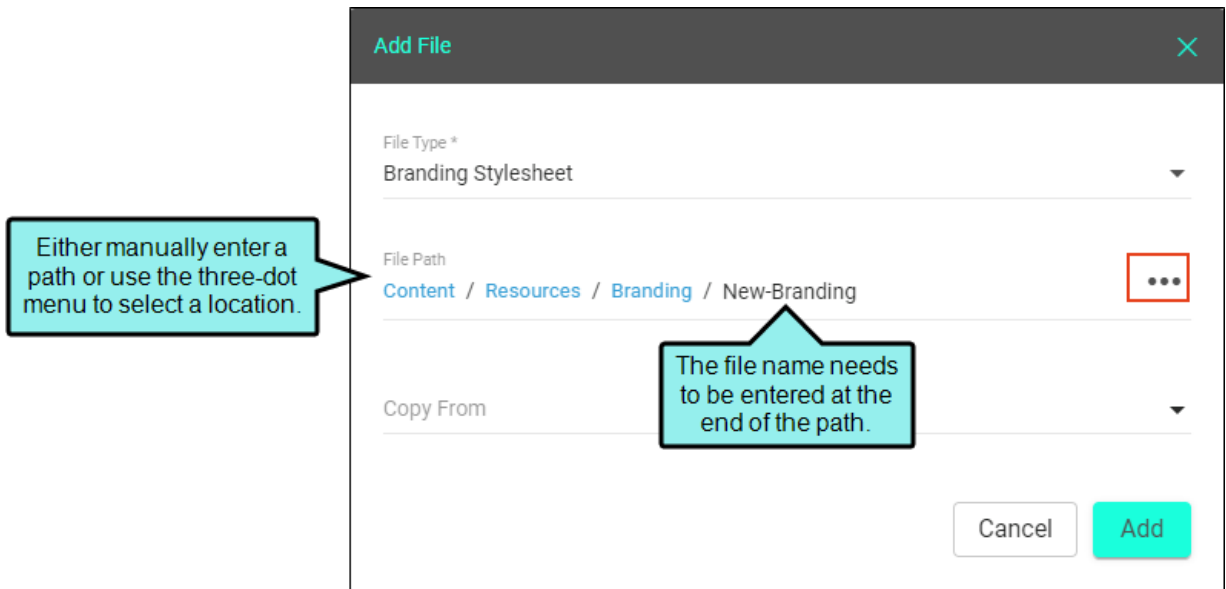
1. Open a project, and select the **Files** tab at the top.
2. From the left side of the page, click , and select **New File**.




 **NOTE** Alternatively, you can bring an external file into your project by selecting Upload File(s).

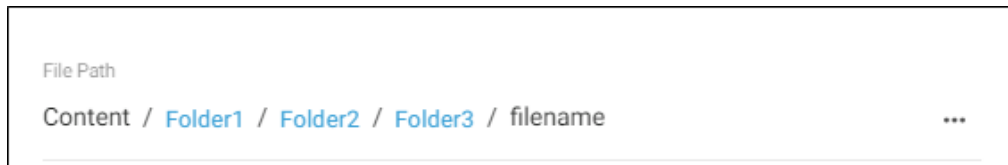
3. In the Add File dialog, click the **File Type** drop-down, and select **Branding Stylesheet**.
4. In the **File Path** field, enter a path and a name for the new file. The recommended path for branding stylesheets is Content / Resources / Branding /. However, you can add the stylesheet anywhere in the Content folder that you want.

Alternatively, click  to select a location for the file in the project, and **Accept** the file path. Then in the **File Path** field, enter a name for the file.



 **NOTE** You might notice the File Path displays black or blue lettering. The blue items are folders, and you can click the item to jump to that folder.

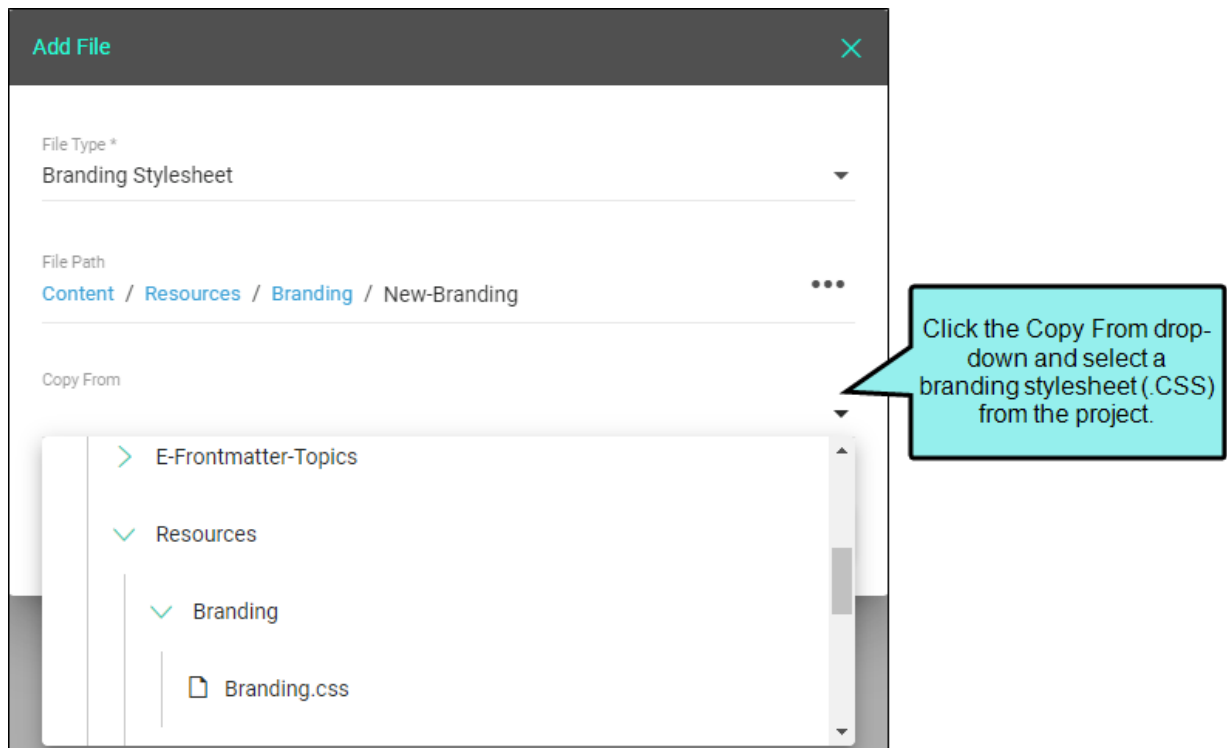
For example, in the Add File dialog, a file path contains several folders (indicated by blue lettering) before the filename.



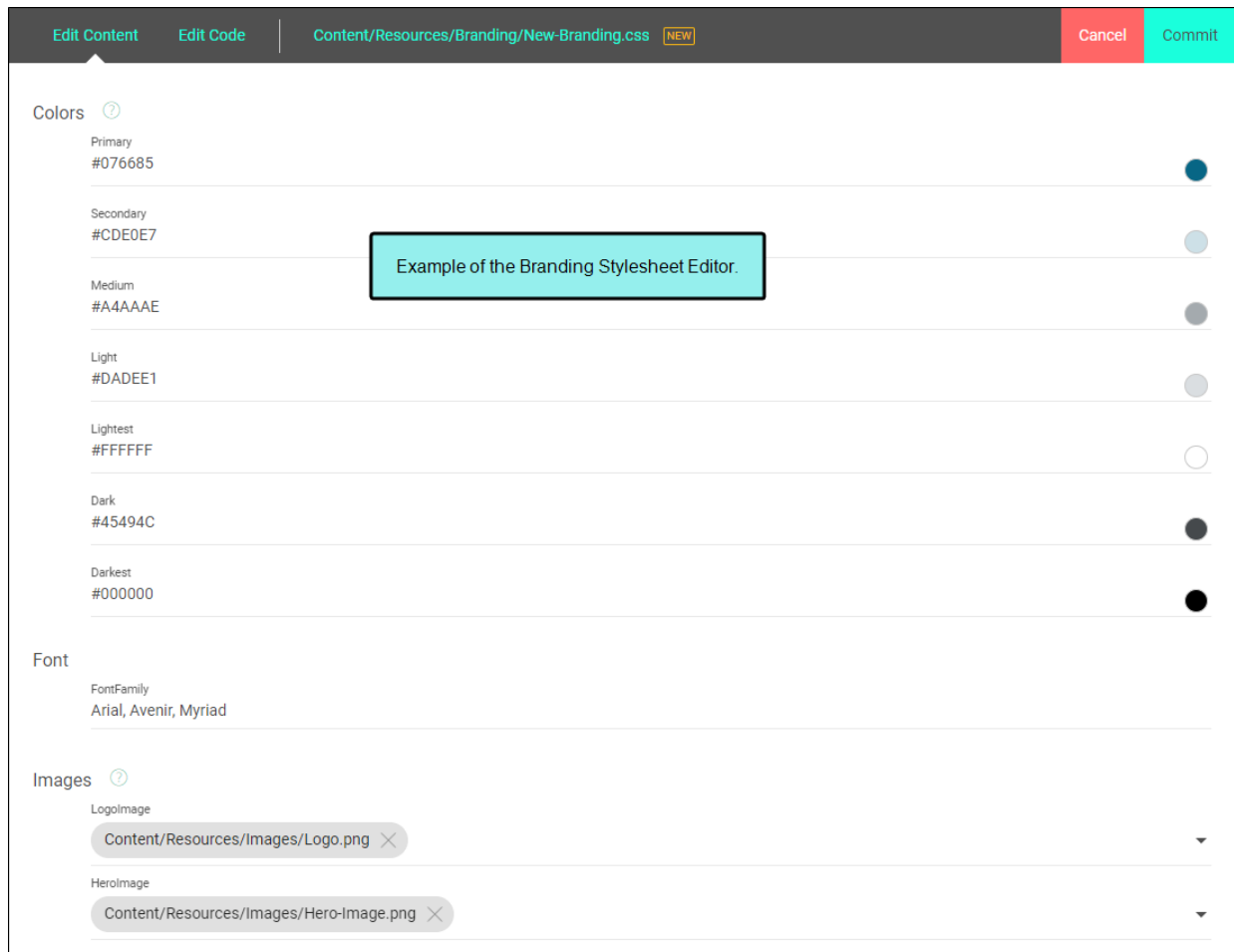
If the "Folder1" item is clicked, you now longer see the subfolders.




- (Optional) In the Add File dialog, from the **Copy From** drop-down, you can select an existing branding stylesheet file to use. This copies all the settings from the existing file to the new file, providing a base of settings to start with for your file. If you choose not to do this, then your new branding stylesheet is populated with a set of factory default settings.



- Click **Add**. A new file is created and opens in the Branding Stylesheet Editor. You can edit the stylesheet settings, or you can skip that for now and commit your changes.



- Click **Commit**. (Or click **Cancel**, to back out of the process.)
- In the Create New Commit dialog, verify the new file path, and enter a **Commit Message**.
- Click **Commit**. The new branding stylesheet file is added to the project.

 **NOTE** With a new branding stylesheet, you might need to connect it with other files or elements before it will work in the output. For example, if you want to pair separate branding stylesheets in the same project to different products that you are documenting, you can associate each branding stylesheet with a corresponding target. For details about advanced customization of branding in a project, see the Flare online Help.

I Editing Branding Stylesheets

You can open a branding stylesheet and edit the settings. The elements in the project that are associated with those branding variables will automatically display the changes when you build and view the output.

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- Edit Code

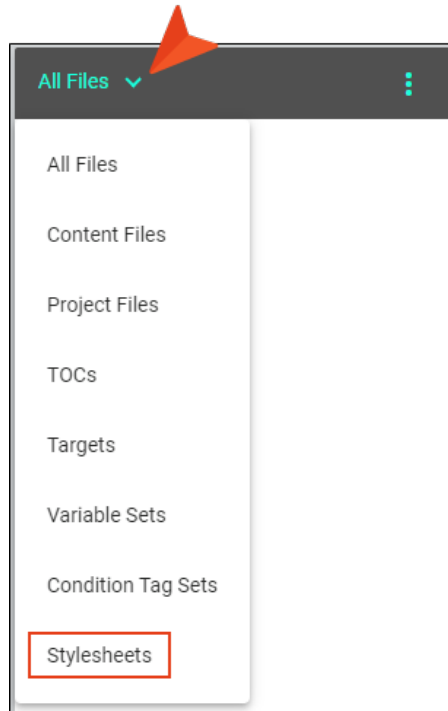
If this is deselected, the XHTML in the Code view is read-only.

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How to Edit a Branding Stylesheet

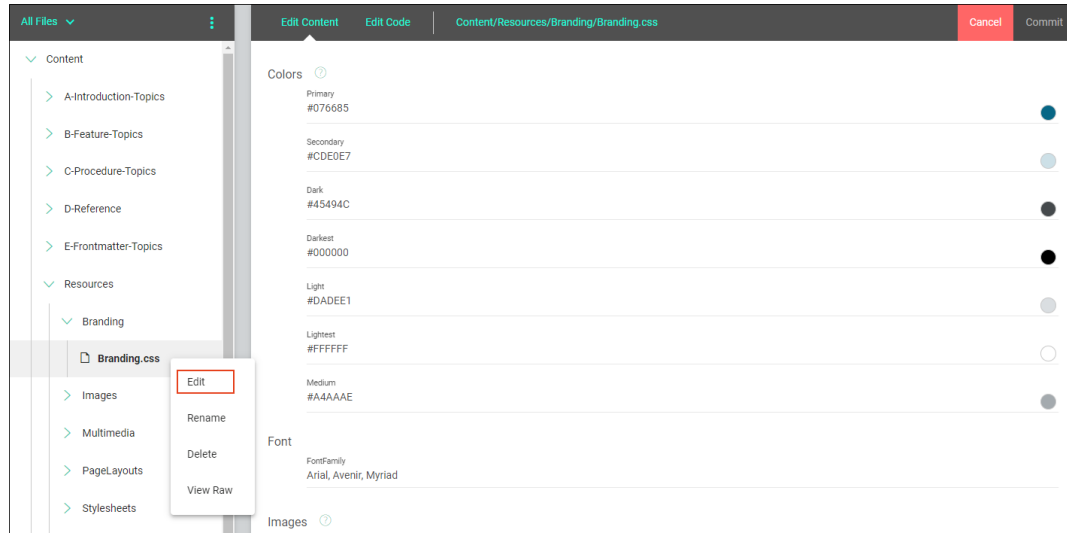
1. Open a project, and select the **Files** tab at the top.
2. From the left side of the page, with **All Files** showing, navigate to and select a branding stylesheet file.

✔ **TIP** Click the **All Files** drop-down, and select **Stylesheets**. This filters only the cascading stylesheet (CSS) files (or folders that might contain them).



3. In the Branding Stylesheet Editor, click **Edit**.

✔ **TIP** From the left side of the page, you can right-click to select and open a branding stylesheet directly in editing mode. From this menu, you can also rename, delete, or view raw (i.e., opens the file code in a browser).





4. You can choose branding colors, a font family, logo, and hero image to apply to your project.

COLORS

You can type a hexadecimal number (e.g., #000000) directly in the field, or you can click the circle to the right of the field to open a popup. From the popup, you can click to select a color.

- **Primary** The main brand color. For example, the primary color might impact H1 headings for some templates.
- **Secondary** Another brand color.
- **Lightest** The lightest color (e.g., white, off-white) for ancillary purposes.
- **Light** A light color for ancillary purposes.
- **Medium** A medium color for ancillary purposes.
- **Dark** A dark color for ancillary purposes.
- **Darkest** The darkest color (e.g., black, dark gray) for ancillary purposes.


 **NOTE** The branding colors are designed to progress from lighter to darker shades. The colors are used for the preview and throughout the rest of the project, so use caution when changing a color from one extreme to another. For example, if you change a lighter element to a darker color, this could display dark content on top of other dark content. For the best results, adhere to the gradient progression.


 **TIP** You can change the colors from a light theme to a dark mode by selecting the reverse type of color that the color field suggests. For example, for the Lightest field you would select the darkest color and the Darkest field would be the lightest. It is a good idea to test the colors in the output to make sure they look the way you intend.

FONT

- **FontFamily** You can type a specific font family (e.g., Arial, Tahoma, Verdana) directly in the field. If you clear the field and click it, you can select from a variety of font families.


In addition, you can type a series of fonts (i.e., a font set) into the field, separated by commas. A font set is a collection of font families. You can create a font set in order to designate the substitute fonts to use when the preferred font is not available on the user's computer. If the first (i.e., preferred) font family in the set is not found on the user's computer, the second font family in the set is used. If the second font family is not found, the third font family is used, and so on. Because different types of computers and operating systems do not always have the same fonts, it is recommended that you try to include fonts that cover all of the circumstances.

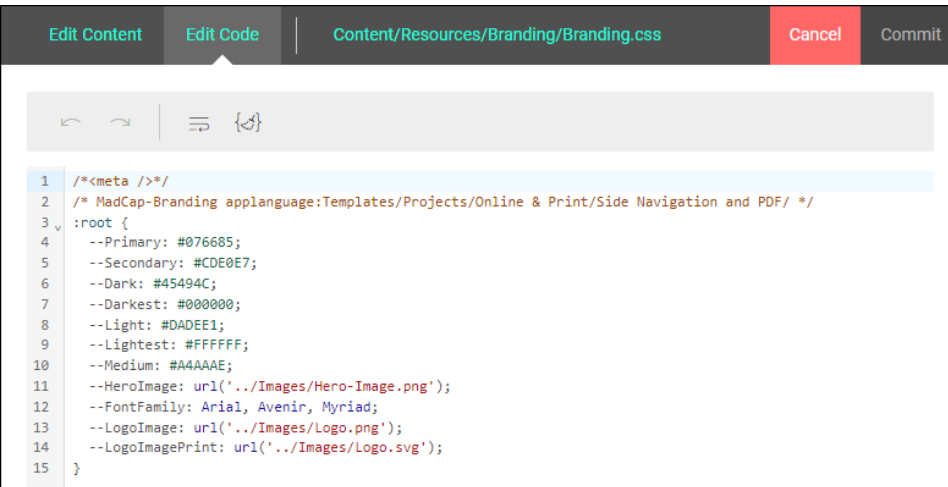
 **EXAMPLE** You want to use Arial if possible. Therefore, you list that font type first in the font set. Next you might add a similar font that is found on Mac computers, such as Helvetica, since Macs might not use Arial. And third, you might add a generic font type, such as Sans-serif. So in the end you would enter `Arial, Helvetica, Sans-serif`.

 **NOTE** When using a factory project template, a font family is automatically set for the body style in the regular stylesheet. All lower elements in the hierarchy use it. To use a different font for an element within body, you can change it in the regular stylesheet. For example, you might want to update the h2 and h3 styles to a different font (other than the inherited body style).

IMAGES

- **HeroImage** The main hero image shown on the home or cover page of the output. This lets you select an image for the background. Click in the field to select an image file. The default banner image at the top of online output, or the large image on a PDF title page, is replaced with the selected hero image file.
 - **LogoImage** The main logo of your company or product. This lets you select an image for the background. Click in the field to select an image file. The default logo is replaced with the selected logo image file. A raster image (e.g., PNG) is suitable for online output.
 - **LogoImagePrint** The main logo of your company or product, intended for print-based output. This lets you select an image for the background. Click in the field to select an image file. Templates that include a PDF allow you to select a vector image (e.g., EPS, SVG), which is made up of geometric elements and provides more clarity for printed output. If you use a raster image it might appear pixelated in the output.
 - **BigLogo** The main logo of your company or product. This is used only in Flare's Brochure factory template to display a large version of the logo in one of panels. By default it is set to use a PNG file, but you can select a different file format, including a vector image.
5. Click **Commit**. (Or click **Cancel**, to back out of the process.)
 6. In the Create New Commit dialog, enter a **Commit Message**.
 7. Click **Commit**.

 **NOTE** From the top of the interface, you can select **Edit Code** to add, edit, or remove items in the XML code directly. The editor only displays properties that it can edit. It is recommended that only more advanced authors use this editing mode.




The screenshot shows a software interface with a dark header bar. On the left, there are two tabs: 'Edit Content' and 'Edit Code', with 'Edit Code' being the active tab. To the right of the tabs, the file path 'Content/Resources/Branding/Branding.css' is displayed. Further right are two buttons: 'Cancel' (in red) and 'Commit'. Below the header is a toolbar with icons for undo, redo, list, and code. The main area is a code editor showing CSS code with line numbers 1 through 15 on the left margin. The code is as follows:

```
1 /*<meta />*/
2 /* MadCap-Branding applanguage:Templates/Projects/Online & Print/Side Navigation and PDF/ */
3 :root {
4   --Primary: #076685;
5   --Secondary: #CDE0E7;
6   --Dark: #45494C;
7   --Darkest: #000000;
8   --Light: #DADEE1;
9   --Lightest: #FFFFFF;
10  --Medium: #A4AAAE;
11  --HeroImage: url('../Images/Hero-Image.png');
12  --FontFamily: Arial, Avenir, Myriad;
13  --LogoImage: url('../Images/Logo.png');
14  --LogoImagePrint: url('../Images/Logo.svg');
15 }
```


I Associating a Branding Stylesheet at the Target Level

Supported In:



 **NOTE** Only HTML5 and PDF targets can be added and edited in Central. Also, only the most common target options are available in Central. For all of the additional target options—and to add or edit targets for the other output types—you need to use Flare.

When you add a new branding stylesheet, be sure to associate it as your primary branding stylesheet. If you set the stylesheet at the target level (which can be done in either Central or Flare), it will have precedence on whatever is set at the project level (which can be done in Flare).

 **NOTE** To learn more about setting a branding stylesheet at the project level and inheritance, see the Flare online Help.

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How to Associate a Branding Stylesheet at the Target Level

1. From the **Projects** page (**Files** tab), open an HTML5 or PDF target and in the upper-right click **Edit**.
2. On the left, select **Appearance**.
3. Click the **Branding Stylesheet** field. Navigate to and select the name of the stylesheet, which is usually located under Resources > Branding.
4. Click **Commit**. (Or click **Cancel**, to back out of the process.)
5. In the Create New Commit dialog, enter a **Commit Message**.
6. Click **Commit**.

CHAPTER 3

Other Activities for Branding


In addition to the main activities, there are some other tasks you might perform regarding this feature.

This chapter discusses the following:

- Renaming Branding Stylesheets 21
- Deleting Branding Stylesheets 22

Renaming Branding Stylesheets

You can rename a branding stylesheet that you add to your project.

 **WARNING** If you want to rename a branding stylesheet in Central it is better to do so before it has been associated with other files. Otherwise, renaming a branding stylesheet can result in broken links.

Permission Required?

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How to Rename a Branding Stylesheet

1. Open a project, and select the **Files** tab at the top.
2. From the left side of the page, navigate to the branding stylesheet file.
3. Right-click the branding stylesheet you want to rename, and from the menu select **Rename**.
4. In the Rename File dialog, enter a new name for the file, enter a **Commit Message**, and select **Rename**.

Deleting Branding Stylesheets

If necessary, you can delete a branding stylesheet from your project.

 **WARNING** Use caution when deleting files. If it has been previously linked to other files, deleting it can result in broken links.

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How to Delete a Branding Stylesheet

1. Open a project, and select the **Files** tab at the top.
2. From the left side of the page, navigate to the branding stylesheet file.
3. Right-click the branding stylesheet you want to delete, and from the menu select **Delete**.
4. In the Delete File dialog, enter a **Commit Message**, and select **Delete**.

APPENDIX

PDFs

The following PDFs are available for download from the online Help.

AI Assist Guide

Analytics Guide

Authoring Guide

Branding Guide

Building Output Guide

Checklists Guide

Conditions Guide

Getting Started Guide

*Images and Multimedia
Guide*

*License Management and
Purchasing Guide*

Links Guide

Projects Guide

Reports Guide

Reviews Guide

Security Whitepaper

Sites Guide

Snippets Guide

Source Control Guide

Targets Guide

Tasks Guide

Topics Guide

Translation Guide

Users and Teams Guide

Variables Guide

What's New Guide

Widgets Guide