

**MADCAP FLARE ONLINE**

# Branding Guide

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## CHAPTER 1

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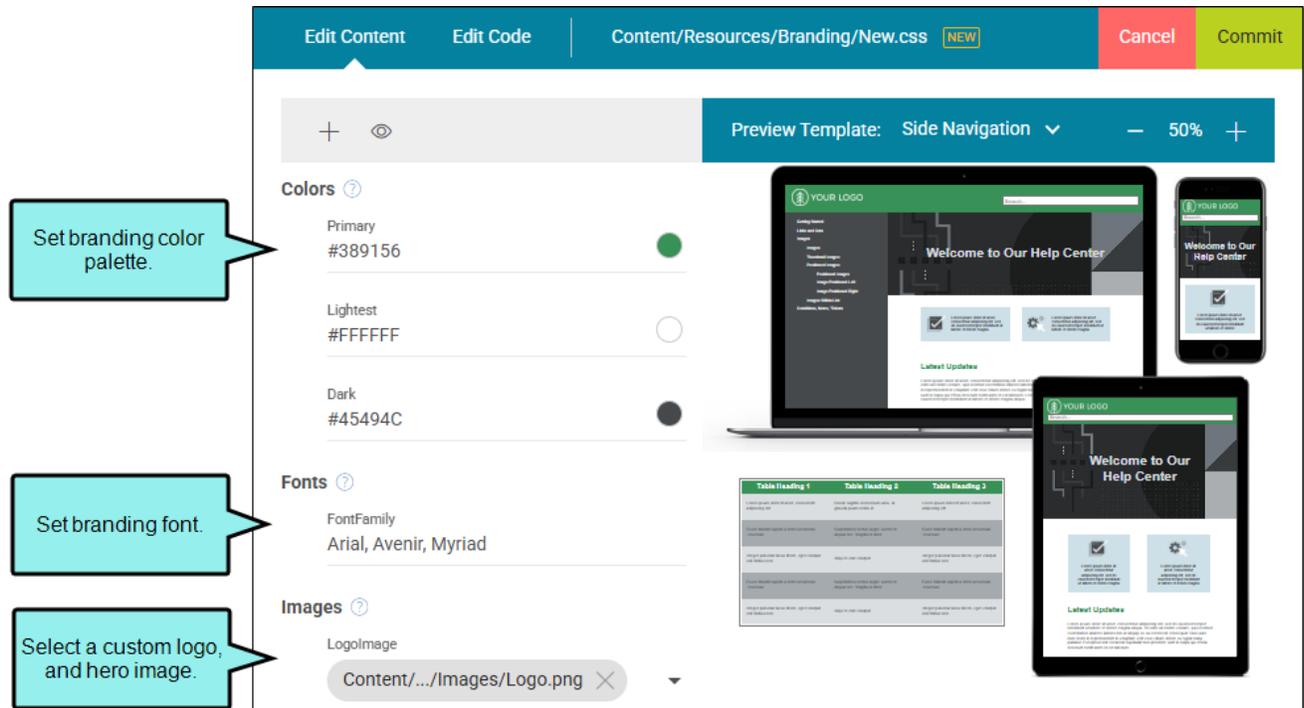
# Introduction

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.

- **If you are setting up a new project** You can set up branding when creating a new project using the Create New Project Wizard in Flare Online. The advantage of doing this is that your basic branding design is established from the get-go.
- **If you already have an established project** You can leverage the benefits of the branding feature. For example, you can add a new branding stylesheet to a project in Flare Online.



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 Desktop Help system.

## Main Activities

- "Adding Branding Stylesheets" on page 8
- "Editing Branding Stylesheets" on page 14
- "Associating a Branding Stylesheet at the Target Level" on page 28

## Other Activities

- "Renaming Branding Stylesheets" on page 31
- "Deleting Branding Stylesheets" on page 32

**CHAPTER 2**

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# 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 ..... 8
- Editing Branding Stylesheets .....14
- Associating a Branding Stylesheet at the Target Level .....28

# 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.

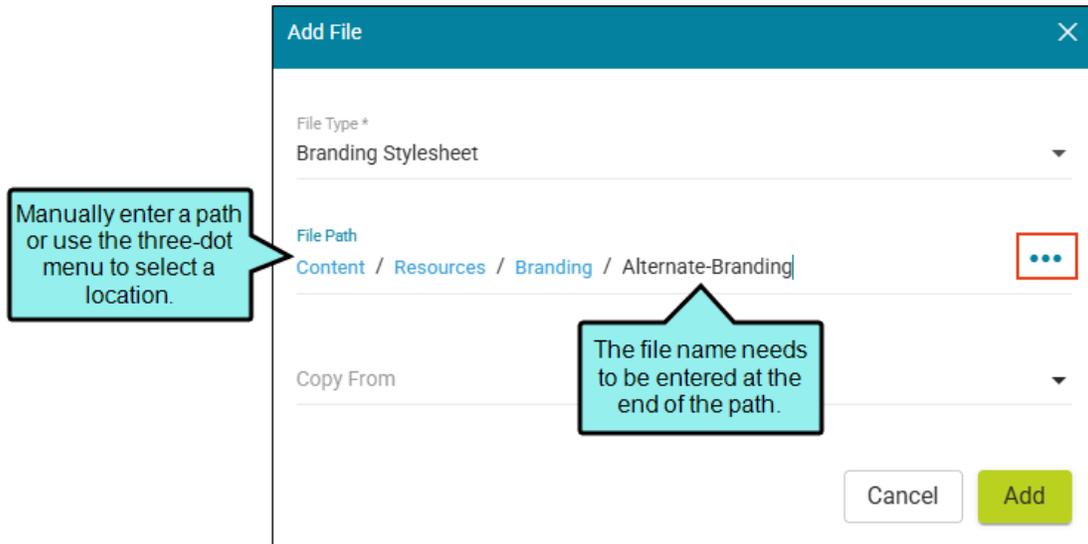
# How to Add a Branding Stylesheet

1. Open a project, and select the **Workspace** tab at the top.
2. From the main toolbar, click  to add a new file.

 **NOTE** Alternatively, you can upload an external file into your project.

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.

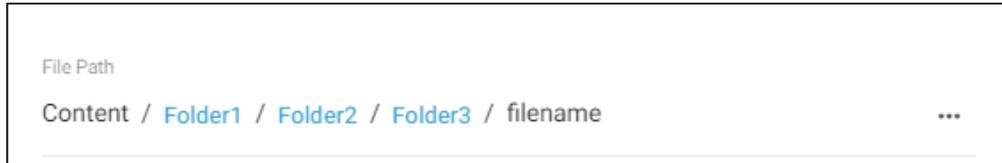
Alternatively, click  to select a location for the file in the project, and **Accept** the file path. Then in the **File Path** field, enter a name for the file.





**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.

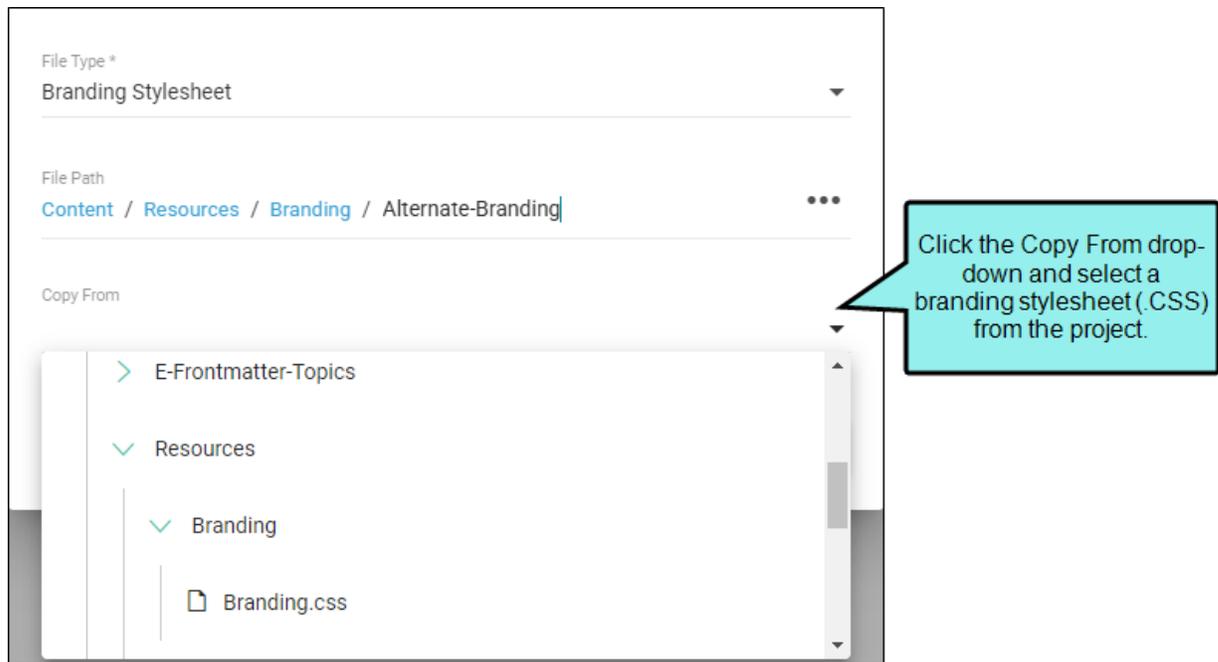
For example, in the Add File dialog, a file path contains several folders (indicated by blue lettering) before the filename.



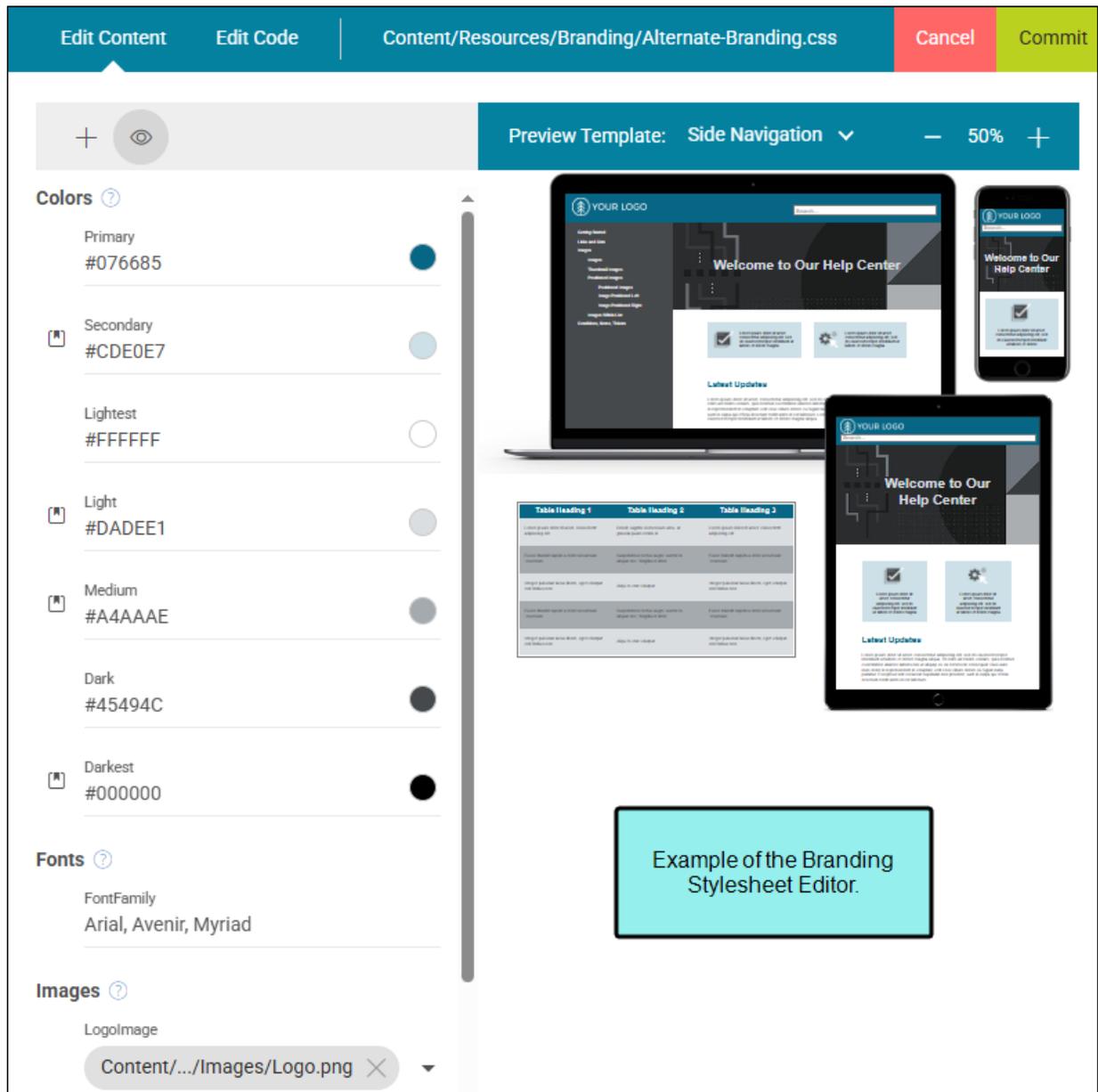
If the "Folder1" item is clicked, you will no longer see the subfolders.



- (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 Desktop Help system.

# 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.

## 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

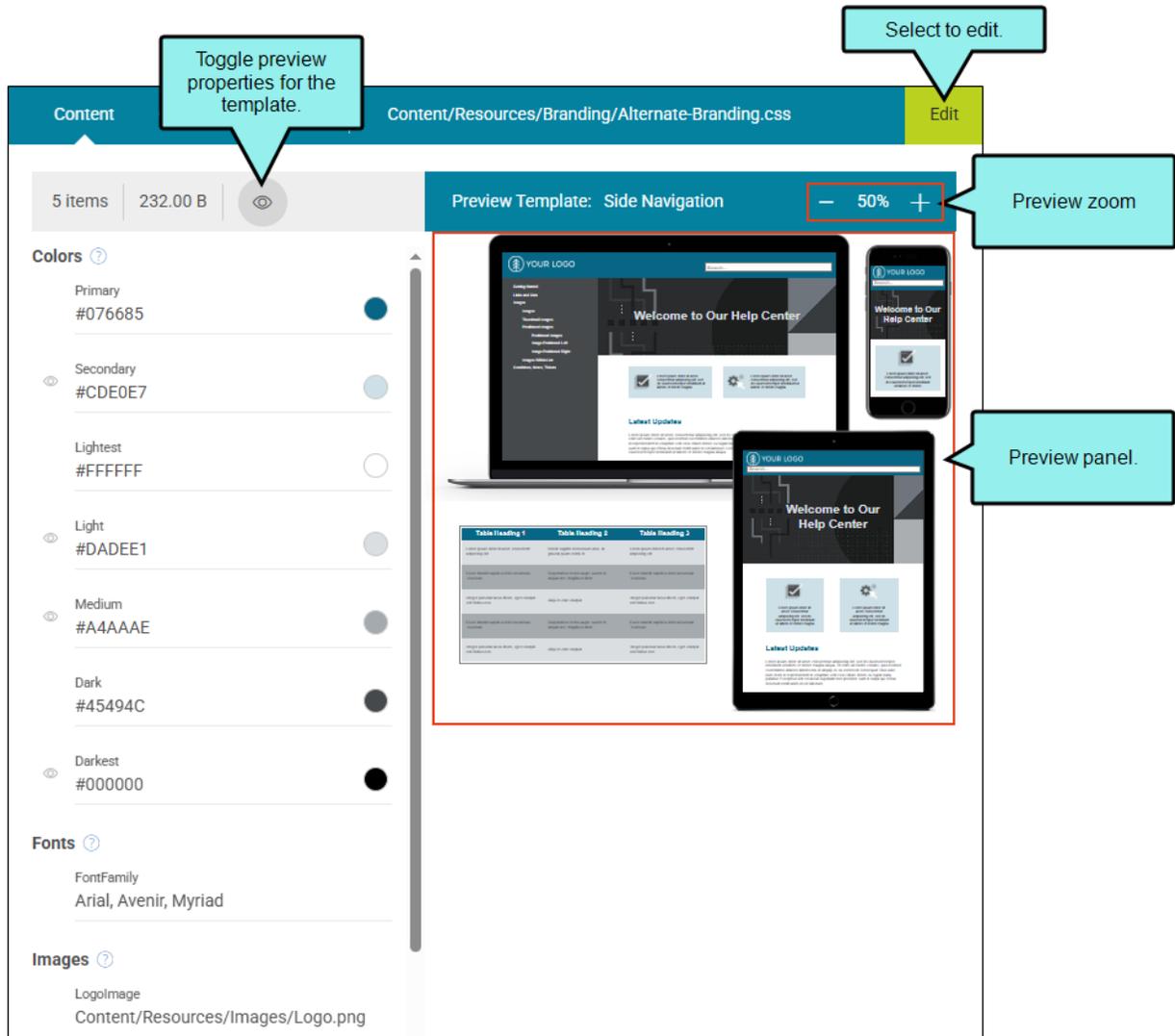
If this is deselected, the XHTML in the Code view is read-only.

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 Edit a Branding Stylesheet

1. Open a project, and select the **Workspace** tab at the top.
2. From the left side of the page, expand the existing folders to navigate to a file. You can also click  to search for a specific file.

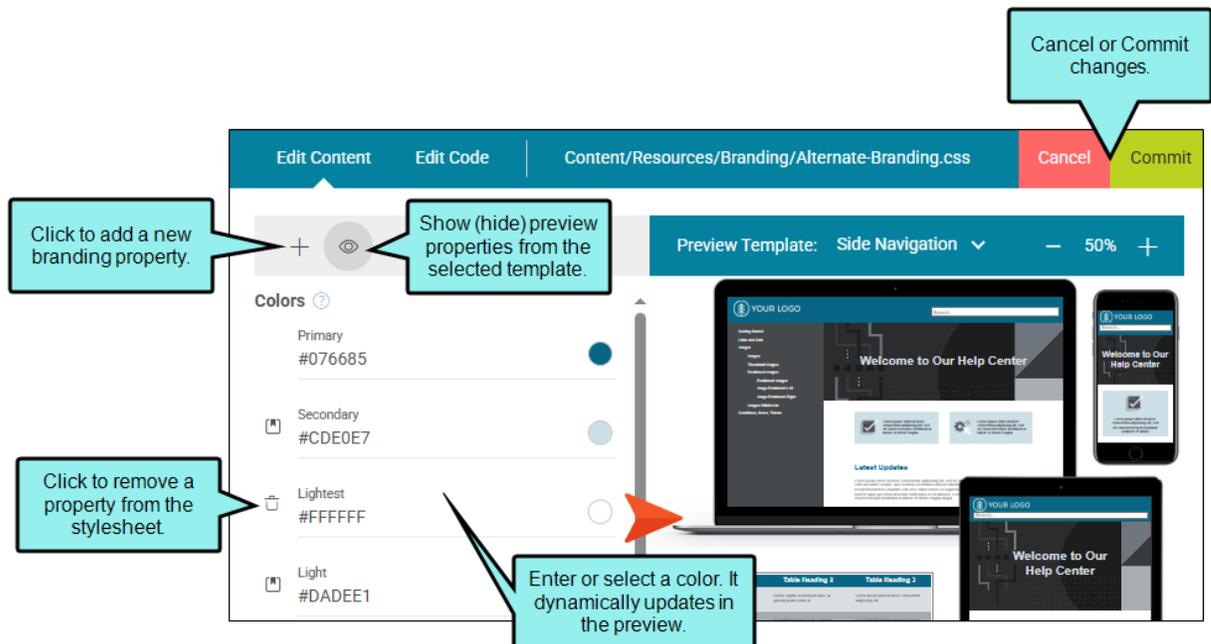
The editor displays on the right side of the page. Without being in editing mode, you can interact with a couple options such as increasing or decreasing the zoom for the preview, and toggling default style properties of the selected template.



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

✔ **TIP** From the left side of the page, if you right-click the branding stylesheet, you can open it from the popup. From this menu, you can also rename, delete, or view raw (i.e., opens the file code in a browser).

- In editing mode, you can update branding elements (e.g., color palette, logo, hero image, font), and see your choices update in the Preview. You can also manage branding properties in your stylesheet.



- 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.



**NOTE** By default, image properties link to images from application resources.

6. Click **Commit**. (Or click **Cancel**, to back out of the process.)
7. In the Create New Commit dialog, enter a **Commit Message**.
8. Click **Commit**.

# How to Add a Branding Property

1. Open a project, and select the **Workspace** tab at the top.
2. From the left side of the page, expand the existing folders to navigate to a file. You can also click  to search for a specific file.
3. In the Branding Stylesheet Editor, click **Edit**.
4. In the local toolbar, click .
5. Complete the following in the Add Branding Property dialog.
  - a. **Type** From the drop-down, select the type of property to add to the branding stylesheet (i.e., Color, Custom, Font, Image).
  - b. **Name** Enter or select a name for the property.
  - c. **Value** Enter or select a value for the property. If you are adding a color, you can click  for the color picker. If adding a font or an image, click the field to select a value from a drop-down. If adding a custom property, enter a value (e.g., another branding color that reinforces your organization's identity).



**Add Branding Property** ✕

Type  
Color

Name \*  
Main

Value \*  
#6aa36e

Cancel Add

Example of adding a color type property.

6. Click **Add**. The property displays in the Branding Stylesheet Editor.
7. Click **Commit**. (Or click **Cancel**, to back out of the process.)
8. In the Create New Commit dialog, enter a **Commit Message**.
9. Click **Commit**.

# How to Add a Property from Another Template

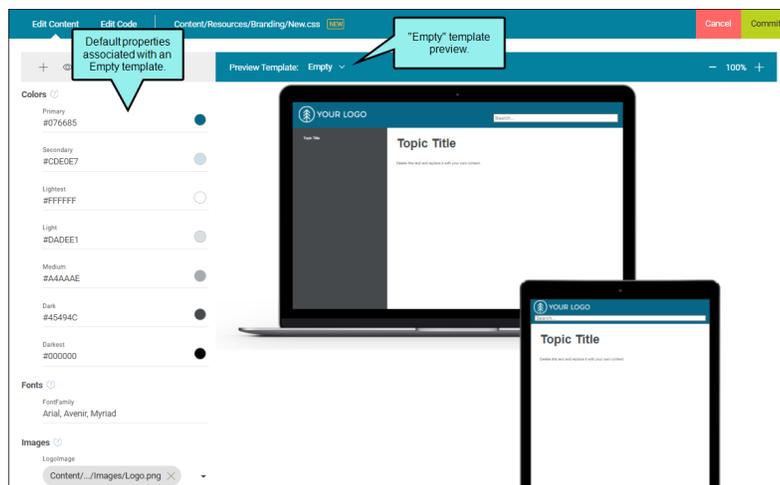
When you preview another template in the Branding Stylesheet Editor, you can select branding elements that are not part of your project and easily add them to your stylesheet.

1. Open a project, and select the **Workspace** tab at the top.
2. From the left side of the page, with **All Files** showing, navigate to and select a branding stylesheet file.
3. In the Branding Stylesheet Editor, click **Edit**.

When you create a project, a template is selected. Factory templates include online, print, or tutorials (e.g., eLearning, Side Navigation, Top Navigation and PDF, Empty). The branding properties from the template selected display by default in the editor.

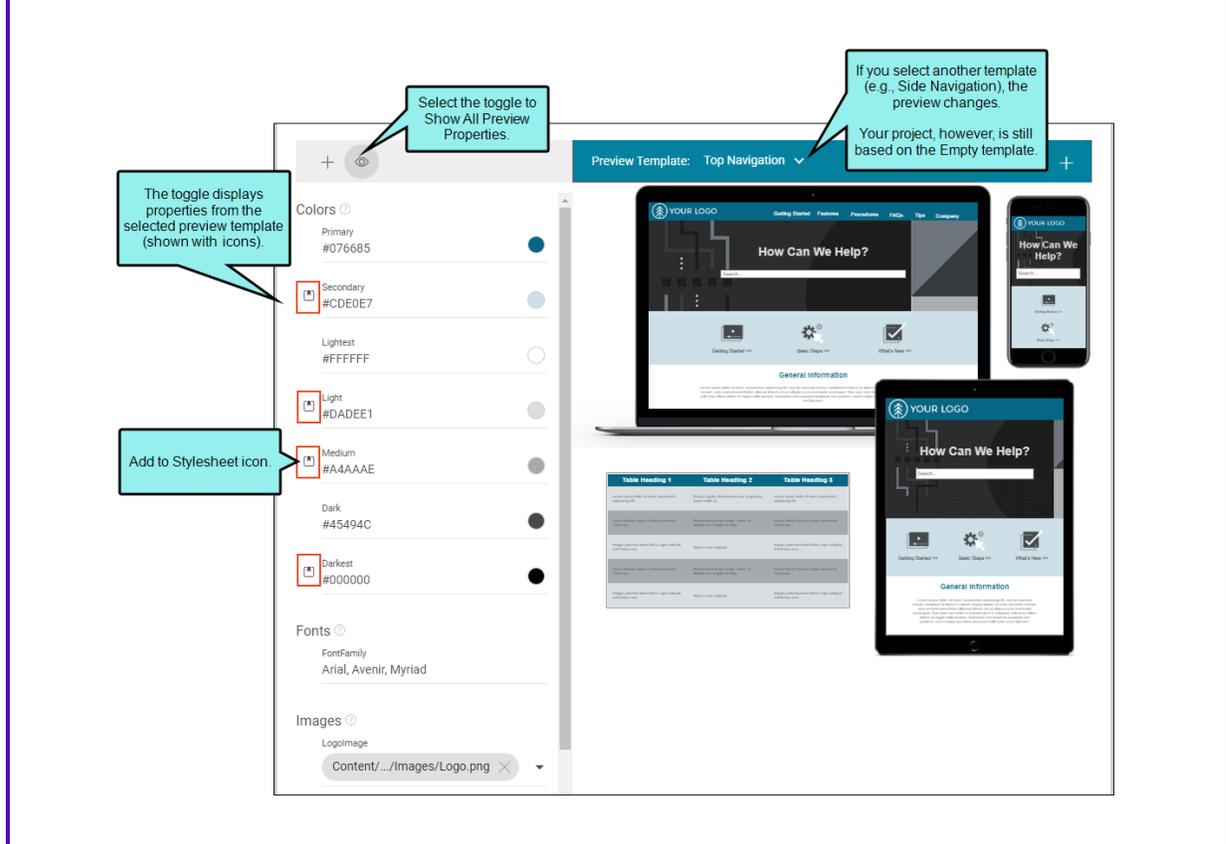
## ☆ EXAMPLE .

If you add a branding stylesheet to your project with an "Empty" template, you will see minimal branding options in the Branding Editor for colors, fonts, and images.



4. From the **Preview Template** drop-down, select another template to preview how your branding would look using that template.
5. In the local toolbar, click . If the selected template includes branding properties that are not in your project, an icon displays next to those properties.

☆ **EXAMPLE** To continue, if you select the toggle, the editor indicates colors, fonts, or images defined in the selected template in the preview, but not included in your current project. You can optionally select  (Add to Stylesheet) to add them to your stylesheet.

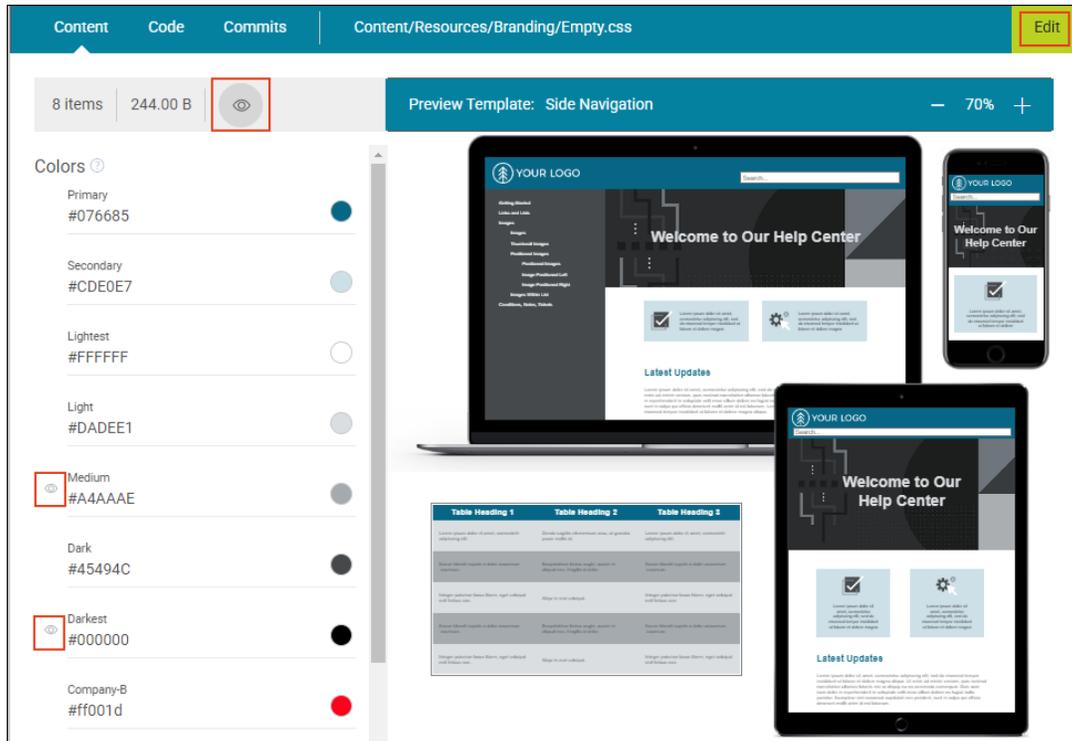


6. Click , to add the property to your branding stylesheet. Properties that are added to your stylesheet are saved with their default values, but you can change those values if you want. You can then apply a new property to your project.

 **NOTE** Changing a value of a property defined in the template will add the property to the stylesheet automatically—even if you do not select Add to Stylesheet.

7. Click **Commit**. (Or click **Cancel**, to back out of the process.)
8. In the Create New Commit dialog, enter a **Commit Message**.
9. Click **Commit**.

 **NOTE** If you are still viewing another template in the preview, but you have committed changes to the stylesheet (and are viewing the stylesheet outside of editing mode), the  converts to a  (Defined in Preview Template) icon. Once Edit is selected again, and the toggle is active, the icon switches back to .



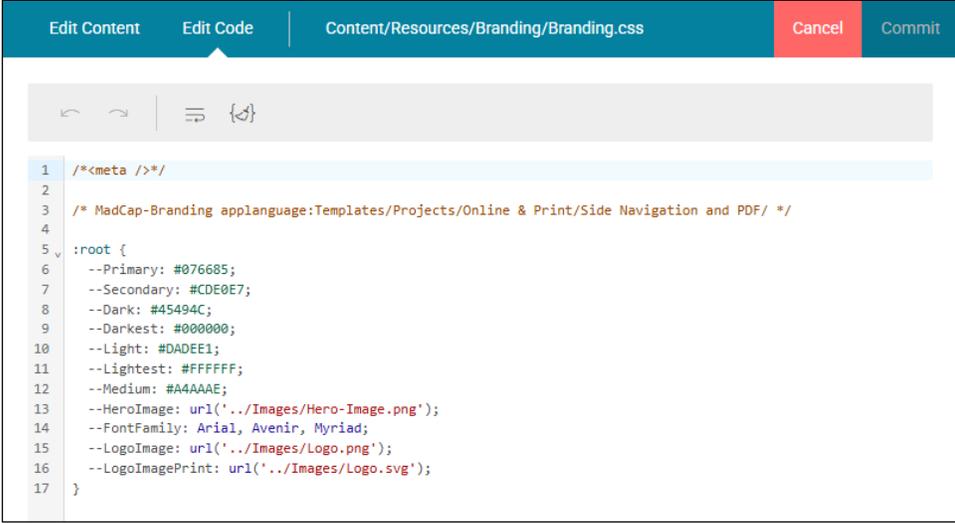
 **NOTE** If you click  for a property, notice that the icon switches to . You can remove the property from the branding stylesheet. Be aware that removing a property defined in a template does not delete it from the panel. This is because all properties defined in a selected template are always shown and will reset to default values if the values were changed.

# How to Delete a Branding Property

1. Open a project, and select the **Workspace** tab at the top.
2. From the left side of the page, with **All Files** showing, navigate to and select a branding stylesheet file.
3. In the Branding Stylesheet Editor, click **Edit**.
4. Hover the cursor over any of the properties to the left of the preview. Notice a trash bin icon displays for the property.
5. Click . This removes the property from the stylesheet.
6. Click **Commit**. (Or click **Cancel**, to back out of the process.)
7. In the Create New Commit dialog, enter a **Commit Message**.
8. Click **Commit**.

# What's Noteworthy?

-  **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 web editor interface with a teal header bar. On the left, there are tabs for 'Edit Content' and 'Edit Code', with 'Edit Code' being the active tab. The breadcrumb path is 'Content/Resources/Branding/Branding.css'. On the right, there are 'Cancel' and 'Commit' buttons. Below the header is a toolbar with icons for undo, redo, list, and code. The main area contains a code editor with the following CSS code:

```
1 /*<meta />*/
2
3 /* MadCap-Branding applanguage:Templates/Projects/Online & Print/Side Navigation and PDF/ */
4
5 :root {
6   --Primary: #076685;
7   --Secondary: #CDE0E7;
8   --Dark: #45494C;
9   --Darkest: #000000;
10  --Light: #DADEE1;
11  --Lightest: #FFFFFF;
12  --Medium: #A4AAAE;
13  --HeroImage: url('../Images/Hero-Image.png');
14  --FontFamily: Arial, Avenir, Myriad;
15  --LogoImage: url('../Images/Logo.png');
16  --LogoImagePrint: url('../Images/Logo.svg');
17 }
```

 **NOTE** When you add or change a property or value, it is saved to the branding stylesheet. If the regular stylesheet is using that property anywhere (i.e., CSS variable), then the update propagates to the regular stylesheet as well.

If a new property is added to the branding stylesheet, it is not likely associated with any style properties in the regular stylesheet, but it is "available" to use. You will have to do the following two things:

1. Apply the CSS variable to a style class or a skin using the Code Editor (this is due to current limitations in Flare Online regarding stylesheet editing). You have to apply it because the style must be tied to or point to the CSS variable—this does not happen on its own behind-the-scenes.
2. Apply the CSS variable to content in your project. You need to make sure the content in the topic or snippet has the style (e.g., an h4 style) and the branding property and value applied to it. Flare Online has limited style support, so depending on the style, you might be able to use the Content Editor or the Code Editor. (You can also use Flare Desktop.)

For more information about CSS and styles in a project, see the Flare Desktop Help system.

 **NOTE** CSS variables are the foundation of branding functionality. The stylesheets in the project group together certain CSS variables (e.g., logo, hero image, font, color palette) that relate to branding. The branding values you identify in the Branding.css file are those associated with those CSS variables in the project.

# I Associating a Branding Stylesheet at the Target Level

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 Flare Online or Flare Desktop), it will have precedence on whatever is set at the project level (which can be done in Flare Desktop).



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

# Permission Required?

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- Edit Code

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## How to Associate a Branding Stylesheet at the Target Level

1. From the **Projects** page (**Workspace** tab), open a 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

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# 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 .....	31
Deleting Branding Stylesheets .....	32

# 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 Flare Online 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?

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:

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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 Rename a Branding Stylesheet

1. Open a project, and select the **Workspace** 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.

## Permission Required?

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- 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 Delete a Branding Stylesheet

1. Open a project, and select the **Workspace** 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

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# PDFs

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

*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*