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SPT105
Branding In SharePoint Online and On Premises
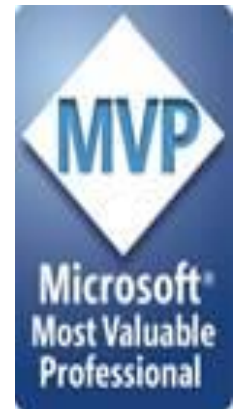
April 19, 2017

SharePoint

Office 365

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Agenda

- Overview of Envision IT
- Experience and Branding
- Case Studies
- Navigation
- Case Studies
- Questions / Next Steps

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Leaders in SharePoint Solutions

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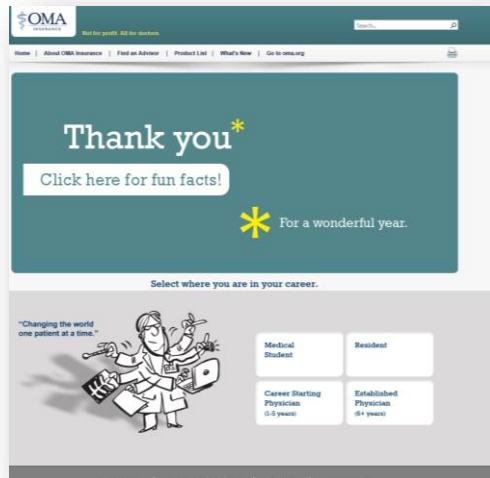
Public Websites	Intranets / Staff Portals	Extranets / Member Portals
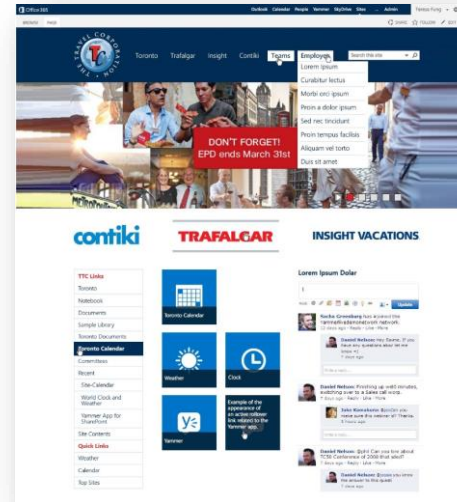
SharePoint   Office 365   Microsoft Azure
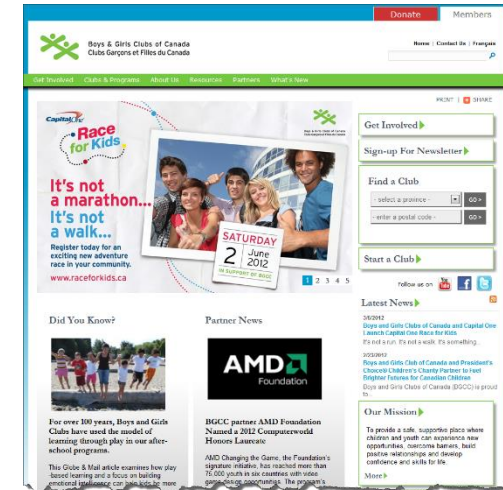
Poll 1

What Office 365 products do you use today?

- Office Online (Word, Excel, PowerPoint , OneNote)
- Exchange/Email and Skype for Business
- SharePoint Online
- OneDrive
- Yammer

Poll 2

What do you feel you will be deploying first in SharePoint Online?

- Corporate Intranet
- Team or project sites
- Extranet

Experience and Branding

Microsoft Ignite 2016 Branding Session

BRK3025

Learn Best Practices for Customizing and Branding SharePoint Team Sites

Tejas Mehta
Senior Program Manager
SharePoint Experiences Team
Microsoft
@tpmehta

Eric Overfield
Office Servers and Services MVP
President and Co-founder
PixelMill
@ericoverfield

Microsoft

https://channel9.msdn.com/events/Ignite/2016/BRK3025

Microsoft Ignite 2015 Branding Session

Deep Dive into Safe SharePoint Branding in Office 365 Using Repeatable Patterns and Practices

Vesa Juvonen
Senior Program Manager
Office 365, Microsoft

Microsoft

https://channel9.msdn.com/Events/Ignite/2015/BRK3164

Recommendations

Avoid custom master pages

Use Office 365 themes when possible

Alternate CSS for advance settings and responsive

JavaScript Embed for control and UX components

GEEK

"You do not brand Outlook or Word, why do you need to do branding on collaboration sites?"

Good question…

Applying branding is absolutely supported and understandable for intranet portals, but what about collaboration sites? It is recommended to consider the cost versus gain.

How to minimize future maintenance?

Use alternate methods rather than master pages

All changes to OOB master pages are provided to your sites automatically without need to modify custom code

Avoid feature framework element usage

Many feature framework elements will create dependency to xml files on the disk , which then cannot be removed easily (think "Content Migration")

Sandbox solutions will also impact future maintenance costs of the deployment

Constant evolution of the user experience
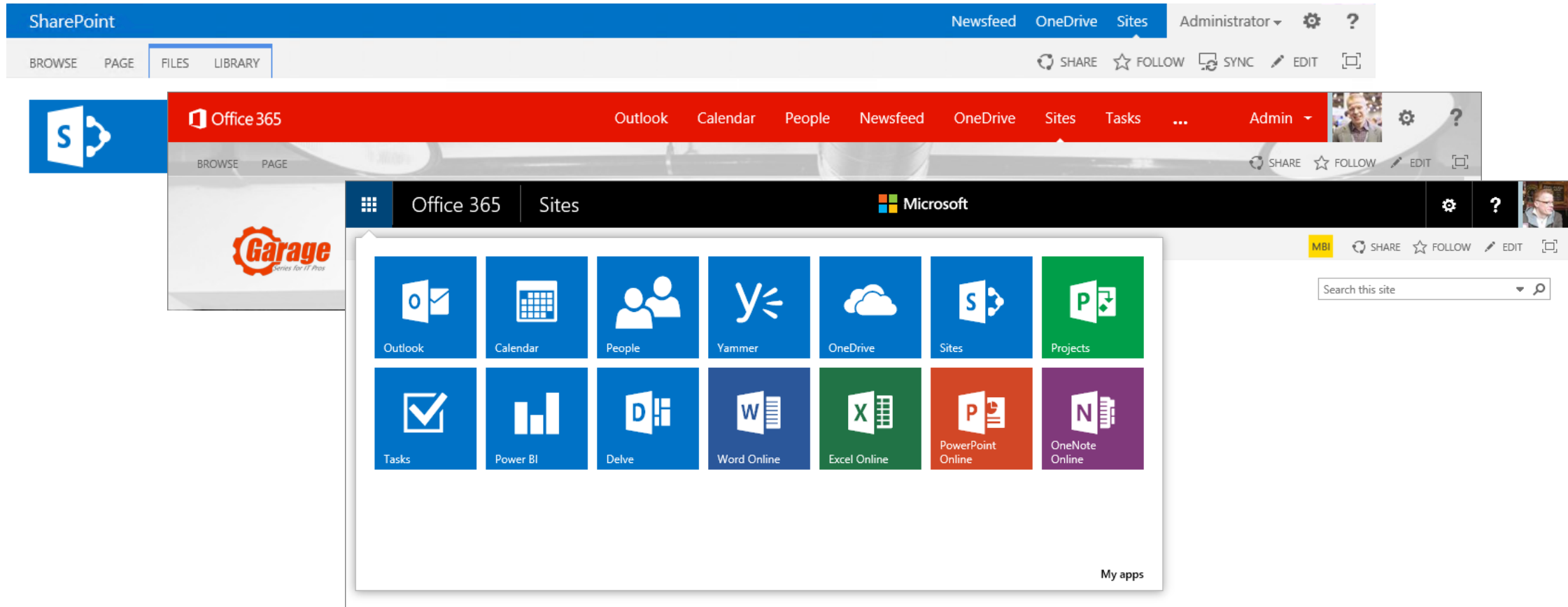
Office 365 services and branding

What is the challenge with custom master page?

New custom master page is created by copying oob master or starting from scratch using oob master as the reference

Significant differences on the outcome unless custom master page been updated during the releases.

master

master

master

<< Copy >>

Custom Master

Oob Master

master

master

master

Service updates for introducing new version of the out of the box master page with some new capabilities or bug fixes.

Time

"But I have always customized my sites with custom master, what has changed?"

Nothing

Actually this similar maintenance challenge exists in on-premises and across the version upgrades as well. Concentrate on what's truly needed.

"I have an intranet portal and I need to do heavy branding customizations!"
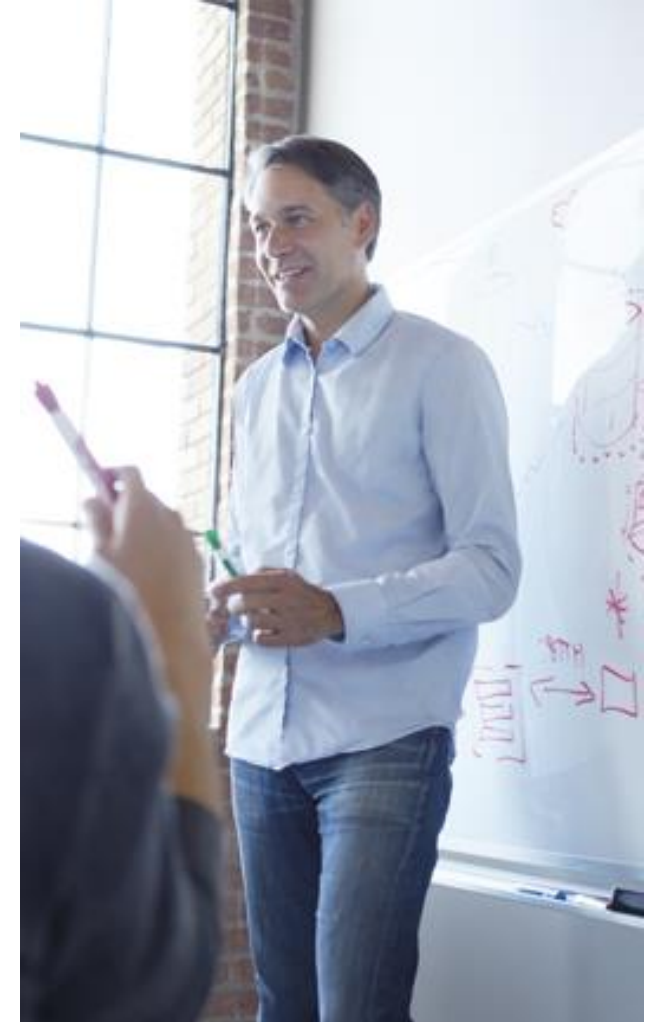
Absolutely fine.

Key point is to understand the impact of the chosen pattern. Custom master pages are completely supported, you might want to use alternative approaches if possible.

Branding options for SharePoint sites

	Office 365 Themes	Theme	Alternate CSS	Custom Master Page
Options	• Can be used to centrally control branding cross all services in the Office 365 • Limited settings currently • Can be overridden in site level • Only in Office 365, not in on-premises	• Can be used to control branding, fonts and background image of the sites • Configuration applied to each site	• Can be used to override whatever CSS settings • Control to color, fonts and even layout settings • Configuration applied to each site • Can be used to provide responsive user experiences	• Full control on how the site is rendered • Applied one by one to each site, except for publishing sites • Any updates to oob master pages are not automatically reflected on the sites
Support	Office 365 only	Office 365	Office 365	Office 365
Flexibility	Fair	Average	Good	Unlimited
Cost impact (short and long term)	$	$$	$$	$$$

Office 365 Themes

- ## What
  - Control high level branding settings cross Office 365 services
- ## Why
  - Provide branding consistency across all services, like Yammer, Delve or OneDrive for Business
- ## How
  - You can control company wide default branding settings from the Office 365 administration services
  - SharePoint sites use Office 365 theme if site specific theme is not applied
  - Personal theming option can be disabled by tenant administrator, if needed (coming)

Controlling themes for Office 365

Themes

- **What**
  - Provide user branding elements without introducing master page or page layout elements
- **Why**
  - Continue using out of the box master pages, but introduce customer specific branding elements
- **How**
  - Use theming engine for introducing color, fonts and background images for sites
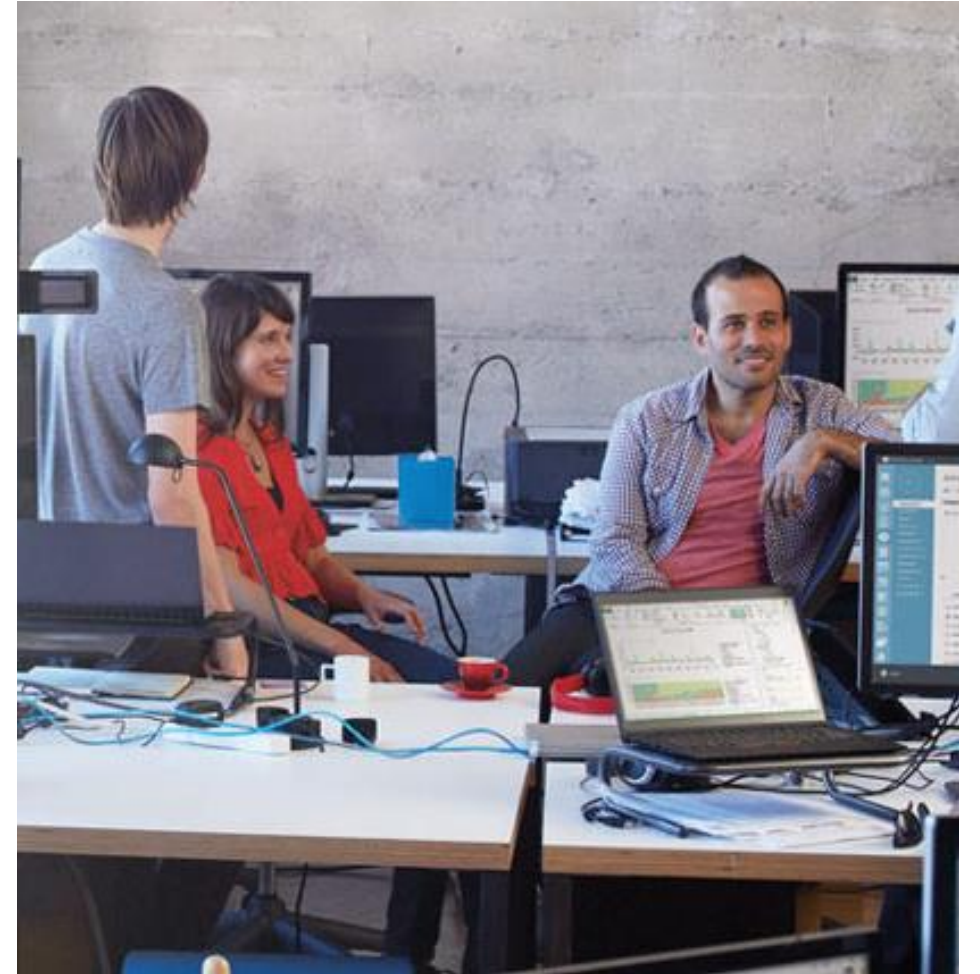
SharePoint Color Palette Tool v1.00

- Free downloadable tool to create custom themes
- Can be used to create themes in matter of minutes with company colors and images

http://www.microsoft.com/en-ca/download/details.aspx?id=38182
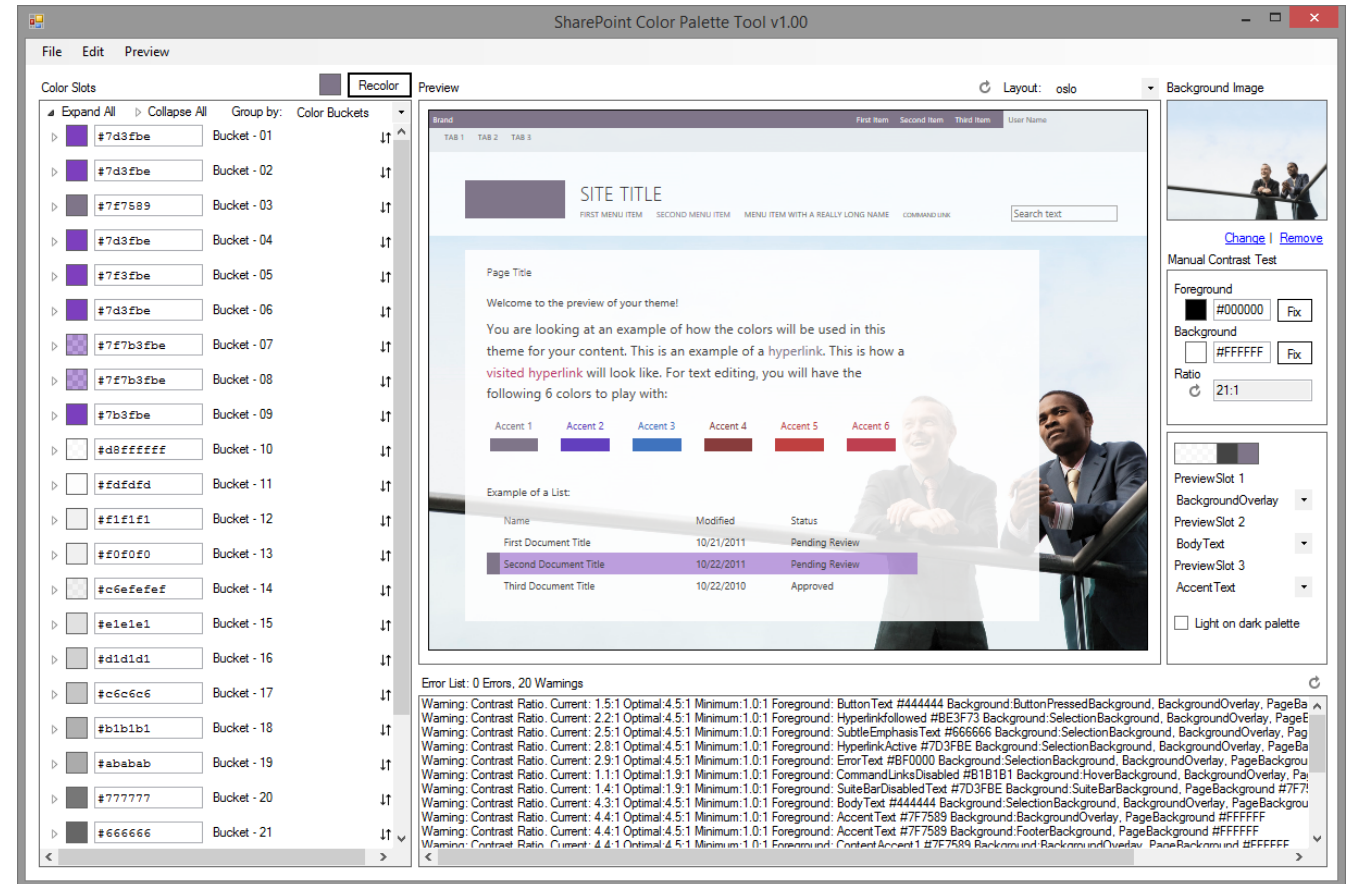
Adding alternative styling for host web

- **What**
  - Provide alternate CSS styling elements to the web by adding custom style elements to the page rendering process
- **Why**
  - To provide more comprehensive changes on the page layout compared to what themes can do without introducing a custom master page
- **How**
  - Use the AlternateCSSUrl web object property, which was introduced as new capability in the 2014 April CU for SharePoint 2013

Making Seattle.master Responsive

- Heather Solomon
- http://blog.sharepointexperience.com/2015/03/making-seattle-master-responsive/

Custom Master Page

- ## What
  - Replaces the OOTB master page
- ## Why
  - Provides complete control over the design
- ## How
  - Upload and set the master page

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Branding Recommendations

User Experience and Branding

Creative designs

Simple and rich branding approaches

Consistent navigation

Responsive design

Accessibility considerations

Consistent approach for on premise and Office 365

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Simple Branding

No custom master page or minimally customized master page

Leverages themes and alternate CSS

Minimizes risk of Microsoft changes affecting the sites, particularly in Office 365

Ideal for collaboration sites

Leverage Bootstrap and Heather Solomon's responsive CSS for seattle.master

Rich Branding

Custom master page and CSS
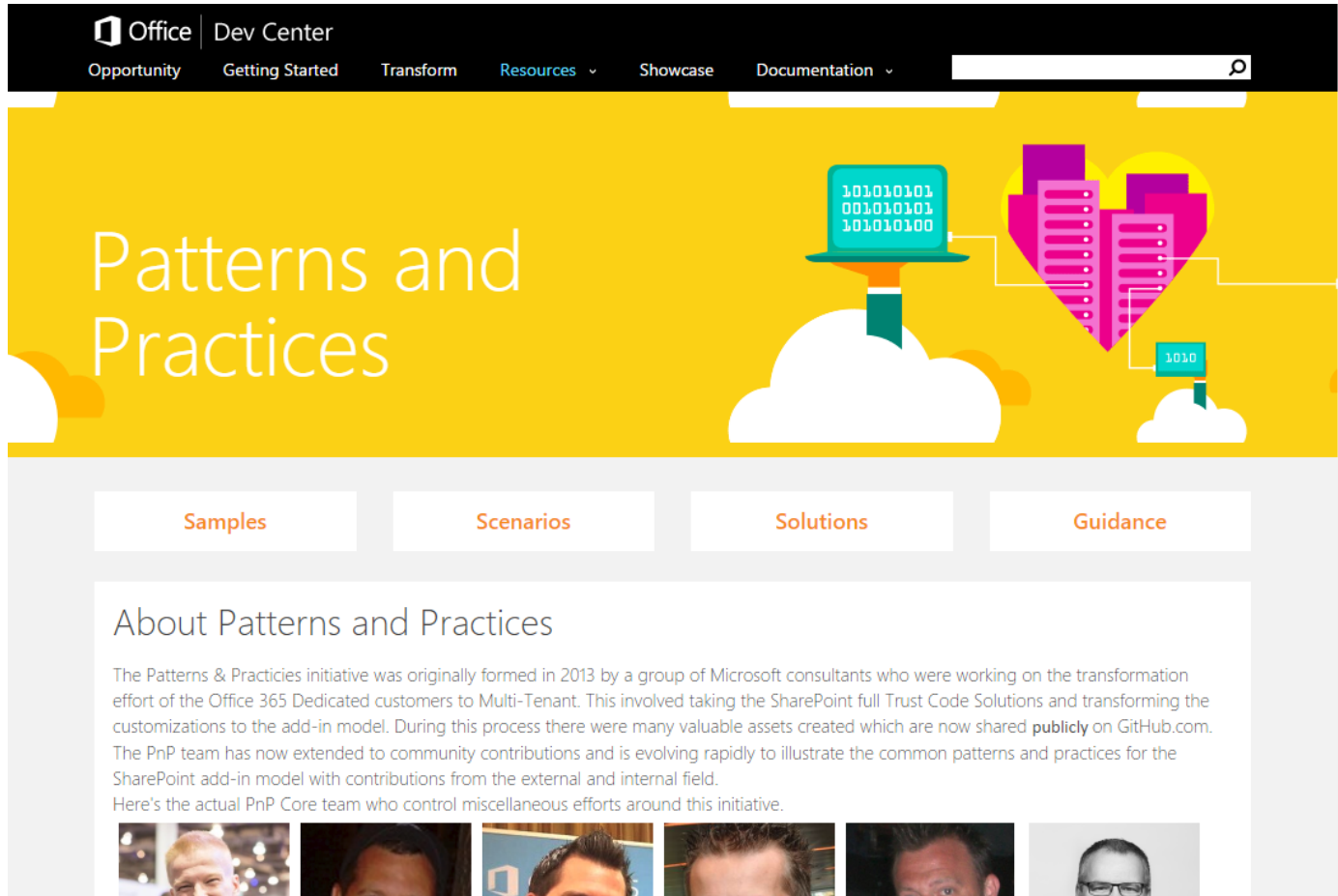
Full control of the user experience

Leverages Bootstrap

Ideal for public web sites and publishing Intranets

Still supported for Office 365, but updates from Microsoft may break things

Deploying Branding

- Microsoft guidance and components to support Office 365 development
- We are leveraging the PowerShell components
- http://dev.office.com/patterns-and-practices
- https://github.com/OfficeDev/PnP

Navigation

Navigation

- We have both server and client controls to render top nav, left nav, and breadcrumbs

- Server control is visually better as nav is there as page loads. Client control caches to improve performance, but still appears after the page loads

- Both support multiple site collections against one term store

- Client control supports Office 365

Media Experts
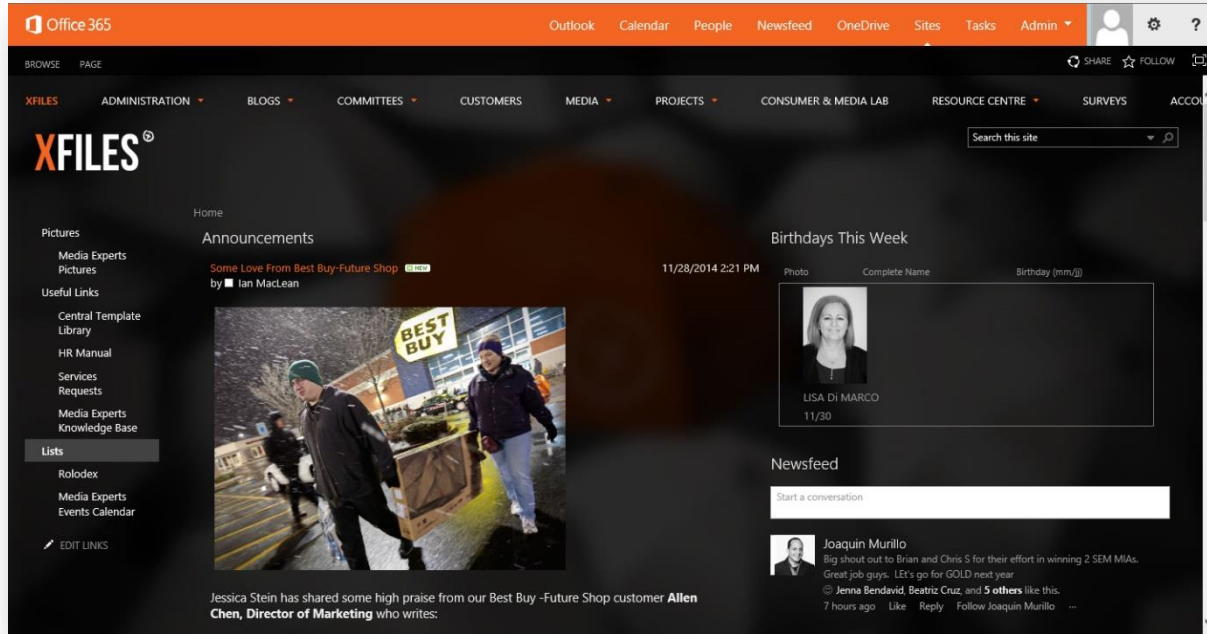
- Top ranked, Canadian owned agency media planning and buying company
- Purely focused on the Canadian consumer
- Intranet housing customer documentation was migrated to O365 from MOSS 2007
- Re-architected into multiple site collections with a content-type hub

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Envision Shakespeare Company
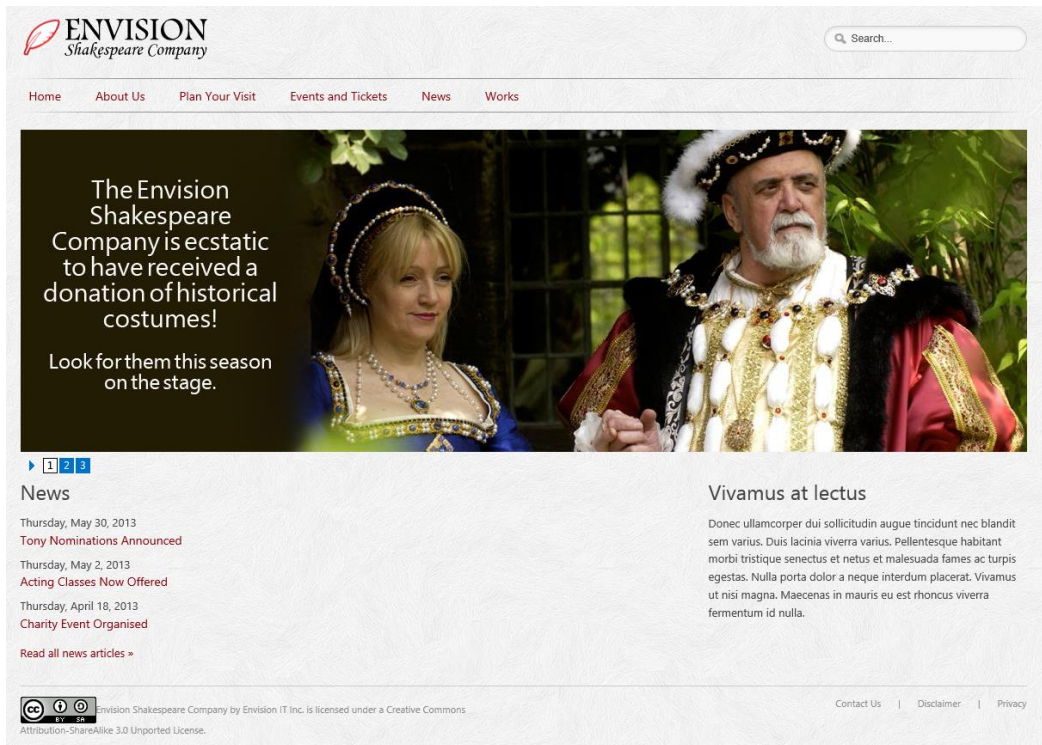
- Fictional theatre company web site
- Demonstrates the new features and capabilities of SharePoint 2013
- http://www.envisionit.com/shakespeare
- https://shakespeare.envisionit.com

L-3 Wescam

- Top ten global defence contractor for sensor surveillance equipment
- Intranet has clear site structure, easy to navigate
- Graphic, dynamic site that mirrors their public website
- Enhanced Search, custom web part surfaces frequently visited pages

Branding Poll

What branding approach are you most likely to implement?

- Office 365 Themes

- SharePoint Themes

- Alternate CSS

- Custom Master Page

The Travel Corporation

- Diverse brands, locations and travel experiences
- SP Online and Yammer provide a global collaborative intranet environment
- Compelling, creative design
- Adaptive provides optimum experience for mobile

Pathways to Education

- Fresh, attractive O365 site in accordance with corporate branding guidelines
- Custom image rotator, lots of white space
- "New" webpart displays latest articles

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Ontario Association of Children's Aid Societies

- O365 solution hosted on Azure
- Accessed Microsoft O365 Nonprofit E1 program for up to 8,000 free user licenses
- Over 1,200 documents shared out to 44 member CAS
- Dynamic pages display tagged content
- Site navigation renders based on Term Store configuration
- A responsive design
- Familiar user experience across Extranet and Collaboration sites

Navigation Poll

What navigation approach are you most likely to implement?

- OOTB SharePoint

- Farm solution control (on premise only)

- Client side JavaScript control

- Generated navigation

Pinchin

- Provide environmental, engineering, health & safety consulting
- Training and mentoring on Office 365 Intranet
- Issues around document management, retention policies
- Groups and permissions, sharing in O365
- Search Centre configuration and refinement setup
- Workflows and alerts

Questions and Next steps

THANK YOU!