



SPT105
Branding In SharePoint Online
and On Premises

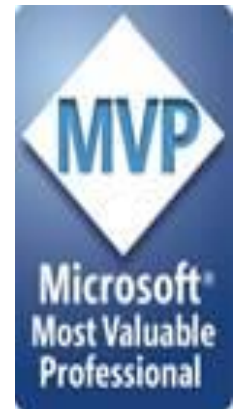
April 19, 2017



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- Twitter @carsonpeter
- VP Toronto SharePoint User Group

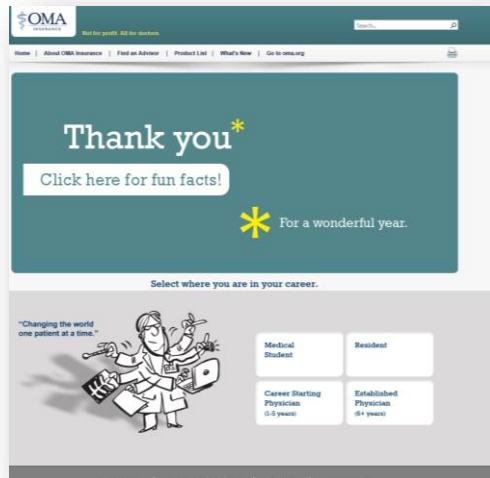


Agenda

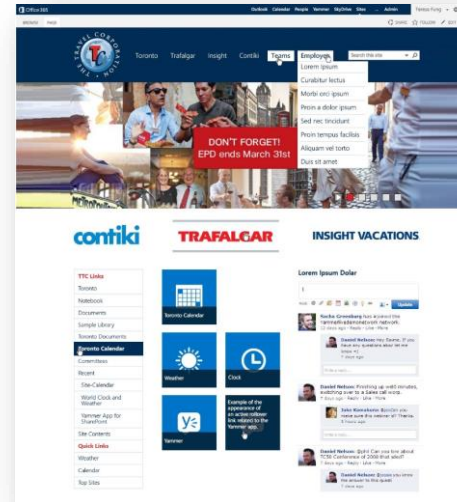


Envision IT

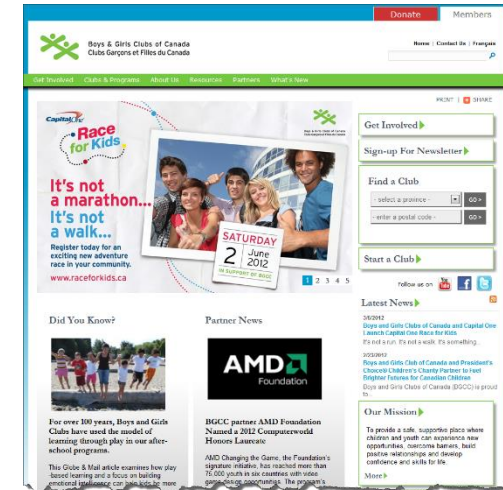
Public Websites



Intranets / Staff Portals



Extranets / Member Portals



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



<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



<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

“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

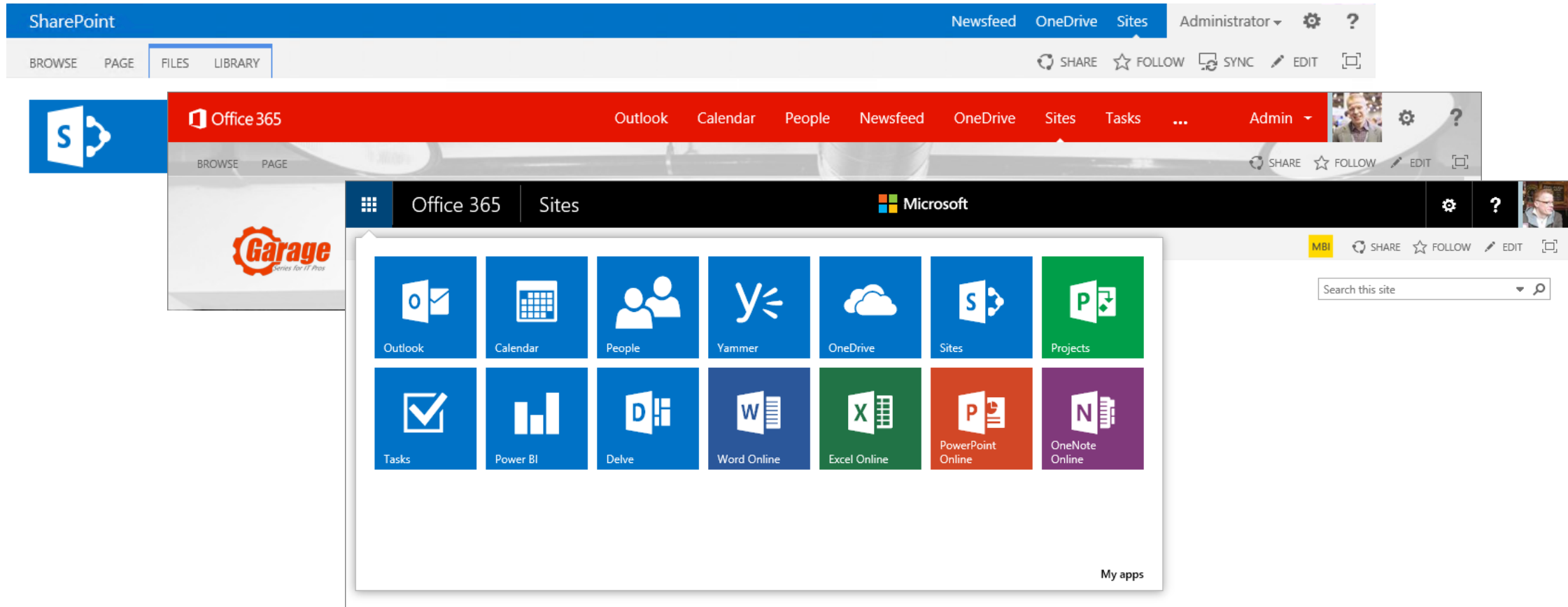
Avoid feature framework element usage

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

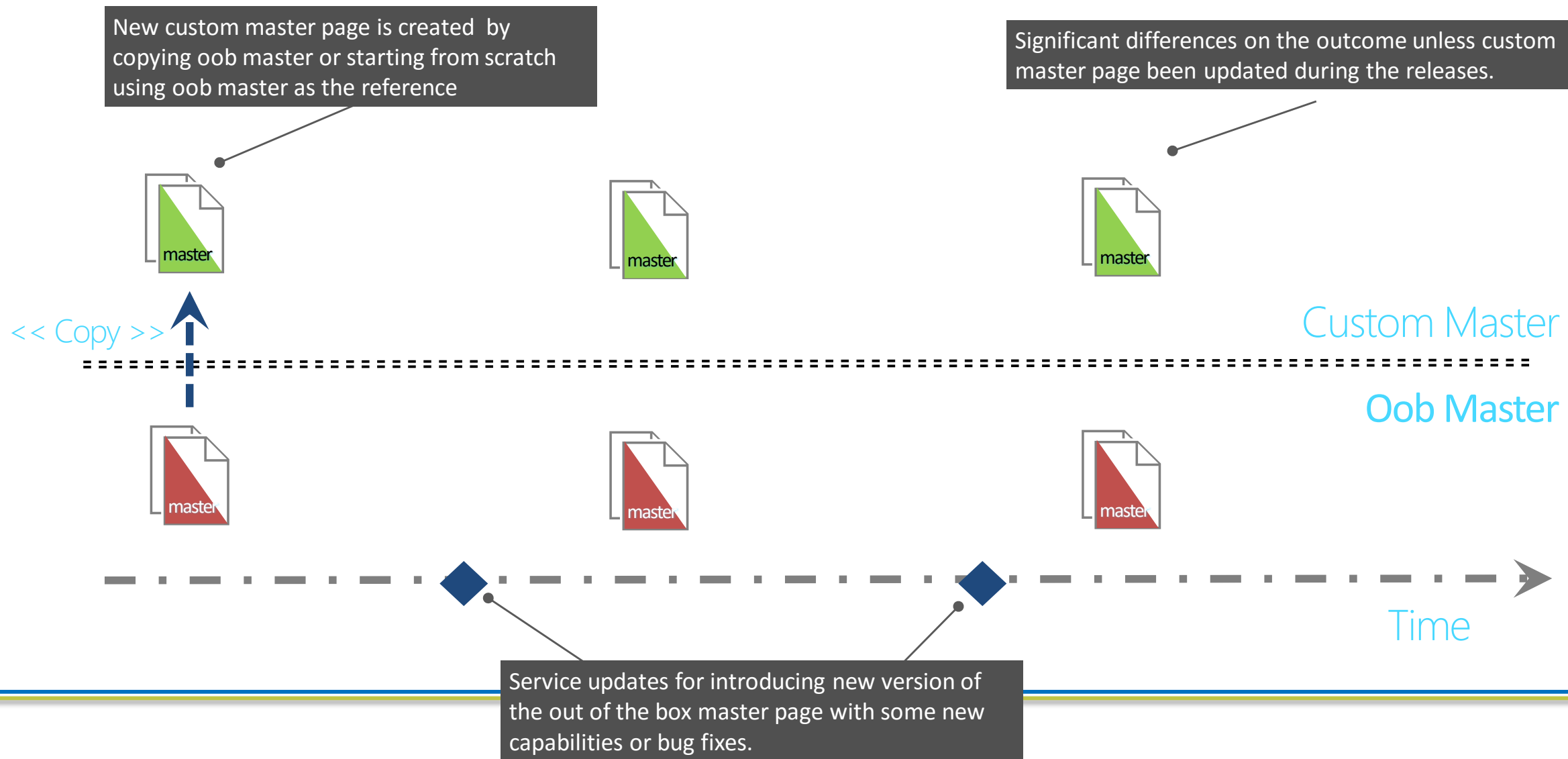


Office 365 services and branding

The image displays a screenshot of the Office 365 Yammer interface. At the top, there is a navigation bar with 'Office 365' and 'Sites' tabs. Below this, a search bar and a 'Share' button are visible. The main content area is divided into several sections:

- Left Sidebar:** Contains navigation options like 'Home', 'Notebook', 'Documents', 'Recent', 'Project Documents', 'Site Contents', and 'Recycle Bin'. There is also a 'Share your site' button and a 'Newsfeed' section with a search bar and a message: 'It's pretty quiet here. Invite'.
- Top Navigation:** Shows 'Office 365' and 'Yammer' tabs, along with a search bar for people and conversations, and an 'Invite' button.
- User Profile (Vesa Juvonen):** Located in the center, it features a profile picture, name, title 'WEB MARKETING MANAGER, Sales & Marketing', and contact options for Message, Call, and Email. Below the profile are tabs for 'Activity' and 'Profile'.
- Newsfeed:** A grid of posts including:
 - A video post titled 'What is SharePoint' with a play button icon, dated March 30, and 1 view.
 - A post titled 'Office 365 JDP Preparedness meeting – Network and Security' dated December 12, 2014.
 - A post titled 'Update [Customer Name] in Doc Properties Solution Design Report' dated December 2, 2014.
 - A post titled 'ECM with app model' dated January 23.
 - A post titled 'Using Search capabilities with app model' dated January 23.
 - A post titled 'Farm solution replacement approaches' dated January 23.
 - A post titled 'Transformation guidance from farm solutions to' dated January 23.
 - A post titled 'Document Boxes - PDF' dated October 27, 2014.
- Right Sidebar:** Features a 'See more related to Vesa Juvonen' section with a grid of related profile pictures.

What is the challenge with custom master page?



“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.

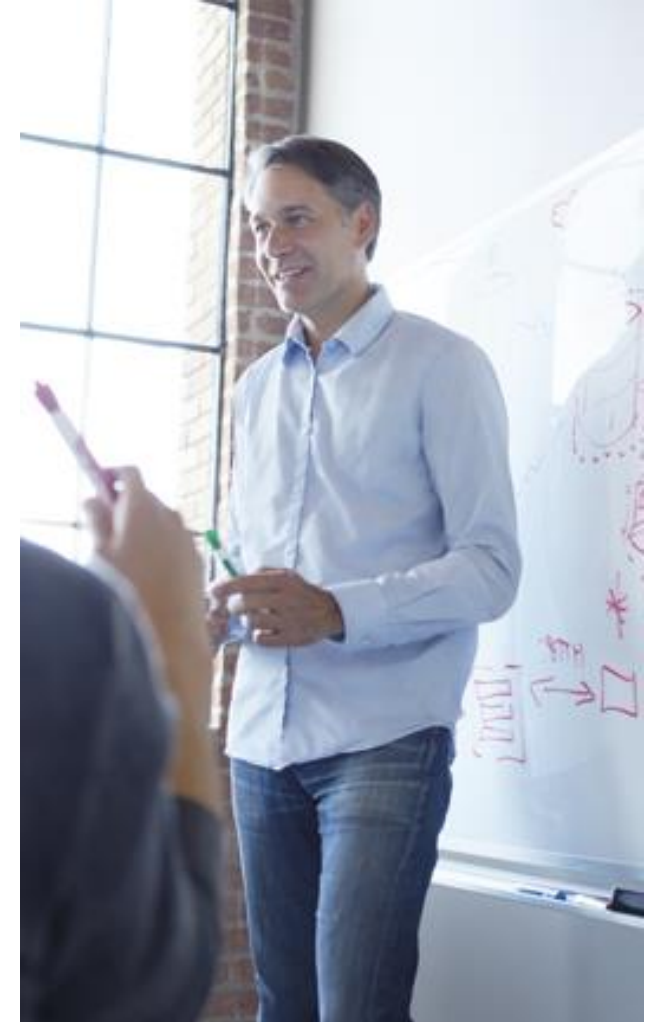
Key point is to understand the impact of the chosen pattern. Custom master pages are completely supported, you might want to use alternative approaches if possible.

Branding options for SharePoint sites

	Office 365 Themes	Theme	Alternate CSS	Custom Master Page
Options	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Can be used to control branding, fonts and background image of the sites• Configuration applied to each site	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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 <small>only</small>	 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

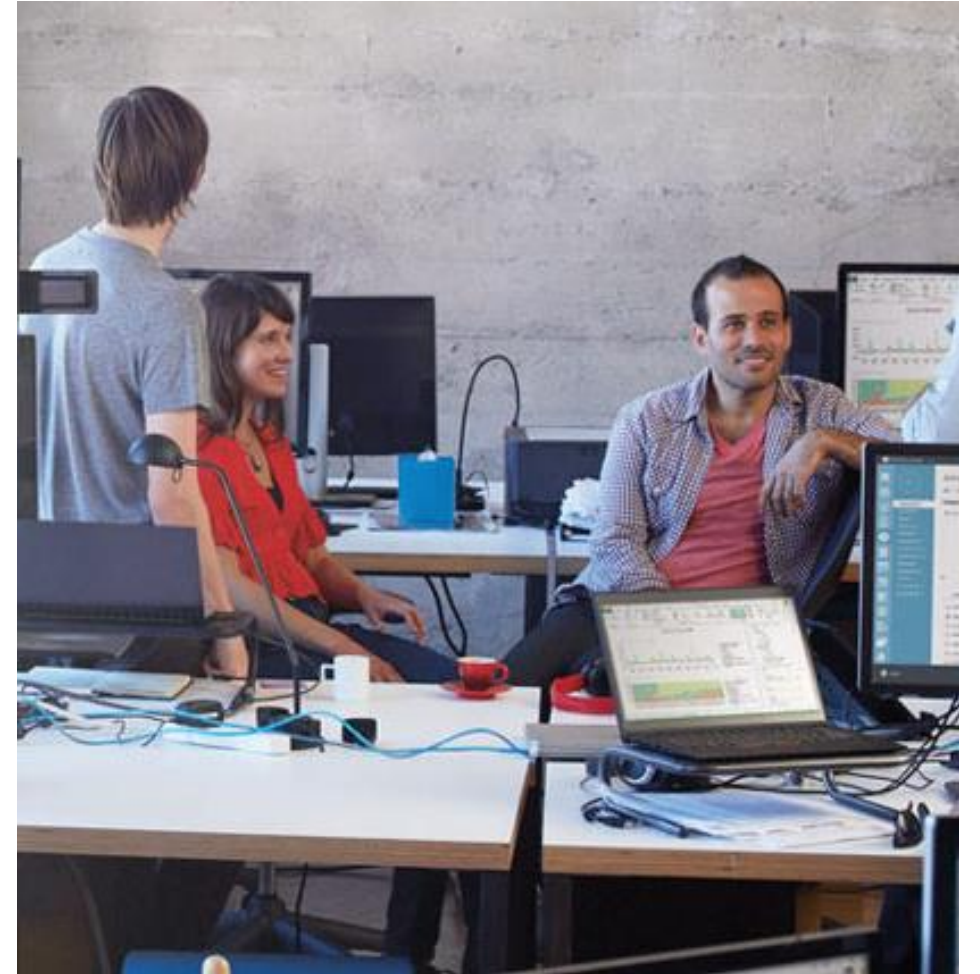
The screenshot shows the 'Manage custom themes for your organization' page in Office 365. The page is titled 'Manage custom themes for your organization' with the subtitle 'Customize Office 365 to reflect your organization's brand.' The left sidebar shows 'Company profile' and 'Custom theming' (selected). The main content area includes several settings:

- Custom logo:** A preview of a red and white logo. Below it are 'Change' and 'Remove' links. Text: 'Image requirements: 200 x 50 pixels in JPG, PNG, or GIF format, and no larger than 10 KB.'
- URL for a clickable logo:** An empty text input field. Below it: 'URL Requirements: Full URL including http:// or https://'
- Background image:** A preview of a person's face. Below it are 'Change' and 'Remove' links. Text: 'Image requirements: 1366 x 50 pixels or less in JPG, PNG, or GIF format, and no larger than 15 KB'
- Accent color:** A purple color swatch with a dropdown arrow.
- Nav bar background color:** A light gray color swatch with a dropdown arrow.
- Text and icons:** A purple color swatch with a dropdown arrow.
- App menu icon:** Three color swatches: purple, white, and black.

At the bottom, there is a 'Remove custom theming' link and a 'Save' button (highlighted in purple) next to a 'Cancel' button.

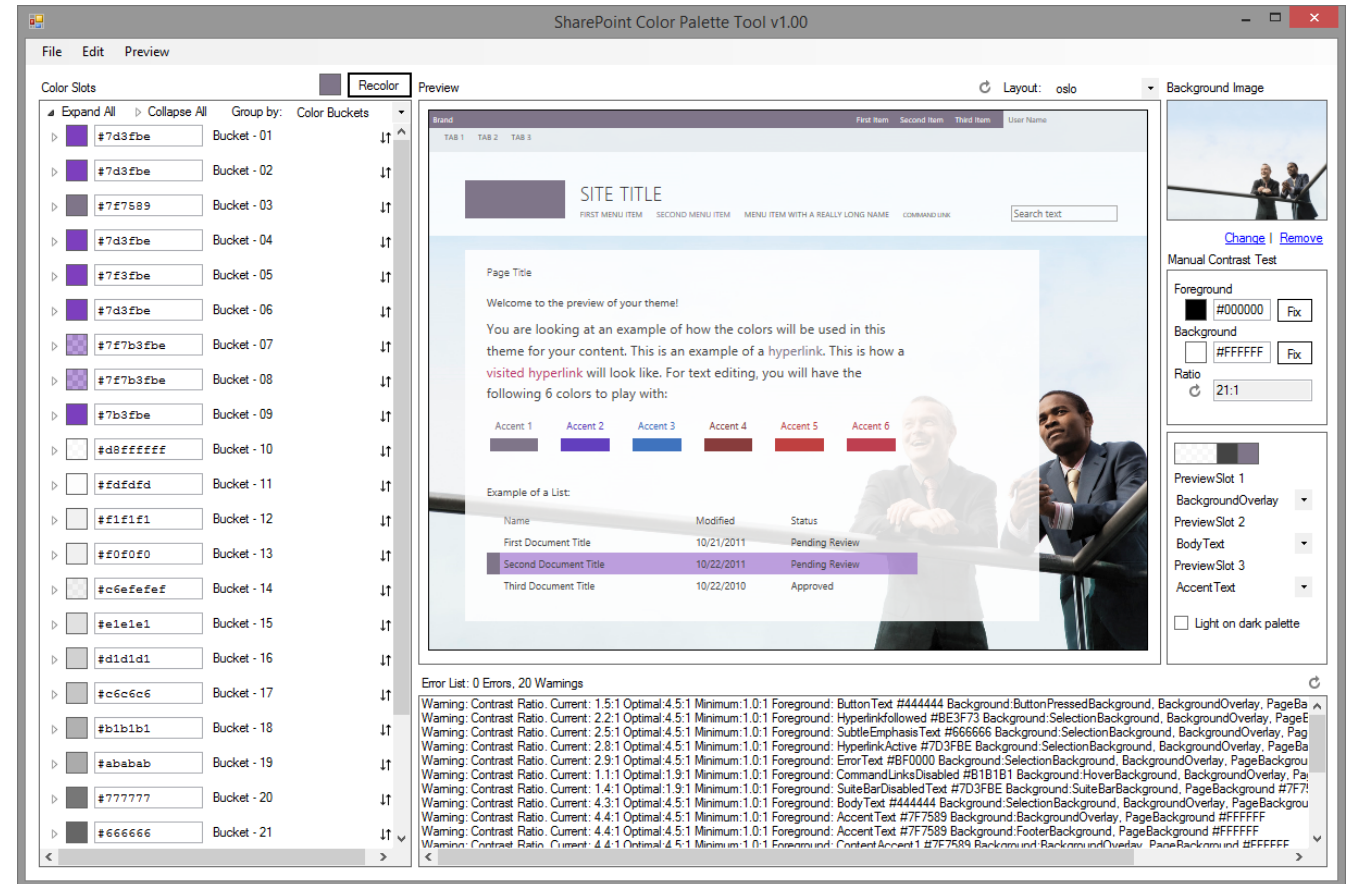
Themes

- 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

our
sharepoint
experience

THE WAY TO GET STARTED IS TO
QUIT TALKING AND BEGIN DOING.
-WALT DISNEY-

The screenshot shows a SharePoint blog post. The header includes the site title 'Our SharePoint Experience' and a navigation menu with links for HOME, SHAREPOINT TRAINING, CSS CHART, MASTER PAGES, MAGIC DATA VIEW BUILDER, and RSS FEED. The main content area features the article title 'Making seattle.master Responsive' by Heather Solomon, dated March 25, 2015, with 30 comments. The article text discusses the challenges of making the Seattle master page responsive and introduces 'The Mutton' media query. A code snippet is shown at the bottom of the article.

Our SharePoint Experience

Dustin Miller and Heather Solomon from SharePoint Experts

CATEGORIES

Select Category

TAGS

announcements Breadcrumb
Browsers calendar
conferences content pages
controls CSS CSS
Challenge CSS
Tricks Data View Web Part
deployment Design dialog
box DOCTYPE DVWP
Graphics has download
HTML html5 IE jquery lists
Master Pages
MCMS mega menu My

FRONT-END CODE DEVELOPMENT

Making seattle.master Responsive

MARCH 25, 2015 HEATHER SOLOMON 30 COMMENTS

"Sonny, true love is the greatest thing in the world. Except for a nice M.L.T., a mutton, lettuce and tomato sandwich, where the mutton is nice and lean and the tomato is ripe. They're so perky. I love that."

You know what else would be the greatest thing in the world? A responsive version of SharePoint 2013's Seattle master page. While an ETA continues to be dodged for this juicy addition for SharePoint on-premises and SharePoint Online, we can play Miracle Max and do it ourselves. Yes really. At the end of the day, it is just CSS. That we can do.

The Mutton

Media queries. These little gems can light up your life and SharePoint design at various viewport sizes like no other. Here is a basic media query. The max-width value is what we will be utilizing today. At every viewport width that your site breaks, we will create a new media query with the identified width value (known as a breakpoint).

```
1 | @media screen and (max-width: 768px) {  
2 |   New CSS ones here
```

- 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



Envision IT

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

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

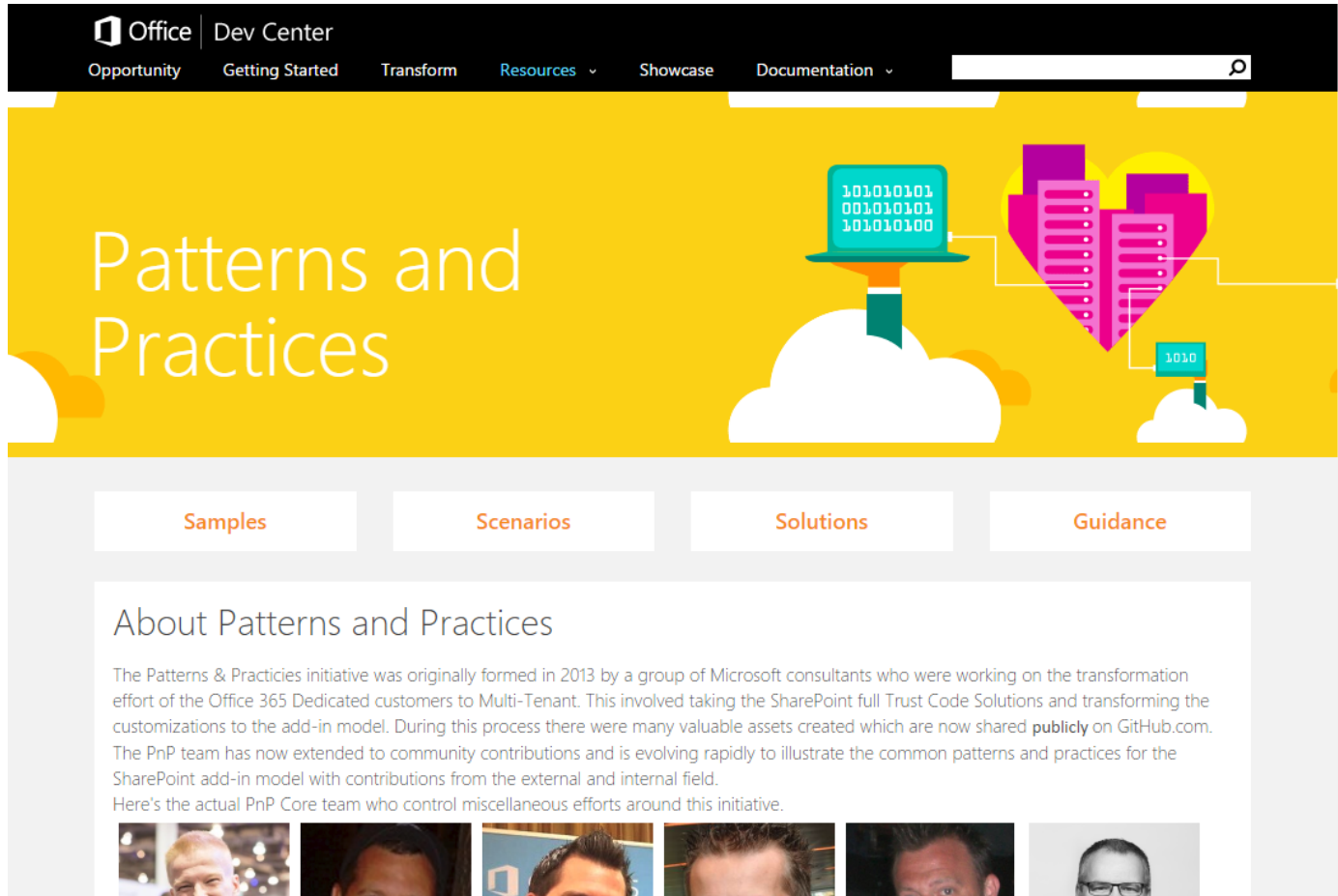
Full control of the user
experience

Leverages Bootstrap

Ideal for public web
sites and publishing
Intranets

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

Deploying Branding



Office | Dev Center

Opportunity Getting Started Transform Resources Showcase Documentation


Patterns and Practices

Samples Scenarios Solutions Guidance

About Patterns and Practices

The Patterns & Practices initiative was originally formed in 2013 by a group of Microsoft consultants who were working on the transformation effort of the Office 365 Dedicated customers to Multi-Tenant. This involved taking the SharePoint full Trust Code Solutions and transforming the customizations to the add-in model. During this process there were many valuable assets created which are now shared publicly on GitHub.com. The PnP team has now extended to community contributions and is evolving rapidly to illustrate the common patterns and practices for the SharePoint add-in model with contributions from the external and internal field.

Here's the actual PnP Core team who control miscellaneous efforts around this initiative.



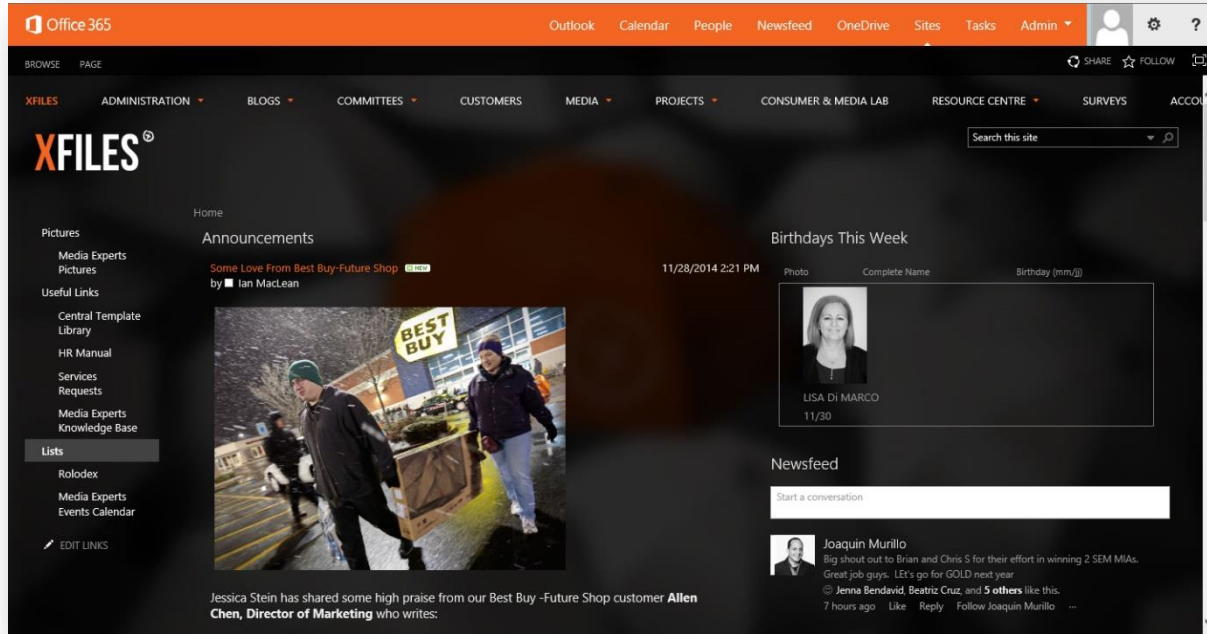
- Microsoft guidance and components to support Office 365 development
- We are leveraging the PowerShell components
- <http://dev.office.com/patterns-and-practices>
- <https://github.com/OfficeDev/PnP>

Navigation

Navigation

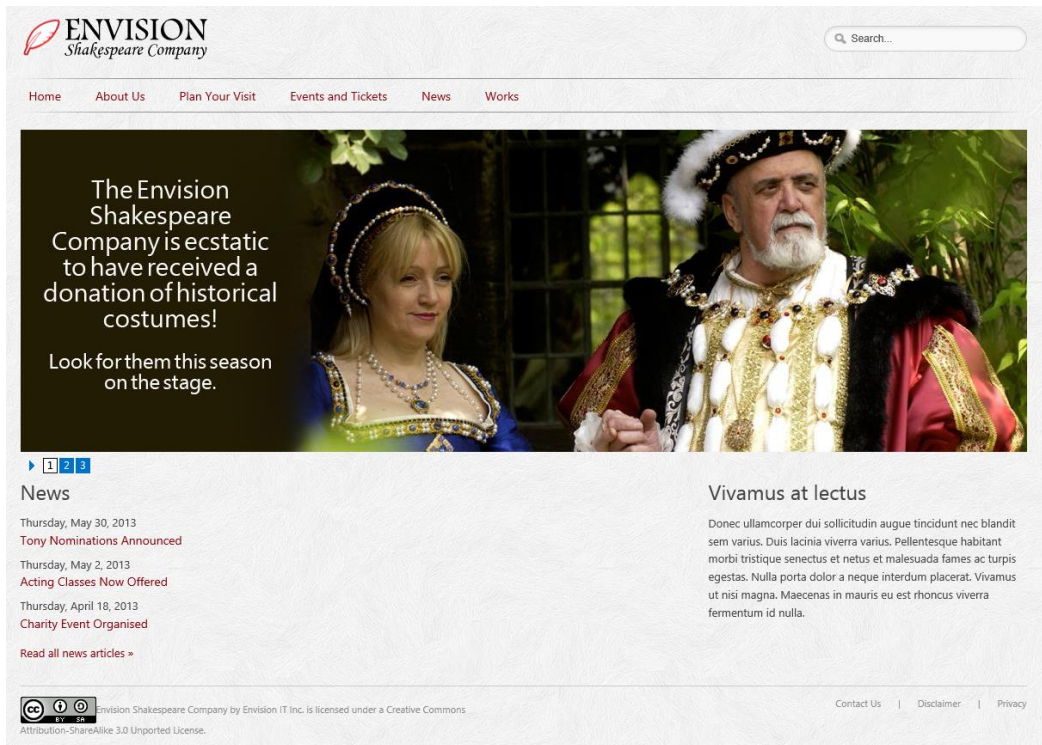
- We have both server and client controls to render top nav, left nav, and breadcrumbs
- Server control is visually better as nav is there as page loads. Client control caches to improve performance, but still appears after the page loads
- Both support multiple site collections against one term store
- 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

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

The screenshot shows the L-3 Wescam eWescam intranet homepage. The header features the L3 Wescam logo, the tagline "Our News & Information Source", and the "eWescam" branding. A search bar is located in the top right. The main navigation menu includes "Departments", "Projects", "Resources", "Employee Centre", "Committees", "News & Community", and "About Us". A sidebar on the left contains links to "Multimedia Library", "Contract Awards", "Applications", and "Find It Fast". The main content area features a large image of a boat on water, a calendar for June 2012, and a "Wi-Fi ACCESS KEYS" section. Below the main content, there are three news snippets: "Employee Health and Fitness" (June 29, 2012), "Latest news from L3 Wescam" (June 26, 2012), and "High Resolution in Helicopters" (June 25, 2012). The footer contains three columns: "Recent Success" with articles from June 27, 20, and 19, 2012; "eWescam Blog" with a post from October 09, 2012, and a welcome message from June 22, 2012; and "Internal Links" including "Active Projects", "Lunch and Learns", and "External Links" such as "Wescam Internet", "SharePoint 2010 Training Courses", and "Weather".

- 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

Office 365 Yammer OneDrive Office store Office.com Admin

TRAVEL CORPORATION
DRIVEN BY SERVICE

Canada Brands Committees People TEAMs

TravCorp Toronto Home Search this site

February Core Value

Our Involvement
We act with honesty and integrity

February Core Value

TRAFALGAR UNIWORLD LION contiki INSIGHT VACATIONS

Home

- Canada Documents
- Outlook Web App
- Network Password Reset
- Service Now
- Canada Calendar
- Trafalgar USA
- Champions
- ADP Ez Labour
- Topics Production

PromotedLinks

TTC Core Values Welcome to SharePoint

Canada Calendar

There are currently no upcoming events. To add a new event, click "Add new event".

(More Events...)

Add new event

Yammer

travcorp.com

What are you working on?

Jeff Element
To TTC Canada and Lisa Little
Quote of the day for Thursday February 26, 2015
For true success, ask yourself these four questions: Why? Why not? Why not me? Why not now?
James Allen

Have a great day!
Jeff
Like - View Conversation Thursday at 8:15am
Layi Egbeyemi, Leonor Navia, Ela Esteves and 6 others like this

Jeff Element added Lisa Little to the conversation.
Thursday at 8:15am
Yammer!

Jen Burke Jop out.

Offices

- TTC USA
- TTC Canada
- TTC Asia
- TTC NZ
- Global Services

Companies

- AAT Kings
- Atlas Reisen
- Contiki
- Destination America
- Grand European Travel
- New Horizons Holidays
- Shenrock Adventure

Adventure World

- Bermond Vacations
- Creative Holidays
- Down Under Tours
- Insight Vacations
- Radical Travel
- Trafalgar

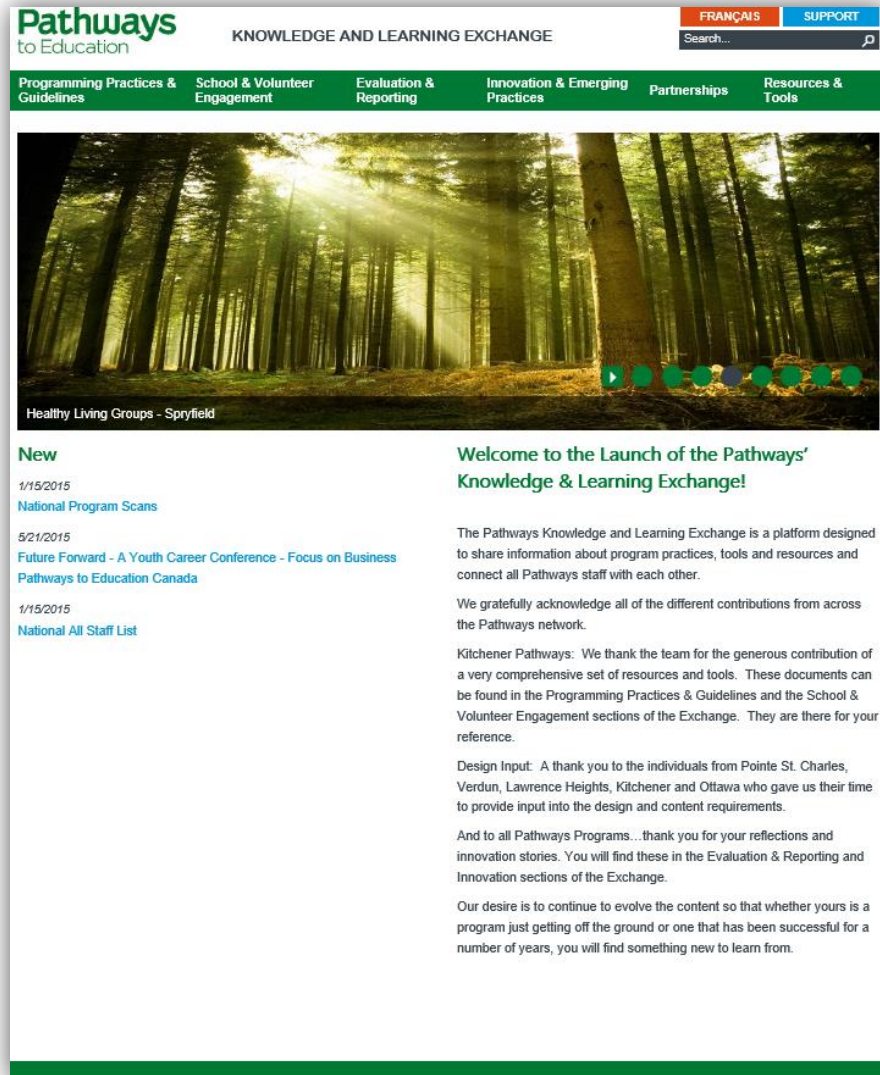
African Travel

- Beaumont
- Cultural Holidays
- Eden Exotic Tours
- Lion World
- Road Caravans Hotels
- Lineworks

Copyright 2014 The Travel Corporation. All Rights Reserved.

- 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



The screenshot shows the Pathways to Education website. At the top left is the logo 'Pathways to Education' and the tagline 'KNOWLEDGE AND LEARNING EXCHANGE'. To the right are links for 'FRANÇAIS' and 'SUPPORT', and a search bar. Below this is a green navigation menu with categories: 'Programming Practices & Guidelines', 'School & Volunteer Engagement', 'Evaluation & Reporting', 'Innovation & Emerging Practices', 'Partnerships', and 'Resources & Tools'. The main content area features a large image rotator showing a forest scene, with a caption 'Healthy Living Groups - Spryfield'. Below the rotator is a 'New' section listing recent articles with dates and titles: '1/15/2015 National Program Scans', '5/21/2015 Future Forward - A Youth Career Conference - Focus on Business Pathways to Education Canada', and '1/15/2015 National All Staff List'. The main body of text is a welcome message for the launch of the Pathways Knowledge & Learning Exchange, followed by several paragraphs of introductory text.

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

Ontario Association of Children's Aid Societies

Ontario Association of Children's Aid Societies
The voice of child welfare in Ontario

L'Association ontarienne des sociétés de l'aide à l'enfance
Unis pour le bien-être des enfants de l'Ontario

Home

Registration

First Name *

Last Name *

Email *

Department *

Job Title *

Phone

Fax

Organization *

Organization Address *

Organization City *

Organization Postal Code *

Organization Website

Please select which of these OACAS electronic publication you would like to receive. (If you are already receiving these publications, we will not send them to you twice if you select them here.)

In the News (Daily - Monday to Friday)

The Voice (Monthly - Beginning of the month)

Let's Talk Training Memo (Bi-Weekly)

Journal (Annually)

Enter both words, separated by a space.

Type the text

Register

© 2014 OACAS 75 Front St. E, 2nd Floor, Toronto, ON M5E 1V9 416.987.7725

- 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

The screenshot shows the home page of 'The Pinchin Orchard' intranet. The top navigation bar includes 'Home', 'Practice Lines', 'Laboratories', 'BD & Marketing', 'FTP', 'Resources', and 'EDIT LINKS'. A search bar is located on the right. The main content area features a red header with the title 'Why "The Pinchin Orchard"?' and a paragraph of text about the company's history. Below the text are two images: a wooden apple crate labeled 'JH PINCHIN & SONS RIVIERE FARM STREETSVILLE R.R.I.' and a photograph of a driveway. A 'Quick Links' section at the bottom contains five tiles: 'Office Locations', 'Training Calendar', 'Employment Opportunities', 'Social Activities', and 'Feedback'.

Questions and Next steps

THANK YOU!
