

FreeFlow®

Web Services

Site Customization

User Guide

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Changes are periodically made to this document. Changes, technical inaccuracies, and typographical errors will be corrected in subsequent editions.

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Introduction

FreeFlow Web Services Site Customization, the *FreeFlow Web Services* branding and personalization application, has been designed to provide Print Providers with the ability to create branded applications for their Print Buyer customers, in order to enable their customers to maintain their own corporate identities while providing a personalized service.

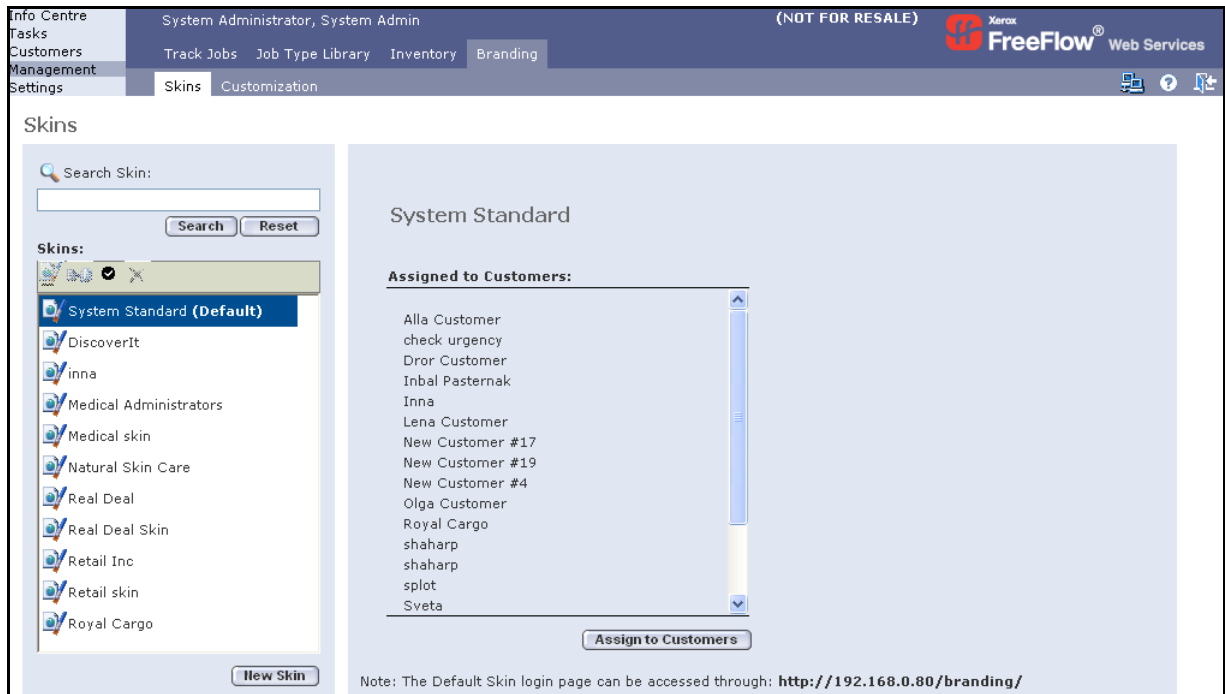
Site Customization is an independent component that is activated through the appropriate licensing, upon purchase.

The objective of the *Site Customization* application is to:

- Provide Print Providers with a simple and intuitive branding tool
- Enable Print Providers to import an existing web site design to the application using MHT format
- Provide adjustment tools for the application
- Provide activation tools (i.e. buttons, logos etc.) for the utilities

- Notes:**
1. The created *Site Customization* skins are a part of the Print Provider properties
 2. The skins must be prepared by a designer who has knowledge of basic HTML design as well as the operation of HTML design tools.

Chapter 1: The Skin Window

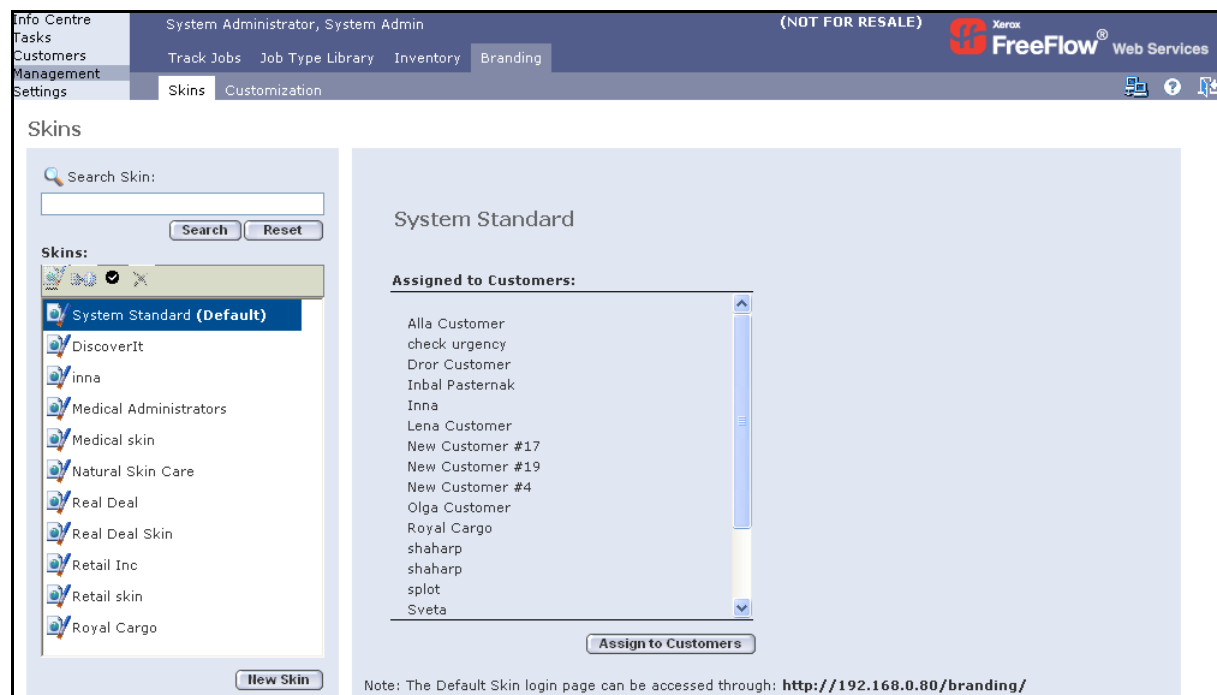


The *FreeFlow Web Services Site Customization* option is accessed through the **Branding** window found on the Print Provider side, under **Management / Branding**.

The **Branding** window is divided into the following two panes:

- *The Skin Library*
- *Assign to Customer*

The Skin Library



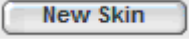




The Skin Library displays a list of skins that exist in the system. The designer has the ability to add, edit or delete skins. In addition, the designer has the ability to rename a skin, as well as the ability to define a default skin.

The Skin Library is composed of the following two elements:

- *Skin List*
- *Search Skin*

Skin List

The Skin list contains a list of all of the skins as well as the following **List Management** buttons:

	New Skin	Enables adding new skin names to the Skin list.
	Rename Skin	Allows renaming specific skins.
	Delete Skin	Enables deleting specific skins from the Skin list.
	Duplicate Skin	Enables duplicating a specific skin from the Skin list.
	Set As Default	Allows determining which skin is the <i>Default</i> skin.

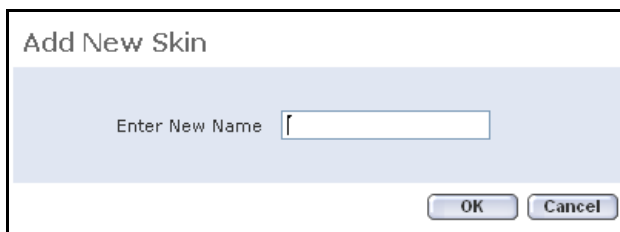
Adding a New Skin

In order to create a new skin, the designer begins by adding a new skin name to the Skin list. When a new skin name has been added, a folder bearing the new skin name is automatically placed in the **Image Library**, under *Site Customization*.

Note: The skin name must be a unique value. When duplicated, the new skin name is called *Copy of 'skin name'* ([see Duplicating a Skin below](#)). Likewise, the respective folder in the **Image Library** will also be called *Copy of 'skin name'*.

To add a new skin to the Skin list, carry out the following steps:

- 1 Click on the **New Skin** button; the **Add New Skin** dialog box appears.



- 2 Enter a unique name and then click on **OK**; the new skin name appears in the Skin list.
- 3 Click on the new skin name and then click on the **Skin Editor** button ([see "The Skin Editor" on page 11](#)).

Renaming a Skin

To rename a skin located in the Skin list, carry out the following steps:

- 1 Click on the target skin name; the target skin name is selected.
- 2 Click on **Rename Skin**; the **Rename Skin** dialog box appears.
- 3 Enter a new name into the **Skin Name** box.
- 4 Click on **OK**; the new skin name appears in the Skin list.

Deleting a Skin

To delete a skin from the Skin list, carry out the following steps:

- 1 Click on the target skin name; the target skin name is selected.
- 2 Click on **Delete Skin**; the **Delete Skin** confirmation dialog box appears.
- 3 Click on **Yes**; the target skin disappears from the Skin list.

Duplicating a Skin

To duplicate a skin in the Skin list, carry out the following steps:


- 1 Click on the target skin name; the target skin name is selected.
- 2 Click on **Duplicate skin**; a duplicate skin appears in the Skin list.

Note: The duplicate skin name has "Copy of" prefixed to the original name.

Make Default

The designer has the ability to determine which skin, in the Skins list, will be the *Default* skin used in the general application path. During the first installation, the *System Standard*¹ skin will be set as the default.

In order to determine a new *Default* skin, carry out the following steps:

- 1 Click on the target skin name; the target skin name is selected.
- 2 Click on the **Set as Default** icon  at the top of the **Skins** Pane and the new skin is designate *Default*.



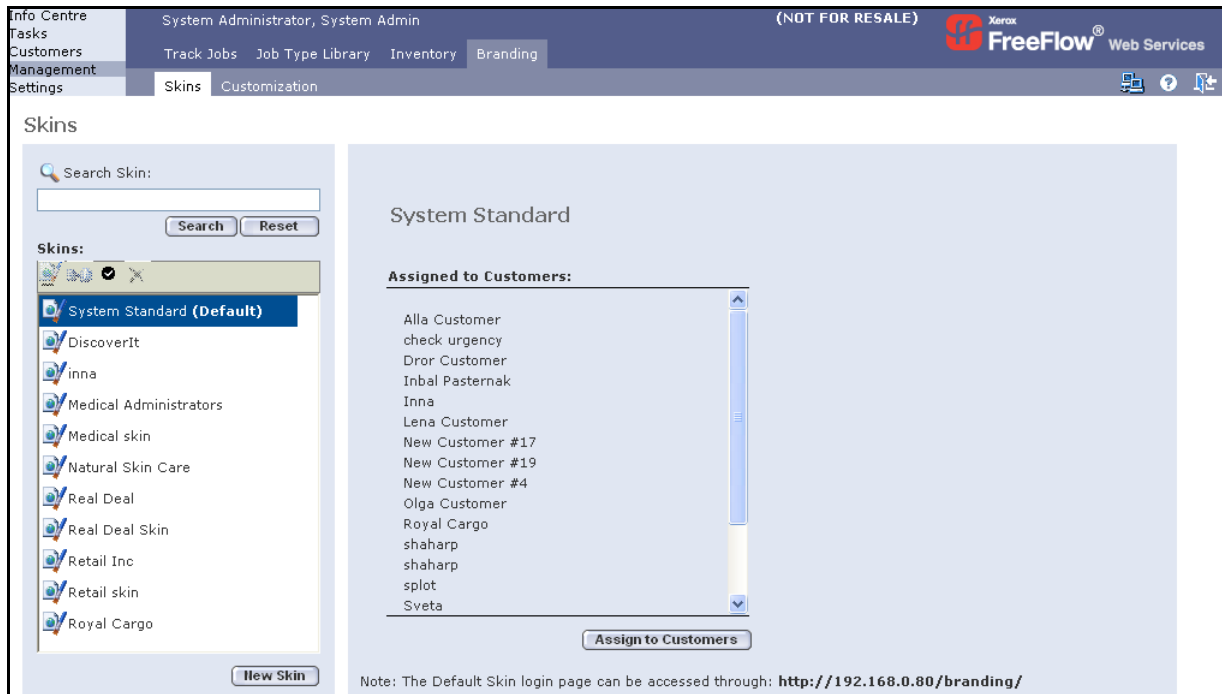
Search Skin

To search for a specific skin or group of skins, carry out the following steps:

- 1 Enter the name(s) of the target skin(s) into the **Search Skin** field.
- Note:** A search can be carried out with only one letter of the target skin(s) name. However, with more letters or the complete name, the search becomes more precise.
- 2 Click on **Search**; the search is carried out and the 'filtered' skin(s) appear in the Skin list.
 - 3 Click on **Reset** to clear the **Search** skin field and return all of the skin names to the Skin list.

1. The *System Standard* skin is located in the Skin list but cannot be edited or deleted. The *System Standard* skin is the *Default* skin for new installations.

Assign to Customer

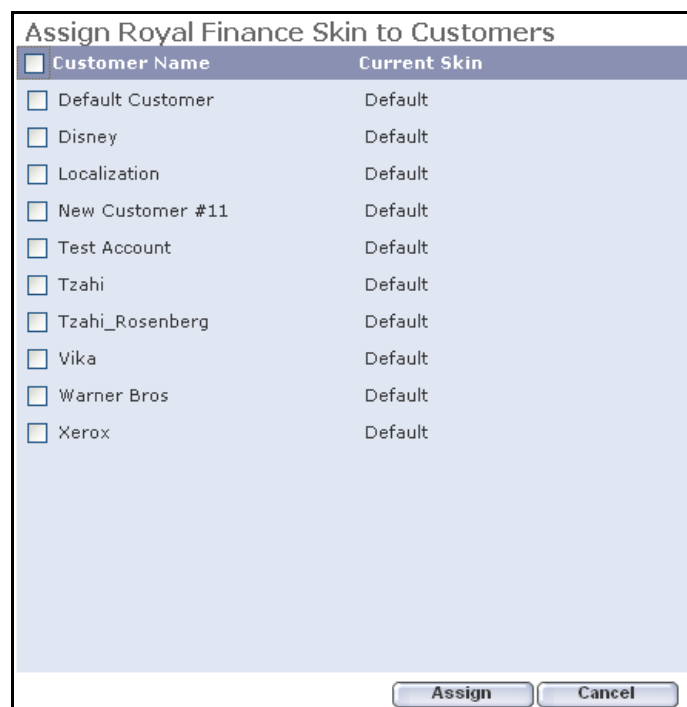


The **Assign to Customers** pane is composed of the following elements:

- **Skin Name** - The name of the skin that was selected in the Skins list
- **Assigned to Customers List** - The names of the customers who have been assigned the specific skin chosen in the Skins list
- **Skin Icon** - Generic skin icon that reflects the *FreeFlow Web Services* interface
- **Assign to Customers Button** - Accesses the comprehensive **Assign to Customers** list
- **Skin Editor Button** - Accesses the **Edit Skin** system

Assigning Skins to Customers

The **Assigned to Customers** button accesses the **Assign to Customers** dialog box, which displays a list of all the Print Provider customers and their current skin.



A check box preceding each Print Buyer customer name enables the designer to determine which skins are to be assigned to which Print Buyer customer. Selecting a check box enables the skin for the specific Print Buyer customer. Likewise, clearing a check box disables the skin for the specific Print Buyer customer.

To assign a skin to a customer, carry out the following steps:

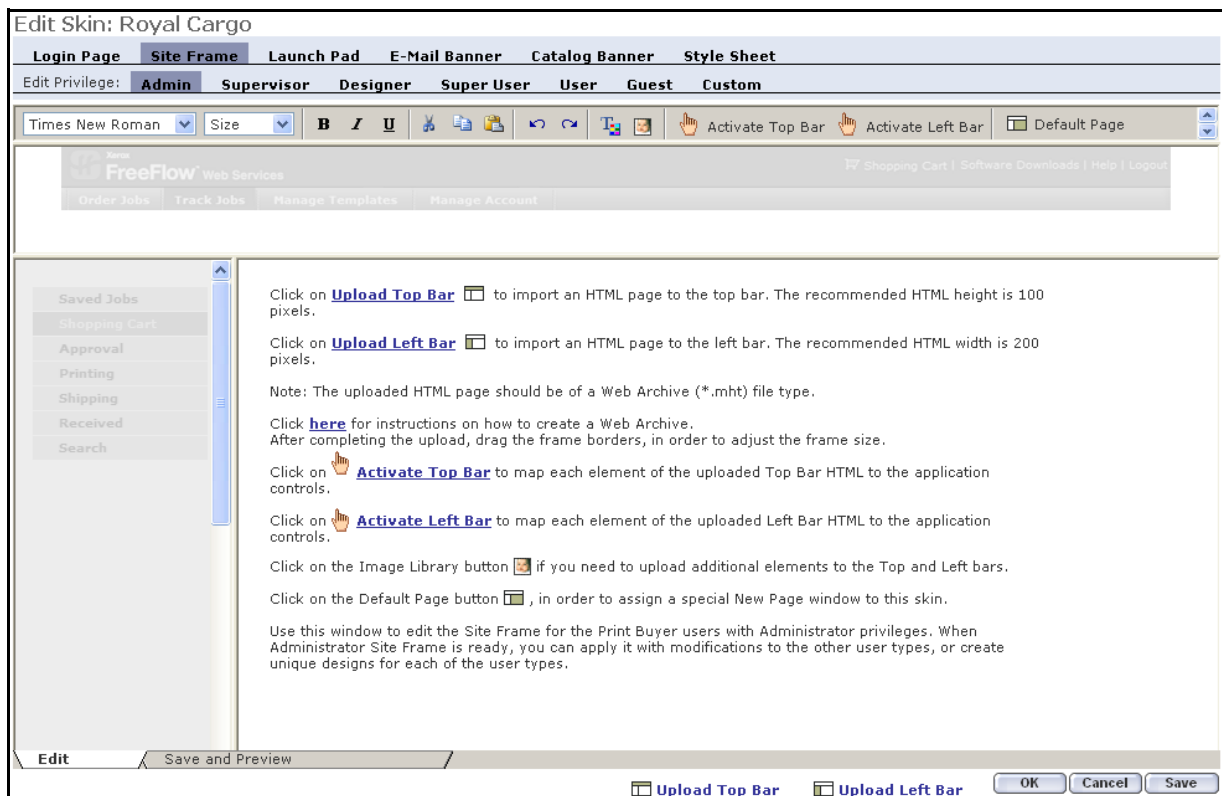
- 1 Click on the target skin in the Skin list.
- 2 Click on the **Assign to Customers** button; the Assign Skin to Customers dialog box appears.
- 3 Select the target customer names(s) and click on **Assign**; the targeted customers appear in the **Assigned to Customers** list.

Chapter 2: The Skin Editor

The Skin Editor

The *Skin Editor* encompasses the entire branding mechanism and is divided into five windows. Each window is accessed by clicking on the associated tab:

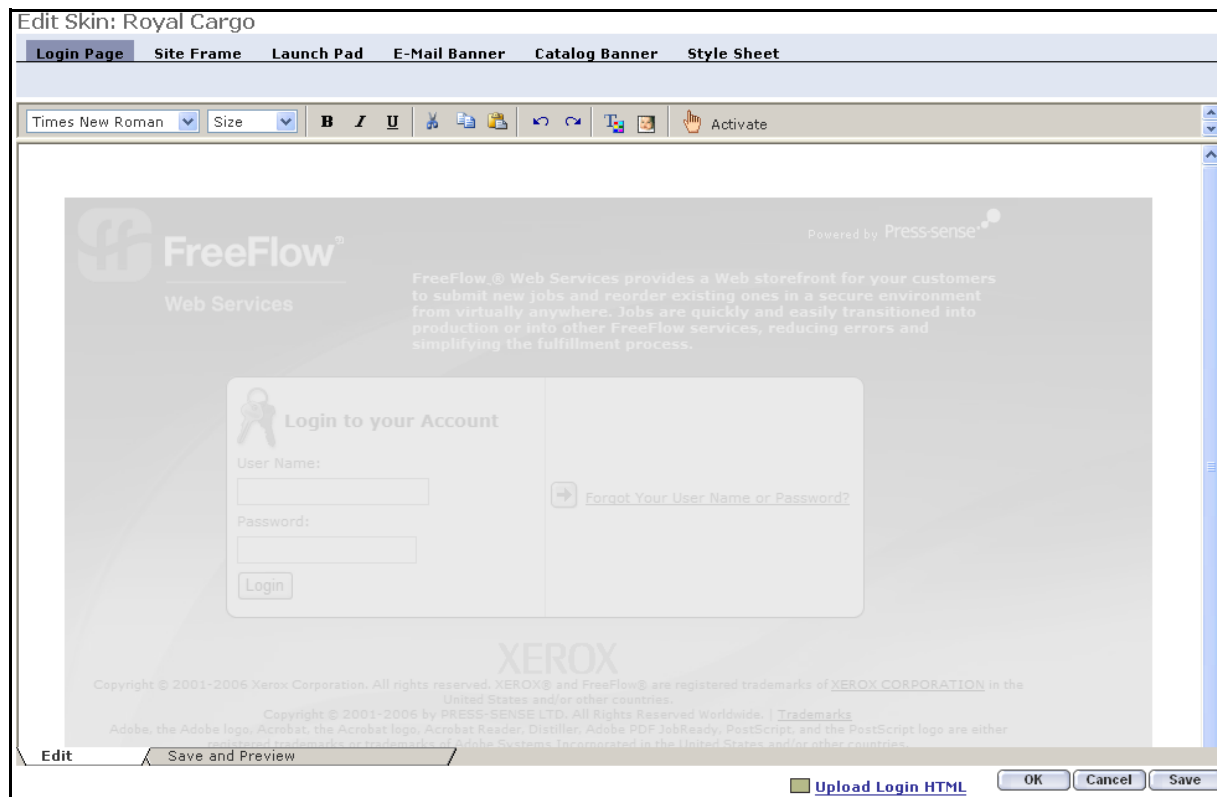
- **Login Page**
- **Site Frame** (which allows customizing the five privileges)
- **Launch Pad**
- **E-Mail Banner**
- **Catalog Banner**
- **Style Sheet**



Login Page

Make sure you have an HTML design for the *Login* page (in mht format) that conforms to the following requirements:

- Contains two text box fields (**Username** and **Password**)
- Contains one image, which will function as the **Login** button
- The **Password** text box field should be defined as a **Password** box.




The **Login Page** window enables the designer to brand the **Login Page** of the *FreeFlow Web Services* system. The original application design appears as a shadowed, gray, background in order to assist in the designer's orientation. This gray image can be selected and temporarily deleted, and will permanently disappear when an HTML design has been uploaded.

Note: The maximum dimensions of the **Login Page** are as follows:

- Width - 1000px
- Height - 700px

The **Login Page** contains the following elements:

- **Login Page Toolbar** - Contains tools for emplacing and modifying text and images
 - **Edit Tab** - Displays the **Login Page** with branding guidelines, for text and image emplacement
 - **Save and Preview Tab** - Saves all editing carried out in the **Login Page** window and displays a preview of the branded **Login Page**
- Note:** **Save and Preview** triggers an HTML parsing and re-direction of **Image** links to the **Image Library**. If the image has not been placed in the proper folder, the preview will be marked with the  **Error** icon, indicating a missing image.
- **Upload Login HTML Link** - Enables uploading HTML design
 - **OK Button** - Saves any changes made to the **Login Page** window and then closes the window
 - **Cancel Button** - Closes the **Edit Skin** windows and cancels any changes that were carried out in the **Login Page** window
 - **Save Button** - Saves any changes made to the **Login Page** window, without closing the window

Login Page Toolbar

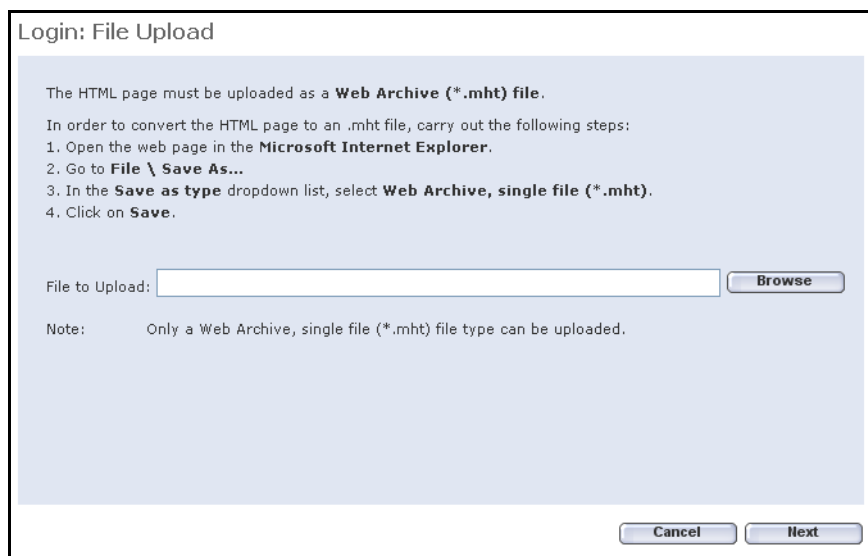
The **Login Page** toolbar contains the following elements:

- **Editing Tools** - Font selection, font size selection, font properties, cut, copy, paste, and undo/redo
- **Image Library Button** - Accesses the **Images Folder**, for inserting images into the file
- **Activate Button** - Enables defining the functionality of the controls and buttons in the design

Uploading a Design to the Login Page

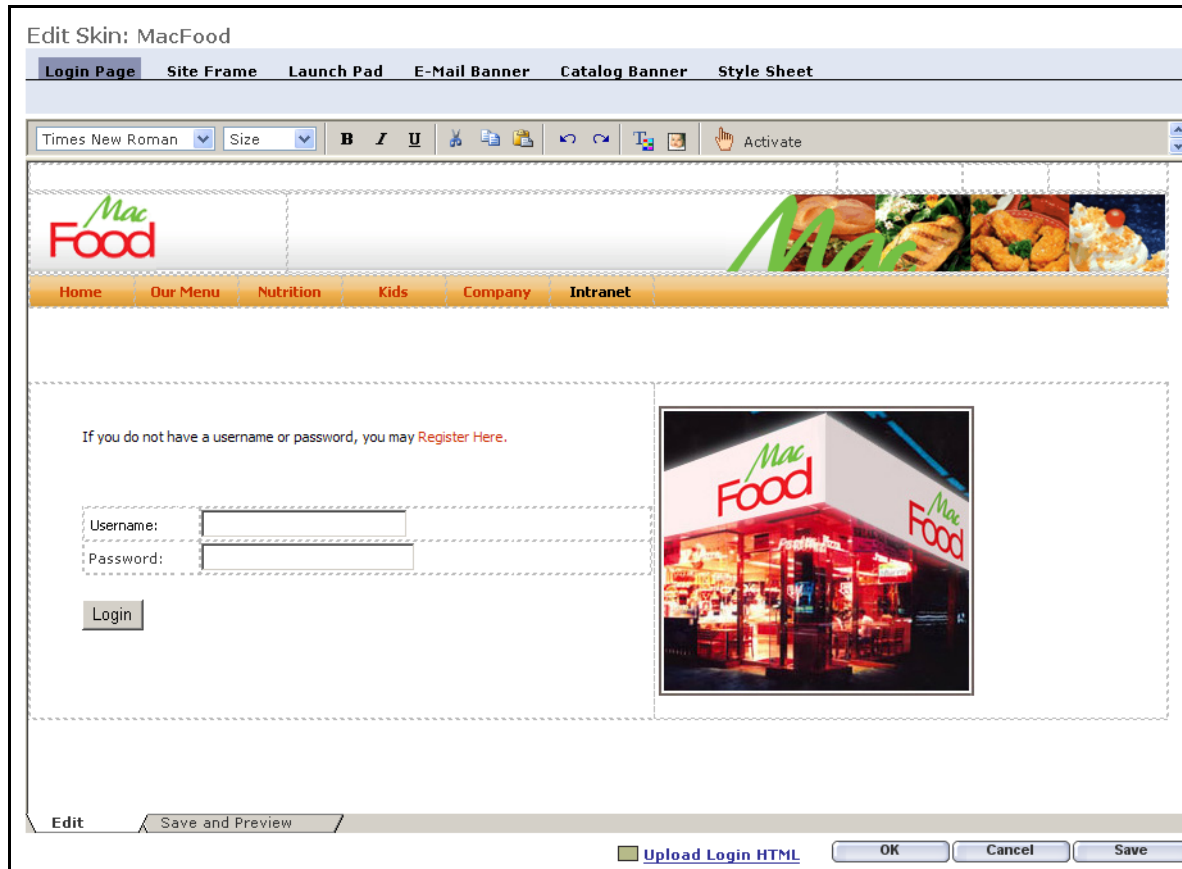
To upload a design to the **Login Page** window, carry out the following steps:

- 1 In the **Login Page** window, click on the **Edit** tab (located at the bottom-left of the window); the **Edit** view appears.
- 2 Click on the **Upload Login HTML** link; the **Upload** confirmation window appears.
- 3 Click on **Yes** to continue; the **Login: File Upload** window appears.



- 4 Carry out the **Login: File Upload** instructions, browse to the target *Login Page* mht file and click on **Next**; the design appears in the **Login Page**.

Note: The HTML page must be converted to a Web Archive (*.mht) file when uploading. For instructions on converting HTML pages to Web Archive (*.mht) files, [see "Converting HTML Pages to .mht files" on page 57](#).



Saving and Previewing the Login Page

The **Save and Preview** tab enables the designer to preview the **Login Page** without the grids and table lines of the **Edit** view. The designer can toggle between the **Edit** and **Save and Preview** views, using the **Mode** tabs at the bottom of each window.

- Notes:**
1. When clicking on the **Save and Preview** tab, all changes to the specific window are automatically saved.
 2. In the **Save and Preview** view, buttons are not active for testing purposes (buttons respond to clicking by accessing the Disabled Mouse Clicks message box).

- 1 After the upload process has been completed, click on **Save and Preview**; a preview of the new application view appears.

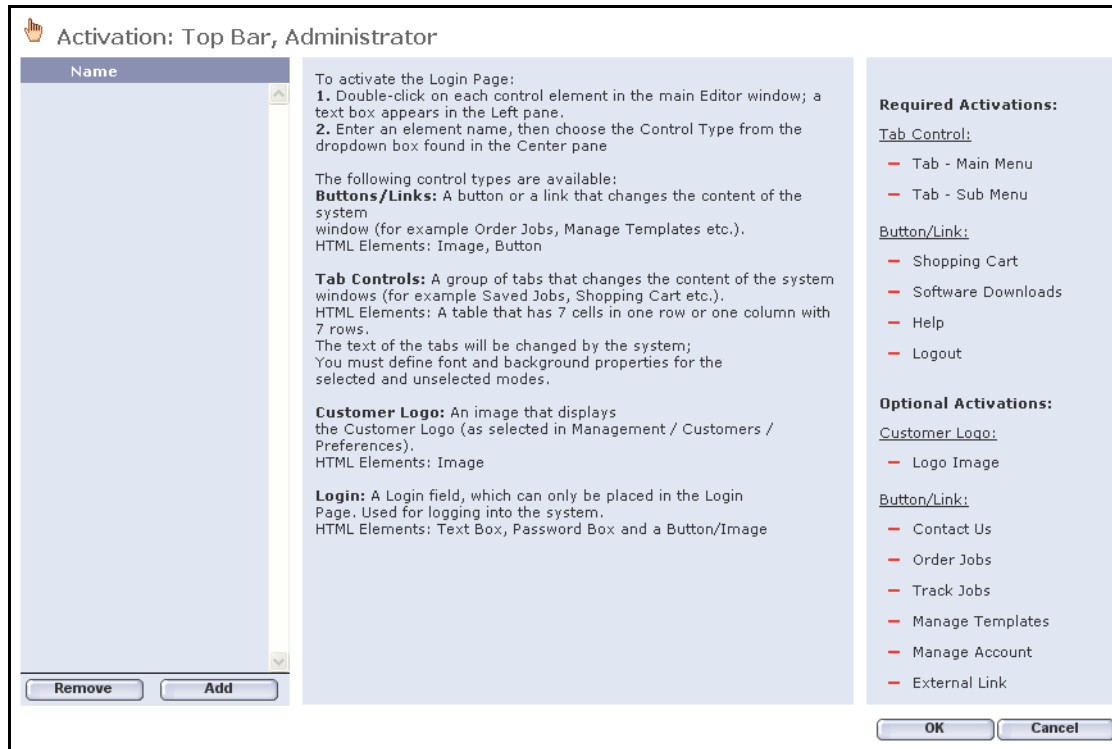
Note: Any missing images will be marked with the  **Error** icon.

Activating the Various Elements in the Login Page

After the MHT file has been uploaded, each button or link must be activated, whereby an action and definition of the rules for each button or link is assigned.

To activate the various elements in the **Login Page**, continue with the following steps:

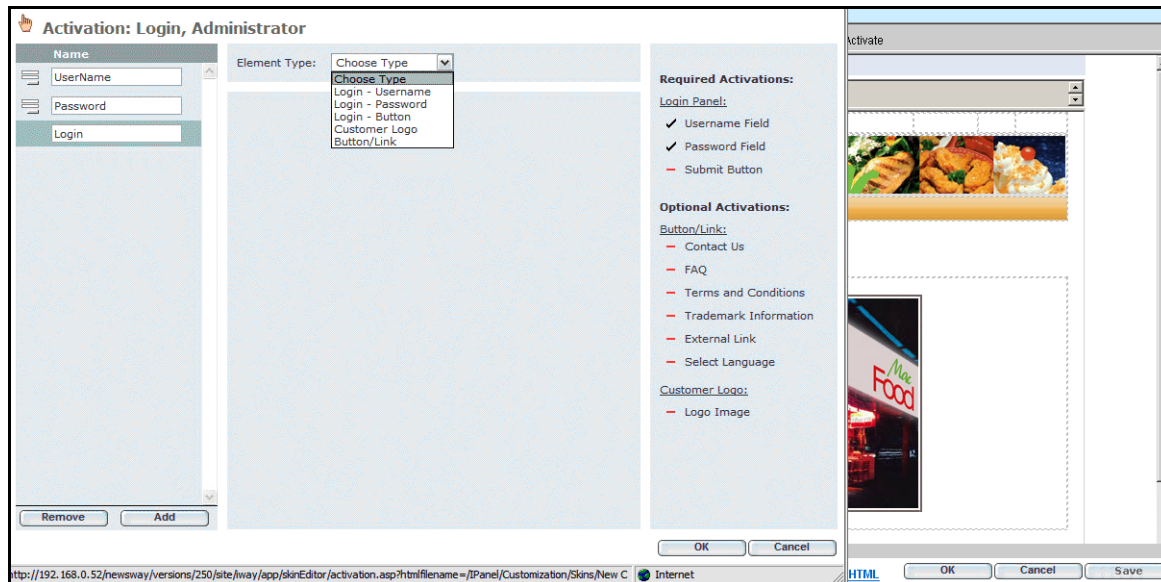
- 1 In the **Login Page** toolbar, click on the **Activate** button, the **Activation** window appears.



Note: The **Activation** window is divided into the following three panes:

- Left Pane, which displays the list of activated objects (images or texts)
- Center Pane, which displays the Editor instructions
- Right Pane, the Reporting pane, which displays the list of required and optional buttons for activation

In **Activation: Login**, the Print Provider **Designer** activates buttons (which are also links), and the **User** and **Password** fields.



Note: When selecting an object in the Left Pane list, the corresponding object in the design is automatically selected, thereby establishing a visual bond between the *List* object and the *Design* object.

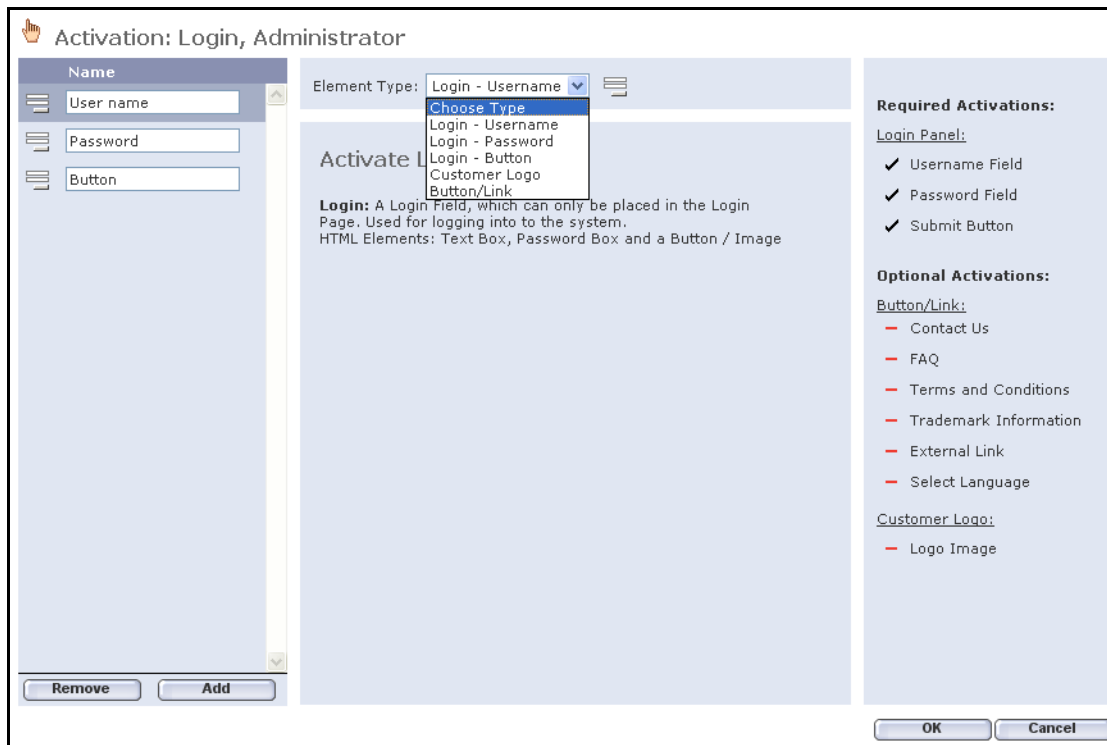
- 2 In the **Login Page**, double-click on the *Design* object to be activated or click on the *Design* object and then click on **Add** in the **Activation: Login** Left Pane; a List object appears in the Left Pane list.
- 3 Enter an appropriate name in place of the default name.
- 4 Click on the **Element Type** dropdown box in the Center Pane and then click on the appropriate element type.

Note: The list of operations in the Right Pane is updated according to the selections made.

Important: The list of operations in the Right Pane has been divided into Optional and Required.

If an item from the Required list was not activated and the designer clicks on **OK** or **Save and Preview**, the following alert appears: "One or more required buttons were not activated. Some features will not be functional in production".

Activation of Language Selection



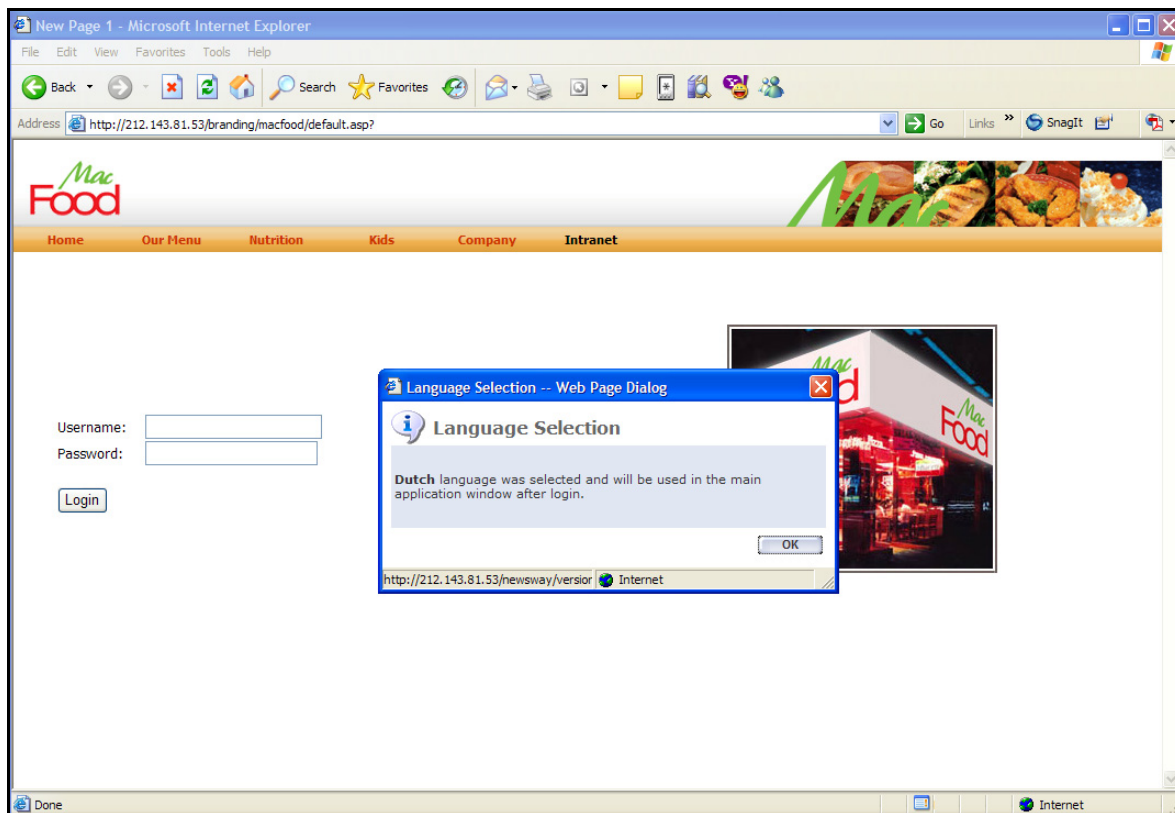
FreeFlow Web Services enables choosing languages via the **Login Page**. In order to activate **Language Selection** buttons, carry out the following steps:

Note: This is an optional button. If it is not defined, the Print Provider's default language will be used in the application.

- 1 Verify that **Language** icons have been placed into the HTML design.
- 2 Select **Button/Link** as the Element type.
- 3 In the **Activated Function** dropdown box, choose **Select Language**.
- 4 In the **Language** dropdown box, select a target language.

- 5 Repeat steps 2-4, for each additional **Language** icon.

Note: When completing the language selection, the following message appears: "Language {language name} was selected and will be used in the main application window".



- 6 Click on **OK** to complete the activity.
- 7 Click on **OK** to confirm saving the **Login** page.

Editing the Skin

After the HTML skins have been uploaded, approved and activated, the designer has the ability, at any time, to edit the final design.

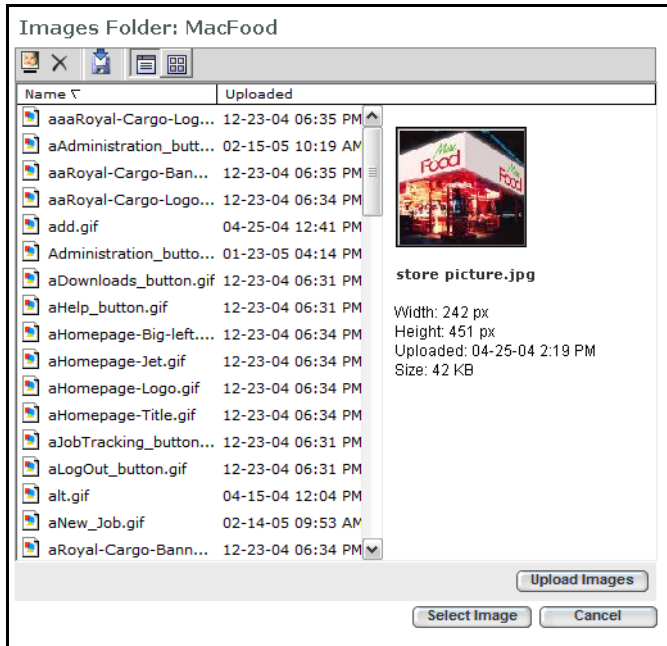
To edit the final design, carry out the following steps:

- 1 To reposition images or objects, click on the target image or object and 'drag and drop' to new location.
- 2 To resize images or objects, click on the target image or object and drag the anchor points to the new location.
- 3 To enter text, click on the target text location and type in the require text.
- 4 To edit and stylize existing text, select the existing text and carry out the changes using the tools found in the toolbar.

Uploading Images and Objects

To upload new images, carry out the following steps:

- 1 Click on the target image location.
- 2 Click on the **Image** button in the toolbar; the **Image Folder** appears.



- 3 Select an appropriate image and click on **Select Image** or carry out the **Image Folder** instructions and then click on **Select Image**; the new image appears in the **Login Page**.
- 4 To save and preview the new images, click on **Save and Preview** in the **Login Page** window.

To change images, carry out the following steps:

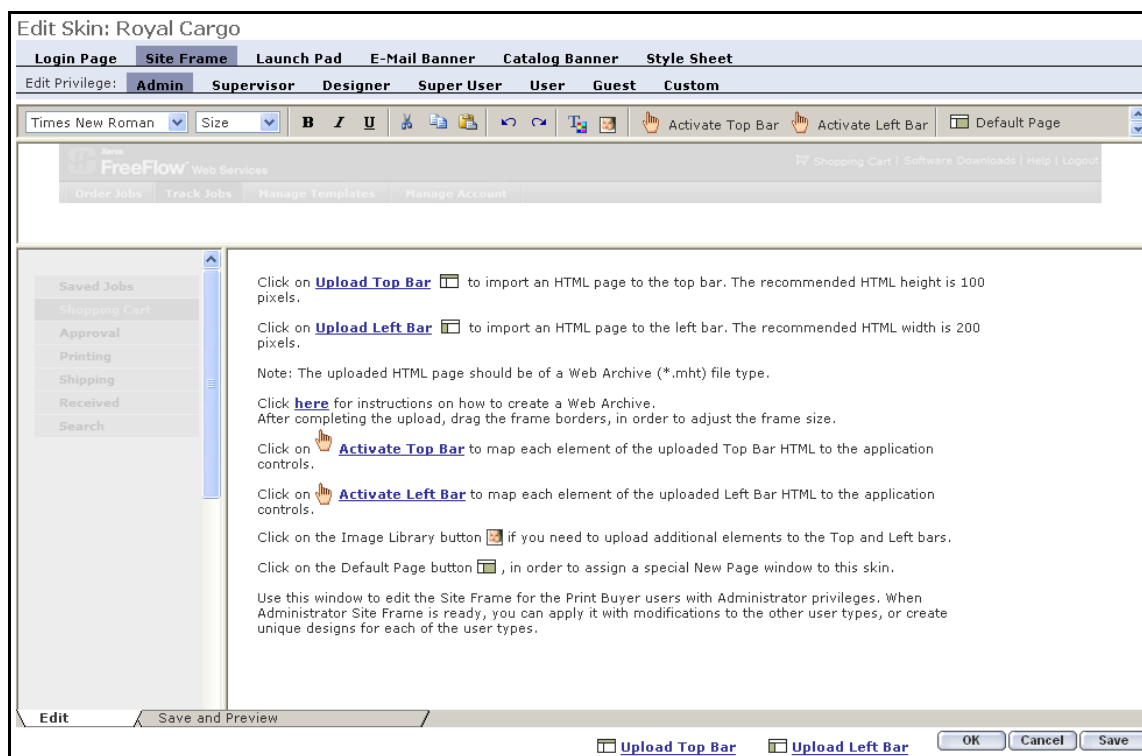
- 1 Click on the target image to be changed.
- 2 Click on the **Image** button in the toolbar; the **Image Folder** appears.
- 3 Select an appropriate image and click on **Select Image** or carry out the **Image Folder** instructions and then click on **Select Image**; the new image appears in the **Login Page**.
- 4 To change additional images, repeat steps 1-3.
- 5 To save and preview the new images, click on **Save and Preview** in the **Login Page** window.

Site Frame

The **Site Frame** enables the customization of the *Top* and *Left* bars of the application. The customization can be performed separately for each user privilege, or created for one privilege and inherited to other privileges.

Make sure you have HTML designs for the site frame *Top* bar and *Left* bar (in mht format) that conforms to the following requirements:

- 1 The maximum dimensions of the **Site Frame** are as follows:
 - Left Bar width - 200px; height - 500px
 - Top Bar width - 1000px; height - 100px
- 2 The Top Panel HTML design must contain a top bar containing a table of seven or more cells, either horizontally or vertically aligned



The **Site Frame** windows are composed of *Top* and *Left* frames and the Main Application window and enable the branding of the *Top* and *Left* bars of the *FreeFlow Web Services* system windows. The **Site Frame** windows also enable determining the content of the Main Application window (see "[Default Page](#)" on [page 27](#)). Each frame displays the original application design as a shadowed, gray, background in order to assist in the designer's orientation. This gray image can be selected and temporarily deleted, and will permanently disappear when an HTML design has been uploaded. The **Site Frame** windows provide the designer with the ability to vary the *FreeFlow Web Services* system windows according to the different privileges.

The **Site Frame** window contains the following elements:

- **Edit Privilege Tabbed Bar** - Provides access to the various Privilege windows
- **Site Frame Toolbar** - Provides the tools necessary to carry out editing and activation
- **Top and Left Bars** - Areas for entering the *Site Frame* files
- **Instruction Pane** - Instructions as to how to upload and edit *Site Frame* files
- **Edit Tab** - Accesses the **Edit** view
- **Save and Preview Tab** - Saves all editing carried out in the **Site Frame** window and displays the **Site Frame** window without editing guidelines

Note: **Save and Preview** triggers an HTML parsing and re-direction of **Image** links to the **Image Library**. If the image has not been placed in the proper folder, the preview will display a 'red X', indicating a missing image.

- **Upload Top Bar Link** - Accesses the Top Panel: **File Upload** window
- **Upload Left Bar Link** - Accesses the Left Panel: **File Upload** window
- **OK Button** - Saves any changes made to the **Site Frame** window and then closes the window
- **Cancel Button** - Closes the **Edit Skin** windows and cancels any changes that were carried out in the **Site Frame** window
- **Save Button** - Saves any changes made to the **Site Frame** window, without closing the window

Edit Privilege Tabbed Bar

The **Edit Privilege** tabbed bar enables branding the seven different views of the *FreeFlow Web Services* system. Each **Edit Privilege** window is designed the same; the difference being in the instructions found in the Instruction pane.

Site Frame Toolbar

The **Site Frame** toolbar is composed of the following elements:

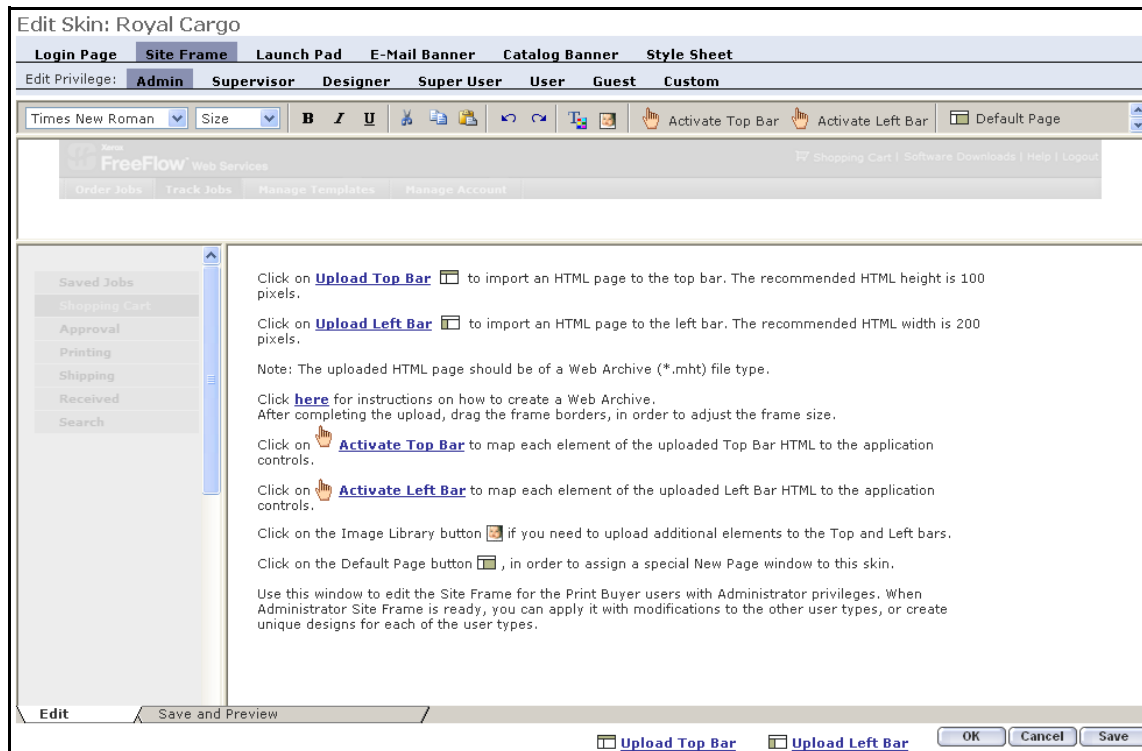
- **Editing Tools** - Font selection, font size selection, font properties, cut, copy, paste, and undo/redo
- **Image Library** - Accesses the **Images Folder**, for inserting images into the file
- **Activate** - Enables defining the functionality of the controls and buttons in the design
- **Default Page** - Enables defining an alternative start page instead of the **Launch Pad**

Administrator Privilege

As the *Administrator* privilege provides the *FreeFlow Web Services* operator with complete operation control, the *Administrator* view is used as the primary design and as a base or an infrastructure upon which the designer later creates the other user views. Any branding carried out in the *Administrator* Privilege window is automatically applied to all other privileges.

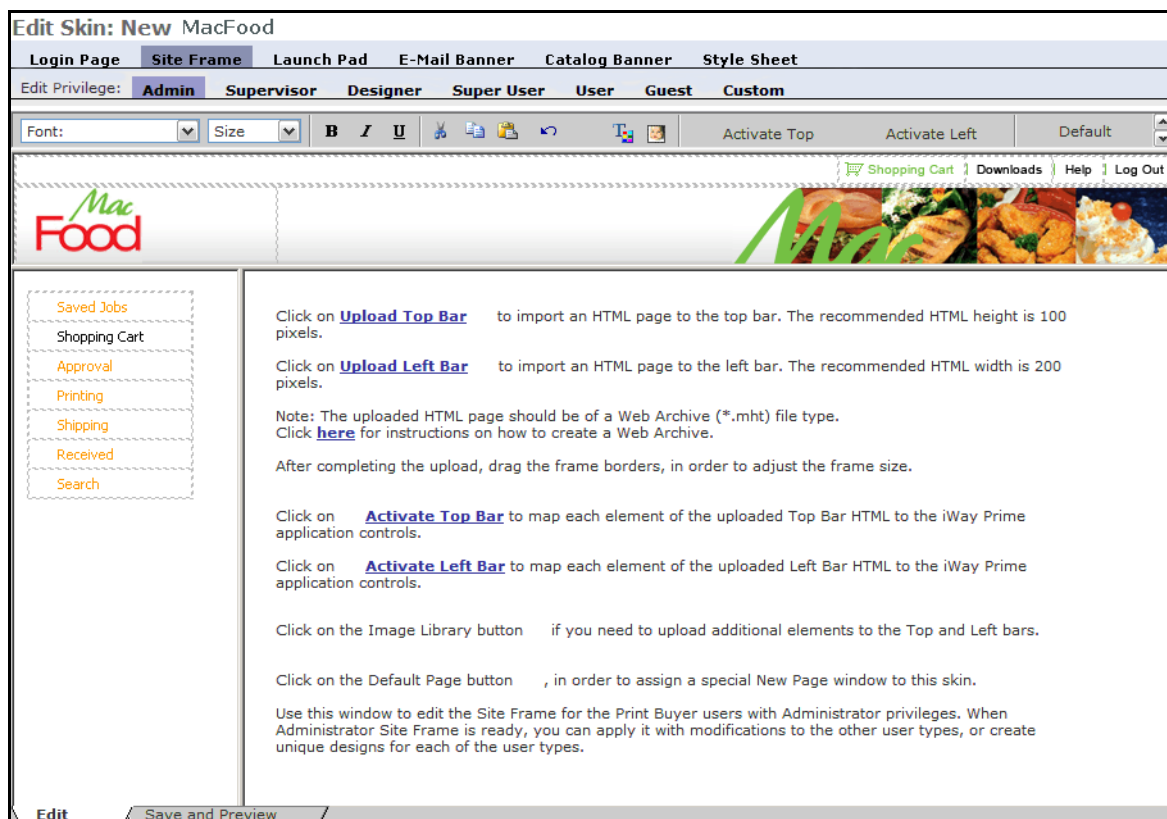
The *Administrator* Privilege window allows the designer to brand the *Top* and *Left* bars of the *FreeFlow Web Services* system. To edit the *Administrator* view, carry out the following steps:

- 1 Click on the **Edit Privilege: Admin** tab; the *Administrator* Privilege window appears (note the instructions in the Main Application window).



- 2 Click on the **Edit** tab located at the bottom-left corner of the window.
- 3 Click on the **Upload Top Bar** link; the **Upload** confirmation window appears.
- 4 Click on **Yes** to continue; the Top Panel: **File Upload** window appears.
- 5 Carry out the Top Panel: **File Upload** instructions, browse to the target Top Panel file and click on **Next**; the Top Panel appears in the **Site Frame** window.
- 6 Click on the **Upload Left Bar** link; the **Upload** confirmation window appears.
- 7 Click on **Yes** to continue; the Left Panel: **File Upload** window appears.

- 8 Carry out the Left Panel: **File Upload** instructions, browse to the target Left Panel file and click on **Next**; the Left Panel appears in the **Site Frame** window.



Saving and Previewing the Site Frame

The **Save and Preview** view enables the designer to preview the final result without the grids and table lines of the **Edit** view. The designer can toggle between the **Edit** and **Save and Preview** views, using the tabs at the bottom of each window.

- Notes:**
1. When clicking on the **Save and Preview** tab, all changes to the specific window are automatically saved.
 2. In the **Save and Preview** view, buttons are not active for testing purposes (buttons respond to clicking by accessing the Disabled Mouse Clicks message box).
- 1 After the upload process has been completed, click on **Save and Preview**; a preview of the new application view appears.

Note: Any missing images will be marked with the  **Error** icon.

Activating the Various Elements in the Site Frame Top and Left Bars

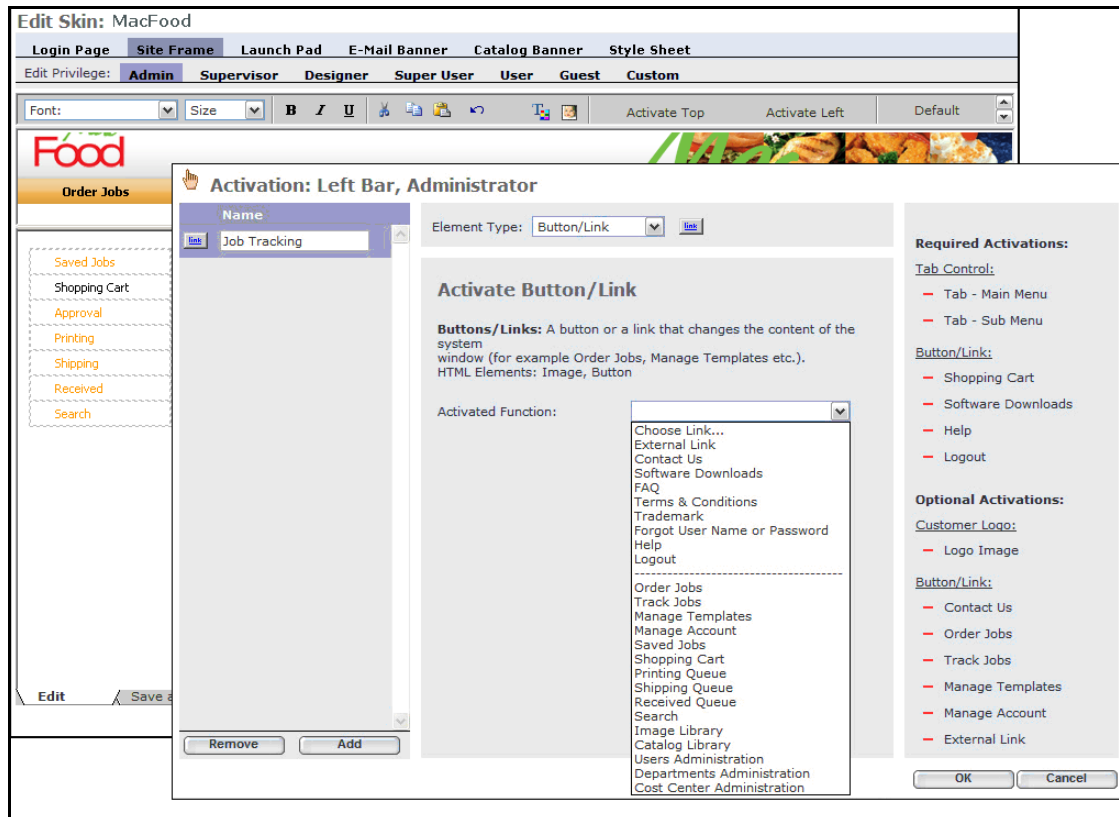
When the final design has been completed, each button or link must be activated, whereby an action and definition of the rules for each button or link is assigned.

To activate the various elements in the **Site Frame** *Top* and *Left* bars, continue with the following steps:

- 1 In the **Site Frame** toolbar, click on the **Activate Top Bar** or **Activate Left Bar** button; the **Activation** window appears.

Note: The **Activation** window is divided into the following three panes:

- Left Pane, which displays the list of activated objects (images or texts)
- Center Pane, which displays the Editor instructions
- Right Pane, the Reporting pane, which displays the list of required and optional buttons for activation



In *Activation: Top (or Left) Bar, Administrator*, the designer activates the *Top (or Left)* bar of the **Site Frame**. The list of objects for definition is dynamically built in the Left pane of the **Activation** window by double-clicking on the objects in the *Top (or Left)* bar or by clicking on the objects in the *Top (or Left)* bar and then by clicking on the **Add** button in the *Activation: Top (or Left) bar Administrator* window.

To activate the objects, carry out the following steps:

- 1 Double-click on the *Design* object to be activated or click on the *Design* object and then click on **Add** in the **Activation** dialog box; a *List* object appears in the Left Pane list.
- 2 Enter an appropriate name in place of the default name.
- 3 Click on the **Element Type** dropdown box in the Center Pane and then click on the appropriate Element type.

Note: The list of operations in the Right Pane is updated according to the selections made.

Important: The list of operations in the Right Pane has been divided into Optional and Required.

If an item from the Required list was not activated and the designer clicks on **OK** or **Save and Preview**, the following alert appears: "One or more required buttons were not activated. Some features will not be functional in production".

Tab Activation

For *Tab* activation, carry out the following steps:

- 1 Select **Tab** in the **Element Type** dropdown box.
- 2 For the **Unselected Mode**, edit the fonts and determine the background color.
- 3 For the **Selected Mode**, edit the fonts and determine the background color.
- 4 Determine whether to "*Always show background*" and how to align the tabs.

Customer Logo Activation

For *Customer Logo* activation, continue with the following step:

- 5 Select **Customer Logo** in the **Element Type** dropdown box.

Button/Link Activation

For *Button/Link* activation, continue with the following step:

- 6 Select **Button/Link** in the **Element Type** dropdown box; the **Activated Function** dropdown box appears.

Notes: In the **Activated Function** dropdown box, be aware of the following option capabilities.

- a. **External Link** enables setting a target external link and provides the **Open** in a new window option.
- b. **Log Out** enables logging out to the **Login Page** or to an external URL.

- 7 Click on **OK** to save the settings.

Default Page

Default Page enables replacing the **Launch Pad** with a different page. This can be any one of the *FreeFlow Web Services* internal pages or an external page.

To define an alternative default page, carry out the following steps:

- 1 Click on the **Default Page** button; the **Default Page** dialog box appears.
- 2 To enter an external page, click on the **Use External URL** radio button and enter the target URL.
- 3 To enter an internal page, click on the **Use Internal Page** radio button and select the target internal page from the dropdown box.
- 4 Click on **OK** to accept the changes.

Editing the Skin

After the HTML skins have been uploaded, approved and activated, the designer has the ability, at any time, to edit the final design.

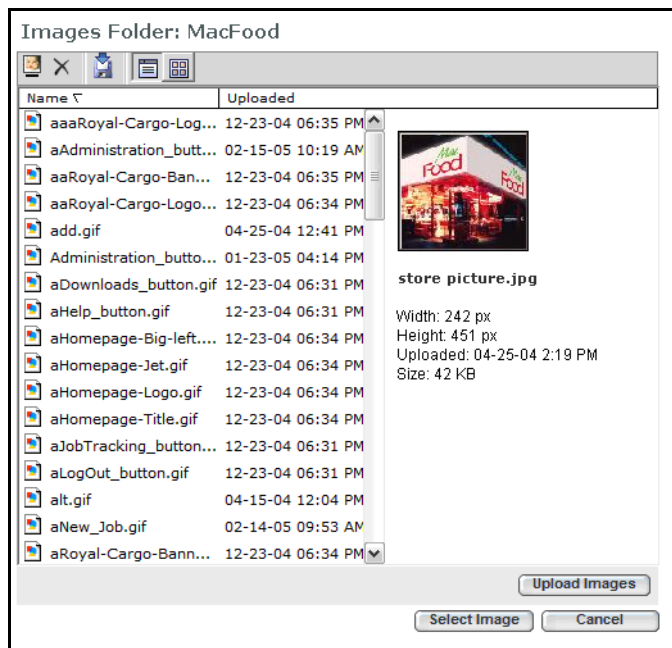
To edit the final design, carry out the following steps:

- 1 To reposition images or objects, click on the target image or object and 'drag and drop' to new location.
- 2 To resize images or objects, click on the target image or object and drag the anchor points to the new location.
- 3 To enter text, click on the target text location and type in the require text.
- 4 To edit and stylize existing text, select the existing text and carry out the changes using the tools found in the toolbar.

Uploading Images and Objects

To upload new images and objects, carry out with the following steps:

- 1 To change images, click on a target image to be changed.
- 2 Click on the **Image** button in the toolbar; the **Image Folder** appears.



- 3 Select an appropriate image and click on **Select Image** or carry out the **Image Folder** instructions and then click on **Select Image**; the new image appears in the **Site Frame**.
- 4 To change additional images, repeat steps 1-3.
- 5 To save and preview the new images, click on **Save and Preview**.

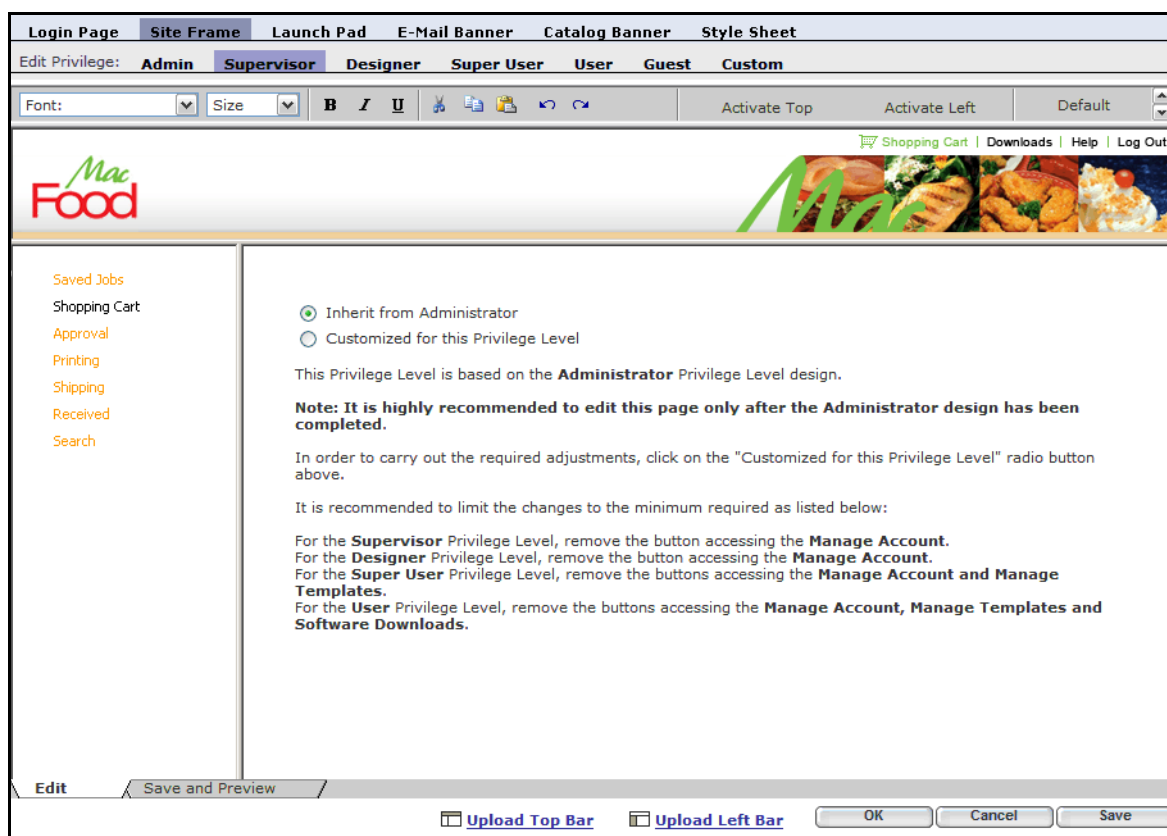
Other Privileges

The **Site Frame** window enables editing the application according to the seven privileges; these privileges provide the various views available to the accessible operations.

Note: In order to ease maintenance and the carrying out of upgrades, it is highly recommended that the designer limit privilege changes to button availability and to avoid extensive changes in design.²

To edit all other Privilege views, carry out the following steps:

- 1 Click on an **Edit Privilege** tab other than **Admin**; the associated Privilege window appears (note the instructions in the Main Application window).



- 2 Click on the **Edit** tab.
- 3 To incorporate the *Administrator* Privilege design, click on the **Inherit From Administrator** radio button.

2. Although all buttons will appear in the *Site Customization* application, users other than Administrators will be limited to specific buttons, according to their privilege. In situations whereby the user clicks on a button that is not active, according to the user's privilege, a **Warning** message will appear. For further information, see Appendix: Privilege Sensitivity, [page 60](#).

- 4 To customize the view for this privilege only, click on the **Customized for this Privilege Level** radio button.

Notes: 1. When customizing a view, it is recommended to remove non-essential images that are found in the *Administrator* view.

2. Only new buttons need to be activated.

a. Click on a target image and then delete; the image is deleted.

b. Repeat for any non-essential image.

- 5 Click on the **Save and Preview** tab in order to preview and save the changes to the Edit Administrator Privilege window.

Activating the Various Elements in the Site Frame Bars

When the final design has been completed, only new buttons or links must be activated.

To activate the various elements in the *Top* and *Left* Bars of *Site Frame: Supervisor, Designer, User, and Super User*, see [“Activating the Various Elements in the Site Frame Top and Left Bars” on page 25](#).

Default Page

Default Page enables determining the content of the Main Application window. This content can be any one of the *FreeFlow Web Services* internal pages or can be based on an external page.

To determine the content of the Main Application window, carry out the following steps:

- 1 Click on the **Default Page** button; the **Default Page** dialog box appears.
- 2 To enter an external page, click on the **Use External URL** radio button and enter the target URL.
- 3 To enter an internal page, click on the **Use Internal Page** radio button and select the target internal page from the dropdown box.
- 4 Click on **OK** to accept the changes.

Editing the Skin

After the HTML skins have been uploaded, approved and activated, the designer has the ability, at any time, to edit the final design.

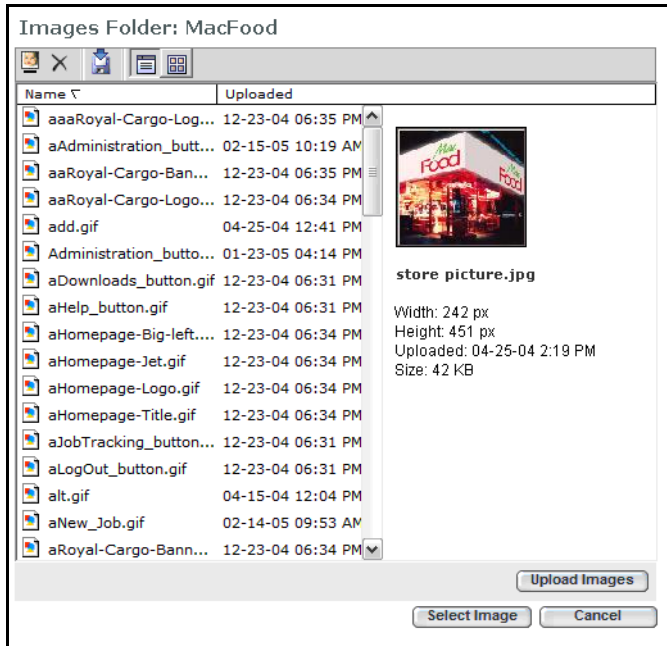
To edit the final design, carry out the following steps:

- 1 To reposition images or objects, click on the target image or object and 'drag and drop' to new location.
- 2 To resize images or objects, click on the target image or object and drag the anchor points to the new location.
- 3 To enter text, click on the target text location and type in the require text.
- 4 To edit and stylize existing text, select the existing text and carry out the changes using the tools found in the toolbar.

Uploading Images and Objects

To upload new images and objects, carry out the following steps:

- 1 To change images, click on a target image to be changed.
- 2 Click on the **Image** button in the toolbar; the **Image Folder** appears.



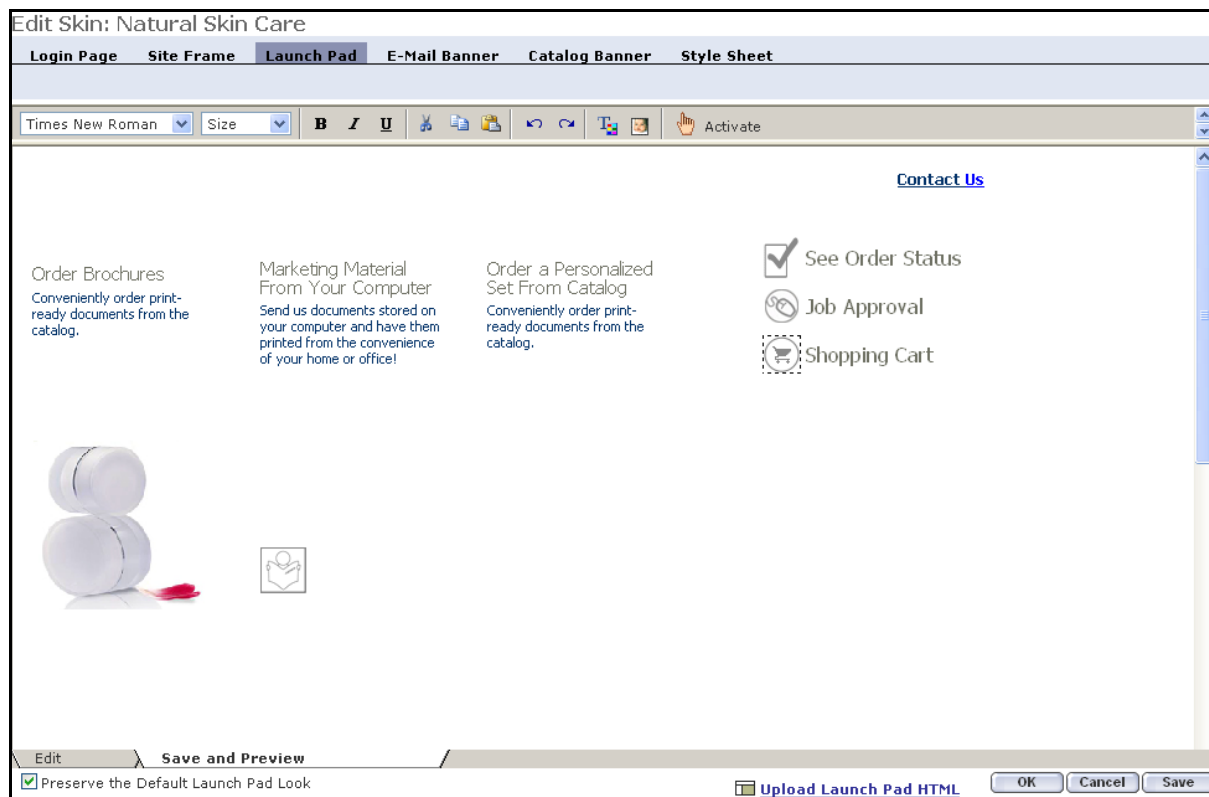
- 3 Select an appropriate image and click on **Select Image** or carry out the **Image Folder** instructions and then click on **Select Image**; the new image appears in the **Site Frame**.
- 4 To change additional images, repeat steps 1-3.
- 5 To save and preview the new images, click on **Save and Preview**.

Launch Pad

Launch Pad is the Print Buyer's starting point for initiating Job ordering. The *Branding Launch Pad* window enables editing the entire look of this window. The **Launch Pad** window displays the original application design as a shadowed, gray, background in order to assist in the designer's orientation. This gray image can be selected and temporarily deleted, and will permanently disappear when an HTML image has been uploaded.

Note: The maximum dimensions of the **Launch Pad** are as follows:

- Width - 1000px
- Height - 700px



The **Launch Pad** window is composed of the following elements:

- **Launch Pad Toolbar** - Containing tools for emplacing and modifying text and images
- **Launch Pad Panel** - Location for emplacing the *Launch Pad* image; the panel is initially grayed-out for purpose of reference
- **Edit Tab** - Displays the **Launch Pad** window with branding guidelines, for *Launch Pad* file emplacement
- **Save and Preview Tab** - Saves all editing carried out in the **Launch Pad** window and displays the **Launch Pad** window without editing guidelines

Note: **Save and Preview** triggers an HTML parsing and re-direction of **Image** links to the **Image Library**. If the image has not been placed in the proper folder, the preview will display a 'red X', indicating a missing image.

- **Upload Launch Pad HTML Link** - Enables uploading HTML image
- **OK Button** - Saves any changes made to the **Launch Pad** window and then closes the window
- **Cancel Button** - Closes the **Edit Skin** windows and cancels any changes that were carried out in the **Launch Pad** window
- **Save** - Saves any changes made to the **Launch Pad** window, without closing the window
- **Preserve the Default Launch Pad Look Check box** - Maintains the default *Launch Pad*

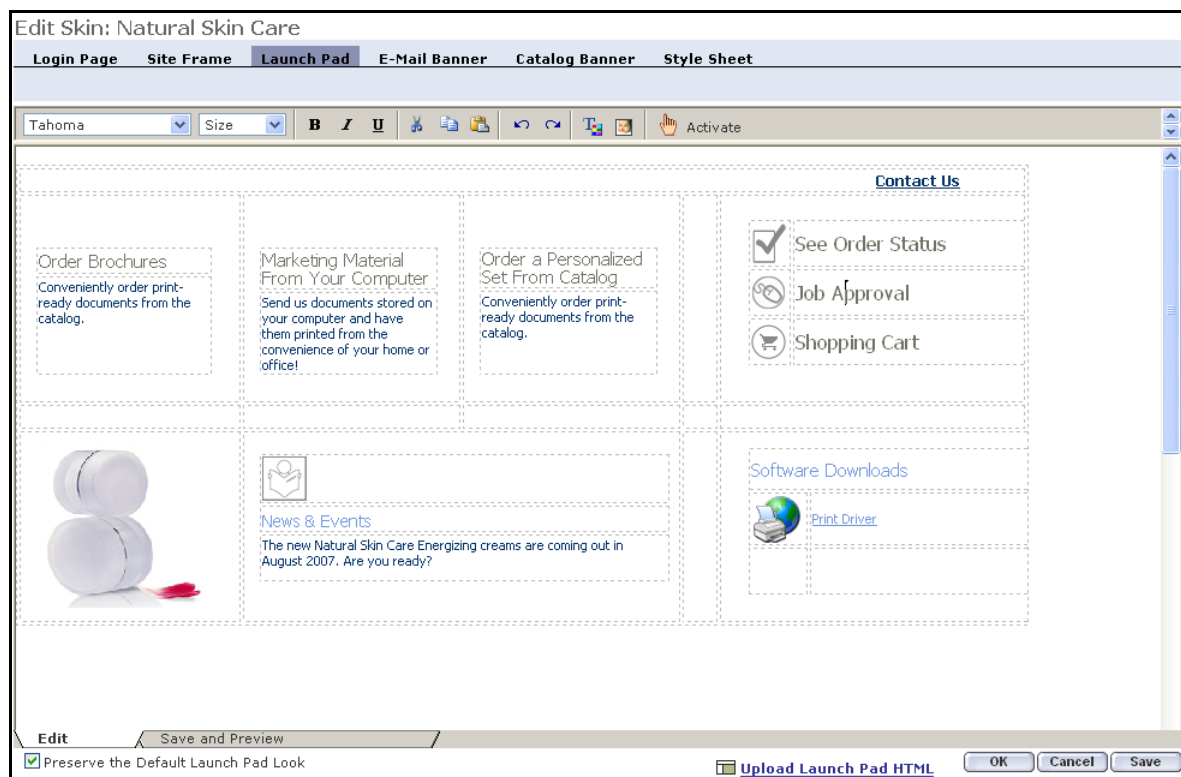
Launch Pad Toolbar

- **Editing Tools** - Font selection, font size selection, font properties, cut, copy, paste, and undo/redo
- **Image** - Accesses the **Image Folder**, for inserting images into the file
- **Activate** - Enables defining the functionality of the controls and buttons in the design

Editing the Launch Pad

To edit the *Launch Pad*, carry out the following steps:


- 1 Click on the **Edit Privilege: Launch Pad** tab and then click on the **Edit** tab.
- 2 Click on the **Upload Launch Pad HTML** link; the **Upload** confirmation window appears.
- 3 Click on **Yes** to continue; the **Launch Pad: File Upload** window appears.
- 4 Carry out the **Launch Pad: File Upload** instructions, browse to the target *Launch Pad* file and click on **Next**; the **Launch Pad** appears.



Saving and Previewing the Launch Pad

The *Save and Preview* Mode enables the designer to preview the final result without grids and table lines. The designer can toggle between the **Edit** and **Save and Preview** options, using the Mode tabs at the bottom of each window.

- Notes:**
1. When clicking on the **Save and Preview** tab, all changes to the specific window are automatically saved.
 2. Buttons are not active for testing purposes (buttons respond to clicking accessing the Disabled Mouse Clicks message box).
- 1 After the upload process has been completed, click on **Save and Preview**; a preview of the new application view appears.

Note: Any missing images will be marked with the  **Error** icon.

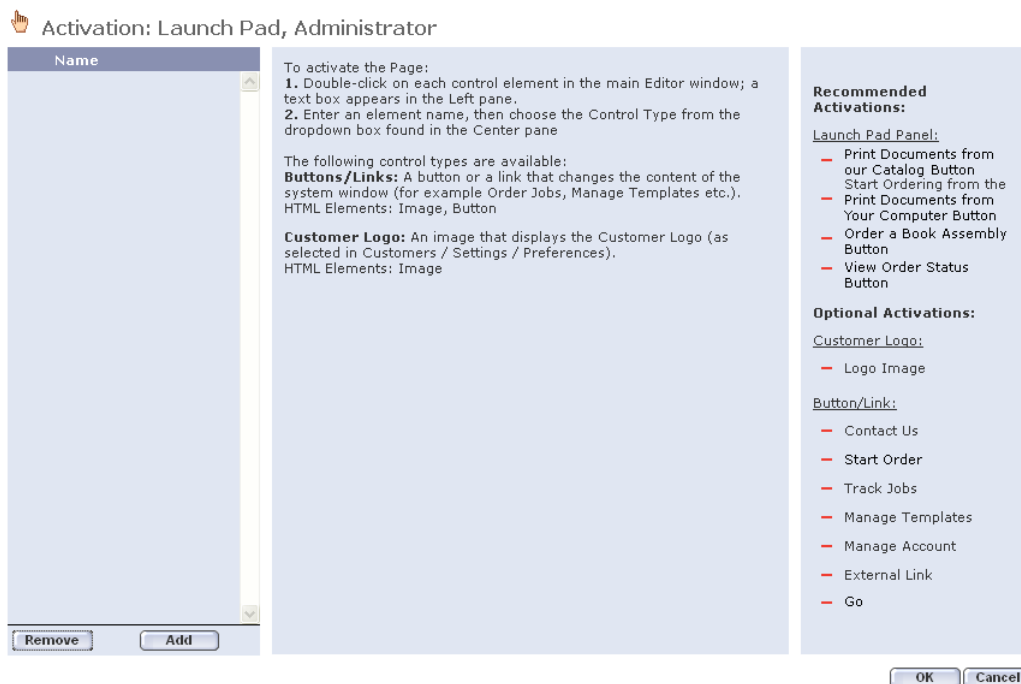
Activating the Various Elements in the Launch Pad

When the final design has been completed, each button or link must be activated, whereby an action and definition of the rules for each button or link is assigned.

To activate the various elements in the *Launch Pad*, continue with the following step:

- 1 In the **Launch Pad** toolbar, click on the **Activate** button, the **Activation** window appears.

- Note:** The **Activation** window is divided into the following three panes:
- Left Pane, which displays the dynamic list of objects (images or texts) for activation
 - Center Pane, which displays the Editor instructions
 - Right Pane, the Reporting pane, which displays the list of required and optional buttons for activation



In **Activation: Launch Pad**, the designer activates the customer logo.

Note: When selecting an object in the Left Pane list, the corresponding object in the design is automatically selected, thereby establishing a visual bond between the *List* object and the *Design* object.

To activate the *Launch Pad*, carry out the following steps:

- 1 In the **Launch Pad**, double-click on the target element or click on the target element and then click on **Add** in the **Activation: Launch Pad**; a List object appears in the Left Pane list.
- 2 Enter an appropriate name in place of the Object Name field.
- 3 Click on the **Element Type** dropdown box in the Center Pane and then click on the appropriate Element type.

Note: The list of operations in the Right Pane is updated according to the selections made.

Important: The list of activations in the Right Pane has been divided into Optional and Recommended.

If an item from the Recommended list was not activated and the designer clicks on **OK** or **Save and Preview**, the following alert appears: "One or more required buttons were not activated. Some features will not be functional in production".

- 4 Click on **OK** to save the settings.

Editing the Skin

After the HTML skins have been uploaded, approved and activated, the designer has the ability, at any time, to edit the final design.

To edit the final design, carry out the following steps:

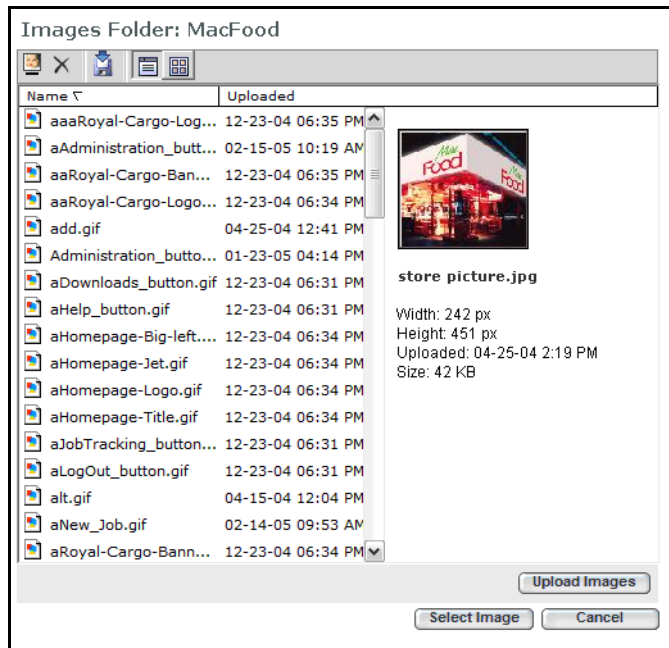
To reposition images or objects, click on the target image or object and 'drag and drop' to new location.

- 1 To resize images or objects, click on the target image or object and drag the anchor points to the new location.
- 2 To enter text, click on the target text location and type in the require text.
- 3 To edit and stylize existing text, select the existing text and carry out the changes using the tools found in the toolbar.

Uploading Images and Objects

To upload new images and objects, carry out the following steps:

- 1 Click on the **Image** button in the toolbar; the **Image Folder** appears.

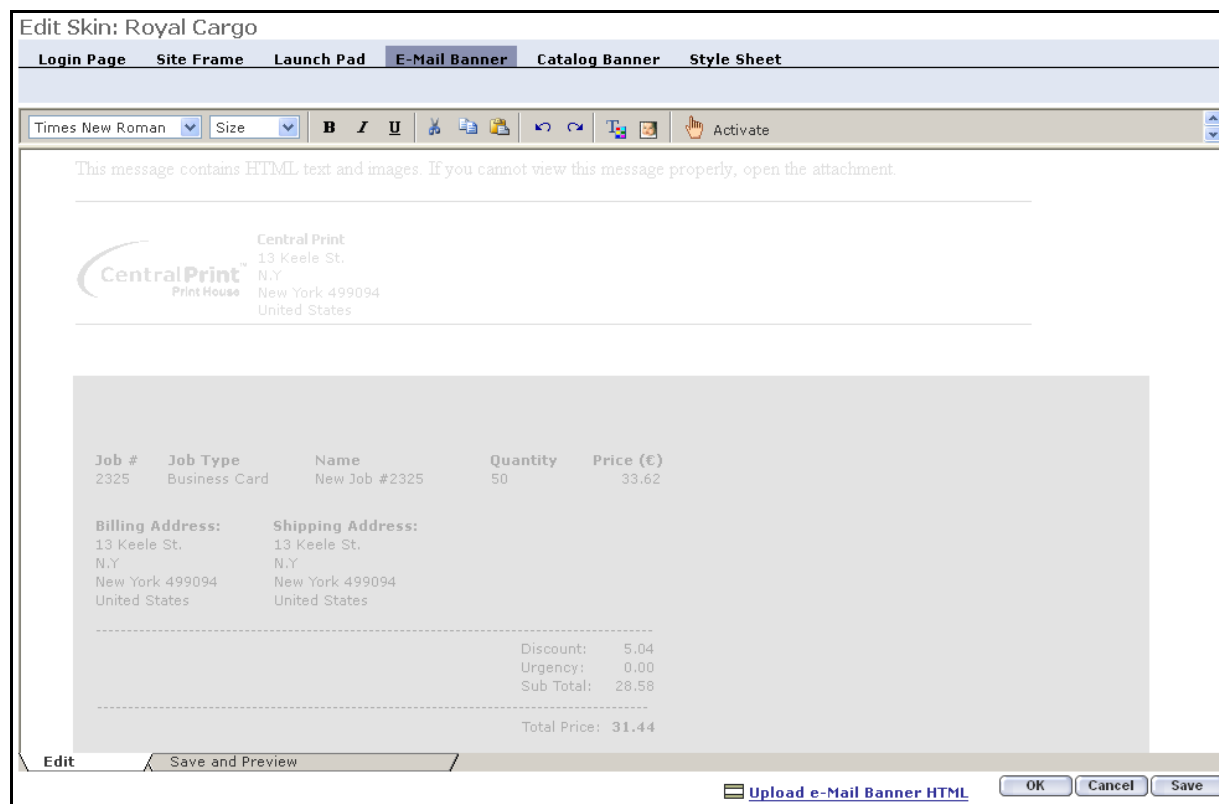


- 2 Select an appropriate image and click on **Select Image** or carry out the **Image Folder** instructions and then click on **Select Image**; the new image appears in the **Launch Pad**.
- 3 To change additional images, repeat steps 1-3.

To change images, carry out the following steps:

- 1 Click on a target image to be changed.
- 2 Click on the **Image** button in the toolbar; the **Image Folder** appears.
- 3 Select an appropriate image and click on **Select Image** or carry out the **Image Folder** instructions and then click on **Select Image**; the new image appears in the **Launch Pad**.
- 4 To change additional images, repeat steps 1-3.

E-Mail Banner



The **E-Mail Banner** window enables the editing of the banner of the e-Mail messages that are sent through the *FreeFlow Web Services* system. The **E-Mail Banner** window displays the original application design as a shadowed, gray, background in order to assist in the designer's orientation. This gray image can be selected and temporarily deleted, and will permanently disappear when an HTML image has been uploaded.

Note: The maximum dimensions of the **E-Mail Banner** are as follows:

- Width - 1000px
- Height - unlimited

The **E-Mail Banner** window is composed of the following elements:

- **E-Mail Banner Toolbar** - Containing tools for emplacing and modifying text and images
- **E-Mail Banner Panel** - Location for emplacing the e-Mail banner
- **E-Mail Message Panel** - Grayed-out e-Mail panel (for purposes of reference only)
- **Edit Tab** - Displays the **E-Mail Banner** window with branding guidelines, for **E-Mail Banner** file emplacement
- **Save and Preview Tab** - Saves all editing carried out in the **E-Mail Banner** window and displays the **E-Mail Banner** window without editing guidelines

Note: **Save and Preview** triggers an HTML parsing and re-direction of **Image** links to the **Image Library**. If the image has not been placed in the proper folder, the preview will display a 'red X', indicating a missing image.

- **Upload e-Mail HTML Links** - Enables uploading HTML image
- **OK Button** - Saves any changes made to the **E-Mail Banner** window and then closes the window
- **Cancel** - Closes the **Edit Skin** windows and cancels any changes that were carried out in the **E-Mail Banner** window
- **Save** - Saves any changes made to the **E-Mail Banner** window, without closing the window.

E-Mail Banner Toolbar

- **Editing Tools** - Font selection, font size selection, font properties, cut, copy, paste, and undo/redo
- **Image** - Accesses the **Image Folder**, for inserting images into the file
- **Activate** - Enables defining the functionality of the controls and buttons in the design

Editing an E-Mail Banner

To edit an *E-Mail Banner*, carry out the following steps:

Click on the **Edit Privilege: E-Mail Banner** tab and then click on the **Edit** tab.

- 1 Click on the Upload E-Mail HTML link; the **Upload** confirmation window appears.
- 2 Click on **Yes** to continue; the **E-Mail Banner: File Upload** window appears.
- 3 Carry out the **E-Mail Banner: File Upload** instructions, browse to the target **E-Mail Banner** file and click on **Next**; the **E-Mail Banner** appears.

Edit Skin: Royal Cargo

Login Page Site Frame Launch Pad **E-Mail Banner** Catalog Banner Style Sheet

Times New Roman Size B I U [Icons] Activate

12 Keele St., New York, NY
Tel: 212-267-9453
Fax: 212-267-9455

Job #	Job Type	Name	Quantity	Price (€)
2325	Business Card	New Job #2325	50	33.62

Billing Address: 13 Keele St.
N.Y.
New York 499094
United States

Shipping Address: 13 Keele St.
N.Y.
New York 499094
United States

Discount: 5.04
Urgency: 0.00
Sub Total: 28.58
Total Price: 31.44

Edit Save and Preview

Upload e-Mail Banner HTML OK Cancel Save

Saving and Previewing the e-Mail Banner

The *Save and Preview* mode enables the designer to preview the final result without grids and table lines. The designer can toggle between the **Edit** and **Save and Preview** options, using the Mode tabs at the bottom of each window.

- Notes:**
1. When clicking on the **Save and Preview** tab, all changes to the specific window are automatically saved.
 2. Buttons are not active for testing purposes (buttons respond to clicking accessing the Disabled Mouse Clicks message box).
- 4 After the upload process has been completed, click on **Save and Preview**; a preview of the new application view appears.

Note: Any missing images will be marked with the  **Error** icon.

Activating the Various Elements in the e-Mail Banner

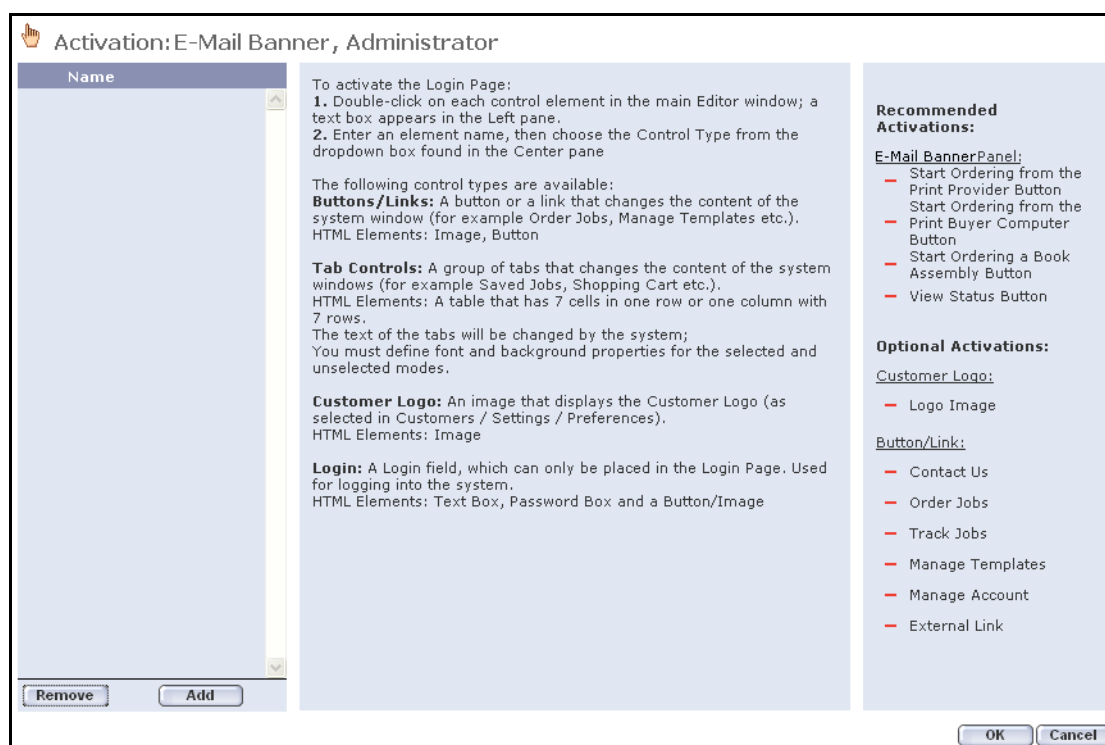
When the final design has been completed, each button or link must be activated, whereby an action and definition of the rules for each button or link is assigned.

To activate the various elements in the *E-Mail Banner*, continue with the following step:

- 5 In the **E-Mail Banner** toolbar, click on the **Activate** button, the **Activation** window appears.

Note: The **Activation** window is divided into the following three panes:

- Left Pane, which displays the dynamic list of objects (images or texts) for activation
- Center Pane, which displays the Editor instructions
- Right Pane, the Reporting pane, which displays the list of required and optional buttons for activation



In **Activation: E-Mail Banner**, the designer activates the customer logo.

Note: When selecting an object in the Left Pane list, the corresponding object in the design is automatically selected, thereby establishing a visual bond between the *List* object and the *Design* object.

To activate the customer logo, carry out the following steps:

- 1 In the **E-Mail Banner**, double-click on the customer logo or click on the customer logo and then click on **Add** in the **Activation: E-Mail Banner** Left Pane; a *List* object appears in the Left Pane list.
- 2 Enter an appropriate name in place of the Object Name field.
- 3 Click on the **Element Type** dropdown box in the Center Pane and then click on the appropriate Element type.

Note: The list of operations in the Right Pane is updated according to the selections made.

Important: The list of operations in the Right Pane has been divided into Optional and Required.

If an item from the Required list was not activated and the designer clicks on **OK** or **Save and Preview**, the following alert appears: "One or more required buttons were not activated. Some features will not be functional in production".

- 4 Click on **OK** to save the settings.

Editing the Skin

After the HTML skins have been uploaded, approved and activated, the designer has the ability, at any time, to edit the final design.

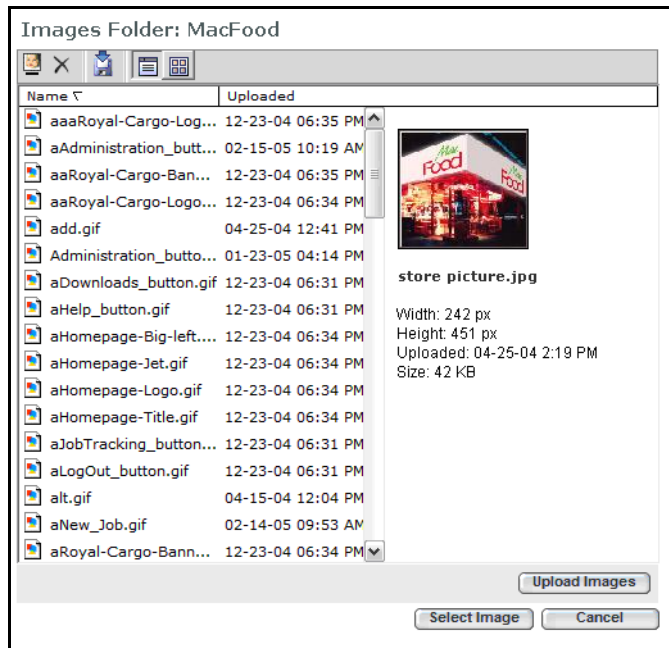
To edit the final design, carry out the following steps:

- 1 To reposition images or objects, click on the target image or object and 'drag and drop' to new location.
- 2 To resize images or objects, click on the target image or object and drag the anchor points to the new location.
- 3 To enter text, click on the target text location and type in the require text.
- 4 To edit and stylize existing text, select the existing text and carry out the changes using the tools found in the toolbar.

Uploading Images and Objects

To upload new images and objects, carry out the following steps:

- 1 Click on the **Image** button in the toolbar; the **Image Folder** appears.

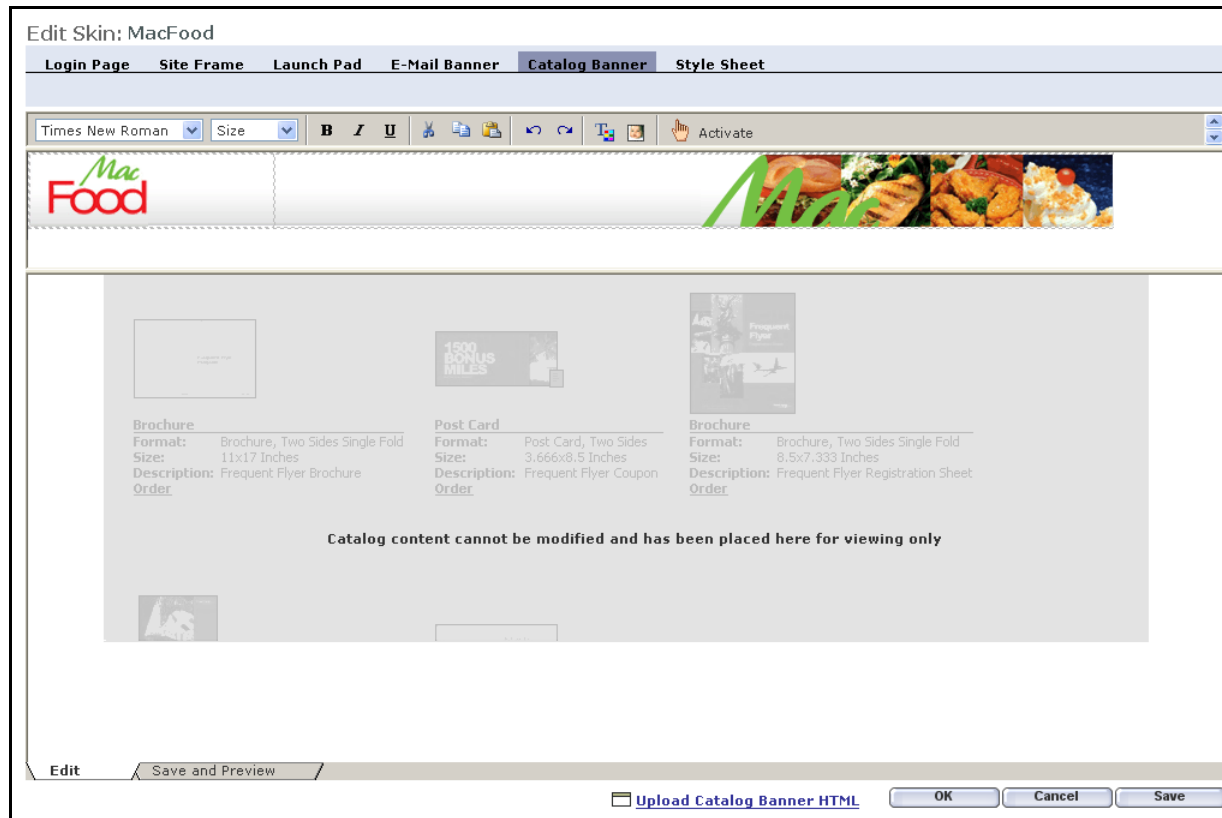


- 2 Select an appropriate image and click on **Select Image** or carry out the **Image Folder** instructions and then click on **Select Image**; the new image appears in the **E-Mail Banner**.
- 3 To change additional images, repeat steps 1-3.
- 4 To save and preview the new images, click on **Save and Preview**.

To change images, carry out the following steps:

- 1 Click on a target image to be changed.
- 2 Click on the **Image** button in the toolbar; the **Image Folder** appears.
- 3 Select an appropriate image and click on **Select Image** or carry out the **Image Folder** instructions and then click on **Select Image**; the new image appears in the **E-Mail Banner**.
- 4 To change additional images, repeat steps 1-3.
- 5 To save and preview the new images, click on **Save and Preview**.

Catalog Banner



The **Catalog Banner** window enables the branding of the banner of the *Catalog* messages that are sent through the *FreeFlow Web Services* system. The **Catalog Banner** window displays the original application design as a shadowed, gray, background in order to assist in the designer's orientation. This gray image can be selected and deleted, and will disappear when a 'real' HTML image has been uploaded.

Note: The maximum dimensions of the **Catalog Banner** are as follows:

- Width - 1000px
- Height - 100px

The **Catalog Banner** window is composed of the following elements:

- **Catalog Toolbar** - Contains tools for emplacing and modifying text and images
- **Catalog Banner Panels** - Location for emplacing the *Catalog* banner
- **Catalog Message Panel** - Grayed-out *Catalog* panel (for purposes of reference only)
- **Edit Tab** - Displays the **Catalog Banner** window with editing guidelines, for text and image emplacement
- **Save and Preview Tab** - Saves all editing carried out in the **Catalog Banner** window and displays the **Catalog Banner** window without editing guidelines

Note: **Save and Preview** triggers an HTML parsing and re-direction of **Image** links to the **Image Library**. If the image has not been placed in the proper folder, the preview will display a 'red X', indicating a missing image

- **Upload e-Mail HTML Link** - Enables uploading HTML images
- **OK Button** - Saves any changes made to the **Catalog Banner** window and then closes the window
- **Cancel** - Closes the **Edit Skin** windows and cancels any changes that were carried out in the **Catalog Banner** window
- **Save** - Saves any changes made to the **Catalog Banner** window, without closing the window

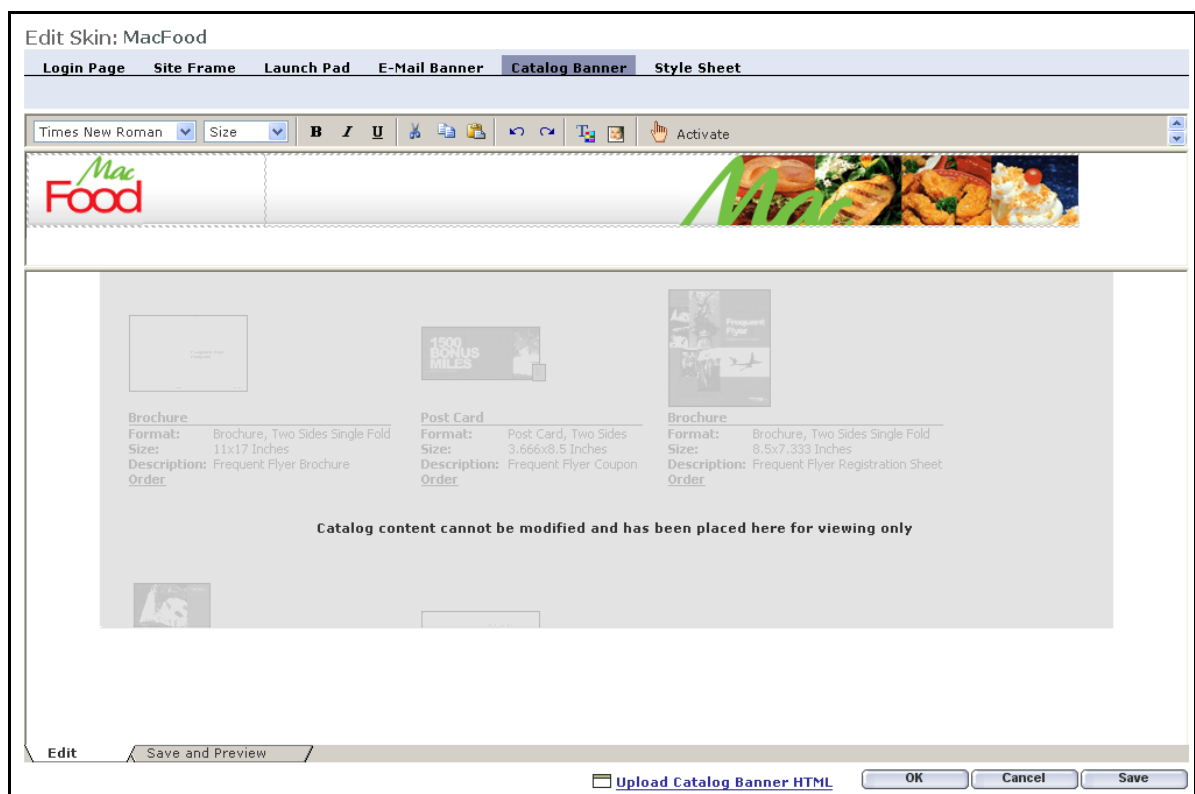
Catalog Banner Toolbar

- **Editing Tools** - Font selection, font size selection, font properties, cut, copy, paste, undo/redo
- **Image** - Accesses the **Image Folder**, for inserting images into the file
- **Activate** - Enables defining the functionality of the controls and buttons in the design

Editing a Catalog Banner

To edit a *Catalog Banner*, carry out the following steps:

- 1 Click on the **Catalog Banner** tab and then click on the **Edit** tab.
- 2 Click on the Upload Catalog HTML link; the **Upload** confirmation window appears.
- 3 Click on **Yes** to continue; the **Catalog Banner: File Upload** window appears.
- 4 Carry out the **Catalog Banner: File Upload** instructions, browse to the target *Catalog Banner* file and click on **Next**; the **Catalog Banner** appears.




Saving and Previewing the Catalog Banner

The *Save and Preview* mode enables the designer to preview the final result without grids and table lines. The designer can toggle between the **Edit** and **Save and Preview** options, using the Mode tabs at the bottom of each window.

Note: When clicking on the **Save and Preview** tab, all changes to the specific window are automatically saved.

All buttons are active for testing purposes. The main application window is not shown and the buttons will respond to the clicks by changing the view.

- 1 After the upload process has been completed, click on **Save and Preview**; a preview of the new application view appears.

Note: Any missing images will be marked with the  **Error** icon.

Activating the Various Elements in the Catalog Banner

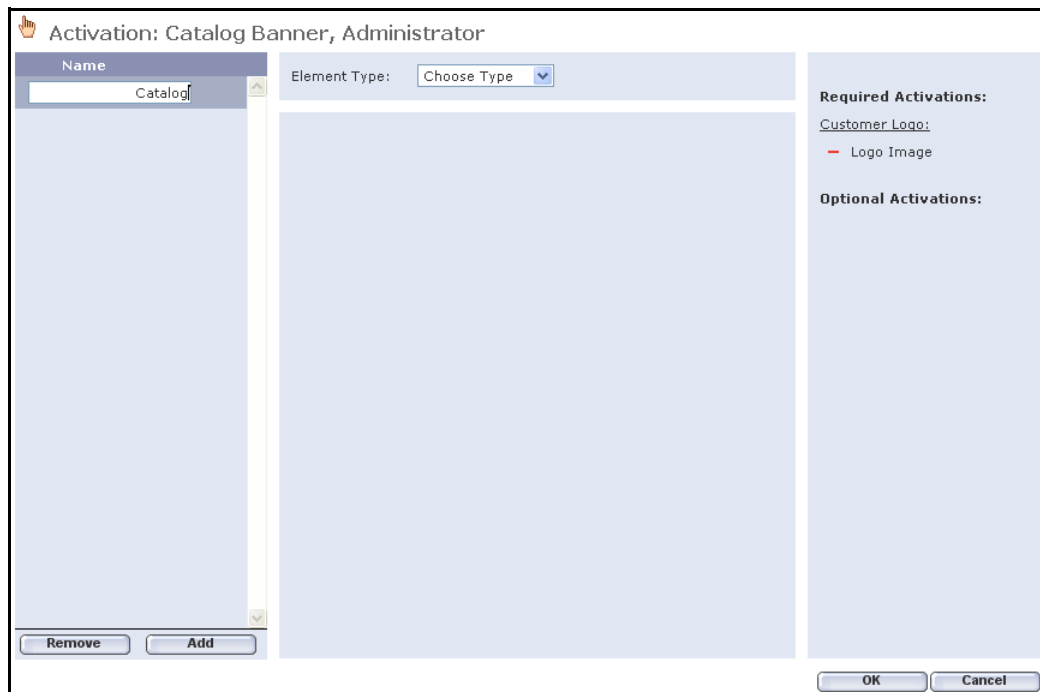
When the final design has been completed, each button or link must be activated, whereby an action and definition of the rules for each button or link is assigned.

To activate the various elements in the **Catalog Banner**, continue with the following steps:

- 1 In the **E-Mail Banner** toolbar, click on the **Activate** button, the **Activation** window appears.

Note: The **Activation** window is divided into the following three panes:

- Left Pane, which displays the dynamic list of objects (images or texts) for activation
- Center Pane, which displays the Editor instructions
- Right Pane, the Reporting pane, which displays the list of required and optional buttons for activation



In **Activation: Catalog Banner**, the designer activates the customer logo.

Note: When selecting an object in the Left Pane list, the corresponding object in the design is automatically selected, thereby establishing a visual bond between the *List* object and the *Design* object.

To activate the customer logo, carry out the following steps:

- 1 In the **Catalog Banner**, double-click on the customer logo or click on the customer logo and then click on **Add** in the **Activation: Catalog Banner** Left Pane; a List object appears in the Left Pane list.
- 2 Enter an appropriate name in place of the Object Name field.
- 3 Click on the **Element Type** dropdown box in the Center Pane and then click on the appropriate Element type.

Note: The list of operations in the Right Pane is updated according to the selections made.

Important: The list of operations in the Right Pane has been divided into Optional and Required.

If an item from the Required list was not activated and the designer clicks on **OK** or **Save and Preview**, the following alert appears: "One or more required buttons were not activated. Some features will not be functional in production".

- 4 Click on **OK** to save the settings.

Editing the Skin

After the HTML skins have been uploaded, approved and activated, the designer has the ability, at any time, to edit the final design.

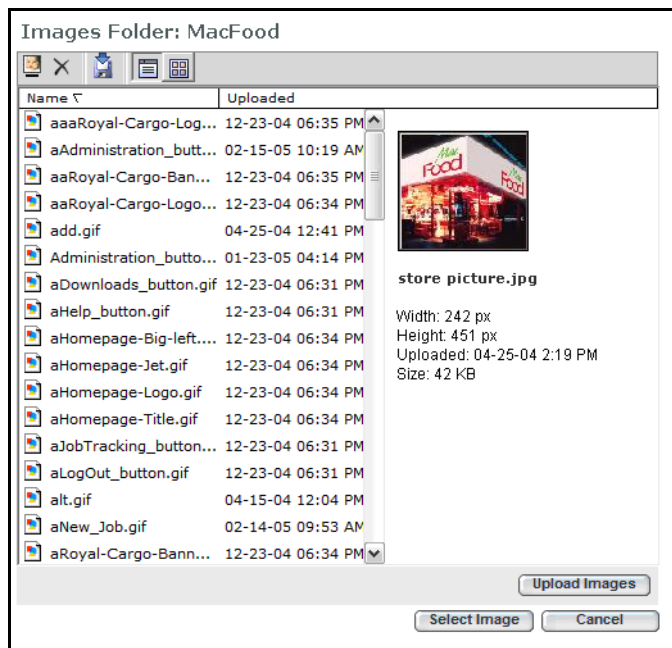
To edit the final design, carry out the following steps:

- 1 To reposition images or objects, click on the target image or object and 'drag and drop' to new location.
- 2 To resize images or objects, click on the target image or object and drag the anchor points to the new location.
- 3 To enter text, click on the target text location and type in the require text.
- 4 To edit and stylize existing text, select the existing text and carry out the changes using the tools found in the toolbar.

Uploading Images and Objects

To upload new images and objects, continue with the following steps:

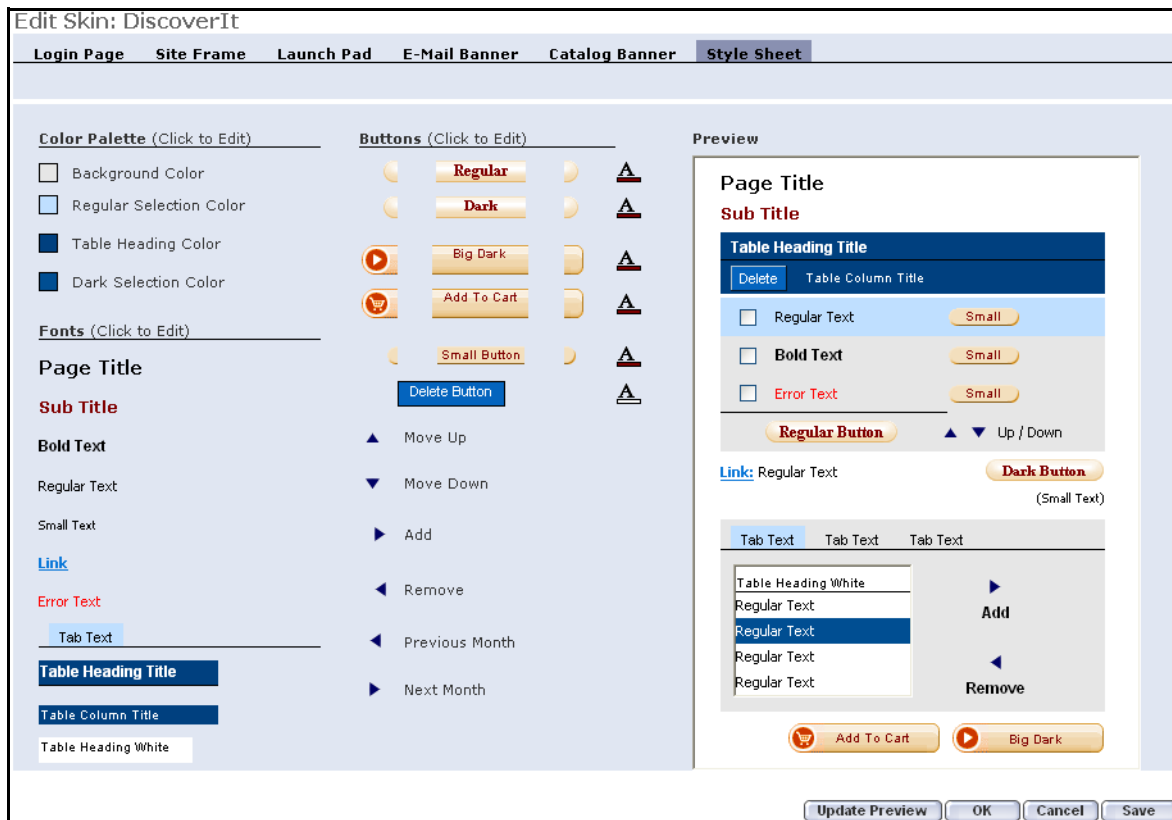
- 1 To change images, click on a target image to be changed.
- 2 Click on the **Image** button in the toolbar; the **Image Folder** appears.



- 3 Select an appropriate image and click on **Select Image** or carry out the **Image Folder** instructions and then click on **Select Image**; the new image appears in the **Catalog Banner**.
- 4 To change additional images, repeat steps 1-3.
- 5 To save and preview the new images, click on **Save and Preview**.

Style Sheet

The *Style Sheet* enables the designer to edit the fonts, buttons and colors of each window in the *FreeFlow Web Services* system in order to complete the unique design of the application.



The **Style Sheet** is composed of the following elements:

- **Editing Sub-panels**
- **Control Buttons**
- **Preview Pane**

Note: *Style Sheet* settings apply to all privileges.

Editing Sub-panels

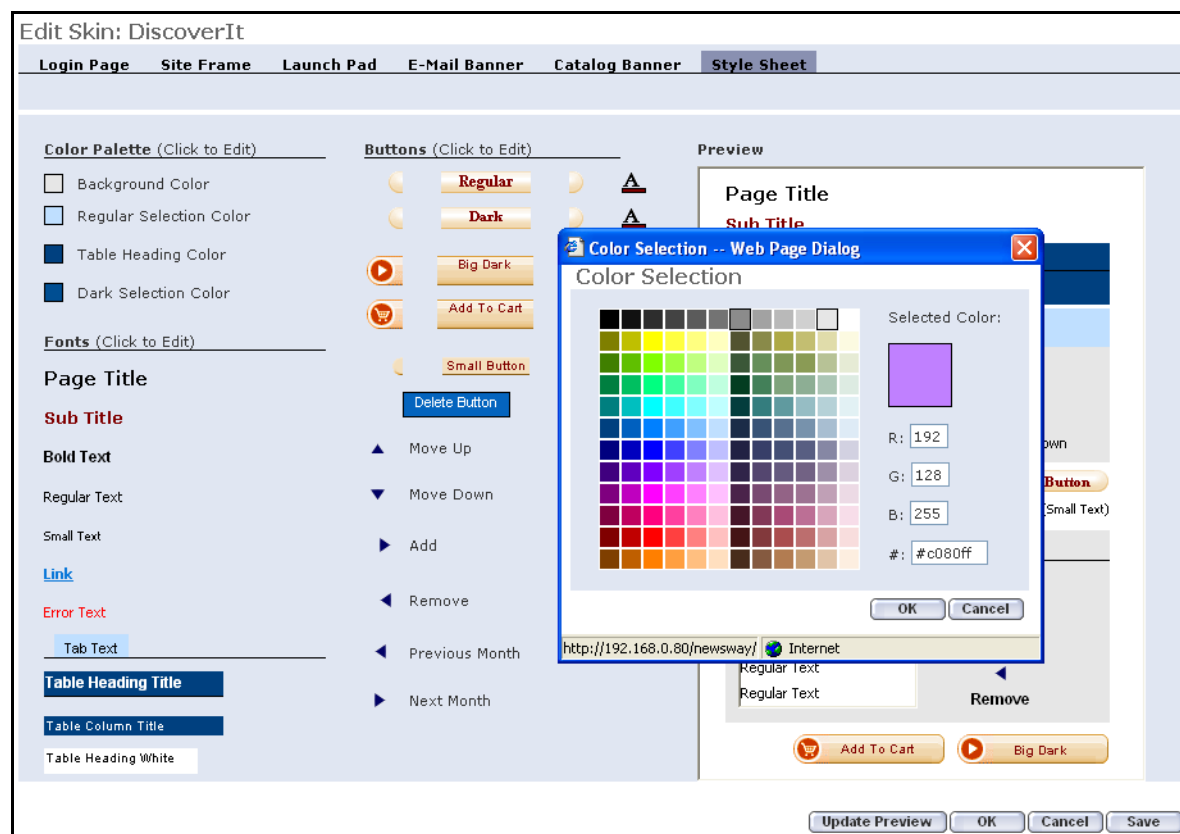
The *Style Sheet* identifies the various application design elements and displays them in the following sub-panels:

- **Color Palette** - Enables editing the colors of the various windows
- **Buttons** - Enables downloading prepared *Button* images from the *Image* folder

Note: An exception to this rule is with buttons such as **Delete**, whereby the button color can be edited

- **Fonts** - Allows editing font type, style, size and color

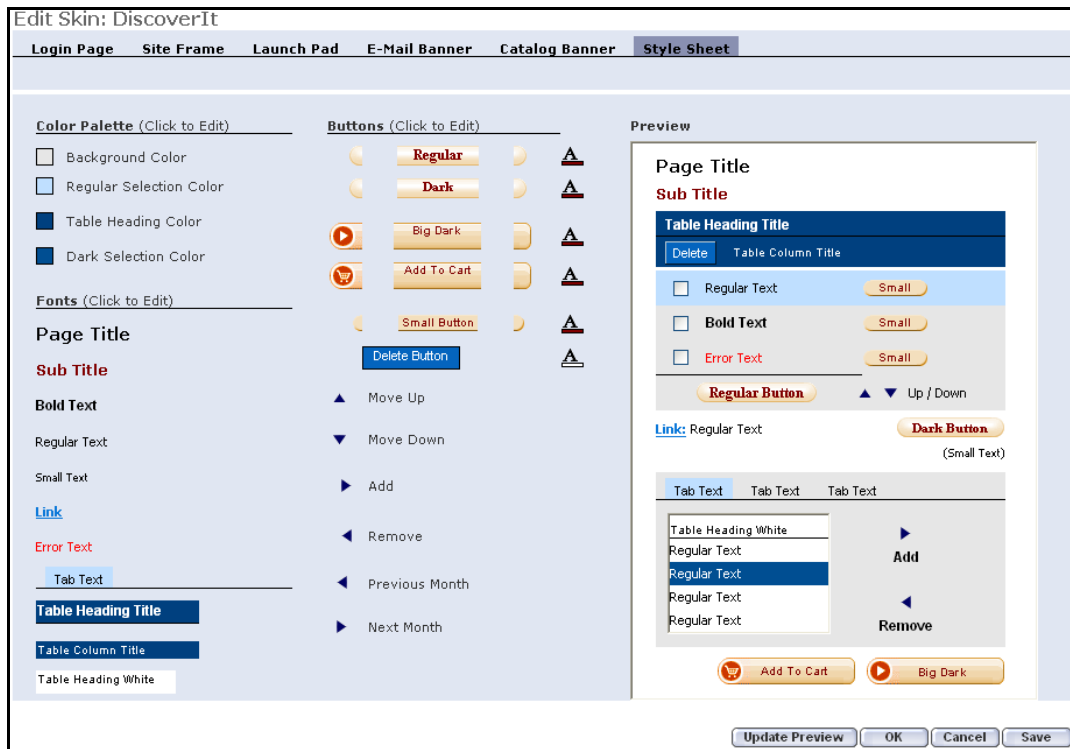
Color Palette



To change a window color, carry out the following steps:

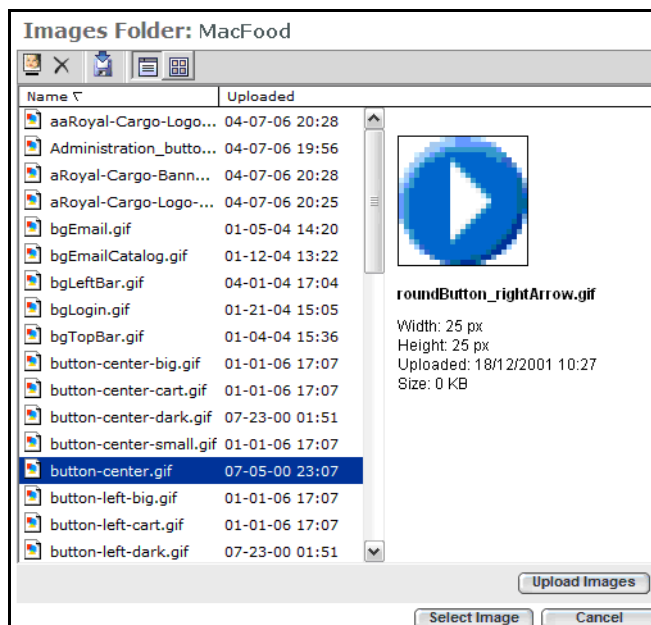
- 1 Click on a target element; the **Color Selection** dialog box appears.
- 2 Click on a target color or enter the appropriate RGB Color Editor numbers; the new color appears in the **Selected Color** box.
Note: When using the RGB Editor, entered numbers cannot exceed 255.
- 3 Click on **OK**; the new color appears in the **Color Palette** sub-panel.
- 4 Repeat steps 1-3 for all other elements that must be edited.

Buttons



To change a *Button* image, carry out the following steps:

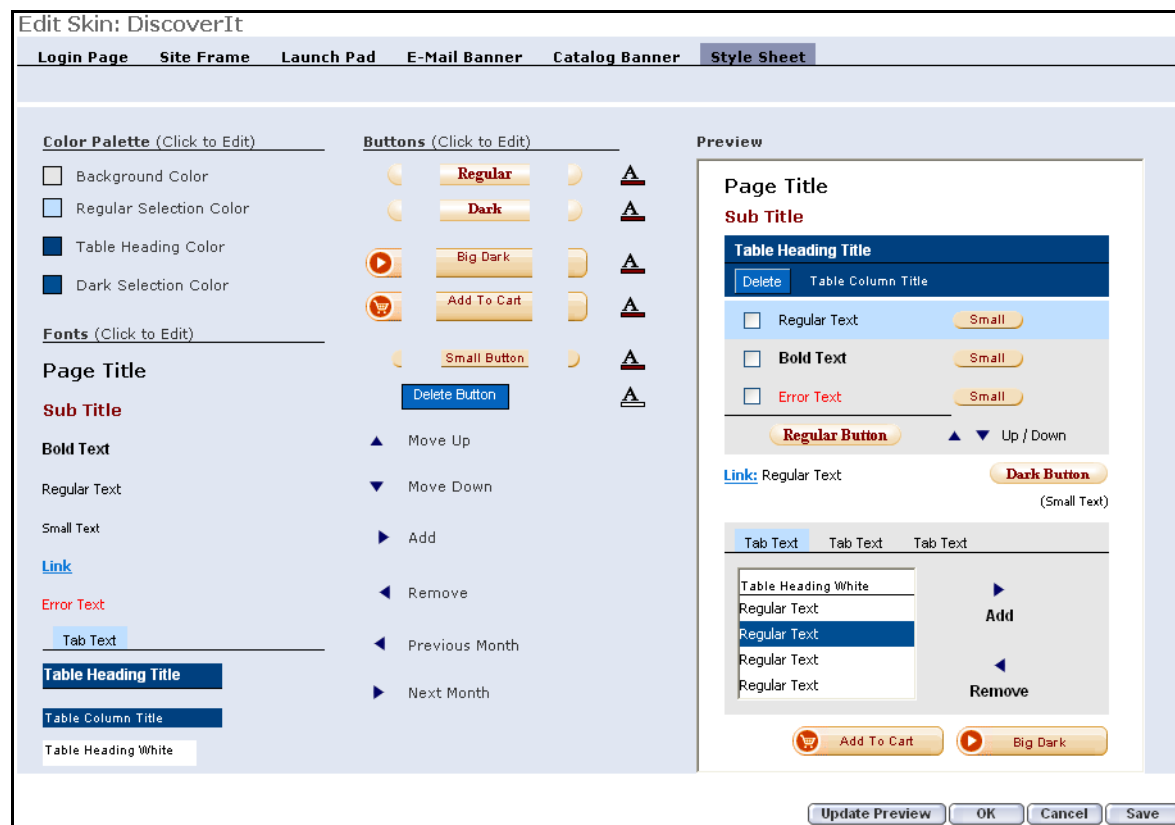
- 1 Click on a target button; the **Image Folder** dialog box appears.



Note: The target button name appears as selected in the Image Name list and the button image is displayed in the Image pane.

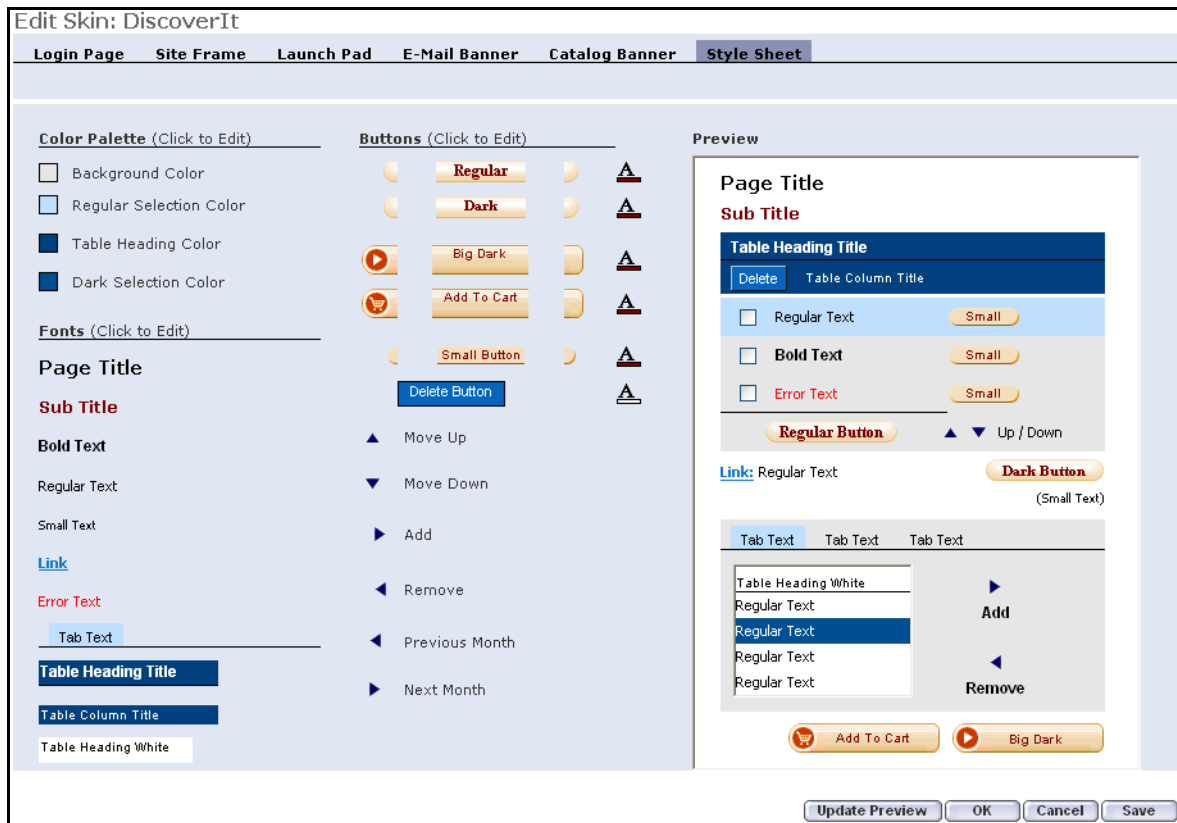
- 2 Click on the new image name and then click on **Select Image**; the new image appears in the **Buttons** sub-panel.

3 Repeat steps 1-3 for all other buttons that must be edited.

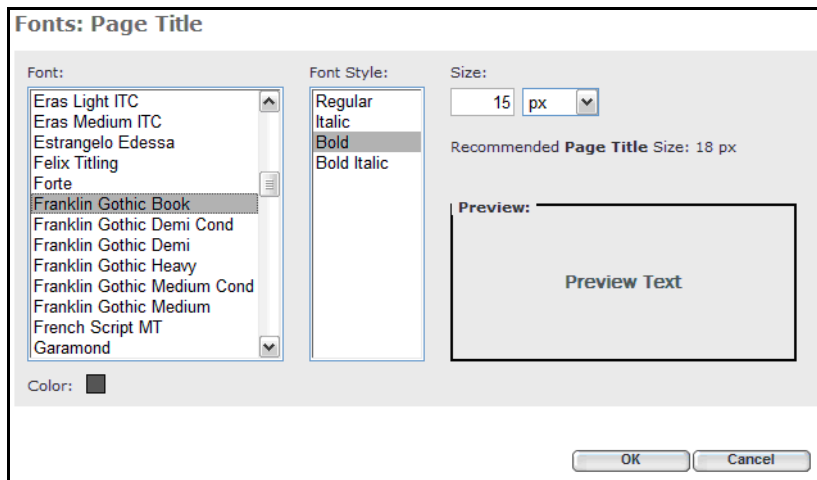


Note: The **Regular** and **Dark** buttons have text that is independent of the background image, whereas the **Delete** button has text that is independent of the background color. In both cases, the text is edited from the **Font** sub-panel.

Fonts

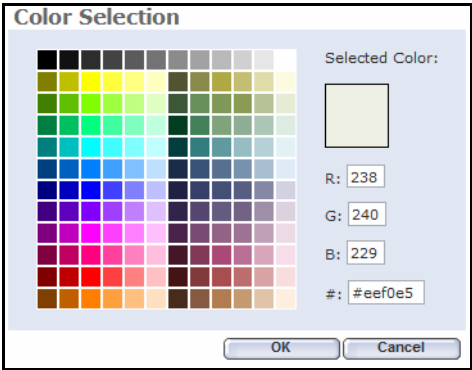


To change a *Font* style, carry out the following steps:



- 1 Click on a target font; the **Fonts** dialog box appears.
- 2 Click on the appropriate font type and style and enter the appropriate size (in either px or pt).

- 3 To change the font color, click on the **Color** box; the **Color Selection** dialog box appears.



- 4 Click on a target color or enter the appropriate RGB Color Editor numbers; the new color appears in the **Selected Color** box.
- Note:** When using the RGB Editor, entered numbers cannot exceed 255.
- 5 Click on **OK**; the new color appears in the **Color Palette** sub-panel.
- 6 Repeat steps 1-6 for all other elements that must be edited and then click on **OK** in the **Fonts** dialog box.

Control Buttons

The **Style Sheet** includes the following buttons, which enable the designer to save, cancel and preview any changes carried out to the application elements:

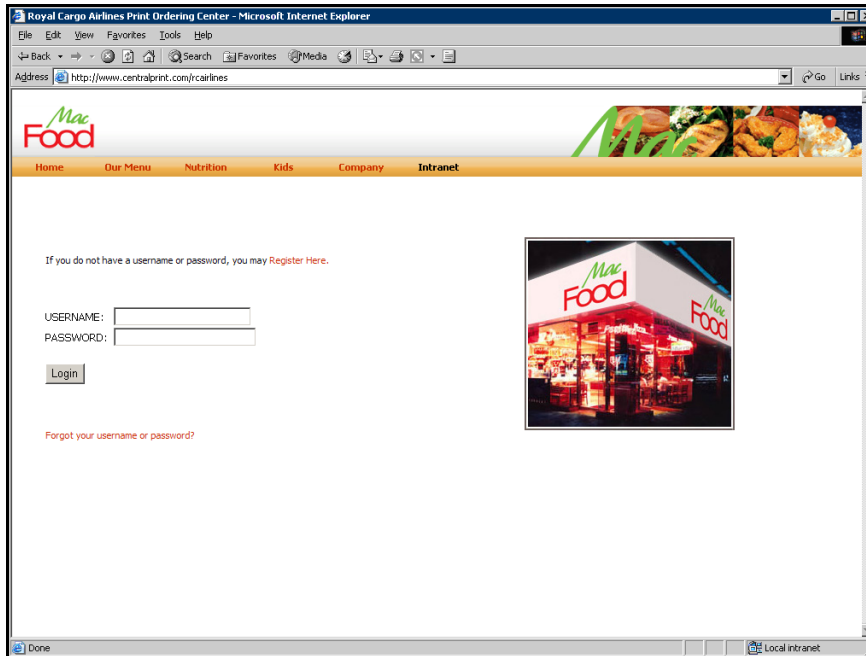


Button	Description
Update Preview	Saves the changes carried out in the Editing sub-panels and displays the changes in the Preview pane.
OK	Saves the changes carried out in the Editing sub-panels and then closes the Style Sheet window.
Cancel	Closes the Style Sheet window and cancels out any changes carried out in the Editing sub-panels.
Save	Saves the changes carried out in the Editing sub-panels without closing the Style Sheet window. Note: To preview the changes in the Preview pane, right-click on the Style Sheet window and then click on Refresh .

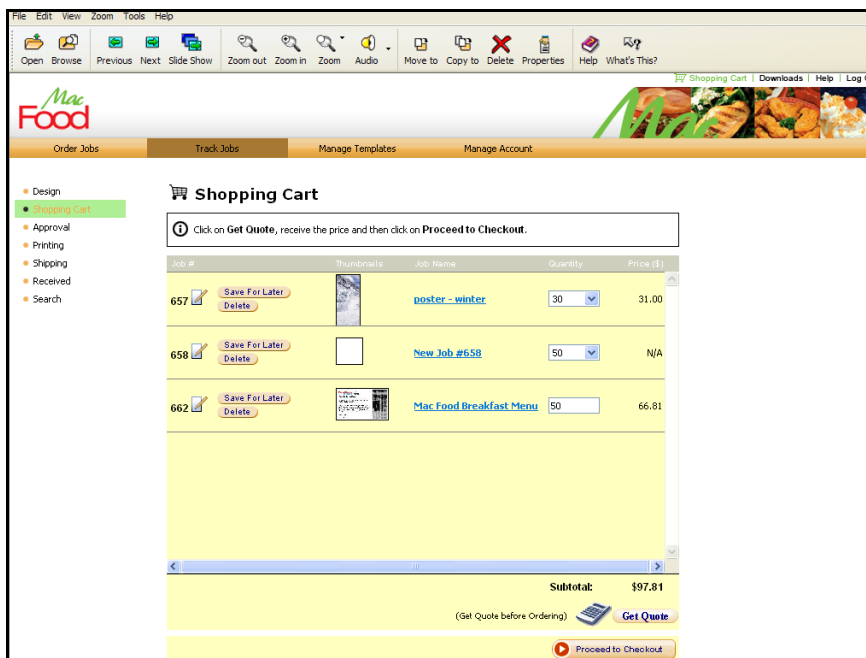
Preview Pane

All changes carried out in the Editing sub-panels can be viewed in the **Preview** pane. To view these changes, carry out the following steps.

- 1 After each change to an application element (or after several changes), click on the **Update Preview** button; the changes immediately appear in the **Preview** pane.



The Branded Site: Login



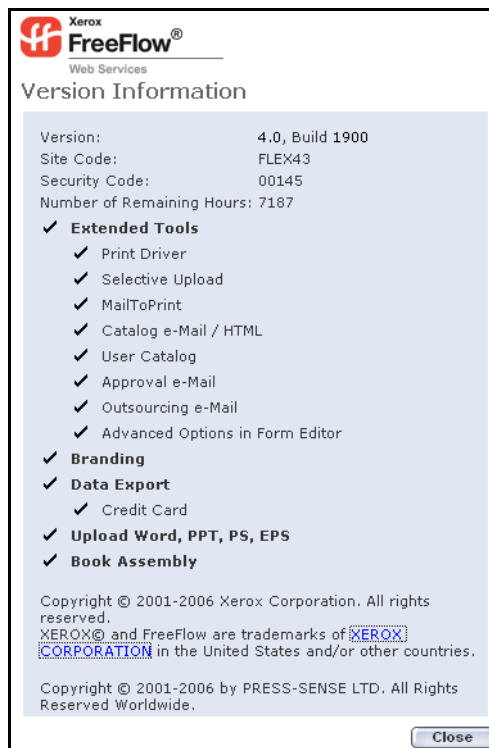
The Branded Application

Chapter 3: Appendix

FreeFlow Web Services Site Customization Installation Guide

- 1 You must activate *Site Customization* through the appropriate license.
- 2 If *Site Customization* is not activated (note the mark next to **Branding**), contact your *Xerox Support Center* for instructions.

Note: The successful installation of *Site Customization* will be noted as **Branding** in the **Version Information** dialog box, accessed through the **Version** link located in the **Local System Messages** pane of the *Print Provider Info Center*.



Converting HTML Pages to .mht files

To convert the HTML page to an .mht file, carry out the following steps:

- 1 Open the web page in Microsoft Internet Explorer.
- 2 Click on **File > Save As...**; the **Save As** window appears.
- 3 In the **Save as type** dropdown box, click on *Web Archive, single file (*.mht)*.
- 4 Click on **Save**.

The Customer Preferences Panel

It is also possible to assign a skin to a customer in the **Customers/Settings/Preferences** panel. Even if the skin has been assigned in the **Branding** area, the **Customers/Settings/Preferences** panel must be accessed in order to define a special access path which will ensure that the customer arrives at the branded *Login* page and not at the default *Login* page.


To assign a skin to the Print Buyer and to define and access path, the Print Provider must carry out the following steps:

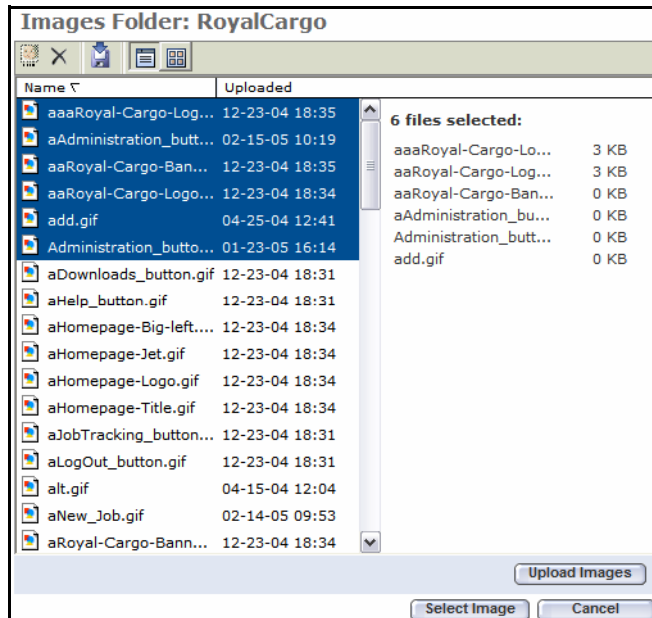
- 1 On the Print Provider side, click on **Customers/Settings/Preferences**; the **Preferences** panel appears.
- 2 Click on the target customer, click on the **Skin** dropdown box and then click on the target skin (if the skin had not been assigned before).
- 3 Enter a path to the skin into the **Access Path**.
- 4 Click on **OK** in the **Preferences** panel to save the settings.

Image Management - Download

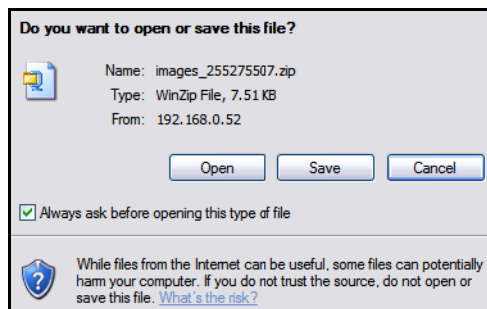
Multiple files can be selected for export for editing purposes.

The following points describe this procedure:

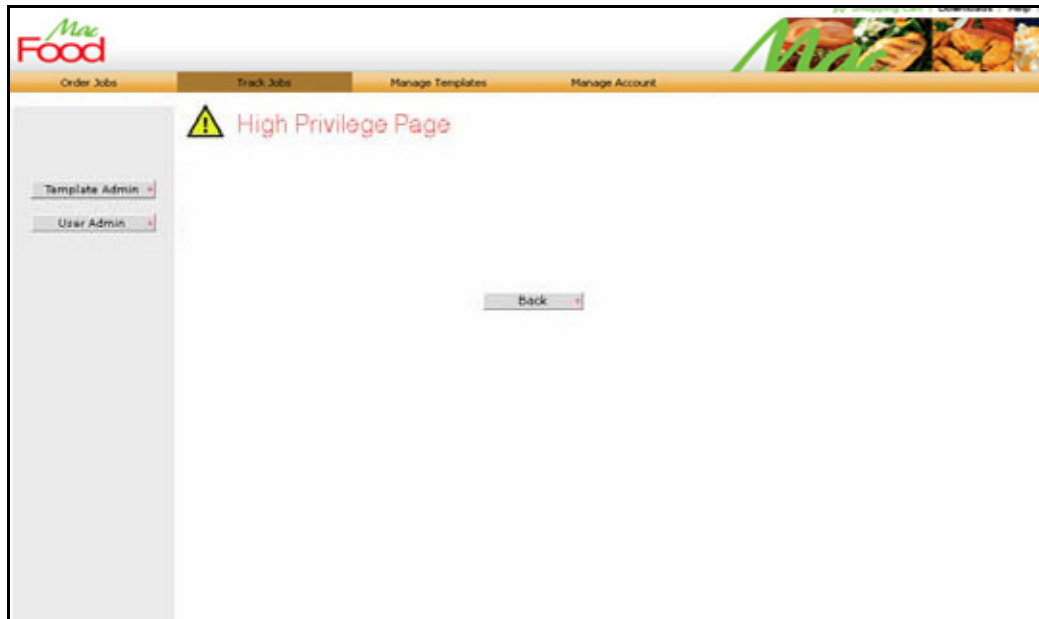
- The images are multi-selected from the **Images** list and the **Download** button  has been clicked.



- The system creates a .zip file that can be opened or saved to a location for the purpose of editing.



- Once edited, the image is re-uploaded into the **Image Library**.



Privilege Sensitivity

The *FreeFlow Web Services Site Customization* application buttons are 'privilege sensitive' whereby the application does not allow a user who has logged in using a lower privilege, to access an operation (use a button) of higher privilege. The access permission decision will be made based on a scan of the next window's permission; that is, whether or not the current user's privilege allows usage of the window that is opened as a result of a click on the specific button.



