



# Branding SharePoint Pages

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# Module Overview



- Master Pages and Content Pages
- Using CSS
- Creating a Master Page using SharePoint Designer
- Deploying a Master Page

# Master Page Overview



## Default.aspx

```
<%@ Page language="C#"
    MasterPageFile="~master
    url/default.master"...

<asp:Content
    ContentPlaceHolderId=
    "PlaceholderMain" >
    ** HTML Content Here **

</asp:Content>
```

## Default.master

```
<%@Master language="C#"%>

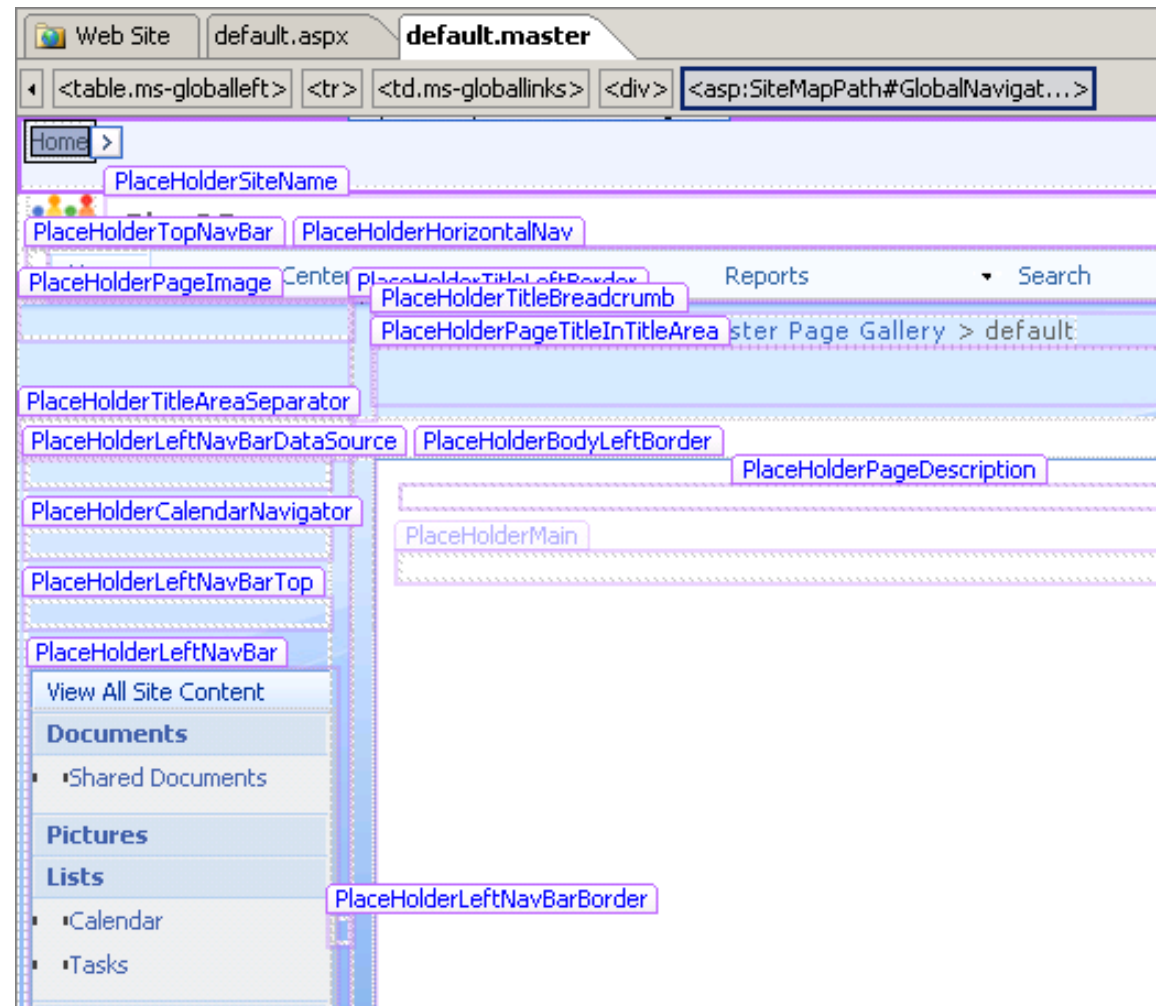
<asp:ContentPlaceHolder
    id="PlaceholderMain"
    runat="server">
```

# Content Placeholders



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- Content Placeholders
- Team Site default.master Page



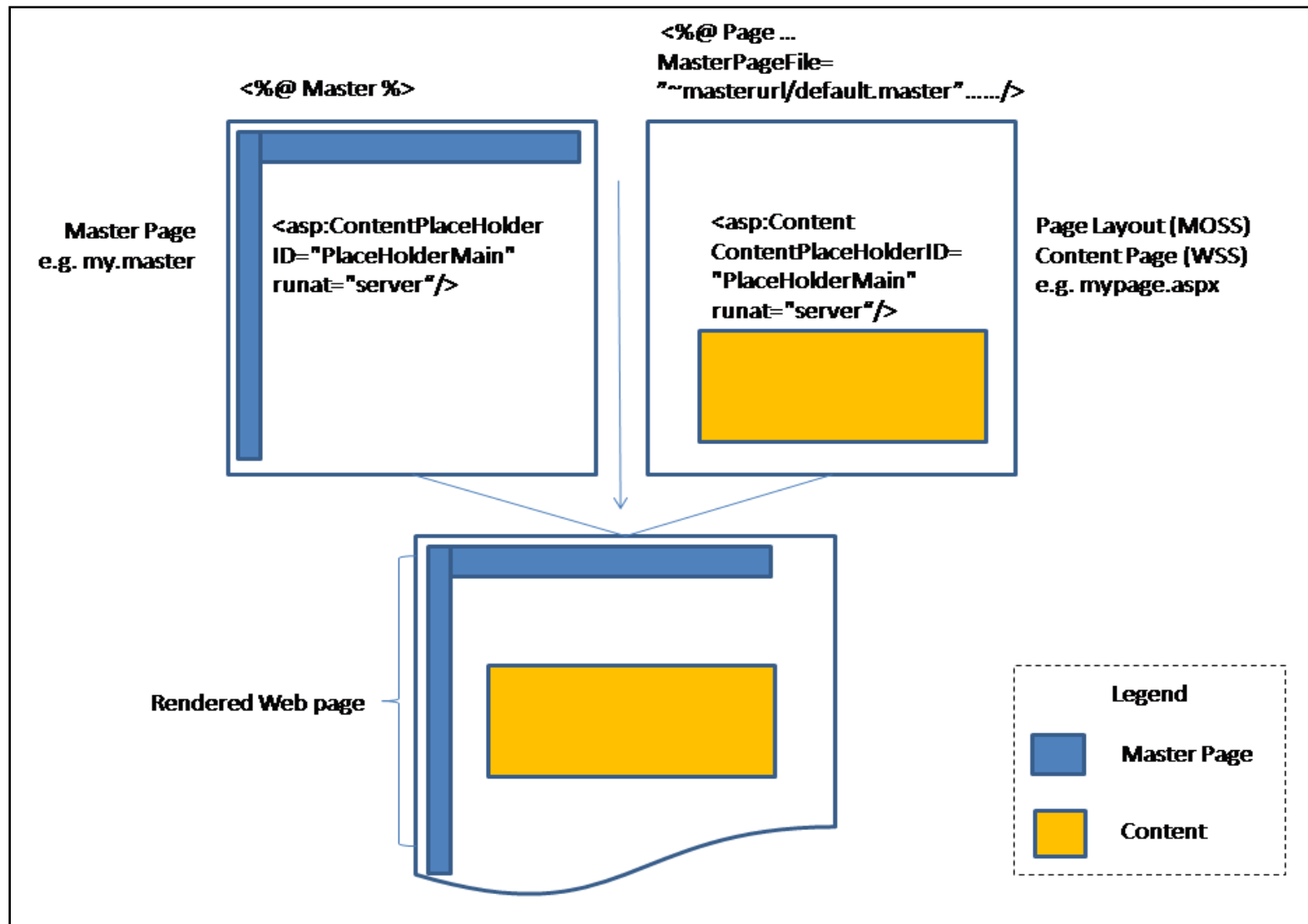
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# Master Page Rendering



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# Lesson 3: Dissecting a Master Page



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## What's in a Master Page?

- Master Page Directive
- Tag Prefixes
- HTML, TABLE, DIV
- CSS
- SharePoint Controls
- Content Placeholders
- JavaScript

```
Web Site | default.master | base.master | Untitled_1.aspx
1 <!-- Identifies this page as a .master page written in C# and registers tag prefixes, namespace
2 <%@ Master language="C#" %>
3 <!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loc
4 <%@ Import Namespace="Microsoft.SharePoint" %>
5 <%@ Register Tagprefix="SPSWC" Namespace="Microsoft.SharePoint.Portal.WebControls" Assembly="P
6 <%@ Register Tagprefix="SharePoint" Namespace="Microsoft.SharePoint.WebControls" Assembly="Mic
7 <%@ Register Tagprefix="WebPartPages" Namespace="Microsoft.SharePoint.WebPartPages" Assembly="
8 <%@ Register Tagprefix="PublishingWebControls" Namespace="Microsoft.SharePoint.Publishing.WebC
9 <%@ Register Tagprefix="PublishingNavigation" Namespace="Microsoft.SharePoint.Publishing.Navig
10 <%@ Register TagPrefix="wssuc" TagName="Welcome" src="~/_controltemplates/Welcome.ascx" %>
11 <%@ Register TagPrefix="wssuc" TagName="DesignModeConsole" src="~/_controltemplates/DesignMode
12 <%@ Register TagPrefix="PublishingVariations" TagName="VariationsLabelMenu" src="~/_controlten
13 <%@ Register Tagprefix="PublishingConsole" TagName="Console" src="~/_controltemplates/Publishi
14 <%@ Register TagPrefix="PublishingSiteAction" TagName="SiteActionMenu" src="~/_controltemplat
15 <!-- Uses the Microsoft Office namespace and schema. -->
16 <html>
17 <WebPartPages:SPWebPartManager runat="server"/>
18 <SharePoint:RobotsMetaTag runat="server"/>
19
20 <!-- The head section includes a content placeholder for the page title and links to CSS and
21 <head runat="server">
22 <asp:ContentPlaceHolder runat="server" id="head">
23 <title>
24 <asp:ContentPlaceHolder id="PlaceholderPageTitle" runat="server" />
25 </title>
26 </asp:ContentPlaceHolder>
27 <Sharepoint:CssLink runat="server"/>
28 <asp:ContentPlaceHolder id="PlaceholderAdditionalPageHead" runat="server" />
29 </head>
30
31 <!-- When loading the body of the .master page, MOSS 2007 also loads the SpBodyOnLoadWrapper
32 <body onload="javascript: spBodyOnLoadWrapper();">
33 <!-- The SPWebPartManager manages all of the Web part controls, functionality, and events
34 <form runat="server" onsubmit="return spFormOnSubmitWrapper();">
35 <wssuc:Welcome id="explicitLogout" runat="server"/>
36 <PublishingSiteAction:SiteActionMenu runat="server"/>
```

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# Custom Master Pages

- Two Options
  - Customize an out of the box Master
  - Create your own Master Page from a minimal Master Page
- Creating your own Master Page is recommended:
  - Best way to truly Brand your site
  - Gives your site a distinct look and feel
  - Unique navigation

# Demo



## Creating a Master Page using SharePoint Designer

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# Master Pages and Publishing Sites



- WSS
  - Each child site has its own Master Page Gallery
  - Copy of default.master is added to the gallery
- Publishing
  - Master pages link in Site Settings page
  - 8 additional Master Pages
  - All sites inherit Master Page Gallery from the top level site



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# Master Page Tokens

- **Dynamic** – replaced at runtime with a property value
  - ~masterurl/default.master
  - ~masterurl/custom.master
- **Static** – points to a specific location
  - ~sitecollection/[nameofMasterPage].master
  - ~site/[nameofMasterPage].master

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# Problem of Application Master



- Used by pages in the \_Layouts directory
- Can't be Edited in SharePoint Designer
- Possible Solutions
  - Modify colors with Custom Theme
  - Backup and Edit Application.master
  - Change Tokens in selected \_Layouts pages



# Customization Options

- Master Page stored in the content database
  - Publish to other environments using publishing features
  - Term often used is “customized”
- Master Page stored on the file system
  - Use Features and Solutions to deploy
  - Term often used is “not customized”

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# Demo



## Content Deployment Results



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Questions?

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