

MarketPlace Branding

This is a standard for all MarketPlace storefronts. There is a new feature set. Kim Stringham must approve all exceptions, to the branding listed below. Please contact at 245-8326 or k.stringham@txstate.edu for help.

General Layout Settings:

- Curtain Nav
 - Contact Us – email address
 - Return Policy Content
 - Show Shipping Rate – yes/no
- Hero Image
 - Image Link
- Feature 1
 - Enter Custom Content
 - CSS

Single Store Layout Settings:

- Curtain Nav
 - Privacy Policy (Link Only) <http://www.tr.txstate.edu/privacy-statement.html>
 - Help Link
 - Accessibility Link
 - Return Policy Label –turn on or off
 - Add Links
- Global NavBar
 - Show Mall Logo Yes/No – if No, store name will be in NavBar
 - Show user Account Menu – yes/no
- Single Store Header
 - Custom content – pictures/text
 - CSS
- Single Store Footer
 - Custom content – pictures/text
 - CSS
- Global Footer
 - Facebook, LinkedIn, Twitter options

TXST Single Store Branding:

Global Navbar Brand

- Logo Font – Defaults to Mall Setting (Texas State E-payments – Times New Roman). If store name defaults to Segoe UI
- Color Scheme - Custom
 - Background – maroon #501214
 - Border Color – black #222222
 - Font & Icon Color – white #ffffff

The screenshot displays the 'Build Your Global Navbar Brand' configuration page. On the left, a 'Global Navbar Brand Preview' shows a maroon header with a hamburger menu icon and the text 'Store Name', and a dark grey footer with the text 'Global Footer Brand'. The main settings area on the right is titled 'Build Your Global Navbar Brand' and contains two sections: 'Logo Font' and 'Color Scheme'. The 'Logo Font' section has a 'Font Family' dropdown set to 'Times New Roman'. The 'Color Scheme' section has three radio buttons: 'Light Theme', 'Dark Theme', and 'Custom Theme' (which is selected). Below these is a tip: 'Tip: Choose high-contrast colors for font vs. background'. The 'Color Scheme' section also has three color pickers: 'Background Color' set to '#501214' (maroon), 'Border Color' set to '#222222' (black), and 'Font & Icon Color' set to '#FFFFFF' (white). Each color picker has a corresponding color swatch and a dropdown arrow.

Background Settings

- Default

Headings

- Default
 - To get rid of “Products” and Store Categories – change h2 font color to #ffffff, reduce white space by changing font size.

Body Font

- Default

Hyperlinks

- Font Color – maroon #501214
- Text Decoration – none
- Hover Font Color – light gold #9E6614
- Hover Text Decoration – underline

Buttons

- Primary Buttons
 - Background Color – maroon #501214
 - Border Color – black #333333
 - Font Color – white #ffffff

- Hover Background Color – light gold #9E6614
 - Hover Border Color – black #333333
 - Hover Font Color – white #ffffff
- Secondary Buttons
 - Background Color – grey #A6A699
 - Border Color – black #333333
 - Font Color – white #ffffff
 - Hover Background Color – grey #A6A699
 - Hover Border Color – black #333333
 - Hover Font Color – black #222222

Global Navbar Brand

General Settings:

Background Settings

Headings

Body Font

Hyperlinks

Buttons

Global Footer Brand

Buttons Preview

Primary Button

Primary Button-Hover

Secondary Button

Secondary Button-Hover

Build Your Buttons

B Primary Buttons

Background Color

#501214

Border Color

#333333

Font Color

#FFFFFF

Hover Background Color

#9E6614

Hover Border Color

#333333

Hover Font Color

#FFFFFF

B Secondary Buttons

Background Color

#A6A699

Border Color

#333333

Font Color

#FFFFFF

Hover Background Color

#A6A699

Hover Border Color

#333333

Hover Font Color

#222222

Global Footer Brand

- Custom Color Scheme
 - Background Color – gold #6A5638
 - Border Color – black #222222
 - Font Color – white #ffffff
 - Icon Color – white #ffffff
- Footer Hyperlink
 - Font Color - grey #A6A699
 - Text Decoration – none
 - Hover Font Color – black #222222
 - Hover Text Decoration – underline

SAMPLE STORES

Department A – Oh the Places You’ll Go (Donations)

https://test.secure.touchnet.net:8443/C24322test_ustores/web/store_main.jsp?STOREID=119&SINGLESTORE=true

- Feature 1 – Text Message, pictures, Headers
- Single Store Header – header image/text on every page
- Pattern Background
- Category Features
 - Green Eggs – thumbnails
 - Fox in Socks – details
 - Cat in the Hat – name & price
- Recurring donation – Green Eggs & Ham Combo, Fox in Socks
- Authorization Required – Green Eggs Only
- Pre-determined amounts – The Hat
- Additional Items at Checkout

Department B – Let’s Go Broadway! (Merchandise)

https://test.secure.touchnet.net:8443/C24322test_ustores/web/store_main.jsp?STOREID=123&SINGLESTORE=true

- Feature 1 – text only
- Hero Image – home page only
- Single Store Footer (link)
- Single color background
- Category Features
 - Lion King – Details
 - Phantom – Thumbnails, Student Special Authorization Feature, add on’s w/ price adjust
 - Wicked – List & Price – name & price, Options for pricing
 - Get the T-Shirt – multiple options, add on at check-out
- Promotion 10% off each item: **Members-Only**
- Global NavBar – User Account Menu

Department C – Texas State Event Central (Registrations)

https://test.secure.touchnet.net:8443/C24322test_ustores/web/store_main.jsp?STOREID=151&SINGLESTORE=true

- Hero Image – home page only
- No background
- Custom Buttons
- Category Features
 - Camps –List & Price
 - Conferences – Details
 - Workshops – Thumbnails
 - Misc – Details

Button Generators

<https://www.imagefu.com/create/button>

The screenshot displays the ImageFu Button Generator interface. The central canvas shows a square button with a dark red gradient background and the word 'REGISTER' in white, bold, sans-serif font. The interface is divided into three main panels: Text, Style, and Size.

TEXT Panel:

- TEXT:** A text input field containing 'REGISTER'.
- FONT:** A dropdown menu showing 'Calibri'.
- Bold?** ☒ *Italic?* ☐
- Size:** A numeric input field showing '31' with minus and plus buttons.
- Color:** A color picker showing a white color.
- TEXT SHADOW?** ☒
- Distance to text:** A numeric input field showing '1' with minus and plus buttons.
- Color:** A color picker showing a black color.

STYLE Panel:

- STYLE:** A dropdown menu showing 'rounded rectangle'.
- Corners radius:** A numeric input field showing '5' with minus and plus buttons.
- BACKGROUND:** A dropdown menu showing 'pyramid gradient'.
- Top/bottom color:** A color picker showing a dark red color.
- Center color:** A color picker showing a dark red color.
- Bubble effect?** ☐
- BORDER?** ☐
- SHADOW?** ☐

SIZE Panel:

- SIZE:** A dropdown menu showing 'fixed'.
- Width (↔):** A numeric input field showing '200' with minus and plus buttons.
- Height (↑):** A numeric input field showing '200' with minus and plus buttons.
- Does not include the border or shadow size, if any.

Canvas and Controls:

- Undo** and **Redo** buttons are at the top.
- 200×200 pixels – 3971 bytes in png** is displayed below the button.
- <> Embed**, **Download**, and **Save** buttons are at the bottom.

Gradient 501214 to 821f22