



© Element LLC.

Element Browser themes / branding / ads

Creating themes

Introduction

Creating themes for Element Browser is relatively simple. There is no special coding to be done, except for your artistic skills and Photoshop skills, of course. Element Browser themes are composed of Portable Network Graphics (PNGS) which are used from within the Element Browser interface. Simply replacing these images with ones of your own will achieve a custom look in Element Browser.

Note: Some elements, including icons, within the user interface cannot be changed.

Theme files

Element Browser themes are composed of a set of non-changeable named PNG graphic files, which are placed in the theme's root folder. All files must be present in order for Element Browser to display the theme.

The following is an explanation of each graphic and which part of the user interface it is linked to.

- `Toolbar.png` – The background image used on Element Browser toolbars.
- `ApplicationButton_Normal.png` – The image used on the Application Button in its normal state.
- `ApplicationButton_Hover.png` – The image used on the Application Button in its activated state.
- `MenuBrand.png` – The background image used on the bottom right corner of the Element Browser menu.
- `btnBack.png` – Image used for the back icon.
- `btnForward.png` – Image used for the forward icon.
- `btnReload.png` – Image used for the Reload icon.
- `btnStop.png` – Image used for the Stop icon.
- `btnBookmarks.png` – Image used for the Bookmarks / Library icon.
- `btnHome.png` – Image used for the Home icon.
- `btnTabs.png` – Image used for the Tab toggle icon.
- `btnTools.png` – Image used for the Page Tools icon.
- `ApplicationButtonDrop.png` – Image used for extending the Application button's chrome.

- ApplicationMenuCommandBackground.png – Image used for the background of the commands section (left) on the Application menu.
- HubBackground.png – Background image used for the Hub page.
- SharedGradient.png – The primary gradient used for many elements in the user interface. E.g Web Applications Dock, Tabs pane.
- ThemePreview.png – The image used for the preview of the theme’s appearance in Theme settings.
- ShelfTabBg.png- The image used for rendering a tab’s background.
- ShelfHover.png- The image used for rendering a tab’s hover effect.

Markup

The Element Browser theme algorithm does not require any mark-up to display your images. However, it is not possible to add additional images / or rename images in your theme. They must be the exactly the same names in order to display. If there are images missing in your theme, Element Browser will not allow the theme to be displayed.

There are two text files that need to be included with your theme:

theme_name.txt - The name of your theme. Please do not make this name too complicated, since users are required to enter the name of your theme upon installation to confirm. Names such as My\$Cool@theme are not recommended.

theme_author.txt – The name of the author needs to be present in this text file.

Packaging

Element Browser themes are packaged and distributed as Compressed Zip files. Your Zip file must contain your zipped theme directory as a folder in your zip folder. Simply creating a zip file with just your images will not install properly. They must be contained in a folder with the same name as your theme, stated in theme_name.txt.

To produce your zip file, we recommend software such as WinRAR, WinZip and 7-Zip.

Comments in your zip file are required for your theme to be accepted on the Element Browser Store. Themes that do not contain a zip comment will be refused.

Please see below for an example of how your comment should be presented, with the relevant information.

Archive Comment Example

Element Browser 'Theme Name'

Theme Author

Disclaimer

How to Install

=====

Open Element Browser. Click the application button.

Click on your account picture. Select themes.

Click choose theme.

Type the name of this theme (Theme Name), select this zip file.

The theme is now installed. You'll need to restart Element for the changes to take effect.

Acceptable use policy

Element Software distributes third-party themes based on their quality, desirability and accordance to Element Software's acceptable use policy.

We require themes to be in their completed stage, and have a good quality. We do not accept WIP themes or preview themes to be uploaded to our store.

We do not accept themes with inappropriate images.

We do not accept themes that contain copyrighted material e.g. using third-party resources, logos, brands.

Submitting a theme to the Element Browser gallery

Element Software must approve all themes before they are submitted to the gallery.

Please visit the following page to start submitting your theme to the gallery:

<http://www.elementsoftware.co.uk/dev/eb/cir?=50?themesubmit>

Branding Element Browser

Element Software works with its partners and affiliates in delivering a unique platform to work with on the web. Due to this, we allow our partners and affiliates to distribute their own version of Element Browser with their own branding, so that they can meet the exact requirements for their users.

Branding Element Browser requires permission from Element Software before distribution.

How to brand Element Browser

Each Element Browser installed includes a ElementBrowser.exe.config file installed in the program's root folder. The following XML strings must be edited to successfully rebrand Element Browser.

Note : All Copyright information, and primary product brands are retained and are not able to be changed.

DefaultHomePage- Changing this setting allows you to define the default homepage for Element Browser.

MySearchEngine- Preferably this setting should be kept to exactly the same as DefaultHomePage.

Brand – The Brand of Element Browser. E.g 'Element Browser Nebook edition', or 'Element Browser optimized for Contoso'

BrandLogo – The image used in version information. This image must be stored in the VirtualStore \ Brand folder.

DoesExpire – Allows this version of Element Browser to expire.

ExpireYear – Setting this option e.g '2011' sets Element Browser to expire on this year.

Theme- If you are using your own theme for your users, you must change this setting to match the included theme's name.

ThemingEnabled – Setting this value to False disables themeing completely.

Advertising in Element Browser

Payment

Element Software requires payment for advertisements to be displayed and distributed in Element Browser. Payments are negotiable based on contract term and length.

Please visit the following page to learn more:

<http://www.elementsoftware.co.uk/partners/ads/product?eb=50>

Element Browser supports advertising products or services to its users from third-party companies or organizations. Depending on the version, market and or country, a version of Element Browser with advertisements enabled displays advertisements from our partners and organizations. There is a great benefit by advertising in Element Browser, because of its popularity worldwide, so your advertising campaign is sure to reach the corners of the globe.

For Publishers of Element Browser

If you are distributing your own version of Element Browser for your users, you may advertise your products and services by editing the following in ElementBrowser.exe.config;

EnableAdvertise- This value must be set to true in order for advertisements to appear.

AdvertisePublisher – The name of the organization which provides the advertisements.

AdvertiseURL – The URL of the advertisement. The advertisement is displayed in the bottom right corner of the computer screen when Element Browser is running.

For Anti-Virus vendors

Element Browser's on-demand spyware scanning feature allows anti-virus vendors to advertise their anti-virus product on this feature.

The following values must be changed in ElementBrowser.exe.config;

AntiVirusADEnable- This must be set to true in order to display the antivirus advertisement.

AntiVirusURL- the product information URL.

AntiVirusAd- the anti-virus product name e.g Contoso Antivirus.

For Advertisers only

If you do not plan on distributing a version of Element Browser to your users and solely wish to just advertise in the browser, Element Software distributes versions of its browser to markets with advertising enabled. <http://www.elementsoftware.co.uk/partners/ads/product?eb=50>