AlwaysUp: Branding for Site and OEM Licensees
Version 7.9

1. Overview

Site and OEM licensees are able to brand/personalize AlwaysUp for their own use. The following visual items can be modified:

- The name of the application
- The content of the "About" box
- The content of the "Help" menu
- An image/logo can be specified for all mail messages and HTML reports generated
- An image/logo can be added to the toolbar

The changes are specified via a simple XML configuration file linked to your unique license (.DAT) file. You are responsible for creating/editing the XML file to customize AlwaysUp as you see fit.

The details of the XML file follow.

2. The XML Configuration file

Here is a sample configuration file, with all options specified:

```xml
<?xml version="1.0" encoding="UTF-8"?>
<alwaysup-branding xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:noNamespaceSchemaLocation="http://www.coretechnologies.com/products/AlwaysUp/alwaysup-branding-
5.8.xsd">
<alwaysup-branding>
        <app-name>YourAppName</app-name>
        <report-image>http://www.yourwebsite.com/small_icon.gif</report-image>
        <about>
                <message>Your message here</message>
                <url>http://www.yourwebsite.com</url>
        </about>
        <toolbar-logo>
                <image-name>http://www.yourwebsite.com/small_banner_icon.gif</image-name>
                <width>128</width>
                <height>60</height>
                <url>http://www.yourwebsite.com/</url>
                <alt>Click to visit our web site</alt>
        </toolbar-logo>
        <help-menu>
                <remove-faq />
                <remove-webservice />
                <add-links>
                        <add-link>
                                <title>My help link</title>
                                <url>http://www.yourwebsite.com/support</url>
                        </add-link>
                </add-links>
        </help-menu>
</alwaysup-branding>
```

This file is available at:
        http://www.CoreTechnologies.com/products/AlwaysUp/alwaysup-branding-6.0-sample.xml
and the XML Schema (.XSD) is at:
        http://www.CoreTechnologies.com/products/AlwaysUp/alwaysup-branding-6.0.xsd

Please use them as a starting point for your own customization.

3. Changing the name of the application

The name can be changed from the default "AlwaysUp" by specifying the following XML with the new name:

```
<app-name>YourAppName</app-name>
```

Please limit the name to 30 characters or less – longer names may be truncated by the visual elements.

4. Specifying a logo/image for mail messages and reports

The default AlwaysUp logo can be replaced on mail messages and reports by specifying the following XML with the new image URL or file (JPG/GIF/PNG). If a file name is specified without a path, the file should be in the AlwaysUp installation directory.

```
<report-image>http://www.yourwebsite.com/small_icon.gif</report-image>
```

We recommend specifying an image between dimensions 32x32 and 64x64. We also strongly recommend using a URL instead of a local file so that the image shows up properly on email viewed on other computers.

Note that you can also specify an empty tag to avoid placing an image on reports and mail messages.

5. Configuring the "About" box

Text and a hyperlink can be added to the "About" box via the following XML:

```
<about>
        <message>Your message here</message>
        <url>http://www.yourwebsite.com</url>
</about>
```

message: This text is displayed on the "About" box. Please limit the length to 200 characters to avoid exceeding the available space.

url: A clickable URL displayed on the "About" box.

6. Configuring the "Help" menu

Several of the items in the Help menu can be removed, and others added:

```
<help-menu>
        <remove-faq />
        <remove-webservice />
        <add-links>
                <add-link>
                        <title>My help link</title>
                        <url>http://www.yourwebsite.com/support</url>
                </add-link>
        </add-links>
</help-menu>
```

remove-faq: Removes the menu entry that opens the AlwaysUp FAQ page in the web browser.

remove-webservice: Removes the menu entry that opens the AlwaysUp Web Service page in the web browser.

add-links: Contains new links to be added to the menu. Only a maximum of 3 can be added.

add-link: Contains a new link to be added to the menu.

title: The string to be displayed for this menu entry. Feel free to use the "&" character to designate the keyboard accelerator but be sure to escape it properly in the XML (&)

url: The URL of the page that this menu entry will launch in the browser.

7. Adding an image/logo to the toolbar

The "toolbar-logo" section specifies the details of the image to be placed on the toolbar:

```
<toolbar-logo>
        <image-name>http://www.yourwebsite.com/small_banner_icon.gif</image-name>
        <width>128</width>
        <height>60</height>
        <url>http://www.yourwebsite.com/</url>
        <alt>Click to visit our web site</alt>
</toolbar-logo>
```

Image-name: The URL or file-path to the image (JPG/GIF/PNG) to be shown on the toolbar. If a file name is specified without a path, the file should be in the AlwaysUp installation directory.

width: The width of the toolbar image. The maximum value is 250. If a value greater than 250 is specified, the image will be truncated.

height: The height of the toolbar image. The maximum value is 70. If a value greater than 70 is specified, the image will be truncated.

url: (optional) A URL that will be opened in the browser when the user clicks on the logo.

alt: (optional) Text shown when the user hovers over the logo.

We recommend using an image between dimensions 32x32 and 250x70. Note that the image will not be scaled and will be shown as-is.