



Styling Aisle7 *ONLINE* Content and Widgets

PROBLEM	SOLUTION
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I want to display Aisle7 *ONLINE* content so that it matches my website’s branding and design theme.

Aisle7 *ONLINE* allows you to adjust the styling of our content to fit seamlessly on your site.

BACKGROUND

Shoppers use the Web more frequently than ever, and online branding is becoming as important as in-store branding for many retailers. Customers judge the worth of your brand not only by the functionality of your website, but by its means of presentation, so a clean, well designed website should be near the top of every marketing department’s task list.

We understand the value of your company’s Web presence. Seamless integration of Aisle7 *ONLINE* content improves your website’s cohesiveness. Matching our asset presentation—from health and wellness articles to dynamic widgets—to the styles of your site will give customers a pleasant Web experience, enhancing brand loyalty by ensuring they will return.



Styled Newswire Widget

HOW IT WORKS

Style Sheets—We design Aisle7 content with customer styling in mind. It automatically adapts to your sites look and feel, using the existing style sheets to the fullest extent possible. The cascading style sheet (CSS) enables our materials to “inherit” the stylistic rules that govern the page they reside on. For example, text elements will use the same font type defined for the body of a webpage.

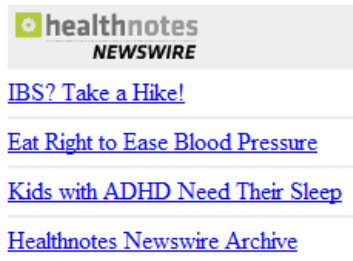
Markup—Behind-the-scenes markup is typically structured using the simple, common HTML tags that are the building blocks of any website. User interface elements, such as graphics, are typically placed using CSS styles, so they can be overridden with adjustments to your own style sheets. Aisle7 content uses a wide range identifying elements, from broad to very specific, to allow direct targeting of content at any level.

Overrides—While our styles tread as lightly as possible for complex content, they are designed to work with Aisle7 health and wellness information. If your Aisle7 implementation doesn’t match the desired results, follow the guide below to override any given style to create an Aisle7 complement that resolves the conflict.

IMPLEMENTATION

HOW TO OVERRIDE AISLE7 STYLES

The following guide describes how a Web developer can override the style of Aisle7 content. For further details, please reference our *Content Review and Style Guide*. To begin, we recommend browsing your current styles using a Web browser tool such as Firebug to identify style rules that need to be adjusted. It may also help to look at unstyled Aisle7 assets via your API catalog.



Unstyled Newswire Widget

GETTING STARTED

Create a unique "wrapper" element to contain your Aisle7 content:

```
<div id="Aisle7"> Content Here </div>
```

Specify the ID above as part of the selector when creating new or overriding styles:

```
div#Aisle7 .SomeContent { CSS Styles }
```

THE OBJECTIVE

The key to overriding styles is to make the selector longer than the competing style in your sheet. This means including the unique "wrapper" ID, as well as the parent div ID, or the class of the element to style.

For example, to override a *Healthnotes Newswire* link:

```
div#Aisle7 a.hni_NewswireTargetItemLink  
{ font-size:24px; }
```

FONTS

Verify that your style sheet includes a style specifying a Body font that matches or complements your site. Add the Body style if needed, using the Aisle7 div as part of the selector:

```
div#Aisle7.Body { CSS Font Styles }
```

AUTHORING NEW STYLES

Make sure new selectors are specific enough to achieve your goals. When reviewing the markup, notice the multiple classes are used for most elements, varying from global to specific, designed to aid you in targeting the style.

Example of multiples classes:

```
<div class="hni_ContentPanel hni_AssetTypeFeature  
hni_ContentId123">
```

You can target this:

- Globally: hni_ContentPanel
- Feature landing pages only: hni_AssetTypeFeature
- This page only: hni_ContentId123

HORIZONTAL TABS & FONT SIZE

Many types of Aisle7 assets use horizontal tabs for browsing. These tab text fonts inherit the default font size used on your site and scale to the width of the text label.

When the width exceeds 475 pixels, the tabs wrap to a second row. You can prevent this by reducing font size. For example, in a callout widget:

```
div#Aisle7 div.hni_HomeCallouts.hni_HomeCalloutTabs  
{ font-size: 0.85em }
```

IFRAME CONSIDERATION

If you are displaying Aisle7 content inside an iframe, declare your Aisle7 styles inside the iframe element or page header, or another place where they will be applied to the appropriate content.

SUPPORT

AISLE7 DOCUMENTATION

[Content Review and Style Guide](#)

Can we help? Contact Aisle7 Tech Support:

877-659-7630 or support@aisle7.net

WEB TOOLS

- [Firebug Web Development Tool](#)
- [CSS Reference Guide](#)