

# Parallels<sup>®</sup> Plesk Automation

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## Branding Guide

Parallels Plesk Automation 11.5

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## CHAPTER 1

# About This Document

This guide is intended for administrators and resellers who want to change the appearance and branding settings for the Hosting Panel of Parallels Plesk Automation (hereafter referred to as PPA) by means of custom themes.

# Introduction

Branding enables hosting providers and their resellers to change the look of the user interface they provide to their customers. For example, by using branding, resellers can conceal the fact that they offer somebody else's resources.

With PPA branding capabilities, you can change the following elements:

- The domain name your customers use to log in to PPA.
- The name server addresses that users see in the DNS zones of their domains.
- The theme of the Hosting Panel. The theme includes logo images, icons, interface colors and fonts, and so on.
- The links to Help and Support resources in the Hosting Panel.

Branding in PPA is implemented by means of *brands*. A brand is represented by a hosting subscription that hosts only one special branding site (see **Creating Brands** (on page 5)). This site is used as a storage for the Hosting Panel theme files. By replacing or modifying these files, administrators and resellers can change the look of the Hosting Panel for their customers. Learn how to do this in the chapter **Applying Branding Themes** (on page 7).

**Important:** After upgrading from PPA 11.1 to 11.5, you need to redo branding of the Hosting Panel. Branding themes in 11.1 and 11.5 are incompatible.

# Creating Brands

PPA administrators can create brands for themselves (their provider company) and for any of their resellers. Resellers can create brands for themselves as well. This can be done through the Administration Panel.

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**Note:** As mentioned in the chapter **Introduction** (on page 4), brands are hosting subscriptions with access to only one special branding site. When you create a brand for a reseller, PPA creates a subscription to the special service template called **Branding**. When a provider's brand is created, PPA also creates a special subscription with the only difference that this subscription is not visible in PPA.

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Starting from PPA 11.5 Update 2, it is also possible to set up mail accounts under the branded domain name. To enable the mail services under branded subscriptions, the PPA administrator must perform the following steps:

1. Log in to the Administration Panel, and go to **Products > Service Templates > Branding > Resources tab > Add Resources**.
2. Depending on the type of mail server software that you use with PPA (SmarterMail or Postfix), select the corresponding checkbox, click **Submit**, and then click **Submit** again.
3. Click the **Parameters tab > Edit**.
4. Next to **Webmail**, select the required type of webmail.
5. Click **Submit**.

➤ ***To switch on webmail on administrator's branded domain, additionally, do the following:***

1. Go to **System > Brands**.
2. Click the **Log in as customer** link corresponding to the branded domain name.
3. Go to the **Mail tab > Change Settings**.
4. In the **Webmail** menu, select the webmail that you want to use.
5. Click **OK**.

After that, the administrator and all resellers will be able to use mail services under their branded domain names.

➤ **To create a brand in the Administration Panel:**

1. Log in to the Administration Panel, and go to **System > Brands > Add New Brand**.
2. Specify the following:
  - The account for which you are creating a brand. This could be either the PPA administrator (if you are creating a brand for your company) or any of the resellers registered in PPA.

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**Note:** This option is available only to the PPA administrator. Resellers can create brands only for themselves.

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  - A **branded domain name**. Note that this name must resolve to the IP address of the PPA management node.
  - The type of IP address on which the branded domain should be hosted. We recommend that you select a dedicated IP address if you want to secure access to the Panel for customers with SSL encryption. To use a dedicated IP address, you also need to set up a pool of dedicated IP addresses and change the properties of the **Branding** service template: set the number of **IP addresses** to 1.
3. Click **Finish**.
4. After the brand is created, locate the corresponding record in **System > Brands**.
5. In the **Branded DNS Nameservers** column, click the **None** link.
6. Specify up to three name server records. They will be shown as name servers in the DNS zones of users' domains.
7. Click **Submit**.

Once the branding subscription has been set up, you (or a reseller) can log in to that branding subscription and adjust the Hosting Panel theme as described in the section **Applying Branding Themes** (on page 7).

If you use Parallels Plesk Automation Billing (PPA Billing), then to get the brand applied to the Online Store, you need to modify the `.htaccess` file for the brand as follows:

- Log in to a branding subscription by using the link **System > Brands > branding subscription name > Managed By tab > Log in as Customer**
- Go to the **Websites** tab and select your branding domain name. Then click the **httpdocs** link below the domain name.
- Using File Manager, open for editing the `.htaccess` file, and replace `localhost` in the line `[E=billing_address:localhost]` with the backnet IP address of the Billing node. Save the file.

If you want to remove a certain brand from the system, you can do this in the Administration Panel: go to **System > Brands**, select the checkbox next to the brand, and click **Delete**.

# Applying Branding Themes

Adjustment of the visual appearance of the Hosting Panel can be done by means of a Hosting Panel theme.

A theme is a set of images and styles that affect decorative elements, such as colors, backgrounds, and fonts. Of course, you can add styles that will redefine the Hosting Panel layout; however, we strongly advise against doing so because it might make some areas or functions of the Hosting Panel inoperable.

➤ ***To adjust the Hosting Panel theme so that your company's logo is shown in the Hosting Panel:***

1. In the Administration Panel, log in to a branding subscription by using the link **System > Brands > branding subscription name > Managed By tab > Log in as Customer**.
2. Go to the **Websites** tab, and click the **httpdocs** link below the domain name.
3. Using File Manager, upload new logo images to the appropriate directories.

To replace the Parallels Panel logo on the login screen with your company logo:

- Prepare an image with the height of 50 pixels. If you use an image that is higher or lower than 50 pixels, it will appear distorted.
- Save it as a file with the name `def_plesk_logo.png`.
- Place it into the directory `branding/login-screen/images`.

To replace the Parallels Panel logo in the Hosting Panel with your company logo:

- Prepare an image with the height of 50 pixels. If you use an image that is higher than 50 pixels, it will appear distorted.
- Save it as a file with the name `panel-logo.png` into the directory `branding/control-panel/images/logos/`.

4. For users of Parallels Plesk Automation Billing (PPA Billing):

- If you have deployed PPA Billing, then the branding is already set up for the Control Panel. For the details on applying the UI branding to the Online Store, refer to PPAB Online Store Guide, the Applying Online Store Branding chapter.

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**Note:** If you want to customize styles, to simplify creating of your own theme, you can (1) download and edit the default theme template by clicking **System > Brands > Download Branding Theme** in the Administration Panel, (2) edit the CSS styles, (3) upload the archive containing your custom theme to `/httpdocs`, and (4) extract its contents by means of File Manager.

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To learn about the locations of the files and CSS styles that you would like to modify, we recommend using web development tools such as Firebug for Mozilla Firefox. By using these tools, you can select an interface element and learn which styles are applied to it, and in which file and line in that file they are defined.

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# Installing an SSL Certificate for the Branded Site

➤ *To secure the branded site with an SSL certificate:*

1. Go to the **Websites** tab > domain name > **Secure Your Sites**.
2. Click **Browse** and navigate to the location of the saved certificate. Select it and then click **Send File**.
3. Return to the **Websites** tab, and click the domain name of the branded site.
4. Click **Website Scripting and Security**.
5. Select the **SSL support** checkbox.
6. From the **Certificate** menu, select your SSL certificate and click **OK**.

# Changing the Help & Support Links

Starting from PPA 11.5, there is a new tab in the Hosting Panel, called **Help & Support**. It contains links to the product documentation, FAQ, help desk, and technical support contacts. By default, all these links lead to resources on the Parallels website. Administrators and resellers can customize these links to refer to their own CRM systems or rebranded user documentation.

➤ ***To change the links:***

1. In the Administration Panel, go to **System > Settings > System Properties**, and click **Edit**.
2. Specify new links in the following fields:
  - **Q&A page URL**
  - **Documentation Downloads page URL**
  - **Support Contacts page URL**
  - **Trouble Ticketing System URL**
3. Click **Submit**.

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