

Branding your Active Carrot

Overview

Active Carrot is a white labelled application that allows you to publish both the customer portal and public pages with your own branding. The application has been tested in the consumer market for usability and workflow, with the standard layout being the most popular choice by end users. Your branding can be as simple as a colour scheme and logo placement, through to a complete re-organisation of the layout and functions.

Products

Active Carrot encompasses a range of products with relevant branding capabilities. These are;

Product	Type	Branding Capabilities
Active Carrot customer portal	Customer	Full white label application
Online Memberships	Public	Logo placement, button colouring & background
Public Session bookings*	Public	Logo placement, button colouring & background
Public Facility bookings*	Public	Logo placement, button colouring & background
Class Bookings	Public	Logo placement, button colouring & background
Public Online Store	Public	Logo placement, button colouring & background
ClassMobile	Public	Logo placement, button colouring & background
ClassMobile Manager	Internal	None

*These two pages are related and should use the same design as customers can switch between them with ease on the page.

Branding Options

There are three branding options that can be chosen along with the ability to be completed in-house or by your web designers/developers.

Branding Option	Inclusions	Costs
Basic	Your logo and background colour scheme	Free of charge
Matched	Styled to look like your website including colours, header banners, fonts	\$500 + GST
In-house	You will organise your web designers/developers to style the site using the CSS and HTML editing fields in manager portal	N/A Training for web designers is available at \$250 + GST per hour

Manger Portal features

The CSS and HTML of each of the pages is controlled within the manager portal of Active Carrot. This is an application that is essentially the administration module for all the Active Carrot applications. Depending on which branding option is decided upon by your organisation, either the Links design team or your designers will use this portal to edit the layout of the customer and public applications.

The branding is specifically broken into 3 main areas:

- Public
- Customer
- ClassMobile

Active Carrot	Action
Branding - Customer	
Public	
Public Branding - Advanced	
Public Branding - Basic	
Public Configuration	
Class Mobile	
Class Mobile	

You will need to edit the CSS and HTML component boxes of each of these areas relevant to the page you want to style as listed in the products section of this document. The public and Class Mobile areas also have a basic option where you can simply upload a logo or header banner.

If you do not have the ability to outsource to your web designers/developers, you will need to choose the basic, matched, dynamic or custom options discussed in the branding options section of this document.

Example CSS Editing

PUBLIC CSS

This is where you can customise the Public Pages such as Online Membership and Public Bookings by way of CSS. If you are not familiar with CSS, you can outsource this to your web design company or contact support@linksmodularsolutions.com for a quotation.

```
body { margin:0;
      background: #80080
    }

div#a {
  background-image: none !important;
}

.alpha60 {
  background: rgb(255, 255, 255);
  background: rgba(255, 255, 255, 0.0);
}

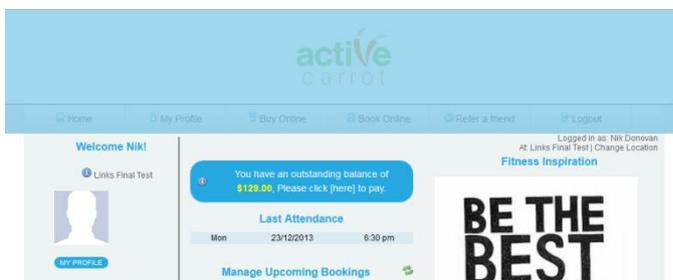
#header {
```

Page Layout – Customer Portal

If you are editing the CSS, all styles are able to be overridden and the layout is as follows:

{id} **main** is the main container for the page

Header: referenced by id **header** includes the {id} **top_nav** that contains the drop down navigation elements



Main Content area: referenced by {id} **main_content**

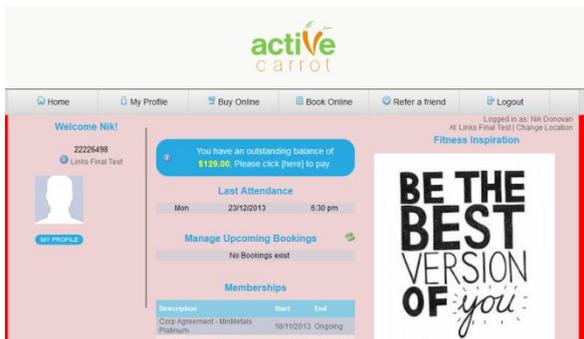


The footer is made up of two parts: `{id} footer_wrapper` and `{id} footer`

Description	Expiry	visits Left
10 Visit Tennis Pass	12/03/2015	10

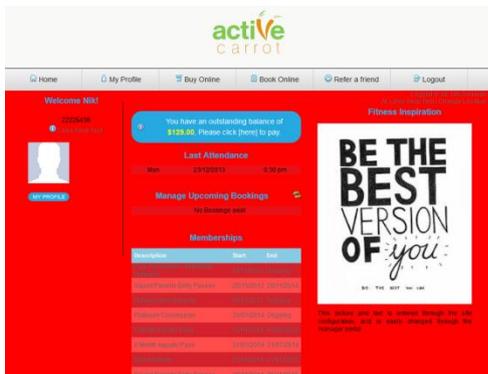
Footer Wrapper
Footer

Examples: To make the background red using CSS you would override the `{id}` main style with `#main` {
background: #F00;
}



And to pull the transparent white overlay off the main content area you would overwrite the `main_content` element

`#main_content` {
background:none;
}



To change the font, you could overwrite the body style as follows:

Body {
font-family: Verdana, Geneva, sans-serif;
}

Email Templates

Further to the customer and public branding, there is also the ability to customise the emails that are sent out by the Active Carrot applications. These include:

- Membership & Visit Pass Purchase confirmation (Customer Portal & Public)
- Facility Bookings confirmation (Customer Portal & Public)
- Session Bookings confirmation (Customer Portal & Public)
- Skill Achievement (ClassMobile Manager & also used for the progress reports)
- Refer a friend (Customer portal, email that is sent to the member's friend)

These are edited in the relevant area of site configuration in the manager portal:

Email Type	Edit File Path
Membership & VP Confirmation	Site Configuration > Membership > Membership
Visit Pass Confirmation	Site Configuration> General> Visit Passes
Payment Confirmation	Site Configuration > General
Facility Bookings confirmation	Site Configuration > Facilities > Facility Booking Email Templates
Session Bookings Confirmation	Site Configuration > Sessions> Session Booking Email Templates
My Account Confirmation	Site Configuration> General > General
Online Services Confirmation	Site Configuration> General > Online Store
Online Products Confirmation	Site Configuration> General > Online Store
Refer a friend	Site Configuration > General > General
Skill Achievement	Site Configuration > ClassMobile > ClassMobile Manager

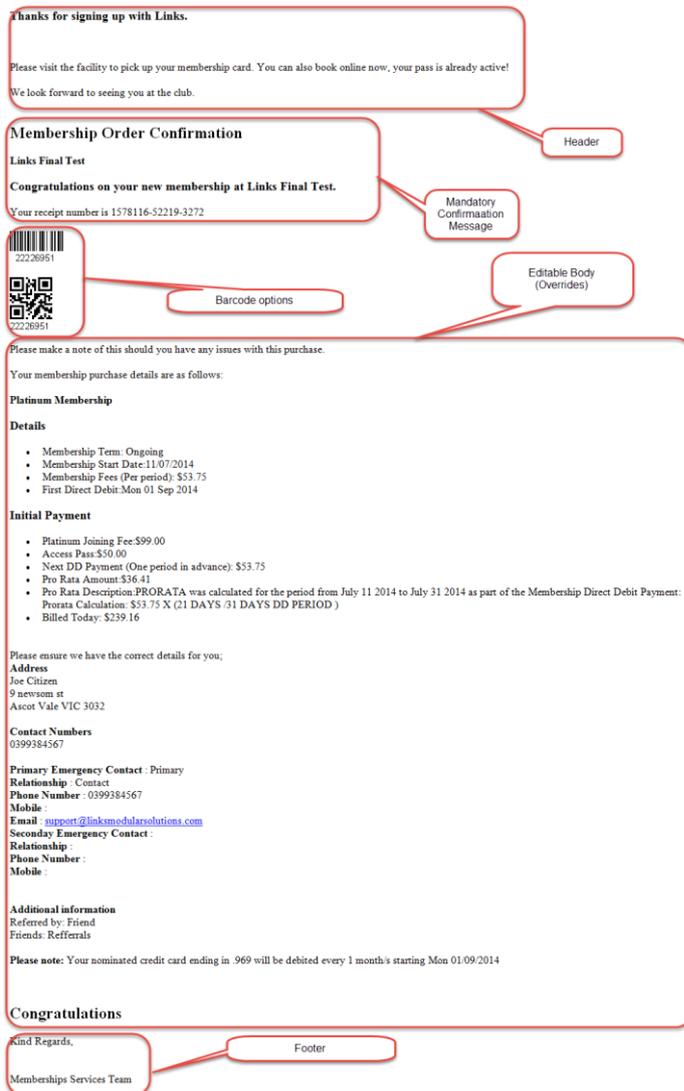
All confirmation emails generated by Active Carrot are in the most part able to be edited by entering a combination of Plain Text and/or HTML into the appropriate fields for each email.

The details on what sections of the email each field affects can be found below.

If you are unfamiliar with HTML coding then you are welcome to outsource this to your web developers. Or if you would prefer please contact support@linksmodularsolutions.com to organise a quote for the work to be completed by our design team.

Editing the Membership Confirmation Email

Below is a basic example of a Membership Confirmation email from Active Carrot.



Thanks for signing up with Links.

Please visit the facility to pick up your membership card. You can also book online now, your pass is already active!
We look forward to seeing you at the club.

Membership Order Confirmation

Links Final Test

Congratulations on your new membership at Links Final Test.

Your receipt number is 1578116-52219-3272

22228951

22228951

Please make a note of this should you have any issues with this purchase.

Your membership purchase details are as follows:

Platinum Membership

Details

- Membership Term: Ongoing
- Membership Start Date: 11/07/2014
- Membership Fees (Per period): \$53.75
- First Direct Debit: Mon 01 Sep 2014

Initial Payment

- Platinum Joining Fee: \$99.00
- Access Pass: \$50.00
- Next DD Payment (One period in advance): \$53.75
- Pro Rata Amount: \$36.41
- Pro Rata Description: PRORATA was calculated for the period from July 11 2014 to July 31 2014 as part of the Membership Direct Debit Payment: Prorata Calculation: \$53.75 X (21 DAYS /31 DAYS DD PERIOD)
- Billed Today: \$239.16

Please ensure we have the correct details for you;

Address
Joe Citizen
9 newson at
Ascot Vale VIC 3032

Contact Numbers
0399384567

Primary Emergency Contact - Primary
Relationship - Contact
Phone Number - 0399384567
Mobile :
Email - support@linksmodularsolutions.com

Secondary Emergency Contact -
Relationship :
Phone Number :
Mobile :

Additional information
Referred by: Friend
Friends: Referrals

Please note: Your nominated credit card ending in 969 will be debited every 1 month's starting Mon 01/09/2014

Congratulations

Kind Regards,
Memberships Services Team

Header

The section marked 'Header' in the example can be edited with HTML or plain text by using the below section;

```
MEMBERSHIP SIGNUP EMAIL HEADER

The email confirmation that a member receives contains default information such as Membership details, monies paid and receipt numbers. You can add additional content to the email here using plain text or HTML

<h3 class="cent_gothic">Thanks for signing up with Links.
</h3>
<p class="cent_gothic">Please visit the facility to pick up your membership card. You can also book online now, your pass is already active!<br />
We look forward to seeing you at the club.<br /><br />
</p>
```

Mandatory Confirmation Message

This is not able to be edited in the Manager Portal, however on request can be edited by the developers for a charge.

Barcode Options

These can be turned on/off individually for the 1d and/or QR barcode types as below;

MEMBERSHIP SIGNUP EMAIL 1D BARCODE	<input checked="" type="checkbox"/>	This option shows a standard 1d bar-code on the signup email sent to the client. The barcode is the member contract number for easy look up in the centre
MEMBERSHIP SIGNUP EMAIL QR BARCODE	<input checked="" type="checkbox"/>	This option shows a QR bar-code on the membership signup email to the client. The barcode is the member contract number for easy look up in the centre. Please note you will require a 2D scanner to be able to utilise this feature

Editable Body (Overrides)

The body of the email can be overridden in the below section however there is no function to use the current macro merge fields that are displayed here (i.e Address & Contact numbers);

MEMBERSHIP SIGNUP EMAIL BODY OVERRIDE

This will replace the entire body of the email with your custom static HTML. The receipt number will be displayed after this content

Footer

The section marked 'Footer' in the example can be edited with HTML or plain text by using the below section;

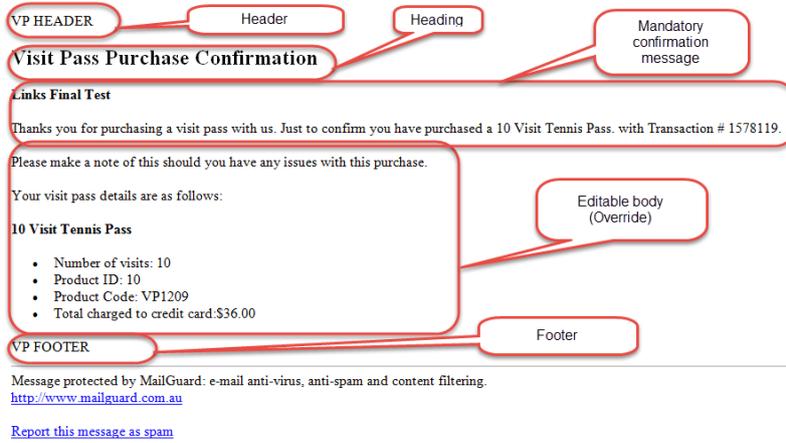
MEMBERSHIP SIGNUP EMAIL FOOTER

You may wish to just include a footer of information i.e. Email Signature, here is where you can customise this in either plain text or HTML

```
<p>Kind Regards,<br /><br />Memberships Services Team</p>
```

Editing the Visit Pass Confirmation Email

Below is a basic example of a Visit Pass Confirmation email from Active Carrot.



VP HEADER

Header

Heading

Mandatory confirmation message

Visit Pass Purchase Confirmation

Links Final Test

Thanks for purchasing a visit pass with us. Just to confirm you have purchased a 10 Visit Tennis Pass. with Transaction # 1578119.

Please make a note of this should you have any issues with this purchase.

Your visit pass details are as follows:

10 Visit Tennis Pass

- Number of visits: 10
- Product ID: 10
- Product Code: VP1209
- Total charged to credit card:\$36.00

Editable body (Override)

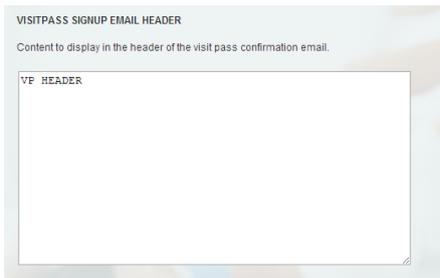
VP FOOTER

Footer

Message protected by MailGuard: e-mail anti-virus, anti-spam and content filtering.
<http://www.mailguard.com.au>
[Report this message as spam](#)

Header

The section marked 'Header' in the example can be edited with HTML or plain text by using the below section;



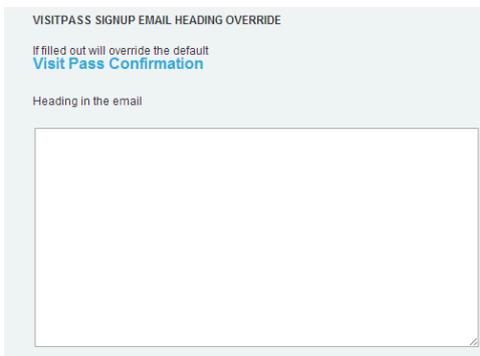
VISITPASS SIGNUP EMAIL HEADER

Content to display in the header of the visit pass confirmation email.

VP HEADER

Heading

The section marked 'Heading' in the example can be edited with HTML or plain text by using the below section;



VISITPASS SIGNUP EMAIL HEADING OVERRIDE

If filled out will override the default
[Visit Pass Confirmation](#)

Heading in the email



Mandatory confirmation message

This is not able to be edited in the Manager Portal, however on request can be edited by the developers for a charge.

Editable Body (Overrides)

This section can be overridden in the below section however there is no function to use the current macro merge fields that are displayed here (i.e Product ID, etc);

VISITPASS SIGNUP EMAIL BODY OVERRIDE

This will override the Visit Pass body of the email with the content you specify here

Footer

The section marked 'Footer' in the example can be edited with HTML or plain text by using the below section;

VISITPASS SIGNUP EMAIL FOOTER

Content to show in the footer of the visit pass confirmation email.

VP FOOTER

Editing the Payment Confirmation Email

PAYMENT RECEIPT			
Type	Description	Receipt #	Amount
Customer Invoice	Speedo Goggles Adult Pacific Storm: Speedo Goggles Junior Kick: Speedo Goggles Adult Jet: Speedo Goggles Adult Pacific Storm:	1578120	\$43.85
Layby	Speedo Goggles Adult Lazer Speedo Goggles Adult Mariner Speedo Goggles Adult Futura Biofuse Blk Assorted	1578121	\$60.85
Total*			\$104.70

*Amount is inclusive of TAX. PAYMENT FOOTER

Message protected by MailGuard: e-mail anti-virus, anti-spam and content filtering.
<http://www.mailguard.com.au>

[Report this message as spam](#)

Header

The section marked 'Header' in the example can be edited with HTML or plain text by using the below section;

MY ACCOUNT RECEIPT HEADER

PAYMENT RECEIPT

Body

This section cannot be edited and is an output of the items paid for in the transaction.

Footer

The section marked 'Footer' in the example can be edited with HTML or plain text by using the below section;

MY ACCOUNT RECEIPT FOOTER

PAYMENT FOOTER

Editing the Member Facility Booking Confirmation Email



Testing BOOKING EMAIL HEADER (Header)

Booking Confirmation

Links Final Test

Thank-you for booking online with us. You have been booked into Tennis Court 3. Your receipt number is 1578122-12631-697

Your credit card payment was successful for the following amount:\$10.00

BOOKING EMAIL COMMENT (Comment)

Please retain a copy of this email for your records.

Your booking details are as follows:

Tennis Court 3

- Starting: 2:00 pm Monday 14th July 2014 for 60 Mins

Testing BOOKING EMAIL FOOTER (Footer)

Body (Uneditable)

Header

The section marked 'Header' in the example can be edited with HTML or plain text by using the below section;

BOOKING EMAIL HEADER

You can use this to create a header in html or plain text that will be placed at the top of all booking emails

```
<h1>Testing BOOKING EMAIL HEADER</h1>
```

Comment

The section marked 'Comment' in the example can be edited with HTML or plain text by using the below section;

BOOKING EMAIL COMMENT

This comment will go out on all emails related to bookings. You might say something like "Please visit reception on arrival"

BOOKING EMAIL COMMENT



Body

This section cannot be edited and is an output of the items paid for in the transaction.

Footer

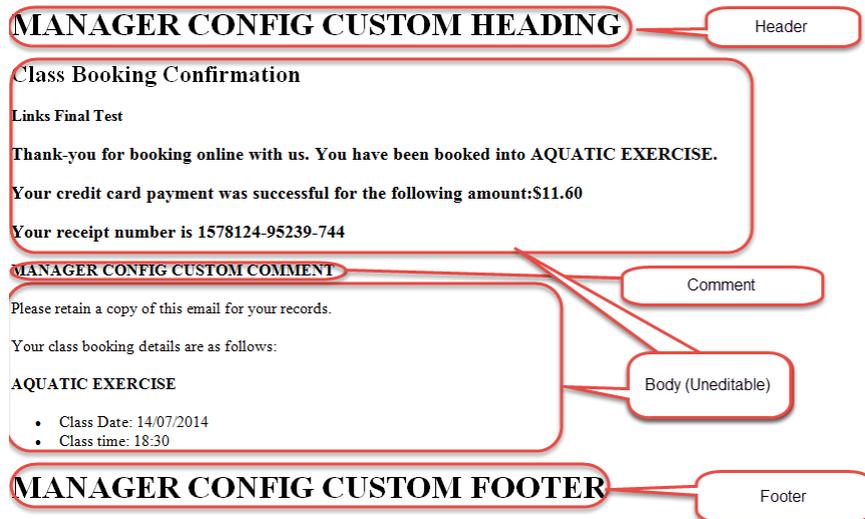
The section marked 'Footer' in the example can be edited with HTML or plain text by using the below section;

BOOKING EMAIL FOOTER

You can use this to create a header in html or plain text that will be placed at the bottom of all booking emails

```
<h1>Testing BOOKING EMAIL FOOTER</h1>
```

Editing the Session Confirmation Email



Header

The section marked 'Header' in the example can be edited with HTML or plain text by using the below section;

SESSION BOOKING EMAIL HEADER

You can use this to create a header in html or plain text that will be placed at the top of all booking emails

```
<h1>MANAGER CONFIG CUSTOM HEADING</h1>
```

Comment

The section marked 'Comment' in the example can be edited with HTML or plain text by using the below section;

SESSION BOOKING EMAIL COMMENT

This comment will go out on all emails related to session bookings. You might say something like "Please visit reception on arrival"

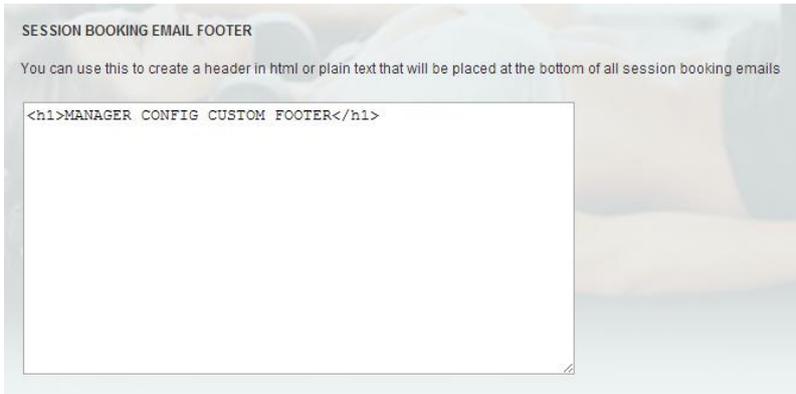
```
<h4>MANAGER CONFIG CUSTOM COMMENT</h4>
```

Body

This section cannot be edited and is an output of the items paid for in the transaction.

Footer

The section marked 'Footer' in the example can be edited with HTML or plain text by using the below section;



Editing the Class Confirmation Email

Class Bookings Confirmed (header)

Header

Thank you. Your classes have now been confirmed and we look forward to seeing you at the facility.

Your Credit Card details for Direct Debit have been successfully added to your account.

\$64.00 has been charged to your nominated credit card.
 Payment reference: 14307

Booking Reference: 413

Barcode or QR Code

Body

Class Fees								
Day	Times	Level	Start Date	Cease Date	Vacancies	Avg. Age	Fee/Pro Rata	ICS
Friday	10:00 am - 10:30 am	Swordfish	Feb 26 2016	Mar 24 2016	4		Term	
TILLY JOHNSON							\$64.00	ICS

Class Fees	
Registration Fees :	\$0.00
Class Fees/Pro Rata :	\$64.00
Less Discounts :	\$0.00
Total Billed Today :	\$64.00

Class booking email footer

Footer

Header

The section marked 'Header' in the example can be edited with HTML or plain text by using the below section;

CLASS BOOKING EMAIL HEADER

This HTML/TEXT will show at the top of the email sent out with class bookings

```
<h2>Class Bookings Confirmed (header)</h2>
```

Body

This section cannot be edited and is an output of the items paid for in the transaction.

QR Code or Barcode

Within the Manager Portal you can decide if you want to provide a barcode or QR code to be scanned on the Customers visit. This is included in the confirmation email.

Footer

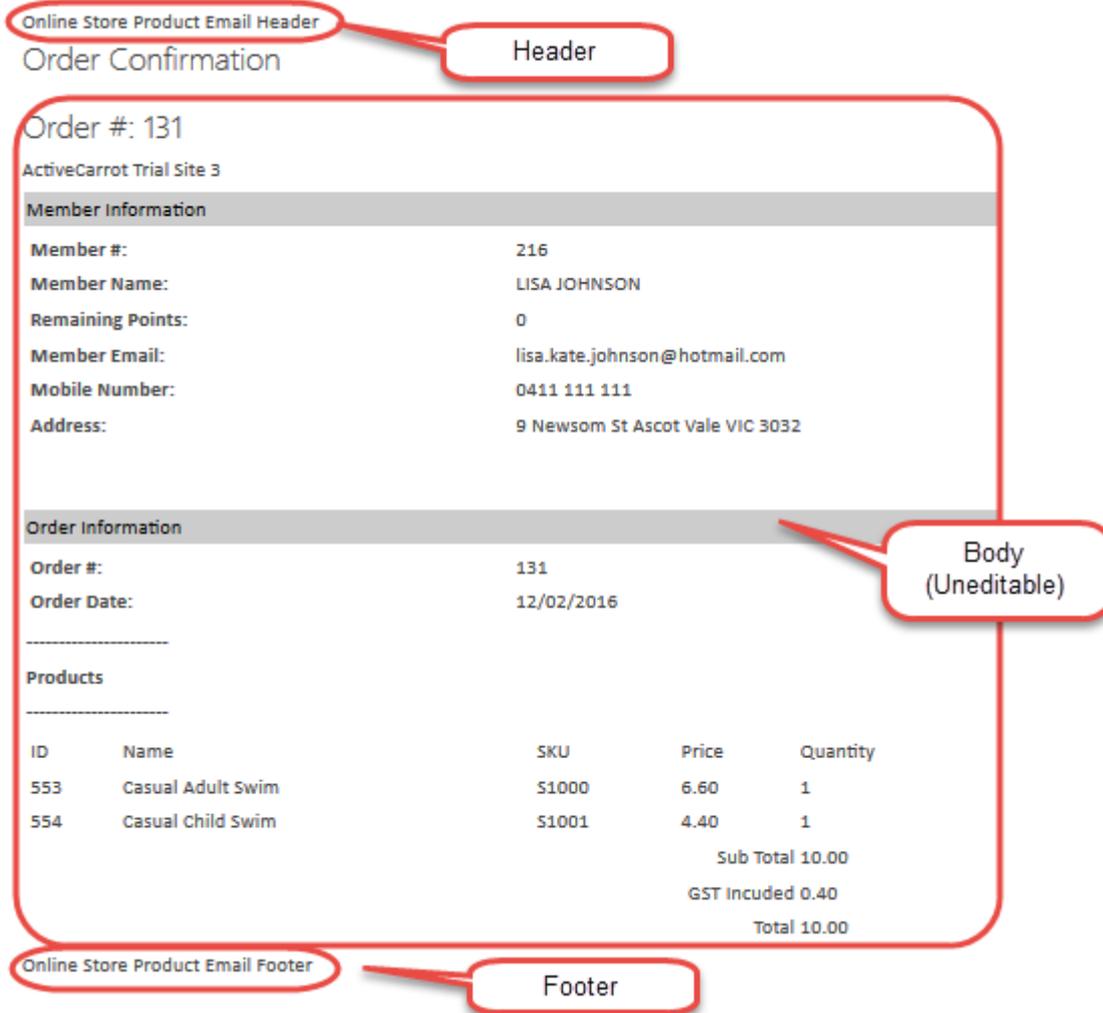
The section marked 'Footer' in the example can be edited with HTML or plain text by using the below section;

CLASS BOOKING EMAIL FOOTER

This HTML/TEXT shows at the bottom of the email sent out with class bookings

```
Class booking email footer
```

Editing the Services Confirmation Email



Online Store Product Email Header → **Header**

Order Confirmation

Order #: 131
ActiveCarrot Trial Site 3

Member Information

Member #: 216
Member Name: LISA JOHNSON
Remaining Points: 0
Member Email: lisa.kate.johnson@hotmail.com
Mobile Number: 0411 111 111
Address: 9 Newsom St Ascot Vale VIC 3032

Order Information

Order #: 131
Order Date: 12/02/2016

Body (Uneditable)

Products

ID	Name	SKU	Price	Quantity
553	Casual Adult Swim	S1000	6.60	1
554	Casual Child Swim	S1001	4.40	1
			Sub Total	10.00
			GST Included	0.40
			Total	10.00

Online Store Product Email Footer → **Footer**

Header

The section marked 'Header' in the example can be edited with HTML or plain text by using the below section;

ONLINE STORE SERVICES EMAIL HEADER

You can use this to create a header in html or plain text that will be placed at the top of all store service purchase emails

Online Store Services Email Header

Body

This section cannot be edited and is an output of the items paid for in the transaction.

Footer

The section marked 'Footer' in the example can be edited with HTML or plain text by using the below section;

ONLINE STORE SERVICES EMAIL FOOTER

You can use this to create a footer in html or plain text that will be placed at the bottom of all store services purchase emails

Online Store Services Email Footer

Editing the Products Confirmation Email

Online Store Product Email Header → **Header**

Order Confirmation

Order #: 130

ActiveCarrot Trial Site 3

Member Information

Member #:	216
Member Name:	LISA JOHNSON
Remaining Points:	0
Member Email:	
Mobile Number:	0411 111 111
Address:	9 Newsom St Ascot Vale VIC 3032

Order Information

Order #:	130
Order Date:	12/02/2016

Products

ID	Name	SKU	Price	Quantity
549	Speedo Vortex Retro Trunk Blk 12	P1002	60.50	1
548	Goggles- Speedo Mirror Lenses	P1001	27.50	1
			Sub Total	80.00
			GST Included	2.50
			Total	80.00

Online Store Product Email Footer → **Footer**

Body (Uneditable)

Header

The section marked 'Header' in the example can be edited with HTML or plain text by using the below section;

ONLINE STORE PRODUCT EMAIL HEADER

You can use this to create a header in html or plain text that will be placed at the top of all store product purchase emails

Online Store Product Email Header

Body

This section cannot be edited and is an output of the items paid for in the transaction.

Footer

The section marked 'Footer' in the example can be edited with HTML or plain text by using the below section;

ONLINE STORE PRODUCT EMAIL FOOTER

You can use this to create a header in html or plain text that will be placed at the bottom of all store product purchase emails

Online Store Product Email Footer

Editing the My Account Confirmation Email

PAYMENT RECEIPT

Type	Description	Receipt #	Amount
Membership	Membership Contract Fee	1578519	\$670.00
Total*			\$670.00

*Amount is inclusive of TAX.

PAYMENT FOOTER

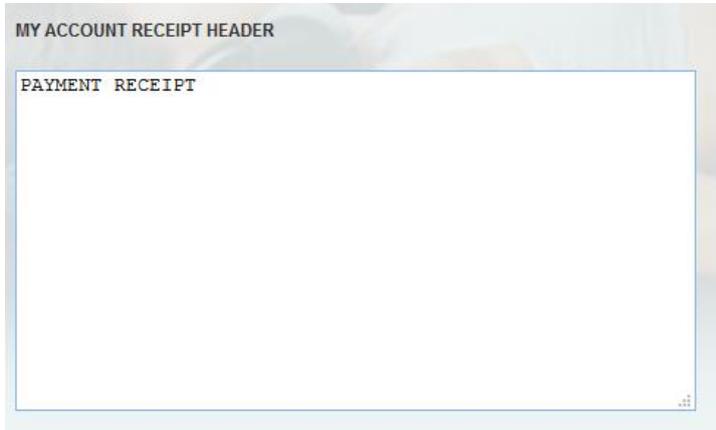
Header

Footer

Body

Header

The section marked 'Header' in the example can be edited with HTML or plain text by using the below section;



Body

This section cannot be edited and is an output of the items paid for in the transaction.

Footer

The section marked 'Footer' in the example can be edited with HTML or plain text by using the below section;





Editing the Skill Achievement Email

Please refer to the ClassMobile User Guide for information on how to edit the Skill Achievement email.

Editing the Refer a Friend Email

The email that gets sent to the potential Customer through the Refer a Friend in the Customer Portal, can be edited in the below field;

REFER A FRIEND EMAIL CONTENT

When an existing customer chooses to refer a friend from the Active Carrot member portal, not only will it track back to Links that a potential customer was referred but it will also send an email of your choice to that potential customer. Here you can design the HTML content of that email.

If you are not familiar with CSS, you can outsource this to your web design company or contact support@linksmodularsolutions.com for a quotation.

A large, empty rectangular text area with a thin grey border, intended for editing the HTML content of the Refer a Friend email. The area is currently blank.