unbranded
www.unbranded.co



ARC

Responsive& Retina Ready HTML5 Web Template

HTML5 CSS3 JQUERY BOOTSTRAP

A premium web template by Unbranded http://www.unbranded.co

Hi there,
Greetings from Unbranded.
Thank you for purchasing ourproduct.

We hope you have enjoyed the template's live preview and you want to create such a beautiful website. Now, this guide is everything needed for you to setup your perfect website. Please follow each instruction carefully, even single a line of code can do wonders (in all senses) so **please don't miss this user guide**.

If you love our work please rate it on themeforest.

It will NOT take even a couple of minutes for you to rate our template, but it will be a great motivation for our developers. If you don't know how to rate items on themeforest, please click here to **see a demonstration**: http://goo.gl/iWbKi3

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We appreciate your purchase and we expect you understand the different types of license and usage permissions. FYI, Regular License should be used only for a single application (single website / single client project). If you have multiple application of this template you have to buy Extended License from themeforest. For more info please see: http://themeforest.net/licenses

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Chapter

01

Important things you should be familiar with:

1. Why should I read this user guide?

Having 40+ pages, our developers have spent some great time on preparing this user guide. We are sure that we have covered all the essential instructions needed to setup a nice website as you see in our template's live preview. We expect you to **read this user guide before you open any support request** (if you ask about things already present in this guide, you will be gently asked to read this again).

2. If I need help will you provide free support?

Yes, we have a **dedicated support system**http://unbranded.co/support.html where we offer free support even though providing support is not mandatory for themeforest authors. Our support is applicable only for issues and bugs within our products. We do NOT provide free customization services.

3. What kind of support are you providing?

We offer free support for our products where we can help you fix issues within our code (if any) and assist you on template setup. Please note support is not applicable for third party jQuery plugins and GPL code components (because they are not created or maintained by us).

4. When can I expect a response from you?

Our team will be online during 09.30 to 18.30 on Monday – Friday (**GMT + 5.30, Kerala**). For support request we usually make a response within 24 to 48 hours. Due to the complex nature of some queries, responses can't be guaranteed a specific turn-around time, but we value each user and we will surely get back to you.

5. If I need to customize this template will you offer it?

We are offering paid customization. If you have great passion and considerable budget please open the request as a premium project, please email to: hello@unbranded.co

6. How can I know about future updates and bug fixes?

We release updates regularly and we notify our users via Tweets as well as Email Newsletters (we do hate spam). We recommend you to subscribe to our update channels:

Get updates via **Twitter**: https://twitter.com/unbrandedco

7. Do you offer refund / exchange for my purchased item?

We are **not permitted** to handle sales or marketing of our products as Envato solely handles it through themeforest websites (we are exclusive author in contract with them). If you are looking for a refund or exchange on any our your purchased items from themeforest, please contact Envato support. Their decision will be final on all cases.

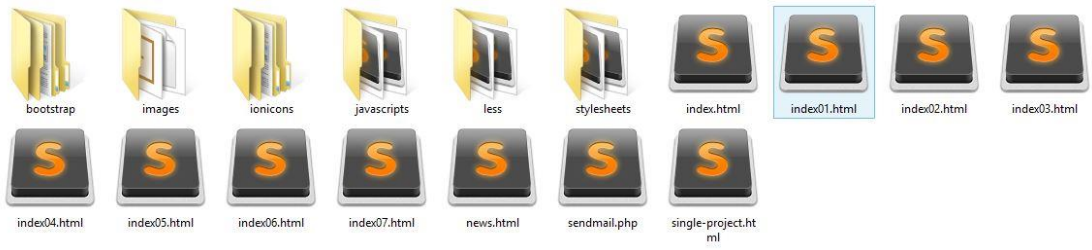
Chapter

02

Familiarize Template's Files, Directories & Resources

Understand the files and directories

Inside the downloaded pack you can see a directory known as "site". Inside this directory you can see the following files and sub-directories. Thesefiles are all needed for your website in order to make it work properly. Please check if you have files:



Organizing the resources

The template consists of various directories which can contain media and elements used in the website.

Directory	Purpose	Procedure
bootstrap	Contains framework used to power this template which is Bootstrap 3	Do not rename or move. Modify the contents only if you are updating Bootstrap to new version
fonts	Contains all the font files used to render typography (uses Font-Face)	Do not rename or move. Modify the contents only if you need to change the fonts
images	Contains all the images and graphical elements used in this site	Do not rename or move. Feel free to modify the contents as needed.

javascripts	Contains executable scripts (JS) used in this site	Do not rename or move. Modify the contents only if you are familiar of JS
mail	Contains PHP libraries used for contact form email sending feature	Do not rename or move.
stylesheets	Contains CSS files used to define visual appearance of this site	Do not rename or move. Modify the contents as you are familiar with CSS rule editing.
less	Contains LESS files to power easy customization	Do not rename or move this folder.

Chapter

03

Basic Steps for building a Website Using Template

In order to make your website functional with this template you have to edit the web pages, add your own content and media, upload all these files to a web server

Step 1:Editing template web pages

The template consists of HTML5 files that can form a collection of web pages linked in between which is called as a Site. The site is initially loaded from a main web page (index.html) and linked to other pages or sections.

In order to edit a web page you have to use any standard code editor where you should be familiar of editing general HTML5 markup. We recommend SublimeText http://www.sublimetext.com/ as the best code editor as it is the first choice among our developers.

Once you opened the editor, you canview and edit HTML5 files, for example the root HTML5 file:

```
[ROOT]/index.html
```

You can now add / remove contents by modifying the markup inside this HTML5 document (this is completely explained from **chapter 4 onwards**).

Step 2: Editing template style (look and feel)

The template consists of CSS files along with the associated resources such images linked within. You can use the same code editor for editing the CSS rules. Don't worry, if you are not planning to change the look and feel of this template you don't have to edit any CSS. But in other case, you must be familiar of advanced CSS rules in order to modify this template's look and feel. Similarly, you have to know JS in order to control the interactions defined in this template (JS knowledge is not needed for basic users to edit the site content).

Step 3: Finalizing the website

Once everything is edited and content is added you may combine multiple CSS files as well as multiple JS files to separate files. This will increase overall loading response of the website. You can get more info about this online.

Step 4: Publishing the website online.

The final step is to upload all files to web server (we mean all files as explained in previous chapter). The server is actually a web-hostingprovider, which can store your files, and anyone can access the site across the globe.

If you don't have a web server space, it is time to get one. That means you need a working web hosting account to be purchased from any of the hosting providers. If you don't have it yet, we recommend purchasing hosting from MediaTemple http://goo.gl/Gl9rm1 as it is the best option from our experience - we use it for powering our templates live preview (perfectly as you see).

An ideal configuration of web server needed for this website will be:

1. **Should be able to run PHP**
2. **Should support standard web pages.**
3. **Should permit PHP email sending.**

Chapter

04

Understanding The Framework Bootstrap 3

This web template is completely built with Bootstrap 3 responsive (Mobile First)framework, which is the best front-end development framework available at present. It is very easy to edit the layout as well as for making any advanced customization. Kindly note, you have to familiarize Bootstrap's native arrangements (it is easy) and short codes before you proceed.

Bootstrap's filestructure

The default Bootstrap files are kept inside **[ROOT]/bootstrap/** folder which contains CSS, JS, FONTS etc.

```
bootstrap/
├── css/
|   ├── bootstrap.css
|   ├── bootstrap.min.css
|   ├── bootstrap-theme.css
|   ├── bootstrap-theme.min.css
├── js/
|   ├── bootstrap.js
|   ├── bootstrap.min.js
└── fonts/
    ├── glyphicons-halflings-regular.eot
    ├── glyphicons-halflings-regular.svg
    ├── glyphicons-halflings-regular.ttf
    └── glyphicons-halflings-regular.woff
```

Bootstrap's grid system



Bootstrap includes a responsive, mobile first fluid grid system that appropriately scales up to 12 columns as the device or viewport size increases. It includes Grid Options with predefined classes for easy layout options.

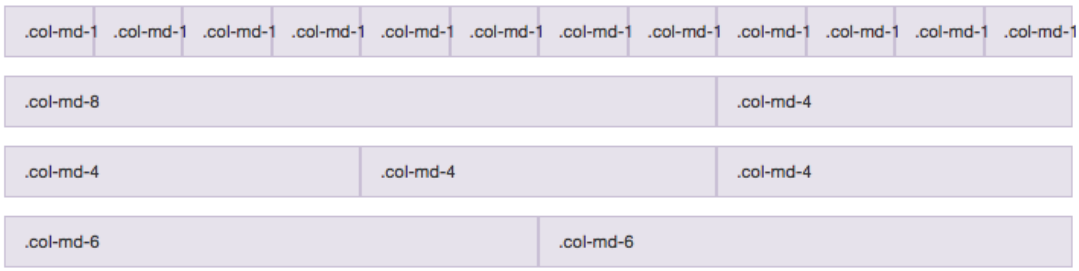
Grid options

See how aspects of the Bootstrap grid system work across multiple devices with a handy table.

	Extra small devices Phones (<768px)	**Small devices** Tablets (≥768px)	**Medium devices** Desktops (≥992px)	**Large devices** Desktops (≥1200px)
Grid behavior	Horizontal at all times	Collapsed to start, horizontal above breakpoints		
Max container width	None (auto)	750px	970px	1170px
Class prefix	`.col-xs-`	`.col-sm-`	`.col-md-`	`.col-lg-`
# of columns	12			
Max column width	Auto	60px	78px	95px
Gutter width	30px (15px on each side of a column)			
Nestable	Yes			
Offsets	N/A	Yes		
Column ordering	N/A	Yes		

Setting up the Bootstrap 3 grid via HTML

Using a single set of `.col-md-*` grid classes, you can create a basic grid system that starts out stacked on mobile devices and tablet devices (the extra small to small range) before becoming horizontal on desktop (medium) devices.




```
<div class="row">
  <div class="col-md-1">.col-md-1</div>
  <div class="col-md-1">.col-md-1</div>
  <div class="col-md-1">.col-md-1</div>
  <div class="col-md-1">.col-md-1</div>
  <div class="col-md-1">.col-md-1</div>
  <div class="col-md-1">.col-md-1</div>
  <div class="col-md-1">.col-md-1</div>
  <div class="col-md-1">.col-md-1</div>
  <div class="col-md-1">.col-md-1</div>
  <div class="col-md-1">.col-md-1</div>
  <div class="col-md-1">.col-md-1</div>
  <div class="col-md-1">.col-md-1</div>
</div>
<div class="row">
  <div class="col-md-8">.col-md-8</div>
  <div class="col-md-4">.col-md-4</div>
</div>
<div class="row">
  <div class="col-md-4">.col-md-4</div>
  <div class="col-md-4">.col-md-4</div>
  <div class="col-md-4">.col-md-4</div>
</div>
```

Bootstrap 3 for Offsetting columns

Offsetting columns

Move columns to the right using `.col-md-offset-*` classes. These classes increase the left margin of a column by `*` columns. For example, `.col-md-offset-4` moves `.col-md-4` over four columns.




```
<div class="row">
  <div class="col-md-4">.col-md-4</div>
  <div class="col-md-4 col-md-offset-4">.col-md-4 .col-md-offset-4</div>
</div>
<div class="row">
  <div class="col-md-3 col-md-offset-3">.col-md-3 .col-md-offset-3</div>
  <div class="col-md-3 col-md-offset-3">.col-md-3 .col-md-offset-3</div>
</div>
<div class="row">
  <div class="col-md-6 col-md-offset-3">.col-md-6 .col-md-offset-3</div>
</div>
```

We are having page limitation to explain everything about Bootstrap here. So for more information we refer to original documentation for Bootstrap, found here:

http://getbootstrap.com/

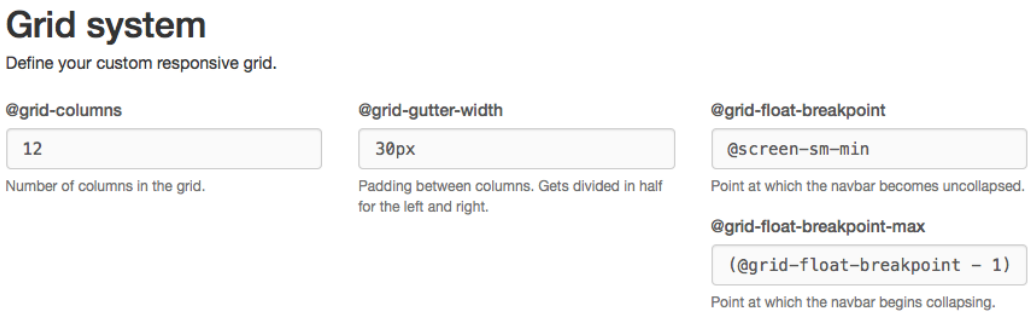
Upgrading Bootstrap on Future:

As Web is always changing day by day, we would like to keep our themes expandable and adaptable to innovations. We have kept all assets and files related to Bootstrap framework on a separate folder called ASSETS found on the following location:

`[ROOT FOLDER]/BOOTSTRAP`

Please replace the following files contained in this 'ASSETS' folder with your new files coming from Bootstrap's newly downloaded ZIP pack or the pack generated by customization options at Bootstrap website:

http://getbootstrap.com/customize/



Chapter

05

Setting Up Navigation, Modifying Layout and Changing Color Schemes

This web template is completely editable and configurable according to your needs. Let's start by the navigation first. This template features 2 types of navigations.

Setting Up Horizontal Bottom Navigation

This template features a beautiful horizontal-bottom navigation, which can be set like shown below:

```
<!--Main Navigation Starts -->
<nav class="main-horizontal-nav white both-nav">

    <div class="nav-logo">
        <a href="#intro-01" class="scroll-link"><img class="img-responsive" src="images/logo/2.png" alt="
        arc" data-no-retina ></a>
    </div>
    <div class="nav-tab">
        <ul>
            <li><a class="font1 scroll-link both-nav-active" href="#intro-01">home</a></li><!--
             --><li><a class="font1 scroll-link" href="#about">about</a></li><!--
             --><li><a class="font1 scroll-link" href="#portfolio">works</a></li><!--
             --><li><a class="font1 scroll-link" href="#services">services</a></li><!--
             --><li><a class="font1 scroll-link" href="#news">news</a></li><!--
             --><li><a class="font1 scroll-link" href="#team">team</a></li><!--
             --><li><a class="font1 scroll-link" href="#contact">contact</a></li>
        </ul>
    </div>
    <div class="nav-social text-right">
        <a href="#"><i class="nav-social-icon ion-social-facebook"></i></a>
        <a href="#"><i class="nav-social-icon ion-social-twitter"></i></a>
        <a href="#"><i class="nav-social-icon ion-social-pinterest"></i></a>
    </div>
    <div class="clear-float"></div>

</nav>
<!-- Navigation Ends -->
```

Here you can see 3 sections 'nav-logo', 'nav-tab', and 'nav-social'. 'nav-logo' section is for uploading logo. 'nav-tab' section is for adding navigation links and 'nav-social' section is for adding links to other social pages.

Simply add the class "scroll-link" to any Anchor Tag at the 'nav-tab' section and point the **HREF="target element ID"** and the page will be scrolled to the target when this navigation link is clicked.

Setting Up Horizontal Top Navigation

This template features a beautiful horizontal-top navigation, which can be set like shown below

```
<!--Main Navigation Starts -->
<nav class="main-horizontal-nav top-fixed white both-nav">

    <div class="nav-logo">
        <a href="#intro-07" class="scroll-link"><img class="img-responsive" src="images/logo/2.png" alt="
        arc" data-no-retina ></a>
    </div>
    <div class="nav-tab">
        <ul>
            <li><a class="font1 scroll-link both-nav-active" href="#intro-07">home</a></li><!--
             --><li><a class="font1 scroll-link" href="#about">about</a></li><!--
             --><li><a class="font1 scroll-link" href="#portfolio">works</a></li><!--
             --><li><a class="font1 scroll-link" href="#services">services</a></li><!--
             --><li><a class="font1 scroll-link" href="#news">news</a></li><!--
             --><li><a class="font1 scroll-link" href="#team">team</a></li><!--
             --><li><a class="font1 scroll-link" href="#contact">contact</a></li>
        </ul>
    </div>
    <div class="nav-social text-right">
        <a href="#"><i class="nav-social-icon ion-social-facebook"></i></a>
        <a href="#"><i class="nav-social-icon ion-social-twitter"></i></a>
        <a href="#"><i class="nav-social-icon ion-social-pinterest"></i></a>
    </div>
    <div class="clear-float"></div>

</nav>
<!-- Navigation Ends -->
```

Just add a class 'top-fixed' to the nav tag. The navigation will be fixed at the top. The rest is as above .

Setting Up Mobile Navigation

This template features also a mobile navigation menu. In order to set the navigation please see:

```
<!-- Mobile Navigation Starts -->
<nav class="mobile-nav light-white both-nav">
    <div class="mobile-nav-outer-container">
        <div class="menu-section font1">menu</div>
        <div class="trigger-section">
            <span class="mobile-nav-clicker"><i class="ion-navicon"></i></span>
        </div>
        <div class="clear-float"></div>
    </div>
    <div class="mobile-nav-link-container light-white">
        <ul>
            <li><a class="font1 scroll-link both-nav-active" href="#intro-07">home</a></li><!--
             --><li><a class="font1 scroll-link" href="#about">about</a></li><!--
             --><li><a class="font1 scroll-link" href="#portfolio">works</a></li><!--
             --><li><a class="font1 scroll-link" href="#services">services</a></li><!--
             --><li><a class="font1 scroll-link" href="#news">news</a></li><!--
             --><li><a class="font1 scroll-link" href="#team">team</a></li><!--
             --><li><a class="font1 scroll-link" href="#contact">contact</a></li>
        </ul>
    </div>
</nav>
<!-- Mobile Navigation Ends -->
```

Simply add the class "scroll-link" to any Anchor Tag at the 'nav-tab' section and point the **HREF="target element ID"** and the page will be scrolled to the target when this navigation link is clicked.

Please note,in our template we have used some helper classes in Bootstrap:

Use a single or combination of the available classes for toggling content across viewport breakpoints.

	Extra small devices Phones (<768px)	Small devices Tablets (≥768px)	Medium devices Desktops (≥992px)	Large devices Desktops (≥1200px)
.visible-xs	Visible	Hidden	Hidden	Hidden
.visible-sm	Hidden	Visible	Hidden	Hidden
.visible-md	Hidden	Hidden	Visible	Hidden
.visible-lg	Hidden	Hidden	Hidden	Visible
.hidden-xs	Hidden	Visible	Visible	Visible
.hidden-sm	Visible	Hidden	Visible	Visible
.hidden-md	Visible	Visible	Hidden	Visible
.hidden-lg	Visible	Visible	Visible	Hidden

Modifying Template Layouts

For different varients(home section) of the theme we use different css and js files

In order to customize, please see the following:

```
<script src="javascripts/intro-07.js" ></script>
<script src="javascripts/main.js" ></script>
```

```
<!-- Main Template Styles -->
<link href="stylesheets/intro-07.css" rel="stylesheet">
<link href="stylesheets/main.css" rel="stylesheet">
```

Modifying Template Color Scheme (with LESS)

IMPORTANT:

This feature (LESS) requires you to upload your edited site to a web server (or) local host in order to work properly. But if you check it by just opening static HTML files in a browser you may not be able to see colors and background colors. This is not a bug. Instead please upload entire website to a web server (or) local host and check the preview from there. Everything will work properly then, we have tested it and 100% OK.

This template features LESS for changing color schemes with a single line of css. For example, please see the following file:

[ROOT]/LESS/COLOR.LESS

In this file you can see the following the following color controllers:

```
@white-highlight: #fff;
@black-highlight: #000;
@separator-color: #BAA37A;
@black-highlight-rgbalow: rgba(0 ,0, 0, 0.5);
@black-highlight-rgbahigh: rgba(0 ,0, 0, 1);
@black-highlight-rgbamid: rgba(0 ,0, 0, 0.8);
@dark-bg-highlight: #1f1f1f;
@light-bg-highlight: #F3F3F3;
@dark-col-highlight: #797979;
@light-col-highlight: #A5A0A0;
```

These values will holdcolor schemes for entire layout. If you like to create a new color scheme simply change to your preferred color value (we mean HEX values in standard CSS rules) to any Controller variable. After editing it you have to save the file.

Please make sure that you have activated this edited LESS file by loading it via markup for initialization on HEAD tag of HTML5 page, as shown below:

```
40  <!-- LESS stylesheet for managing color presets -->
41  <link rel="stylesheet/less" type="text/css" href="less/color-light.less">
42  <!-- LESS JS engine-->
43  <script src="less/less-1.5.0.min.js"></script>
44  <!-- Main Template Retina Optimizaton Rules -->
```

For more info about LESS, please see original plugin documentation:

http://lesscss.org/

IMPORTANT NOTE:

In your downloading pack you will see color.less file and font.less file. Actually LESS is used for development purpose. During upload change LESS file into css file using LESS Compilers, since LESS uses more time to load the website.

An LESS compiling site is http://winless.org/online-less-compiler

Step by step instructions on setting colors with LESS stylesheets:

IMPORTANT: You have to upload your edited site to a test web server / local host in order to view the colors and background colors set via LESS

STEP 1:
Open the following file:
`[ROOT]/LESS/COLOR.LESS`

And set your color value inside Color Controller variable, for example:

```
@color: #00ff00
```

STEP 2:

Open your preferred HTML file and trace the following code inside HEAD tag:

```
<!-- LESS stylesheet for managing color presets -->
<link rel="stylesheet/less" type="text/css"
href="less/somefilename.less">
```

Since you are using color.less file to set your color, here you have to set the same file via:

```
href="less/color.less"
```

This will activate the selected LESS file and everything will work properly.

Chapter

06

Optimizing For Mobile Devices and High Resolution Displays

A. Mobile Device Optimization

This web template is featuringResponsive Layoutmeans we have already optimized it for major mobile devices, notebooks, Laptops and Desktop Screens.

We are maintaining a separate CSS file for responsive style rules specific to mobile devices. :

`MAIN-RESPONSIVE.CSS`

You have to call this CSS file just after the Main stylesheet (MAIN.CSS).

The optimized device list includes:

Smart Phones with viewport width:

320px, 360px, 480px, 600px, 640px

Tablets with viewport width:

600px, 640px, 768px, 800px

Notebooks, Laptops and Desktops with viewport width:

960px, 1024px, 1152px, 1280px, 1366px, 1440px

Monitors with viewport width:

1440px, 1680px, 1920px, 2560px and lower

Large HD Display and Projector Screens with viewport width:

2560px or higher.

Adjusting for a particular mobile device

The Media Queries in CSS3 is used for optimizing the website on various devices. Rather than looking for a *type* of device they look at the *capability* of the device, and you can use them to check for all kinds of things. For example:

width and height (of the browser window)

device width and height

orientation – for example is a phone in landscape or portrait mode?

resolution

If the user has a browser that supports media queries then we can write CSS specifically for certain situations. For example, detecting that the user has a small device like a smart phone of some description and giving them a specific layout.

For a detailed guide on working with MediaQueries please refer to:

http://mobile.smashingmagazine.com/2010/07/19/how-to-use-css3-media-queries-to-create-a-mobile-version-of-your-website/

Still having issues with any device?

If you still find any issues within our template's responsive nature please send us a support request including a screenshot with possible viewport dimension (we need to check it) details and specifications. We will surely add it and fix the issue (mostly it will need only a single line of CSS). This will be a simple thing for us to update and send to you.

B. Optimization for High Resolution Display (Retina Display for Apple Devices)

High Resolution Display, stylized by Apple as Retina display, is a brand name used by Apple for liquid crystal displays that, according to Apple, have a high enough pixel density that the human eye is unable to notice pixelation at a typical viewing distance. The term is used for several Apple products, including the iPhone, iPod Touch, iPad, MacBook Pro, and iPad Air.

We have used a jQuery plugin to implement the optimization for such devices. The plugin is Retina.JS, which can be used as explained below:

When your users load a page, retina.js checks each image on the page to see if there is a high-resolution version of that image on your server. If a high-resolution variant exists, the script will swap in that image in-place.

The script assumes you use Apple's prescribed high-resolution modifier (@2x) to denote high-resolution image variants on your server.

Elemental Images within IMG tag:

For example, if you have an image on your page that looks like this:
****

The script will check your server to see if an alternative image exists at this path:
"/images/my_image@2x.png"



Background Images within CSS rules:

Just define high resolution version (2x) all of the background images used in your website within this CSS file:

MAIN-RETINA.CSS

You have to place your code inside:

@media all and (-webkit-min-device-pixel-ratio: 1.5) {

}
Example is given below:

@media all and (-webkit-min-device-pixel-ratio: 1.5) {

my-element { background-image: url('/images/my_image@2x.png'); background-size: 200px 100px; }

}

In the above definition, background-size stands for width and height of the high-resolution image - you have to set it manually.

For further info please visit: http://retinajs.com

IMPORTANT NOTE:

Here, in our download pack in <img> tag we have used a key-word 'data-no-retina'. If you want to use retina images please delete this key-word. Otherwise your website willnot load @2x images

```
<div class="nav-logo">
    <a href="#intro-07" class="scroll-link"><img class="img-responsive" src="images/logo/2.png" alt="
    arc" data-no-retina></a>
</div>
```

Chapter

07

Customizing Template Components and Modules

This template features some interactive components powered by jQuery and CSS3. If you have fair understanding of these technologies (advanced users) you can modify the modules to any levels as you like.

1. Responsive Content Carousels

Here, in our template we have used 3 carousels namely Owl carousel, BX slider and Kenburns slider.

Owl Carousel is used in:-

Index01,index02,index03,index07 and all the sliders except the slider at about section.

The slider initialization at home pages are at their respective js files, ie., at intro-01.js, intro-02.js,....

All the other sliders are initialized at main.js file.

```
// var owlone = $(".one-section-owl-nav-no-pag");
$(".one-section-owl-nav-no-pag").imagesLoaded( function() {

  $(".one-section-owl-nav-no-pag").owlCarousel({
      animateOut: 'slideOutDown',
      animateIn: 'fadeIn',
      loop:true,
      margin:0,
      nav:true,
      navText: [
      "<i class='main-owl-nav ion-chevron-left'></i>",
      "<i class='main-owl-nav ion-chevron-right'></i>"
      ],
      navRewind:true,
      autoplay:true,
      autoplayTimeout:6000,
      autoplaySpeed:1000,
      navSpeed:1000,
      dots:false,
      dotsSpeed:500,
      responsive:{
          0:{
              items:1
          },
          600:{
              items:1
          },
          1000:{
              items:1
          }
      }
  });
```

To know more about Owl-Carousel please goto
http://www.owlcarousel.owlgraphic.com/

BX-slider is used in about section. Its initialization is in main.js file.

```
//About Section Slider

  $('.bxslider').bxSlider({
    // mode:'fade',
    pagerCustom: '#bx-pager',
    adaptiveHeight: 'ture'
  });

  var page_no = $('.synced-bx-page a').length;
  var page_size = (100 / page_no) - (1);
  $('.synced-bx-page a').css('width',page_size+'%');
```

Kenburns slider is used in index04.html page at intro-04.js file. Images are linked in the js file.

```
//Adjusting Intro Components Spacing based on detected screen resolution
$('#kenburns_slideshow').css('height',vH-80);
$('#intro-04').css('height',vH-20);
// Kenburns slide show init
$('#kenburns_slideshow').Kenburns({
    images: [
      "images/home/01.jpg",
      "images/home/02.jpg",
      "images/home/03.jpg"
    ],
    scale:0.72,
    duration:6000,
    fadeSpeed:800,
    ease3d:'cubic-bezier(0.445, 0.050, 0.550, 0.950)'
  });
```

2. Full Screen BG Video

Here we have 2 home pages with youtube and vimeo backgrounds. We are using different plugins for these. YT-player and OK-player. They are initialized in their respective home inits. Ie., intro-05.js and intro-06.js.

In OK video the video details are given in the init js file. Ie., at intro-05.js file

Youtube video plugin, YT-player, the video details are given in html file itself.

```
/* plays the BG Vimeo or Youtube video if non-mobile device is detected 81676731 */
    $.okvideo({ source: '22439234', //set your video source here
     volume: 0,
     loop: true,
     hd:true,
     adproof: true,
     annotations: false
    });
}
```

```
<div class="home-wrap home-06">
    <div id="P1" class="player"
        data-property="{videoURL:'https://www.youtube.com/watch?v=4Nu5n_8k8Rw',containment:'self',quality:'highres',startAt:0,mute:true,autoPlay:true,loop:true,opacity:1}">
    </div>
        <div class="content-wrap-overlay">
            <div class="content-wrap">
                <div class="content text-center">
                    <h1 class="font2 hero-text cd-headline letters type">
                        <span>Hi there,</span>
                        <span class="cd-words-wrapper waiting">
                            <b class="is-visible">we are arc digital</b>
                            <b>we make creative designs</b>
                        </span>
                    </h1>
                </div>
            </div>
        </div>
</div>
```

To know more about this plug-in please visit http://okfoc.us/okvideo/ and http://pupunzi.open-lab.com/mb-jquery-components/jquery-mb-ytplayer/

3. Filterable Portfolio

This module is very useful to show a typical creative portfolio, which is powered by jQuery plugin Isotope.

http://isotope.metafizzy.co/

Isotope can be applied to any type of elements within a container, such as an unordered list. Your container should have a unique ID (e.g. container) that we will use to instantiate isotope in your JavaScript. An example portfolio thumbnail block code is shown below:

```
<!-- First Grid Block -->
<div class="element size-one branding">
    <div class="img-section">
        <img class="img-responsive" src="images/portfolio/1.jpg" alt="arc" data-no-retina>
    </div>
    <!-- Lightbox type One Content -->
    <a class="hidden-content lightbox-content" href="#" data-featherlight="#">
        <span class="text-wrap">
            <span class="text font2">lightbox with text</span>
        </span>
        <span class="btnBefore"></span>
        <span class="btnAfter"></span>
    </a>
    <!-- Lightbox Content -->
    <div class="lightbox-content-dock img_content">
        <div class="img-section">
            <img class="img-responsive" src="images/portfolio/1.jpg" alt="arc" data-no-retina>
        </div>
        <div class="content-section">
            <div class="heading">
                <h2 class="font1">Title Here</h2>
            </div>
            <div class="content">
                <p class="font2">
                    Praesent ut tempor enim, vel posuere nibh. Donec scelerisque libero ac commodo
                    ullamcorper. Aliquam semper, tortor vel tincidunt commodo, justo arcu tincidunt mauris,
                    id mollis nisi nulla ut justo. Nulla et nunc in dolor tincidunt tristique. Nulla
                    molestie ut massa nec blandit.
                </p>
            </div>
            <div class="lightbox-button-section">
                <a class="btn-arc-transparent-big btn-black" href="#">
                    <span class="text font1">learn more about us</span>
                    <span class="btnBefore"></span>
                    <span class="btnAfter"></span>
                </a>
            </div>
        </div>
    </div>
</div>
```

The filtering categories of each target element should be entered into its class attribute (after the targetSelector class if you are using a class):

```
<section id="options" class="clearfix">
    <ul id="filters" class="option-set clearfix" data-option-key="filter">

        <li class="inner-link"><a href="#filter" data-option-value="*" class="selected ">all</a></li>
        <li class="inner-link"><a href="#filter" data-option-value=".branding">branding</a></li>
        <li class="inner-link"><a href="#filter" data-option-value=".design">design</a></li>
        <li class="inner-link"><a href="#filter" data-option-value=".photography">photography</a></li>

    </ul>
</section> <!-- #options -->
```

The ‘data-option-value’ value is used for filtering each block. On the parent grid block you need to put the class ‘element’ for the working of isotope and a value from ‘data-filter-option’ to determine to which filter item each block belongs to.

In the grid section you can use two horizontal sizes of images. Size-one refers to 25% width of the container and size-two refers to 50% width of th container.

There are 5 types of outputs for this portfolio. Lightbox image, Lightbox image+text, Lightbox youtube video, Lightbox Vimeo video, External link

```
<!-- Second Grid Block -->
<div class="element size-two branding">
    <div class="img-section">
        <img class="img-responsive" src="images/portfolio/7.jpg" alt="arc" data-no-retina>
    </div>
    <!-- Lightbox type Two Content -->
    <a class="hidden-content lightbox-content" href="#" data-featherlight="#">
        <span class="text-wrap">
            <span class="text font2">lightbox</span>
        </span>
        <span class="btnBefore"></span>
        <span class="btnAfter"></span>
    </a>
    <!-- Lightbox Content -->
    <div class="lightbox-content-dock img_only">
        <div class="img-section">
            <img class="img-responsive" src="images/portfolio/7.jpg" alt="arc" data-no-retina>
        </div>
    </div>
</div>
```

The above block is of lightbox image.(We use featherlight plugin)

```
<!-- First Grid Block -->
<div class="element size-one branding">
    <div class="img-section">
        <img class="img-responsive" src="images/portfolio/1.jpg" alt="arc" data-no-retina>
    </div>
    <!-- Lightbox type One Content -->
    <a class="hidden-content lightbox-content" href="#" data-featherlight="#">
        <span class="text-wrap">
            <span class="text font2">lightbox with text</span>
        </span>
        <span class="btnBefore"></span>
        <span class="btnAfter"></span>
    </a>
    <!-- Lightbox Content -->
    <div class="lightbox-content-dock img_content">
        <div class="img-section">
            <img class="img-responsive" src="images/portfolio/1.jpg" alt="arc" data-no-retina>
        </div>
        <div class="content-section">
            <div class="heading">
                <h2 class="font1">Title Here</h2>
            </div>
            <div class="content">
                <p class="font2">
                    Praesent ut tempor enim, vel posuere nibh. Donec scelerisque libero ac commodo ullamcorper. Aliquam semper,
                    tortor vel tincidunt commodo, justo arcu tincidunt mauris, id mollis nisi nulla ut justo. Nulla et nunc in
                    dolor tincidunt tristique. Nulla molestie ut massa nec blandit.
                </p>
            </div>
            <div class="lightbox-button-section">
                <a class="btn-arc-transparent-big btn-black" href="#">
                    <span class="text font1">learn more about us</span>
                    <span class="btnBefore"></span>
                    <span class="btnAfter"></span>
                </a>
            </div>
        </div>
    </div>
</div>
```

The above image is of Lightbox image+text.(We use featherlight plugin)

```
<!-- Third Grid Block -->
<div class="element size-one photography">
    <div class="img-section">
        <img class="img-responsive" src="images/portfolio/4.jpg" alt="arc" data-no-retina>
    </div>
    <!-- Lightbox with vimeo video -->
    <a class="popup-vimeo hidden-content" href="https://vimeo.com/45830194">
        <span class="text-wrap">
            <span class="text font2">lightbox video #vimeo</span>
        </span>
        <span class="btnBefore"></span>
        <span class="btnAfter"></span>
    </a>
</div>
```

The above image is of Lightbox Vimeo Video(We use Magnigic PopUp Plugin)

```
<!-- Fourth Grid Block -->
<div class="element size-one design">
    <div class="img-section">
        <img class="img-responsive" src="images/portfolio/5.jpg" alt="arc" data-no-retina>
    </div>
    <!-- Lightbox with youtube video -->
    <a class="popup-youtube hidden-content" href="http://www.youtube.com/watch?v=0O2aH4XLbtq">
        <span class="text-wrap">
            <span class="text font2">lightbox video #youtube</span>
        </span>
        <span class="btnBefore"></span>
        <span class="btnAfter"></span>
    </a>
</div>
```

The above image is of Lightbox Youtube Video(We use Magnigic PopUp Plugin)

```
<!-- Fifth Grid Block -->
<div class="element size-two design">
    <div class="img-section">
        <img class="img-responsive" src="images/portfolio/10.jpg" alt="arc" data-no-retina>
    </div>
    <!-- External Link -->
    <a class="hidden-content" href="single-project.html">
        <span class="text-wrap">
            <span class="text font2">External Link</span>
        </span>
        <span class="btnBefore"></span>
        <span class="btnAfter"></span>
    </a>
</div>
```

The above image is of External link.

5. Parallax Showcase & Video Showcase

The parallax layers are made using

```
<script src="javascripts/device.min.js" ></script>
<script src="javascripts/jquery.parallax.js"></script>
<script src="javascripts/parallax-init.js" ></script>
```

How to setup the BG images on these layers?

Kindly open the following CSS file:

[ROOT]/STYLESHEETS/main.CSS

and you can see the images URL supplied within the style rules such as:

```
}
.parallax-slide-01{
    background-image: url(../images/quote/1.jpg);

}

.parallax-slide-02 {
    background-image: url(../images/clients/1.jpg);
}
```

6. Contact Form Email Sending

The template is featuring a fully working contact form with PHP mail sending ready. We have kept everything ready, you have to only provide your own email id instead of the predefined demo email id. This can be done by simply modifying the email id, as shown in contact section of the index file.

```
<input class="cnt-input font1" size="100" type="text" name="name" id="name"
placeholder="Name" data-placeholder="Name">

<input class="cnt-input font1" type="text"  size="30" id="email" name="email"
 placeholder="Email" data-placeholder="Email">

<input type="hidden" value="admin@mail.com" name="receiver">

<input type="hidden" value="contactform" name="subject">
<input type="hidden" value="" name="website_url">
```

Change admin@mail.com to your mail id. Change contactform to your subject.

Chapter

09

Setting Up The Fonts and Typography

The fonts we have used here is google font. On every index page inside the head tag you can see the google fonts called.

```
<!-- Google Web Fonts-->
<link href='http://fonts.googleapis.
com/css?family=Montserrat:400,700%7CRaleway:400,300,500,700%7CCrimson+Text:400italic,600italic' rel='
stylesheet' type='text/css'>
```

The fonts we have used here are Montserrat, Raleway and Crimson text. If you want to use other fonts you can use it and change it in font.less file.

Chapter

10

Getting Free Support and Future Updates

This user manual covers everything you need to setup the website. But if you find any bugs, issues and limitations on this theme please contact our support team via our **official support system at:**

http://unbranded.co/support.html

IMPORTANT:

You must have the purchase code for the product (received from Envato) in order to access our system. Any support request sent via other medium such as emails or item comments (themeforest message form) may not be answered. So please use support system instead. We will usually make a response within 24 to 48 hours except weekends and holidays. Due to complex nature of support requests we are unable to promise a specific turn around time – but we will surely make a response in all cases. That is our guaranty.

We regularly release updates and bug fixes on our themes. We use Twitter to announce the latest news and updates to our customers. Please follow us @unbrandedco

Chapter

11

Vote of Thanks

Once again, we thank you for purchasing our product.

We hope you like our product as well as this documentation. We have done our level best to make things pretty clean and clear. Anyway if you have queries, support requests or something to know more from us, kindly contact us via support system:

http://unbranded.co/support.html

About Us:
We are Unbranded, a small team of young web designers and developers and we are good people to work with ☺

We are from Kerala – the God's own country and we work on UTC +5.30, Monday to Friday.

We have more premium themes, please visit our portfolio:

http://themeforest.net/user/unbranded/portfolio

Unbranded Official Website:

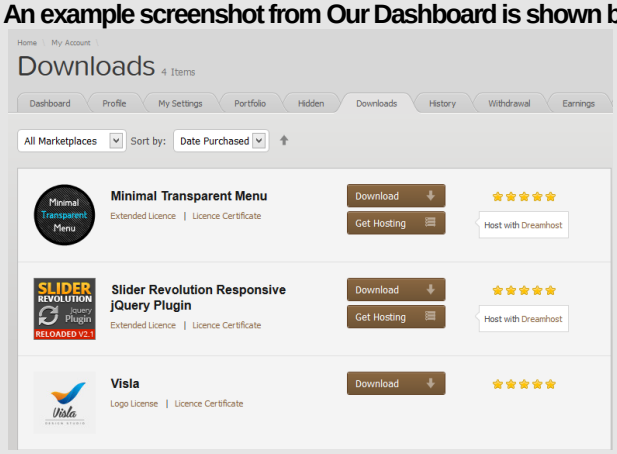
http://unbranded.co/

If you like this theme, kindly rate our theme on themeforest.

How to rate this theme on themeforest?

Step 1: Go to themeforest dashboard page (the page where you have downloaded this theme).
Step 2: In the same panel you can see this theme's name listed under your downloads section. **Step 3**: Please post your ratings via STAR symbols found there. That's all and you are Done!

An example screenshot from Our Dashboard is shown below:



Support Requests - Please note:

If you find any bugs, issues and limitations on this theme please contact our support team via our **official support system at:**
http://unbranded.co/support.html

You must have the purchase code for the product (received from Envato) in order to access our system. Any support request sent via other medium such as emails or item comments (themeforest message form) may not be answered. So please use support system instead. We will usually make a response within 24 to 48 hours except weekends and holidays. Due to complex nature of support requests we are unable to promise a specific turn around time – but we will surely make a response in all cases. That is guaranteed.

ARC

Version 1.0

Build: 26 Feb 2015

A premium product from Unbranded.

Designed with Love in Kerala



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