



# Launch.

A set-up guide and general information to help you get the most out of your new theme.

This document covers the installation, set up, and use of this theme and provides answers and solutions to common problems and issues - we encourage you to read this document thoroughly if you are experiencing any difficulties.

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## 1. Getting Started

To install this theme you must have a working version of WordPress already installed. For information in regard to installing the WordPress platform, please see the WordPress Codex - [http://codex.wordpress.org/Installing\\_WordPress](http://codex.wordpress.org/Installing_WordPress)

When you are ready to install a theme, you must first upload the theme files and then activate the theme itself. The theme files can be uploaded in two ways:

- **FTP Upload:** Using your FTP program, upload the non-zipped theme folder into the /wp-content/themes/ folder on your server.
- **WordPress Upload:** Navigate to Appearance > Add New Themes > Upload. Go to browse, and select the zipped theme folder. Hit “Install Now” and the theme will be uploaded and installed.

Once the theme is uploaded, you need to activate it. Go to Appearance > Themes and activate your chosen theme.

## 2. Theme Features

The theme comes packed with features that control the layout and extend the functionality of WordPress. This section will document those features and how to use them successfully.

### 2.1 Custom Menus

While the theme does not include any custom menu locations, you can still create custom menus for use within the custom menu widget.

To setup your custom menus, navigate to Appearance > Menus. Give your menu a name and build it up using the available widgets. You can add a variety of items including pages, categories, custom links. **To extend the available widgets, click the screen options tab at the very top of the screen and configure your options.** Once you have built your menu, save it, and use it within a custom menu widget Appearance > Widgets

## 2.2 Theme Options

The theme comes with a simple to use administration panel. You can access it by navigating to [Launch > Theme Options](#). The theme options are conveniently spread over a number of tabs and each tab contains the options that pertain to a particular area of the theme.

## 2.3 Custom Widgets

The theme comes with 3 custom widgets that can be used to configure how your site displays content - they can be found under [Appearance > Widgets](#).

### 2.3.1 Custom Flickr Photos Widget

This widget allows you to configure and display Flickr photos from a user's photostream.

### 2.3.2 Custom Latest Tweets Widget

This widget allows you to configure and display your latest Twitter tweets.

### 2.3.3 Custom Video Widget

This widget allows you to configure and display a single video. The widget requires the user to input video embed code taken from either Vimeo, YouTube, or other video sharing sites and can display a short description if required.

## 2.4 Custom Page Templates

The theme comes with a number of in built custom page templates. These templates can be used on individual pages to alter the display or functionality.

### 2.4.1 Archives Template

The theme comes packed with a simple archives template. To create your archives, simply create a page using the "Archives" page template. The archive lists will automatically display below any page content.

### 2.4.2 Contact Form Template

The theme comes packed with a simple contact form. To use the form, simply create a page and use the “Contact” page template. The form will automatically insert below any page content. The form includes jQuery validation to enhance user experience and the recipient email can be configured from the theme options.

## 2.5 Custom Login Logo

The theme comes with an inbuilt function to replace the default WordPress login logo. To replace the default login logo, replace `admin-login-logo.png` with your chosen image in the themes `/images/` folder. Upload the new image to your server via FTP and the new logo will become visible on the WordPress login screen.

## 2.6 Featured Images

The theme supports the use of featured images. The theme supports auto-resizing of the featured images and so there is only the requirement to specify a single image. Auto-resizing will only occur however when the image is uploaded for the first time, images that have previously been uploaded will not be resized.

To upload a post thumbnail, go to `Posts > Add New` or open an existing post in editing mode. Locate the Featured Image module and click the Set featured image link.

Clicking the link will open up the usual WordPress image uploader where you will upload your image. Simply make sure that it is either the same size or larger than what the final thumbnail will be. Once you’re done uploading the image, simply click the link that says “Set Featured Image”, which is next to the button to insert it into the post.

For more on how to use the WP2.9+ Post Thumbnail feature you can view this article - <http://en.support.wordpress.com/featured-images/>

## 2.7 Post Formats

The theme supports the use of different post formats in order to change the appearance of your content. The theme supports standard, image, gallery, quote, link, aside, video and audio formats.

### 2.7.1 Standard Post Format

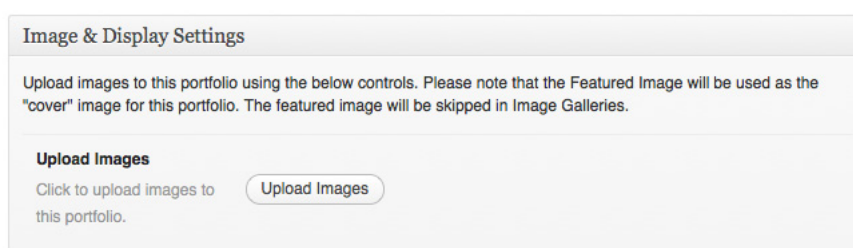
This format functions just as you would expect any other typical post, the appearance of your content is not altered.

### 2.7.2 Image Post Format

To use the image post format, select “image” from the format select menu, insert your content as normal and assign a featured image. Your featured image and content will be shown, your post title will not. Images should be 500px in width by any height.

### 2.7.3 Gallery Post Format

To use the gallery post format, select “gallery” from the format select menu and insert your content as normal. You will find an additional menu used to upload images. Press the “upload images” button, choose your images from your computer, and press upload. There are no further steps, all images uploaded will automatically show in your gallery. You can upload an unlimited number of images. Images should be 500px in width by any height.



Click the “upload images” button, select your images, upload. That’s it.

### 2.7.4 Quote Post Format

To use the quote post format, select “quote” from the format select menu and insert your content as normal. You will find an additional menu used to enter your quote. Your content and quote will be shown, and your post title will be used as the quote source.

### 2.7.5 Link Post Format

To use the link post format, select “link” from the format select menu and insert your content as normal. You will find an additional menu used to enter your link URL. Your content and link will be shown, and your post title will be used as the link text.

### 2.7.6 Aside Post Format

To use the quote post format, select “aside” from the format select menu and insert your content as normal. Your post content will be shown, your post title will not.

### 2.7.7 Audio Post Format

To use the video post format, select “video” from the format select menu and insert your content as normal. You will find an additional menu used to upload your audio files. Ensure you include the correct paths to the .mp3 and .ogg file formats hosted on your server. You may also provide a poster image (optional). Note: You must provide both formats for consistent display across all browsers.

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**Audio Settings**  
These settings enable you to embed audio into your portfolio pages.

**MP3 File URL**  
The URL to the .mp3 audio file

**OGA File URL**  
The URL to the .oga, .ogg audio file

**Poster Image**  
The preview image for this audio track

**Poster Image Height**  
The height of the poster image

### 2.7.8 Video Post Format

To use the video post format, select “video” from the format select menu and insert your content as normal. You will find an additional menu used to upload your video. Each post can display either a self hosted video or video embedded from YouTube or Vimeo. To add a video from either Vimeo or YouTube, simply copy and paste the provided embed code in the appropriate section. The dimensions are 500px x unlimited.

To display self hosted video, ensure to include the correct paths to the .m4v and .ogv file formats and declare the video height. You may also provide a poster image (optional). Note: You must provide both formats for consistent display across all browsers.



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**Video Settings**

These settings enable you to embed videos into your portfolio pages.

**Video Height**

The video height (e.g. 500).

**M4V File URL**

The URL to the .m4v video file

**OGV File URL**

The URL to the .ogv video file

**Poster Image**

The preview image.

**Embedded Code**

If you are using something other than self hosted video such as Youtube or Vimeo, paste the embed code here. Width is best at 600px with any height.

This field will override the above.

## 2.8 SEO Settings

The theme supports the use of simple SEO settings on a per page/post basis. You may set the title, meta description, meta keywords, and the meta robots tag. The SEO settings will automatically deactivate if you choose to use one of the more comprehensive SEO plugins: Headspace 2, All-in-one SEO Pack, WordPress SEO by Yoast.

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**Again, thank you for downloading this theme!**

The ThemeZilla Team.