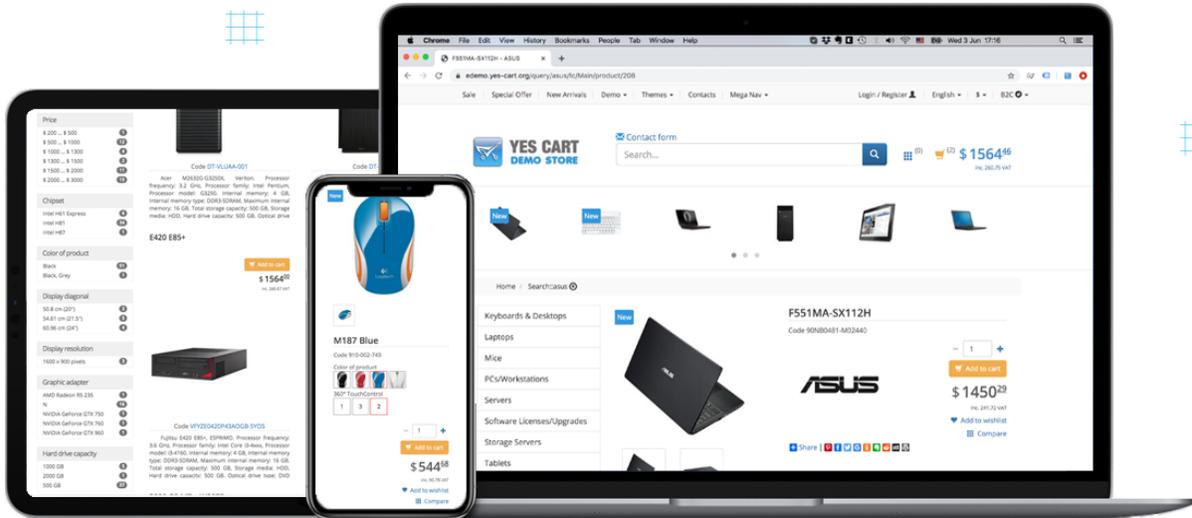


Themes

- Overview
- Themes documentation



Overview

Ease of use of e-commerce website, its design and usefulness of product data it presents will ultimately influence its success. All these features are referred to as **themes**. Each **theme defines a unique look and feel** of the storefront which is comprised of a number of resources such as templates, image files, cascading style sheets (CSS), javascript etc.

The platform allows to **create multitude of themes**. Applying any particular theme is as easy as specifying its name in the [shop instance editor](#) **at any point in time**. Moreover process of creating new themes does not need to start from scratch as the platform provides **mechanism of resources inheritance**. Using this mechanism themes can be stacked and the first available resource on the stack will be used. Therefore modifications can be limited to crucial elements such as CSS and images thus allowing to quickly create alternative designs ready to be used by shops. Page templates can further be enhanced by shop specific [content data](#) and [content includes](#).

The platform comes with a **default theme** out of the box which is built using state of the art technologies featuring **responsive design making your web site look beautiful on any device**. Default theme is packed with features providing various templates for typical e-commerce web site.

The anticipation that default theme is re-purposed using resource inheritance mechanism to allow creation of new themes quickly. And it is expected that new themes will be created regularly to complement [marketing strategy](#) of the web site. There are several use cases such as:

- A/B testing to see which design works better and generates better sales

- Seasonal holidays alterations, such as Christmas and Easter
- Seasonal promotions, such as Winter and Summer sales
- Targeted marketing to provide customer specific messaging and promotions

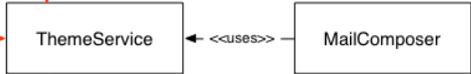
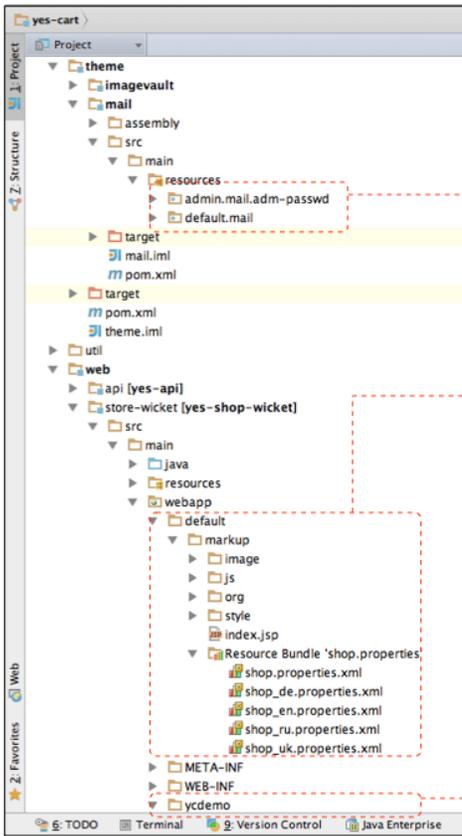
Moreover **themes mechanism encompasses e-mail generation** thus e-mails follow the same theme and resources inheritance rules as any other templates.

We recommend reviewing [default theme features](#) and see **demo theme** in action on our [demo store](#).

Technical users are referred to theme templates and theme e-mails cookbooks to see process of creating new themes in details.

Theme ecosystem is depicted in figure 1.

Figure 1: Themes configuration and resolution



DEMO ENVIRONMENT

Logged in as Yes

YesCart shop

Overview | Main | SEO | URL | Alias | Currency | Language | Catalog | Locations | Shipping

Fulfilment centres | Attributes/Images | Payment Gateways | B2B YCE | Address book YCE

Name: SHOP10 YesCart shop

Theme chain: ycdemolive > ycdemo > default

System files root directory: /var/lib/tomcat7-ycdemo/systilevault/shop/S/SHOP10

Maintenance: enable page render trace *

URL: Primary: demo.yes-cart.org

URL:

- demo.yes-cart.org
Theme chain: ycdemolive > ycdemo > default
- demo-superhero.yes-cart.org
Theme chain: superhero > ycdemolive > ycdemo > default
- demo-darkly.yes-cart.org
Theme chain: darkly > ycdemolive > ycdemo > default
- demo-sandstone.yes-cart.org
Theme chain: sandstone > ycdemolive > ycdemo > default
- demo-yeti.yes-cart.org
Theme chain: yeti > ycdemolive > ycdemo > default
- localhost
Theme chain: ycdemolive > ycdemo > default
- demo-cyborg.yes-cart.org
Theme chain: cyborg > ycdemolive > ycdemo > default
- demo-slate.yes-cart.org
Theme chain: slate > ycdemolive > ycdemo > default

Default theme chain used for mail templates and fallback if domain specific chain is not configured

Domain specific theme chains used by domains

Sale | Special Offer | New Arrivals | Demo | Contacts

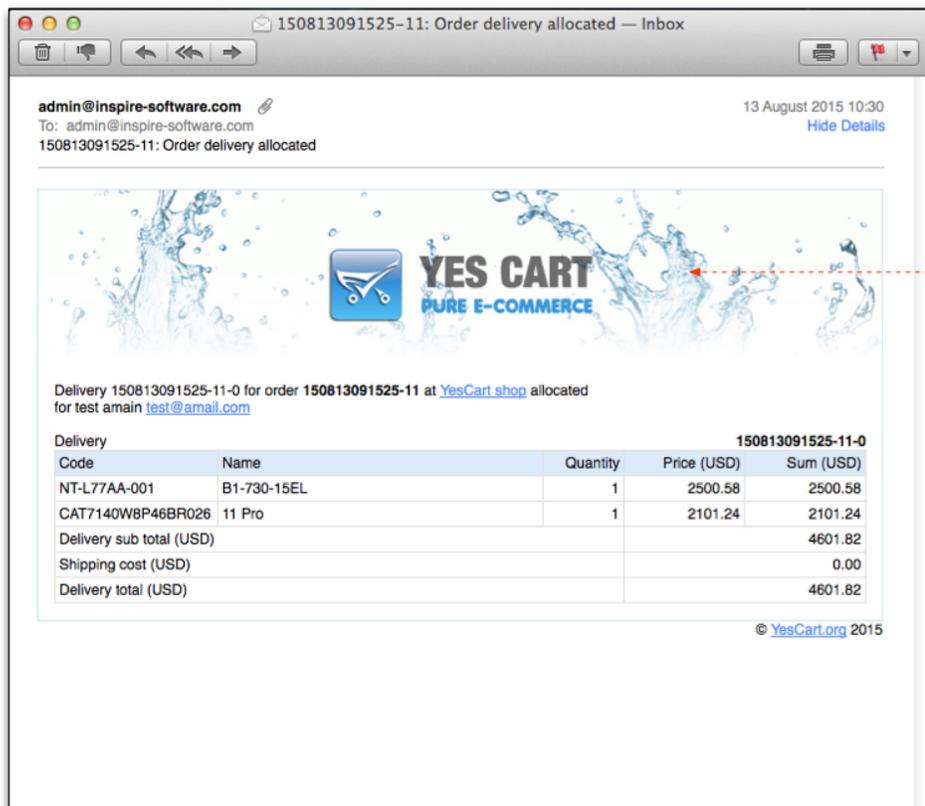
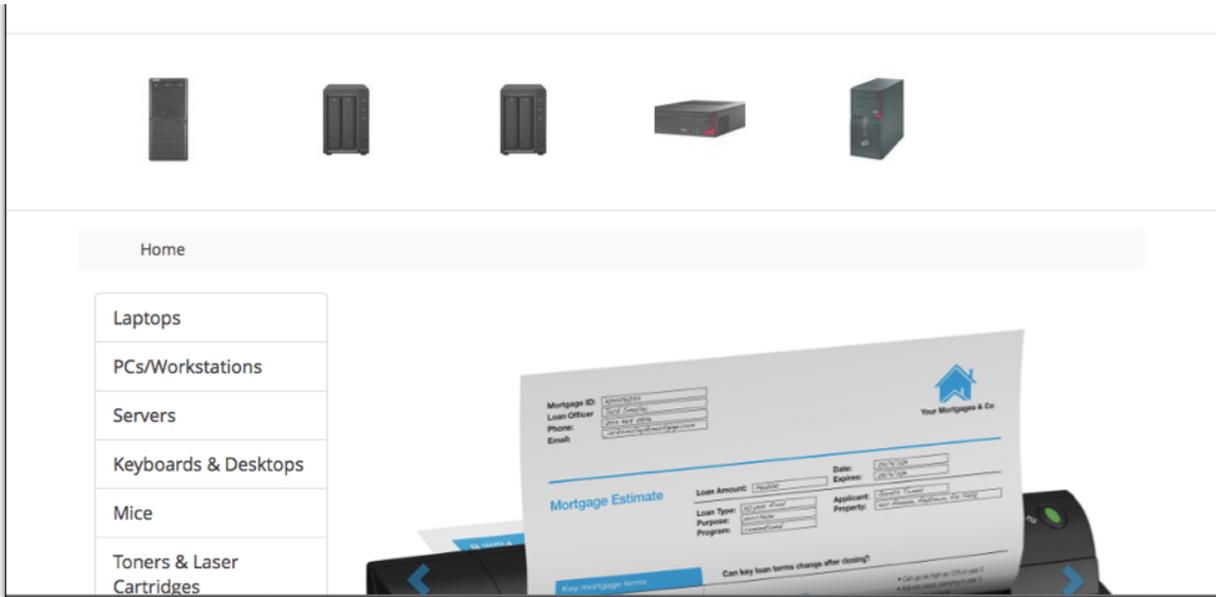
Login / Register | Language Eng | Currency €

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(15) €6015²⁰

YES CART DEMO STORE

Contact form

Search...



Themes documentation

For specific version of theme please consult the documentation:

- Cyborg theme
- Darkly theme
- Default theme
- Demo theme
- Journal theme

- Sandstone theme
- Simplex theme
- Slate theme
- Superhero theme
- United theme
- Yeti theme