

Shadow WordPress Theme

By Ruben Bristian - www.rubenbristian.com

This is a complete guide to help you manage the installation and setup of your new theme.

Thank you for purchasing this theme. I hope that you'll find it easy to use and customize and really wish it will suit your needs. Please read this manual, because it covers almost all the aspects needed for you to know before installing & running the theme.

If you have questions that are not answered here, please go to the support system, where you're questions will be answered:

<http://rubenbristian.ticksy.com>

[Please verify the FAQ before posting!](#)

If you like the theme, please show your appreciation by taking the time to rate it.

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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

If you're looking for a starting point in learning WordPress, check out the awesome video tutorials from WP101: <http://zfer.us/feGIQ> (affiliate link)

1.1. Installing the theme

After you finish setting up your WordPress installation, you have to install this theme. You can do it in two ways:

- **FTP Upload:** Unzip the “*shadow-theme.zip*” file and upload the contents into the */wp-content/themes* folder on your server.
- **Wordpress Upload:** Navigate to *Appearance > Add New Themes > Upload*. Go to browser, 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. After the theme is activated, you have to install the required plugins one by one in order for the theme to properly work.

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1.2. Installing the plugins

After activating the theme, you will be prompted to install a couple of plugins required by the theme:

- **Krown Portfolio** - this is the plugin which activates the portfolio custom post type. It doesn't require any setup, just installation and activation, for the theme to have portfolios.
- **Revolution Slider** - this is the the awesome layered slider which can be used anywhere in the theme. [Read the documentation for it here!](#)
- **Visual Composer** - the actual page builder (shortcode editor) of the theme. It comes with most of the original plugin shortcodes and some custom crafted shortcodes. [Read the documentation for it here!](#)
- **oAuth Twitter Feed for Developers** - this isn't a critical plugin, but it is needed if you want to use the twitter widget anywhere in your website. More about how to work with it later on.

If you do not see the notice to install these plugins or miss it somehow, you can go to **Appearance > Install Plugins** and you'll see the full list there.



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Another plugin which will not popup here is **WooCommerce**. This plugin is only useful if you want to have a shop on your website, otherwise you can skip it. So if you do need it, please download it from here:

<http://www.woothemes.com/woocommerce/>

Note that this is a third party plugin so no support will be given for it. The same goes for the other plugins installed with this theme. Of course, if you find some bugs i will try to cope with the original authors and provide useful updates, but no support will be given about how to use or modify or use these plugins.

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1.3. Customizing the theme

After activating the theme, you will notice that a new submenu item appeared, under **Appearance** and it is called **Customize**. If you click on it you will be taken to the WordPress customizer, a tool which will allow you to modify the looks and feel of your website.

1.3.1. Header

This section controls the header of your website. You can choose to show or hide the top header and you can also insert the content for it here. It also has two other options to enable the sticky header and to show the search icon near the menu.

*For the contents that you see in the demo, please refer to the **Shortcodes section** of the manual (social shortcodes and extra shortcodes).*

1.3.2. Logo

You can upload your logo, which can be of any size. You need to also **upload a double sized logo** for retina displays and a favicon. If you do not do this, the theme's logo will appear on retina displays and the favicon will be also the theme's. Make sure that you also complete the **logo's size** correctly (in px).

*The default height of the logo is **46px**, but if you're using a larger logo, please refer to the **Tips & Tricks section** of the manual.*

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1.3.3. Navigation

In this section you can change the theme's main menu and enable / disable the breadcrumbs.

1.3.4. Blog & Portfolio

This section has only two options - the default blog & portfolio pages. These are needed for various purposes (more backend stuff than frontend). But they are **required!**

1.3.5. Shop

Ignore this setting if you're not using a shop in your website.

1.3.6. Footer

The footer section is the most complex one, since it enables you to control it's entire design. You can choose to disable any of the three footers available in the theme, you can insert the content, style, etc..

*For more info about hiding / displaying the "tertiary footer" on various pages only, please refer to the **Tips & Tricks sections** in the manual.*

1.3.7. Colors

There is only one main color accent which you can change. It appears on

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hovers, various backgrounds, etc..

1.3.8. Typography

The last section of the customizer holds two fields for custom fonts. These are all [Google Fonts](#). Please note that because Google changes it's fonts on a regular basis, **not all of the fonts you see on Google may be included here.**

The font used in the online theme preview is **Raleway** (both headings and body).

*For info on how to use a different Google Font than the ones in the list or even a custom font, please refer to the **Tips & Tricks section** of the manual.*

Whenever you make a change you'll see the actual website refresh with the changes you do. Make sure that when you're done, you hit the **Save & Publish** button. After this, you can close the customizer.

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1.4. More Theme Options

Other than these options which apply to the styling of the theme, you have another set of options, which don't affect the style, but the functionality, and you should do a quick look there. You can find a new menu item under *Appearance > Theme Options*.

1.4.1. Analytics

Inside this section you should paste your Google Analytics code. If you do use these, please don't forget to enable them first, otherwise not all page clicks will be triggered, even if you have your code placed.

1.4.2. Custom CSS

If you have any css rules that you may want to add to the website, this is the place to add them. However, if you want to do extensive modifications, i suggest that you go with a child theme, because it's better. But more on this later. If you don't have more than 100 lines of code you can paste them here.

1.4.2. Custom Sidebars

In this area you can define as many unique sidebars as you want. Please remember that you have to give a **unique lowercase id (only letters, no spaces)** to each sidebar in order for it to work properly.

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1.4.3. Admin

Here you have a field for the replacement of the administrator login logo. Just make sure that you will respect the size written there and you can replace the theme's login logo with your own brand or the client's.

1.4.4. Updates

This is the place where you can configure auto updates by inserting your marketplace username and API key. Note that this might not work on all installations though (it's an experimental feature).

Make sure that you are always UP TO DATE!! If the automatic updates don't work you should either check the theme version once a month or so on it's [ThemeForest page](#) or [follow me on twitter](#) to learn about updates.

More about updating: <http://rubenbristian.ticksy.com/ticket/131324/>

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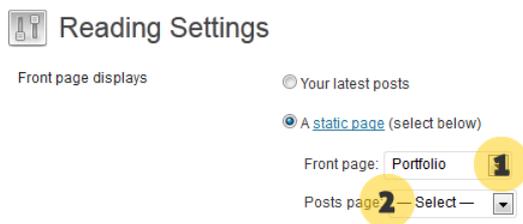
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1.5. Setting up the homepage

To set up your homepage, you first have to create a basic page, or any page template (about page templates later). After you decide what page do you want to use, go to Settings > Reading and in the *Front page displays* choose **A static page**, then select your just created page.

After this, you should change the *Blog pages show at most* value from **10** to **6 posts**. This theme works best with this setup. Hit “**Save Changes**” and you’re done.

Also, please **don’t select anything for your *Posts page***, otherwise your blog will not work!



Next, you should setup your permalinks to look pretty. Please go to **Settings** > **Permalinks**, choose the *Custom Structure*, and use this:

`/%category%/%postname%/`

[READ THIS](#) about permalinks on Windows Servers!

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1.6. Setting up the menu

The final step before you can start working with the new theme is to create your menu. This theme uses WordPress 3.0 Custom Menus, so it will be really easy.

Go to **Appearance > Menus** and you will see a panel where you can create new menus. Create one, add your created pages to it (from the left side panels) and save it. After this, in the left side you have a drop down box where you can select the *Primary Navigation*. Choose your newly created menu, hit **“Save”** and you’re all set.

Note that you can use up to three levels of navigation in this theme.

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1.7. Using the import file

There is an xml import file in the download (*shadow-import.xml*), which can be used to achieve a near example of the online demo. Please note that the images which you see online will not be available when you do the import, since they're copyrighted.

This is a great starting point for your website, as you'll be able to delete everything at any time and only keep what you need, that start from there!

Please note that this import is not perfect and it might fail sometimes, but it's a good solution if you can't or don't know where to get started.

Also, **please wait around 5-15min for the importer to be finished!**

If some media files fail to import / upload, don't worry about it. It's nothing and it happens from time to time. The included images are blurred anyway so you don't have any use of them. The import is just to get you started.

To use it, go to **Tools > Import > WordPress** and upload the xml file, choose to import everything, hit the button and wait.

Note that if you want to import the shop products as well, you need to have WooCommerce installed and activated before doing the import.

If you get any errors during this step, [please read this ticket!](#)

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1.7.1. Importing revolution sliders

You can also import the three revolution sliders which you see in the online demo, through the slider import tool. Just look into the *revolution-slider-import* folder from the main package and you'll see three zip archives. By importing all of those you will get the exact sliders which were used in the theme (blurred images of course).

If you have questions about different aspects of the theme, please check the theme's FAQ on the support system:

<http://rubenbristian.ticksy.com/faq/2011>.

[Please view the screencast for this step!](#)

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2. Adding content

2.1. Adding Posts

These are the default steps that you need to do in order to add a blog post:

1. Go to **Posts > Add New**
2. Enter a title and some content.
3. Select a post category.
4. Add some relevant tags.
5. Choose a post format from the right. There are a few types of custom formats that can be used, and each one of these can be setup in the *Post Media / Content* meta panel.
6. Setup the content of the post format(either a gallery, a link, an image, a quote, an mp3 or a video). All the fields are properly documented so you should have no issue on setting up your content.
7. Insert all of your remaining content in the content area. You can have images, paragraphs, etc..
8. Write a few words excerpt(it is good for search results and SEO to have an excerpt, no matter what kind of content do you have in your post).
9. Hit **“Publish”** and you're all done.

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2.2. Adding Pages

The process of adding pages is quite similar to adding posts:

1. Go to **Pages > Add New**
2. Enter a title and some content.
3. Select a **page template** or leave the default(more on this just after).
4. Select a layout for the page. You can either have a fixed layout (responsive of course) with or without a sidebar, or you can have a full width layout. This layout is good when working with rows with certain backgrounds on the Visual Composer.
5. Setup the page header. Each page can be plain, without any header, or it can feature an image or a slider below the header. If you go with the image, you'll have a cool parallax header with some text on it. Otherwise, you can use an instance of the awesome Revolution Slider. You can also choose to show or hide the page title from this field.
6. Write a few words excerpt(it is good for search results and SEO to have an excerpt, no matter what kind of content do you have in your page).
7. Hit "**Publish**" and you're all done.

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2.3. Page Templates

As you might already noticed, there are a few *Page Templates* available for you to use. Each template will configure your page to look and act in a different way.

2.3.1. Default Template

This is the default template and it outputs exactly the content of the page, without any modifications.

2.3.2. Archives

This is a page which displays all of your archives(it might be good for SEO to have it and also for users in order to give them a broader perspective over your blog).

2.3.3. Blog

This page outputs all the posts that you have in your blog. It uses a classic format with all the posts one below the other. This works best for large blogs with lots of posts.

For the modern blog grid, please refer to the Shortcodes section.

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2.3.4. Contact

This one has a map available in it. Note that the content (contact form) still needs to be added separately (via shortcodes), but this page template is the starting point for any contact page. The map is configured in the Map Options and each field is properly detailed, so you shouldn't have any issues with this.

2.3.5. One Pager

This acts just like a regular page, the difference being in extra menu which is added in the right of the website. This simple bullet list will offer the ability for your users to scroll between the large sections (rows) of your page, thus acting like a cool one page template. It could be used for a creative homepage or an interesting timeline, or whatever you can think of.

It best works with *full width* pages and the requirement is to have the page composed from Visual Composer **rows**. Each row will then become a "section" and it will appear in the menu if you give it a "*onepager-section*" extra class. For example, let's say that you will have three rows in your one pager. Open each row's settings and in the extra class field, you will add *onepager-section*.

2.3.6. Sitemap

Similar to the archives template, this one displays a sitemap with the pages of your website. It is good for SEO to have such a page and maybe put a link to it in the footer.

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2.4. Adding Projects

The process of adding projects is quite similar to adding posts:

1. Go to **Portfolio > Add New**
2. Enter a title and some content.
3. Choose a category or more. This is **a must**, because these categories will be used to filter projects in the grid.
4. Set a featured image. The size of the featured images depends on the number of columns that you want to use and whether you want this to be retina ready or not, but as a general rule, you should upload images as large as possible and let the theme do the cropping.

If you're really picky about thumbnails, these are the sizes from the demo:

- 4 columns (style #1) - **255x193**
- 3 columns (style #1) - **353x266**
- 4 columns (style #2) - **285x215**
- 3 columns (style #2) - **380x287**
- full width - **as large as possible :)**

*For changing these standard sizes, please refer to the **Tips & Tricks section**.*

5. Write some content.
6. Setup the slider and project options (more info below).
7. Write a few words excerpt(it is good for search results and SEO to have an excerpt, no matter what kind of content do you have in your page).

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8. Hit “**Publish**” and you’re all done.

You’ll see two sections below the content window. These sections control everything related to the projects.

2.4.1. Project Media

This is the actual gallery. When you choose to create the gallery you will be taken to the WordPress default Media Manager. With it you can upload a large amount of images for your project or choose images from the media library, thus being able to save a lot of time when creating your projects.

Make sure that you don’t exaggerate with the number of images in each project, because each image will make the project load slower.

About sizes, just use whatever you’re comfortable with. There is no default or optimal size, since all the projects are highly customizable and support anything. A final note, your images will never be resized more than their original size!

You can also use an instance of the Revolution Slider for the project.

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2.4.2. Project Options

2.4.2.1. Project type

As seen in the online demo, there are four project types available in the portfolio:

- Big slider - a slider which will be contained in the fixed boundaries of the website will be added at the top of the project.
- Full width slider - this project will feature a slider that extends up to the margins of the screen.
- Three quarter slider - this project has the slider in the left of the text and the text in the right. Useful for projects with less text than images.
- No slider - just use your imagination.

2.4.2.2. Sharing buttons

Really simple - enable or disable the sharing buttons in the project.

2.4.2.3. Like button

Really simple - enable or disable the like button in the project. *If you want to disable the like feature as overall, please refer to the **Tips & Tricks section**.*

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3. Shortcodes

This theme is full of shortcodes! Inside the custom page builder you can achieve whatever you want, as everything is easy to use, customize and understand.

It uses a slightly modified version of the popular Visual Composer plugin, with some default shortcodes and custom build ones as well.

Note 1: Not all of the original VC shortcodes are available in this theme, but everything what you see in the online demo can be achieved with shortcodes.

Note 2: At the time of writing this, the front editor of the Visual Composer plugin doesn't work well with the theme (there are a couple of big bugs and conflicts). This will be fixed in the future, but in the meantime just use the regular backend editor, which works 100%.

Please view the screencasts for this step!

[Video #1](#) & [Video #2](#)

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Below you'll find a list of all available shortcodes:

3.1. Row

The row is the base of everything in the Visual Composer. It also has some options available, such as background color or image & a custom padding. Rows with custom backgrounds should only be used in full width pages for the best results.

Note that when you choose a background image for your row you will be able to choose how the background will be repeated (the **default** option makes it repeat, which is useful for patterns, while the **cover** option makes it fill the entire section). To have a parallax background, just use a background image, set it to cover and then give that row the class **parallax-bg**.

The padding of the row is also an interesting option. It's actually a CSS option, so this is how you should change it:

- 0 - it adds 0 padding everywhere
- 150px - it adds 150px padding everywhere
- 150px 0 150px 0 - it adds 150px padding at the top and bottom, while leaving 0 padding for the left and right parts
- 150px 0 50px 0 - it adds 150px padding at the top, 50px at the bottom, while leaving 0 for the other two parts

You got it! There are either one or four values. One value applies to

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everything, while four values work like this: TOP, RIGHT, BOTTOM, LEFT

Don't forget to add **px** after the number (0 doesn't need this).

The row can also be divided into columns. There are various column combinations available in the composer.

3.2. Text Block

This is the most basic shortcode of them all. Whenever you need some text or add a custom shortcode (not available in here), or an iframe, or anything which uses text / HTML, use this shortcode.

3.3. Separator

This is a simple blank separator. It works mostly with positive margins, but it also works with negative margins (however it's a bit buggy at this point).

And you cannot edit it once you've insert it on the page (but you can turn in the classic editor and edit it like that).

There are also classes to reduce space (see at the end of this section).

3.4. Separator with Text

Adds a custom title (bigger and better for large sections). You can have a title, a subtitle, or both. You can also choose the alignment options and add a bottom margin.

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3.5. Message Box

A simple text box with three style options.

3.6. Single Image

If you're looking to add an image in your text block, please use the WordPress default media uploader for this purpose (see this article for more info: http://codex.wordpress.org/Inserting_Images_into_Posts_and_Pages). If you're looking for standalone images which open more complex links and allow for size definement, use this shortcode.

3.7. Tabbed Content

This is a simple tabs shortcode, available in two different styles.

3.8. Tour Section

This shortcode is a custom content slider. Each tab is actually a slide in the slider. You can choose to auto rotate the slides, and display / hide the navigation.

3.9. Accordion

This is a simple accordion shortcode, available in two different styles. Another cool feature is the ability to choose how it reacts on click (as a toggle or as a regular accordion).

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3.10. Posts Grid

This shortcode allows you to build up a custom posts grid. It has two different styles, a classic one (good for simple news) and a masonry grid style. You can choose how many items you want in it and you can also activate infinite loading (which should only be used once in a page).

With the “*build query*” option you can also build a complex query in order to create unlimited blogs on your theme. You should only work with the **post** type, because portfolios have their own shortcode. You can choose categories, tags, individual posts, authors, etc.. Using this builder you can really divide your blog posts into custom blogs, each with it’s own functionality.

3.11. Widgetised Sidebar

If you have some awesome WordPress widgets that can’t be embedded in any place other than a sidebar, you can use this shortcode to choose a custom sidebar (which you create in the Theme Options).

3.12. Button

This is a simple button, available in two sizes and styles. You can also choose icons and alignment for it.

3.13. Raw HTML

If you want to add raw html code to the site this is the way to do it (although

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you can add simple stuff like iframes and tables into the text blocks).

3.14. Raw JS

I can't think why would you need javascript added in the body of the site, because of such purposes you should use plugins, hooks and external files, but if you want to go wild with this shortcode, here you go.

3.15. Flickr Widget

As the title suggests, it is a basic feed from a user's latest flickr stream.

3.16. Pie Chart

A simple animated pie chart, available in two styles. It also offers the option to have three layers of text, (the first one is the label value which will appear inside the pie, while the title & subtitle will appear below it).

3.17. Progress Bars

Simple animated progress bars, for displaying certain progress or percentage.

3.18. Pricing Tables

Simple pricing table, which offers the ability to have any kind of content inside. The contents of the inner pricing tables are given inside when you create the shortcode, so you'll just have to duplicate what you see there in

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order to multiply your columns. I want to write a tip here though - it's about the way the pricing is created, since it may not be that obvious. Well, in the title property, everything which you write wrapped in a single asterix sign (**content**) will become superscripted, while everything that is wrapped in two asterix signs (****content****) will become subscripted. That's why in the example you see there you'll get the following: `$*99**/month**`

3.19. Revolution Slider

Insert a Revolution Slider, which can also be done in the Text Box, via the shortcodes provided by the plugin.

3.20. Icon Text Block

This is a regular text block which provides an icon available in four different styles. You can also wrap the icon in a link which can point to anywhere you want.

3.21. Contact Form

A simple Contact Form with various options. If you want a more complex contact form you should use a popular plugin, such as [Contact Form 7](#).

3.22. Portfolio Grid

This shortcode allows you to build a portfolio grid. As you already noticed, there are no portfolio page templates in this theme, because it uses a more modern layout, with portfolios available everywhere. So using this shortcode you can choose the number of columns and the style of it.

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You can also choose the portfolio categories which you want in this portfolio, thus enabling unlimited different portfolios. Please remember to tick the **archive** option if you want unlimited portfolios (otherwise they won't work properly).

You can also have animated filtering and pagination. Please note that if you're using a portfolio grid in a page with a sidebar, you will always get a three columns layout.

*The full width portfolio is a variation of the Style #2, so please refer to the **Tips & Tricks section** to see how to achieve this.*

3.23. Team Member

A simple team member, which can be used in any other way (it's basically a text block with an image at the top). The content can be used for any purpose, even shortcodes (in the preview there's the social shortcode).

3.24. Testimonial

There are two styles of testimonials available.

3.25. Twitter Widget

A simple twitter feed widget. The widget is simple, but the process of using it is a bit complicated because of twitter and their recent API changes. The thing is, you can't display twitter feeds on your site now without an API key. But it's not impossible to get this key either... If you go to **Settings > Twitter**

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Feed Auth you'll notice some weird fields. Those are the fields that you actually need to complete and if you give a read to the description you'll understand what you have to do. I've found this discussion on the Twitter forums and i thought that it's a good resource on this topic:

<https://dev.twitter.com/discussions/631>

3.26. WordPress Widgets

There are **13** default WordPress widgets which can normally be used only in widget areas, but with the Visual Composer you can use them anywhere you want.

So these are the 25 (+13) shortcodes available in the Visual Composer. But more than this, you also have some shortcodes which are not available in the composer, but can be added easily as regular shortcodes via a Text Block or the classic editor.

All these shortcodes have the ability to select a custom class. This class can be useful for extra editing (there are already some classes available, but you can create custom CSS code and apply it to certain shortcodes by using the custom class field).

3.27. Gallery

The gallery shortcode is a basic WordPress shortcode which in this theme translates into a slideshow or a grid. You can add a gallery by hitting the “Add Media button” and following the instructions there. The columns do

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work with this theme, so you can style the gallery exactly like you want. Another cool feature of this theme is that you can turn a WP gallery into a shortcode, so you can easily insert sliders absolutely everywhere you want! To change a grid gallery into a slider, go to the “*Classic Editor*” and you’ll see the gallery shortcode like this (just an example):

```
[gallery ids="1,2,3"]
```

You need to simply add **type="slider"** as a parameter, like this:

```
[gallery ids="1,2,3" type="slider"]
```

If you want to add captions either to the galleries or sliders, simply caption the images that you want to have a caption in the WordPress gallery creator. All images with a caption added in the backend will feature a caption on the site.

3.28. Self Hosted Video & Audio

While embedded videos (or maps) can be added via iframes (all these sites such as YouTube, Vimeo, Google Maps, offer embedding options via iframes, so there’s no need for custom built shortcodes). So while embedded videos have their own method, you can also add custom videos using the WordPress video shortcode. More info here:

https://codex.wordpress.org/Video_Shortcode &

https://codex.wordpress.org/Audio_Shortcode

3.29. Social Icons

The social icons are an easy shortcode which can be added manually like the shortcodes above.

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```
[vc_social_links twitter="http://twitter.com/yourprofile/"  
facebook="http://facebook.com/yourprofile/" target="_blank"]
```

Each new attribute represents an url, and these are the possible values: *twitter, facebook, dribbble, vimeo, linkedin, behance, pinterest, delicious, digg, youtube, cloud, github, flickr, gplus, tumblr, stumbleupon, lastfm, evernote, picasa, googlecircles, skype, instagram, xing, soundcloud, aim, steam, dropbox, mail, rss*. All these social icons are available for use in this theme.

Don't forget the **target** property which can be either *_blank* (opens links in new windows) or *_self* (opens links in the same window, default).

Another cool feature of this shortcode is the header style (as it was used in the demo's header / footer). To use it, you need to add **type="header"** as a parameter and insert **icon_text="Custom text here"** for each icon. For example (will take the exact example above and enhance it):

```
[vc_social_links twitter="http://twitter.com/yourprofile/"  
twitter_text="Follow me"  
facebook="http://facebook.com/yourprofile/" facebook_text="Like  
me" target="_blank" type="header"]
```

Doing things like above you will be able to create cool social icons to put in the header / footer.

3.30. Email / Phone Info

Not exactly a shortcode, but i've used this in the header and need to write about it here. It's actually pure HTML code and it looks like this:

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```
<a class="header_email"
href="mailto:youraddress@domain.com">youraddress@domain.com</a>
<a class="header_phone" href="tel:460123456789">+460 123 456
789</a>
```

3.31. Lightboxes

To create a lightbox gallery use WordPress galleries and configure the gallery exactly like you wish. To create a lightbox image, simply put an image linked to the large version and it will transform into a lightbox.

To create an iframe which loads an iframe or use a button to open an image into a lightbox, use these codes:

A. Iframe wrapped in a thumbnail

```
<a class="fancybox-thumb fancybox left"
href="//player.vimeo.com/video/90480436?title=0&byline=0&p
ortrait=0&color=e5493a" data-fancybox-type="iframe"></a>
```

B. Iframe wrapped in a button

```
<a class="krown-button small empty fancybox"
href="//player.vimeo.com/video/90480436?title=0&byline=0&p
ortrait=0&color=e5493a" data-fancybox-type="iframe">Your
Label</a>
```

C. Iframe wrapped in a text link

```
<a data-fancybox-type="iframe" class="fancybox"
href="//player.vimeo.com/video/90444206?title=0&byline=0&p
ortrait=0&color=e5493a">Your Text</a>
```

D. Image wrapped in a button

```
<a class="fancybox" class="krown-button small empty fancybox"
```

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```
href="http://yourwebsite.com/path_to_thumbnail_img.jpg">Your  
Text</a>
```

E. Image wrapped in a text link

```
<a class="fancybox"  
href="http://yourwebsite.com/path_to_thumbnail_img.jpg">Your  
Text</a>
```

Using this method above you can use the lighthbox exactly as you wish. These are the available options.

Make sure than when embedding content from video sites and such, you only take the **href** or **src** from the embedding code. Don't put everything in there!

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3.32. Video / audio playlists

Just as you add a video or an audio file to any page, you can now add full media playlists as content. When inserting media, along with the old gallery button you can now see two other buttons, which will guide you through an easy way to add the playlists on your pages.

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3.1. Shortcode Animations

As you'll see in the Visual Composer, some shortcodes have the ability to add CSS animations to them. This is a cool way to add some movement to your website, make it more alive. Not all shortcodes have animations. The excluded ones are: rows, content sliders, google maps, revolution slider, pie charts, progress bars, portfolio & blog grids. Animations for these elements is disabled either because it is buggy or because it doesn't have sense.

But all the other shortcodes from the Visual Composer interface do have the ability to put CSS animations on them. Simply choose an animation type, the speed and set a delay if needed. Your element will be now animated!

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4. Widgets

There are three custom widgets available in this theme. These should be used in the sidebar or footer (but not limited to).

- **Krown Commented Posts** - displays a list of your most commented posts in a cool style
- **Krown Liked Posts** - displays a list of your most liked posts
- **Krown Recent Posts** - displays a list of your most recent posts with a featured image attached

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5. Tips & Tricks

5.1. Child Theme

A WordPress child theme is a theme that inherits the functionality of another theme, called the parent theme. Child theme allows you to modify, or add to the functionality of that parent theme. A child theme is the safest and easiest way to modify an existing theme, whether you want to make a few tiny changes or extensive changes. Instead of modifying the theme files directly, you can create a child theme and override within.

This theme already comes with a child theme (*shadow-child-theme*), in which you have some comments about the replaceable functions.

[You can read more about child themes here.](#)

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5.2. General Tricks

5.2.1. Logo height

If you are using a logo taller than 46px you need to add some custom CSS in order to make the entire menu act and behave properly. Let's say that your logo is **100px** tall. First, you need to change the size in the Theme Customizer, and after you've done that, this is the custom CSS code which you need to tweak and use:

```
.top-menu > li > a {  
    padding-top: 73px; /* logo height - 37 */  
    padding-bottom: 80px; /* logo height - 20 */  
}  
.sub-menu {  
    top: 161px; /* logo height + 61 */  
}  
#main-cart .widget shopping cart  
    top: 93px; /* logo height - 17 */  
}.w-sticky.sactive #main-cart .widget shopping cart  
    top: 66px; /* logo height - 34 */  
}
```

5.2.2. Custom header tricks

As you see in the online preview of the theme, the homepages have a big slider at the top. While this is a cool method to catch attention, inner pages might also require an extra touch for a better user experience. As you can see in the about/team/etc.. pages. There's a custom image as a header and a custom menu which allows users to navigate between pages easily and with style.

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To achieve this simply use a custom image as the header, set a proper height for it and paste this HTML code in the *Header HTML* area:

```
<span class="extreme" style="color:#fff">Get To Know Us Better!</span>
<ul class="custom-menu white"
<li class="selected"><a href="/shadow/about/"
class="krown-icon-about us">About Us</a></li>
<li><a href="/shadow/team-skills/" class="krown-icon-skills">Team &am
Skills</a></li>
<li><a href="/shadow/services/" class="krown-icon-services">0
Services</a></li>
<li><a href="/shadow/hiring/" class="krown-icon-search">We A
Hiring</a></li>
</ul>
```

Of course, this code is only a starting point. You need to change the **href** to your own pages, and add the **selected** class to each item on the different pages. The above is only an example, because this area accepts any kind of HTML code so you can really go crazy with this field.

5.2.3. Show tertiary footer only on selected pages

By default, the tertiary footer is shown on all pages. But if you would like to display it only on selected pages, you could filter out the pages where you don't want to see it through custom CSS, like this:

```
.page-template-template-blog-php #tertiary-footer, .archi
#tertiary-footer, .single #tertiary-footer, .single-portfol
#tertiary-footer, .search #tertiary-footer, .page-id-27 #tertiary-foote
.page-id-1029 #tertiary-footer, .page-id-1509 #tertiary-foote
.page-id-1514 #tertiary-footer, .page-id-1519 #tertiary-footer
display: none;
}
```

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The code above will hide the footer on the blog page template, on the archives pages, on the single posts, on the single projects, on the search page and on 5 different pages, identified by their unique id's. You can take the example above and do the same wherever you want.

5.2.4. Remove blog post format

If you don't like the blog to display the post format after the post title, you can hide that with this simple CSS code:

```
.post-title .format {  
    display: none;  
}
```

5.2.5. Improve theme typography

If you don't like the fonts that are available in the theme and would like to use a different font (from Google Fonts or a custom font), this is what you have to do:

1. Select the body & headings font as *Arial*. This will disable any library to load (in order to be sure that you're not loading useless stylesheets).

2. Add the import code in the custom CSS code area or within the child theme's stylesheet, like this:

```
@import url(http://fonts.googleapis.com/css?family=Custom Fami
```

3. Add the code to replace the default font families:

```
h1, h2, h3, h4, h5, h6, .krown-pie .holder span
```

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```
font-family: 'Custom Family', sans-serif  
}  
body, input, textarea, button  
font-family: 'Custom Family', sans-serif  
}
```

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5.3. Portfolio Tricks

5.3.1. Disable like buttons

If you disable the like buttons in all portfolio projects there is no real use for the little like icon from the portfolio grid. That's not an issues, because with a single line of custom CSS code you can disable it:

```
.alt-hover .like, .portfolio-item .like  
display: none !important  
}
```

5.3.2. Make a full width portfolio

There are two elements in a full width portfolio:

1. A full width page and a full width row, with an extra class name: **row-full**
2. A portfolio grid (*Style #2*) with an extra class name: **full-width-portfolio**

5.3.3. Change the portfolio thumbnail's size

To change the size of the portfolio thumbnails you'll need to work with the child theme. As you might have seen already, there's a list of functions that can be replaced in the child theme. One of those functions is

krown_portfolio_thumbnails_size. If you go in the *theme_folder/includes/portfolio-functions.php* file, at the bottom you will see that function. Simply copy the contents of the function into the *functions.php* file of the child theme and replace the values of the arrays with your custom ones.

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5.4. Shortcode Tricks

I've already written about two custom classes which can be used for achieving a full width portfolio. Other cool extra classes which can be added to any shortcode are:

- **more-space**: adds an extra padding of 25px top/bottom
- **even-more-space**: adds an extra padding of 50px top/bottom
- **reduce-space**: reduces the top margin of the shortcode with 50px
- **reduce-more-space**: the same as above, but with 100px

There are also some shortcode-specific custom classes available:

- **no-hide-controls**: if you add this class to the *Tour Shortcode (Content Slider)* the controls will always be visible. They won't hide on mouse leave.
- **addk**: this class adds a "K" character on pie's label values. It is useful for referring to thousands of something.
- **row-full**: when added to a row, this class makes the container of that row to become full width. No more 1140px grid system, but a 100% fluid grid can be achieved with this class (as in the full width portfolio).
- **full-width-portfolio**: explained above.
- **parallax-bg**: animates a row's background on scrolling

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5.5. Typography Tricks

Some things are not worth creating shortcodes for, and that's lists or different typographic elements. For this purpose i have created a few classes to help you achieve better typography in this theme, with simple HTML editing. To do this you need to go to the Classic Editor / HTML view.

Lists are by default not styled, but if you want to add styles to a list, you must add the **krown-list** class to the ul/ol element. Like this:

```
<ul class="krown-list">  
<li>...
```

In the online demo you can also see various taglines and call to action text areas. There are 5 different classes that you can apply to **span** elements and will make your text look like that. For example:

```
<span class="extreme">Your really large text in here</span>
```

These classes are: *extreme, large, medium, regular, small*.

Last tip, if you'll add the **dropcap** class to a span element (which wraps a letter) you'll get a cool enhanced letter.

This is only a small list of tips & tricks, but it may grow with time.

[**Please check out the FAQ for more!**](#)

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5.6. Make your site run faster

5.6.1. Get a good hosting

You may not think that this is important, but if you want your site to display really fast you need to get a good hosting. This is the first step in having a fast site, which also translates into more views, which also translates into a better SEO, which finally translates into more sales. *(affiliate links below)*

There are three hosting companies which i recommend:

- **Media Temple:** <http://mediatemple.net> - if you want a premium WordPress hosting which is easy to manage and works pretty well, this is a good choice to host your website on.
- **A Small Orange:** <http://asmallorange.com> - this is another good hosting company, which i'm currently using to host my theme demos on. If you bought this theme you probably liked the speed as well, so i highly recommend ASO to host your themes on (especially the Cloud VPS option).
- **WPEngine:** <http://wpengine.com> - definitely not as cheap as the two examples above, but if you really want an incredibly fast website and absolutely no headaches in managing it, WPEngine is the way to go. With it you don't have to worry about security, caching, updates, etc. Everything is handled by a great team of professionals ready to help you with everything. You just need to care about your content.

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5.6.2. Optimize images

Always optimize/compress your **jpeg** images before uploading them to the server. Large images should be compressed at around 90% image quality and you should also try to limit the use of lossless image files (uncompressed pngs).

5.6.3. Use a caching plugin

I can't recommend enough the necessity go good caching. If you use a managed hosting such as WP Engine you don't need this. But if you are using ASO or MT or any other hosting you need to cache your content. For this purpose, i recommend [W3 Total Cache](#)! It's a great and easy to use plugin, and with only a bit of work you can double your site's speed.

See this ticket for more info on how to configure this plugin:

<http://rubenbristian.ticksy.com/ticket/119133>

5.6.4. Revolution slider caching

This one is also good and should really be done. You will most likely **not** use the Revolution Slider on all the pages, so you would want to only insert the scripts which it uses only on pages that you will use the slider on. If you go to the slider settings and on the *Global Settings* you'll see a quick guide on how to do this. You basically want to turn ***Include RevSlider libraries globally*** to **OFF** and then write down the id's of the pages where you're actually using the slider in the ***Pages to include RevSlider libraries*** field. Don't forget that your homepage doesn't have an id, so it should be referenced as

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homepage. Lastly, choose to put the JS includes in the footer.

5.7. SEO Advices

The theme is built in a way to be SEO friendly, by emphasizing titles with heading tags, having the content before anything else, stripping out useless content, fast loading, setting titles in the header for better crawling, etc.. All these help.. But you have to remember that **Content is King!** So you shouldn't blame the theme because your website doesn't appear in search engines. You should always focus on providing good content and in this way, your website will definitely look great in search engines.

Also, **you should always install a popular SEO plugin** which will make the most of keywords and descriptions..

I suggest using [Yoast for SEO](#).

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5.8. Translating the theme

This theme is localized, which means it can easily be translated in your own language. There are various methods to do a simple translate or create a website in multiple languages, so just use the one which works best for you.

5.8.1. Simple translate

1. Download and install <http://www.poedit.net/>
2. Go to `/wp-content/themes/shadow/lang/` and open **default.po** file.
3. In the window that appears you have all the strings that were used in this theme, so you just need to go through them and write a translation.
4. When you're done go to File > Save as and save your translation in a ***.po** file.
5. You should name your file **pt_LANG**. It's just a naming convention.
6. When you're done translating open `wp-config.php` from your WordPress root folder and replace this line:

```
define ('WPLANG', ''); with define ('WPLANG', 'pt_LANG');
```

Let's take a practical example. If you are using WordPress in spanish, your .po file should be called **es_ES.po** and the WordPress language should be defined like (**'WPLANG', 'es_ES'**).

If you're not familiar with the application listed above, **there's a cool plugin which does the hard part for you**. Just install it and you'll be able to edit the language directly from the WordPress dashboard, without touching a single external file: <http://wordpress.org/plugins/codestyling-localization/>

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5.8.2. Multilanguage

If you're looking for having a website in two or more languages, i suggest two plugins:

- [qTranslate](#) - this is a free and easy to use plugin, but it has some limitations. You cannot translate meta fields with it. This theme uses meta fields in some places (custom page titles or post format quotes). If you find that this plugin works well for your purpose, go for it.
- [WPML](#) (*affiliate link*) - this is a more powerful plugin, with the option to edit meta fields as well. The only downside is that it's a commercial plugin, so it costs a bit. Being a commercial plugin though, it comes with support from the authors.

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5.9. Custom work

Please remember that WordPress themes are purchased as-is. If you want to make changes to the theme, changes that require custom editing or the addition of new features, you should hire a freelancer to help you out. I suggest using [Elto, which is a marketplace specialized in tweaking themes](#).

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Again, thank you for purchasing this theme!

If you have questions that are not answered here, please go to the support system, where you're questions will be answered:

<http://rubenbristian.ticksy.com>