

Corporate Brand Your Vector Basemap

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Corporate Brand Your Vector Basemap

- Goal
 - Efficiently and effectively make **basic** changes to the Esri vector basemap based on your organization's brand (i.e. color palette)
- Experience Level
 - Entry Level
- First in a series of *three* Demos



Corporate Brand Your Vector Basemap

- What this Demo is **NOT**
 - Advanced JSON editing
 - Sprite changes
 - VTPK (Vector Tile Package related)
- Other Demos in this Theater, on this topic
 - **Creative Vector Basemaps**
 - Tuesday, July 11, 3:30pm - 4:15pm
 - **Tips and Tricks for Vector Basemap Customization**
 - Wednesday, July 12, 2:30pm - 3:15pm

Corporate Brand Your Vector Basemap

- What you need
 - Custom color palette
 - converted to Hexidecimal value
 - ArcGIS.com log in
 - Esri Vector Basemap Tile Layer
- Where to find the Esri Vector Basemap Tile Layer
 - Living Atlas of the World
 - Vector Basemap Group
 - Basemap Gallery
 - ArcGIS.com Search



Corporate Brand Your Vector Basemap

- Select a Basemap to start
 - Basemap levels of complexity
 - What is the map's purpose
 - Understand the map's spatial reach
- Copy and Save Vector Tile Layer in your ArcGIS.com account
 - or create copy through Vector Style Editor
- *Esri Vector Basemap Reference Document*

Corporate Brand Your Vector Basemap

- Biggest bang for the buck
 - Water
 - Land
 - Urban Areas
 - Roads
- Additional content to change at larger scales
 - Parks & Land Use
 - Buildings
 - Label Colors & Fonts
- Have a plan of attack
- Keep an original copy & save often

Corporate Brand Your Vector Basemap

- Three* paths for doing the map branding

Styling Vector Basemaps

JSON
editing

(Adobe Brackets)

BETA

JSON
style
editor

BETA

Vector
style
editor

Corporate Brand Your Vector Basemap

- **JSON editing (Adobe Brackets)**

- Minimal editing
- Understand root.json file
- Fully customizable
- Update ArcGIS.com item

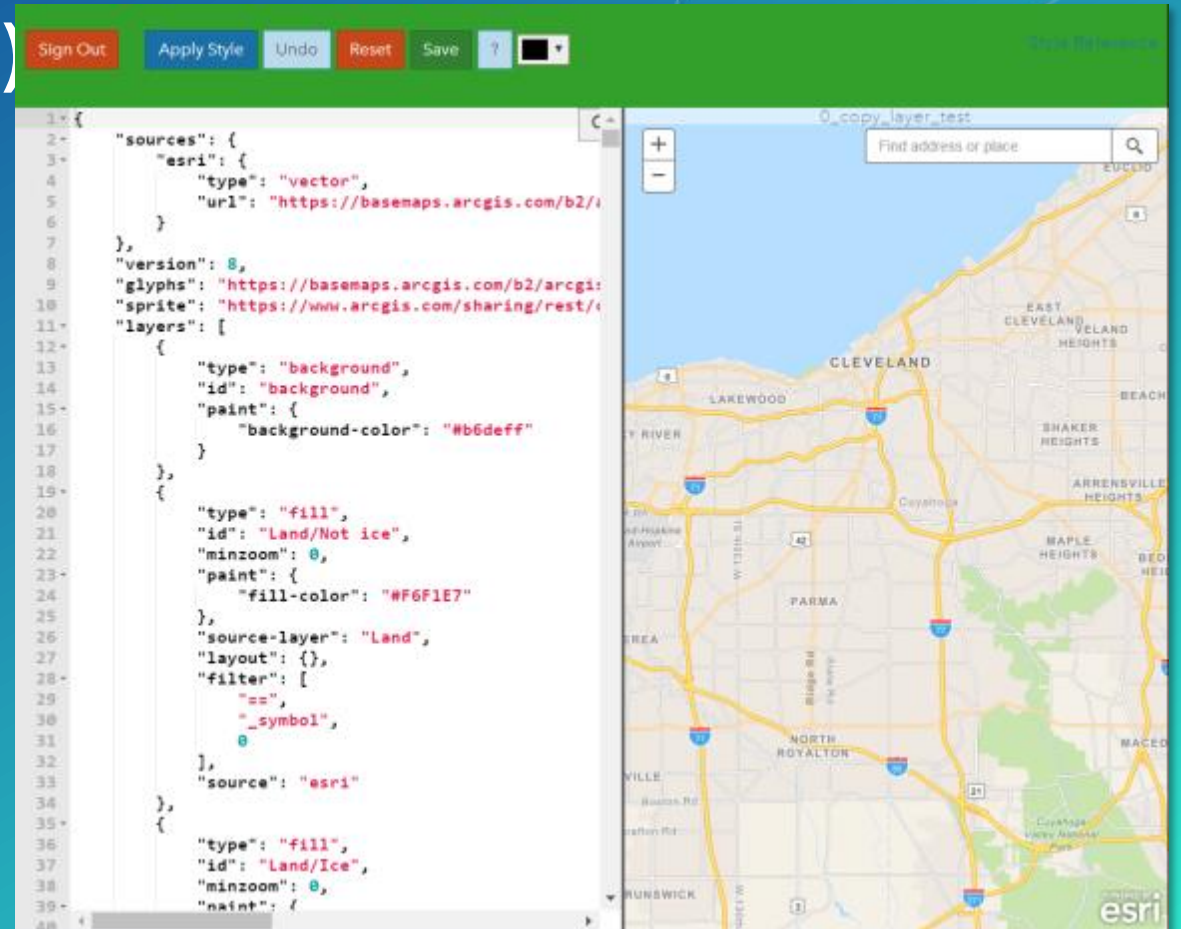
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1804     "type" : "line",
1805     "source" : "esri",
1806     "source-layer" : "Road tunnel",
1807     "filter" : ["==", "_symbol", 2],
1808     "minzoom" : 9,
1809     "layout" : {
1810         "line-cap" : "round",
1811         "line-join" : "round"
1812     },
1813     "paint" : {
1814         "line-color" : "#E69973",
1815         "line-opacity" : 0.5,
1816         "line-width" : {
1817             "base" : 1.2,
1818             "stops" : [[9, 0.5], [14, 2.67], [17, 13]]
1819         }
1820     }
1821 }, {
1822     "id" : "Boundary line/Disputed admin5",
1823     "type" : "line",
1824     "source" : "esri",
1825     "source-layer" : "Boundary line",
1826     "filter" : ["==", "_symbol", 11],
1827     "minzoom" : 16,
1828     "layout" : {
1829         "line-join" : "round"
1830     },
1831     "paint" : {
1832         "line-color" : "#9DA0A2",
1833         "line-width" : {
1834             "base" : 1.2,
1835             "stops" : [[16, 1.6], [18, 2.5]]
1836         },
1837         "line-dasharray" : [6.0, 3.0]
```

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<https://esri.github.io/arcgis-vectortile-style-editor>

- **Vector Style JSON Editor (beta)**

- Minimal editing
- Understanding of root.json
- Fully customizable
- On screen map display
 - Make changes
 - See changes
 - Save changes

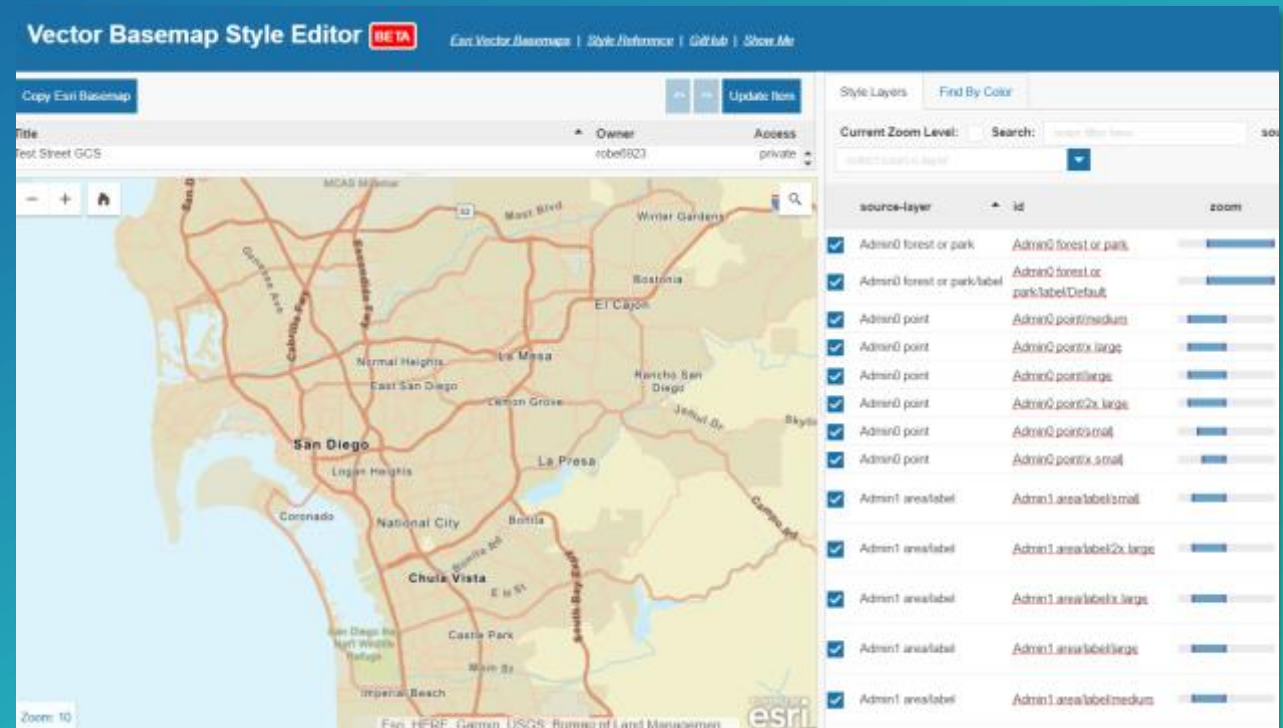


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<https://maps.esri.com/jg/VectorBasemapStyleEditor/>

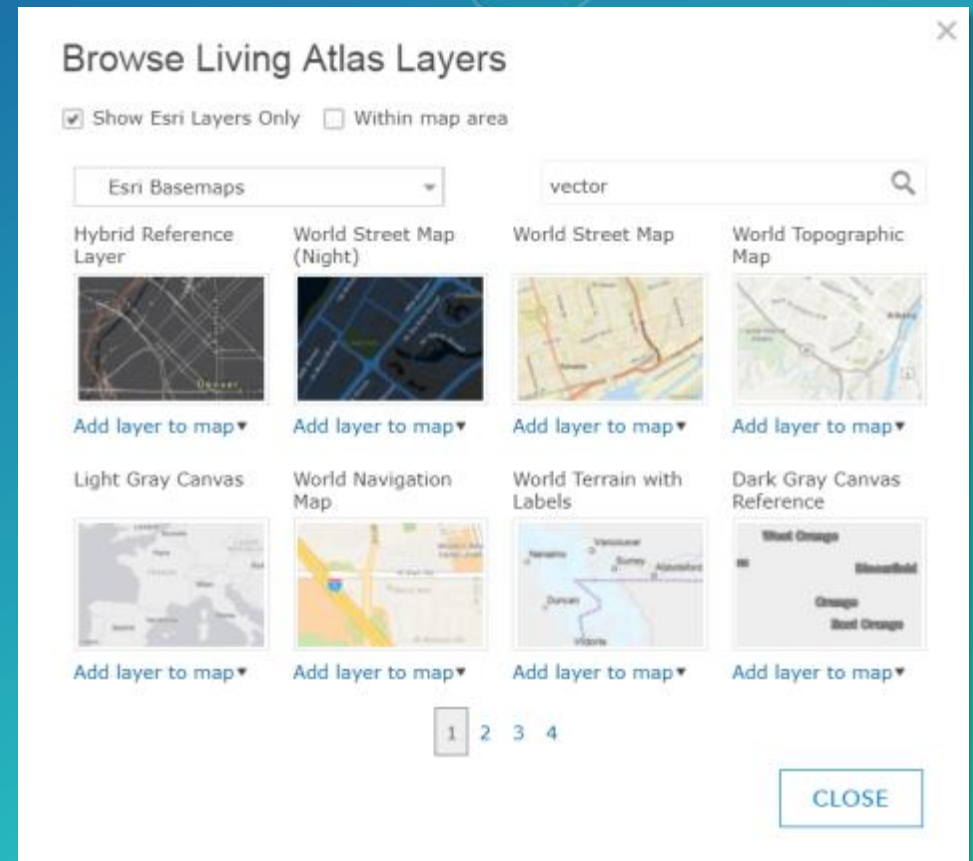
- **Vector Basemap Style Editor (beta)**

- Understanding of basemap layers
- More feature editing
- Change by color
- On screen map display
 - Make changes
 - See changes
 - Save changes



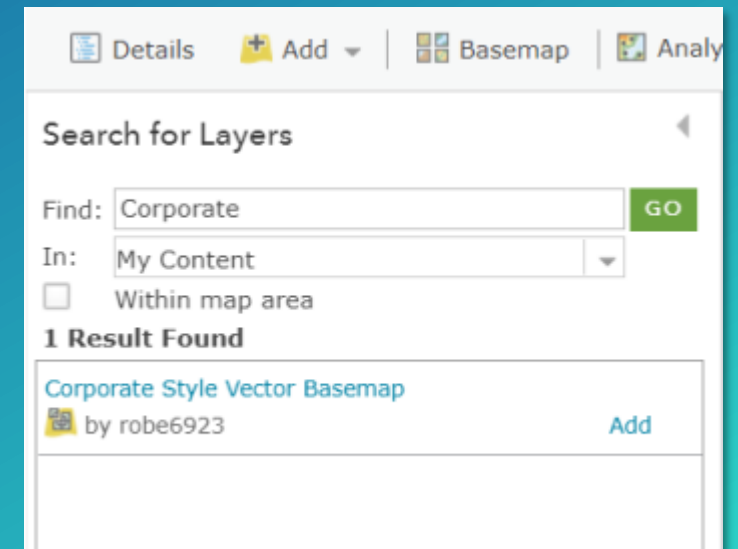
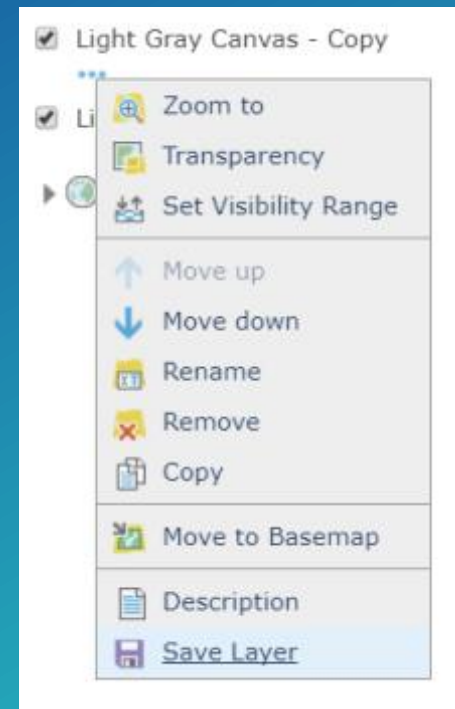
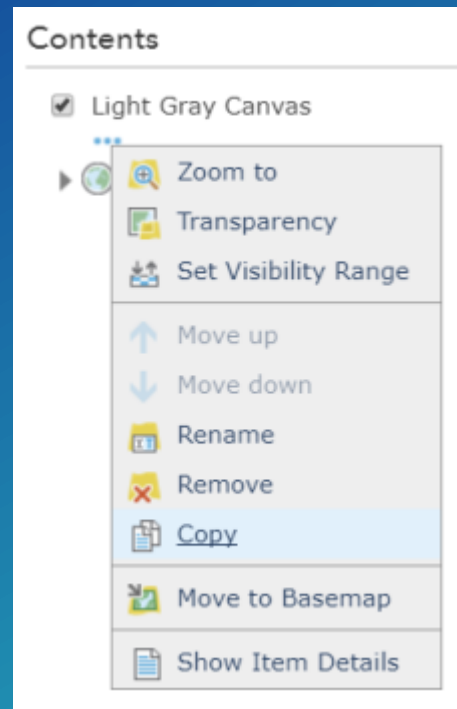
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- Copying a Vector Tile Layer to your Content for JSON editing
 - Sign in to ArcGIS.com
 - New Map
 - Add > Browse Living Atlas Layers
 - Show Esri Layers Only
 - Category > Esri Basemaps
 - Search: **vector**



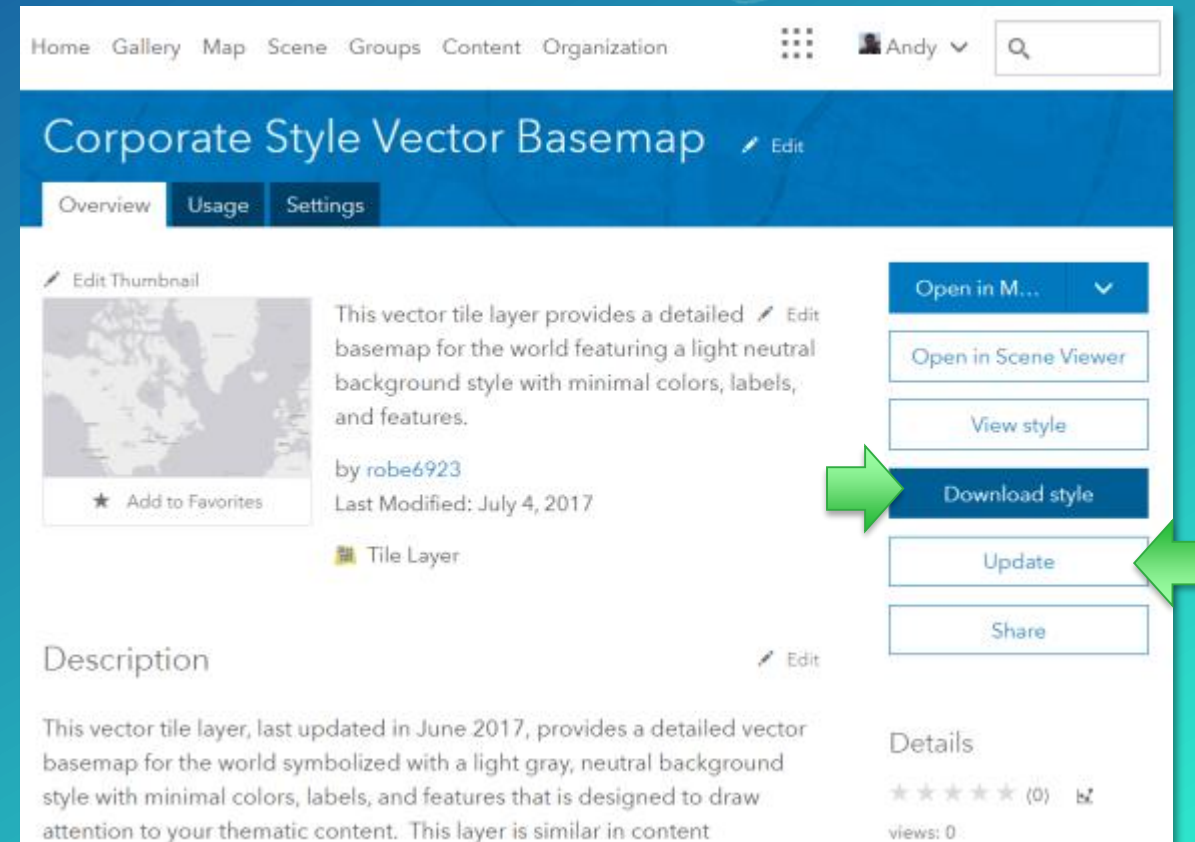
Corporate Brand Your Vector Basemap

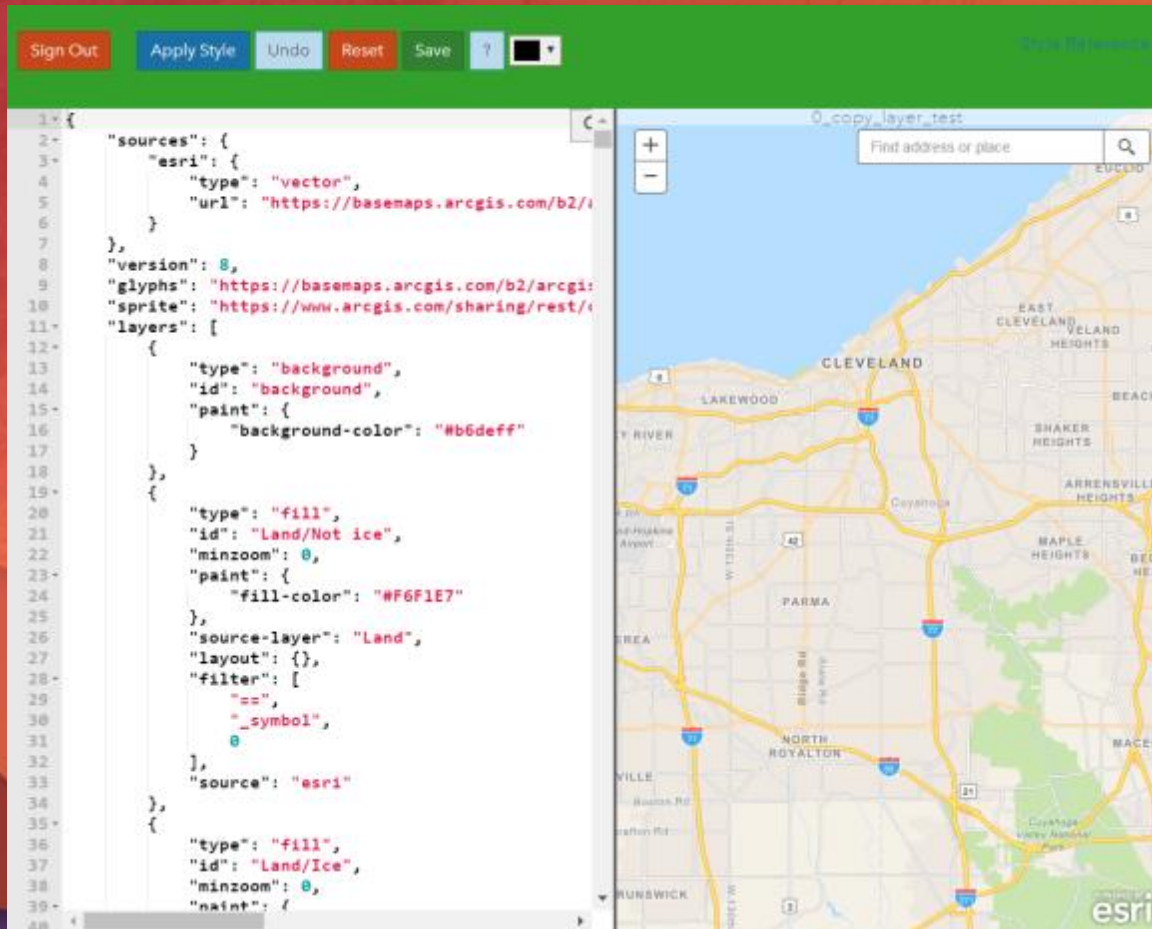
- Copying a Vector Tile Layer to your Content for JSON editing
 - Copy
 - Save Layer
 - Name
 - Add from My Content



Corporate Brand Your Vector Basemap

- Copying a Vector Tile Layer to your Content for JSON editing
 - On Tile Layer item page
 - Download style
 - root.json
 - Make edits
 - Update





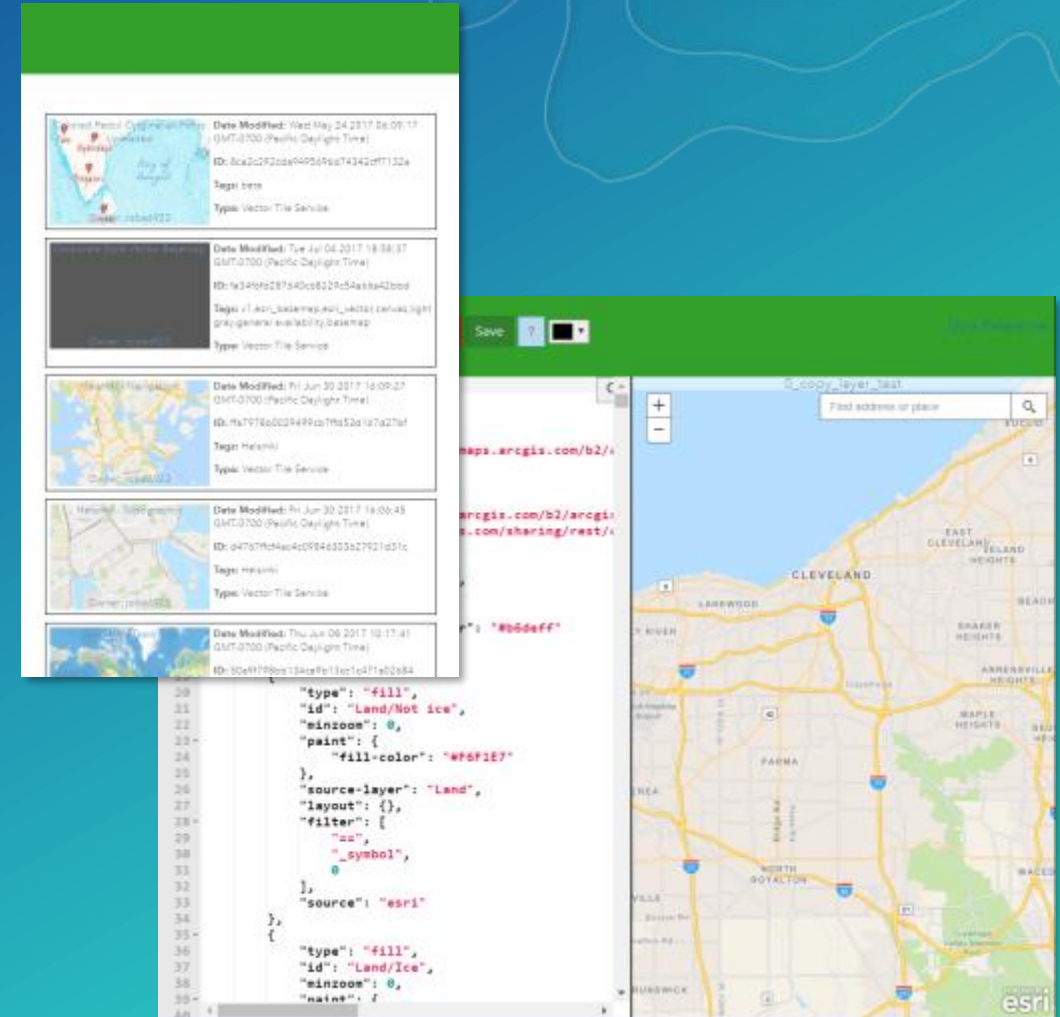
Vector Style JSON Editor (beta)

- Corporate Brand
Your Vector Basemap

Corporate Brand Your Vector Basemap

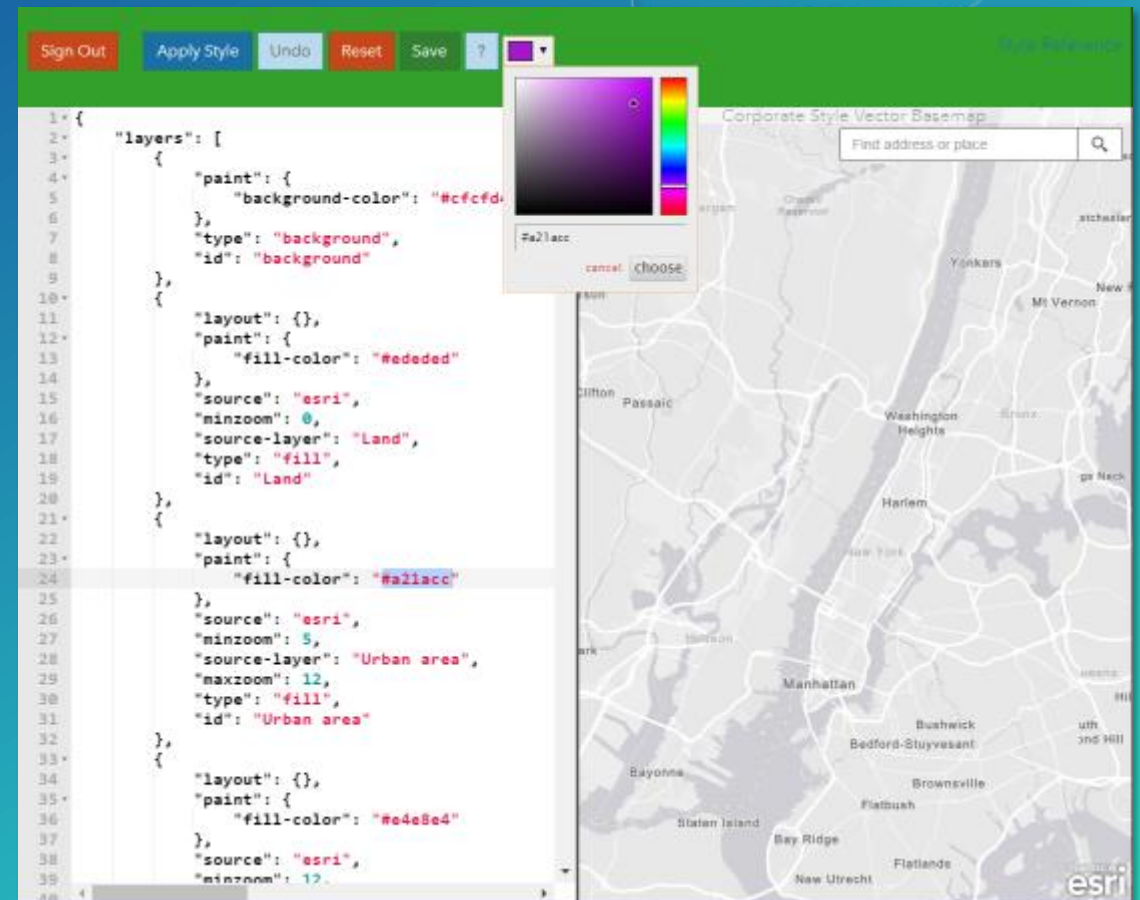
- **Vector Style JSON Editor (beta)**

- Sign-in prompt
- Select vector basemap tile layer
 - Copied to My Content
- JSON | Map windows
- Make changes to JSON
 - Apply and view
 - Save



Corporate Brand Your Vector Basemap

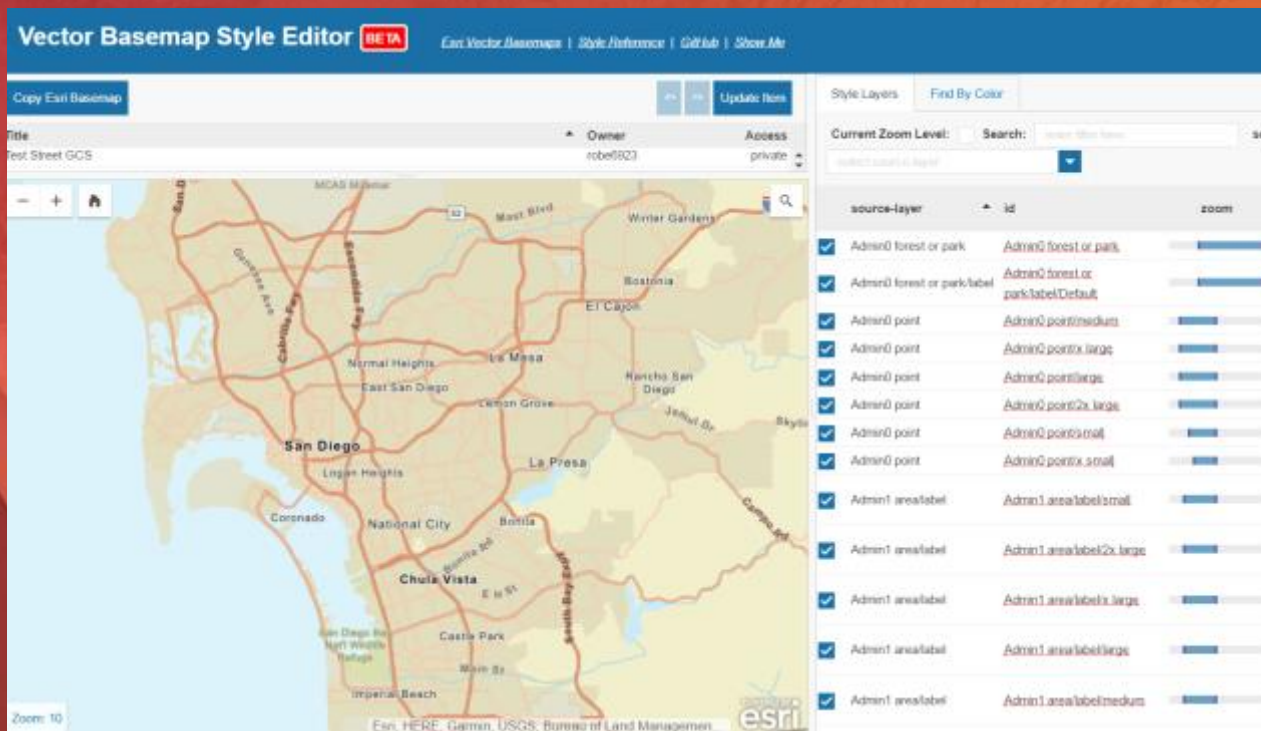
- **Vector Style JSON Editor (beta)**
 - Edit JSON
 - Select color (picker)



Corporate Brand Your Vector Basemap

- **Vector Style JSON Editor (beta)**
 - Apply Style
 - Save
 - to My Content





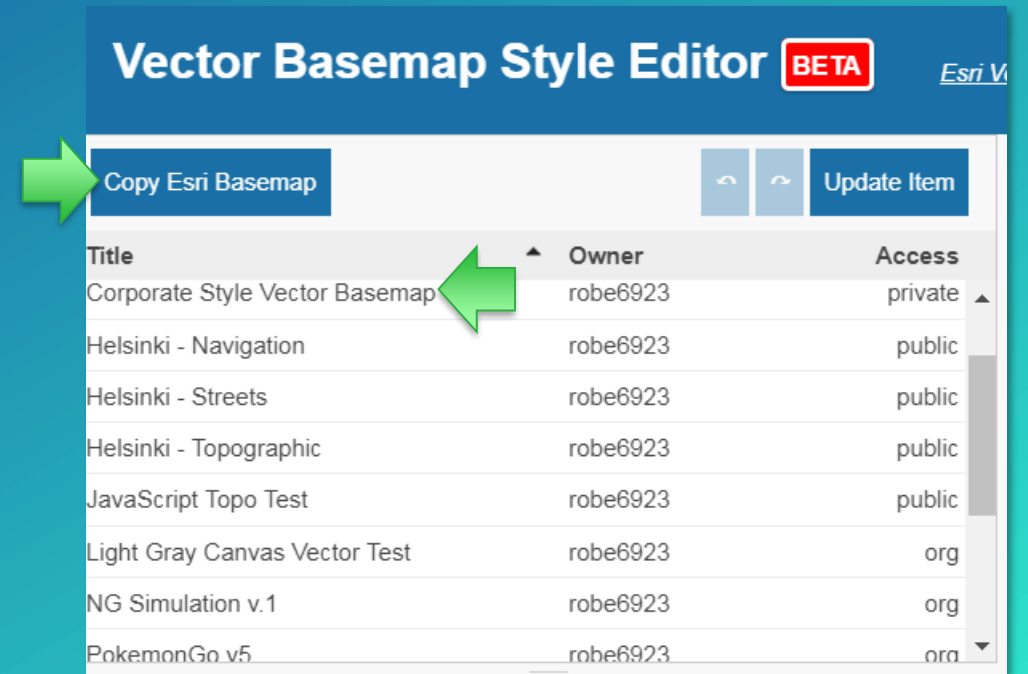
Vector Basemap Style Editor (beta)

- Corporate Brand Your Vector Basemap

Corporate Brand Your Vector Basemap

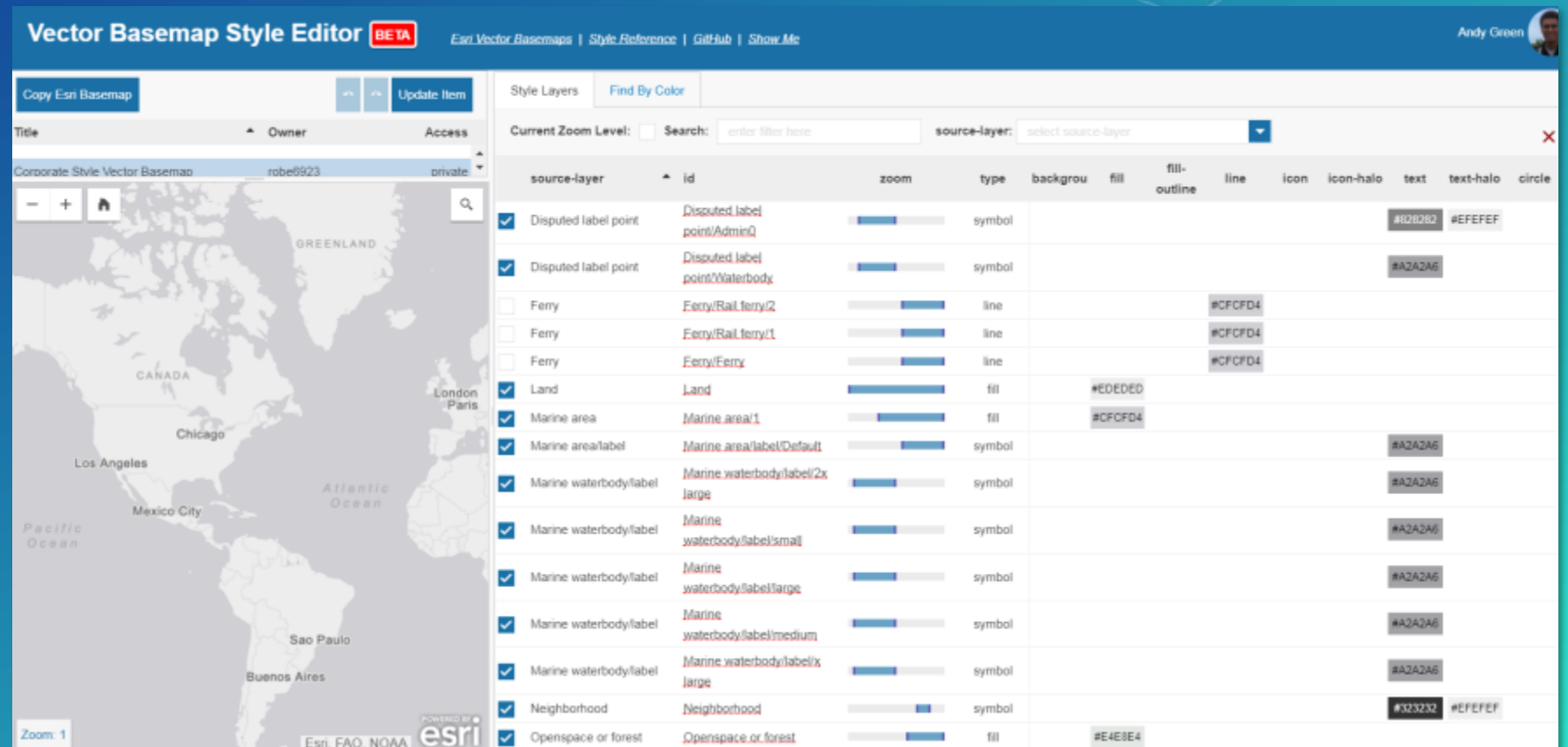
- **Vector Basemap Style Editor (beta)**

- Sign-in prompt
- Read beta warning
- Select vector basemap tile layer
 - Copied to My Content
- OR copy Esri Basemap



Corporate Brand Your Vector Basemap

- **Vector Basemap Style Editor (beta)**
 - Map window
 - Layer panel



Corporate Brand Your Vector Basemap

- **Vector Basemap Style Editor (beta)**
 - Attributes to re-style by Layers

The screenshot shows the 'Find By Color' tab in the Vector Basemap Style Editor. At the top, there are two tabs: 'Style Layers' and 'Find By Color'. Below the tabs, there is a search bar with the placeholder text 'enter filter here' and a 'source-layer' dropdown menu with the placeholder text 'select source-layer'. To the right of the search bar is a red 'X' icon. Below the search bar is a table with the following columns: source-layer, id, zoom, type, background, fill, fill-outline, line, icon, icon-halo, text, text-halo, and circle.

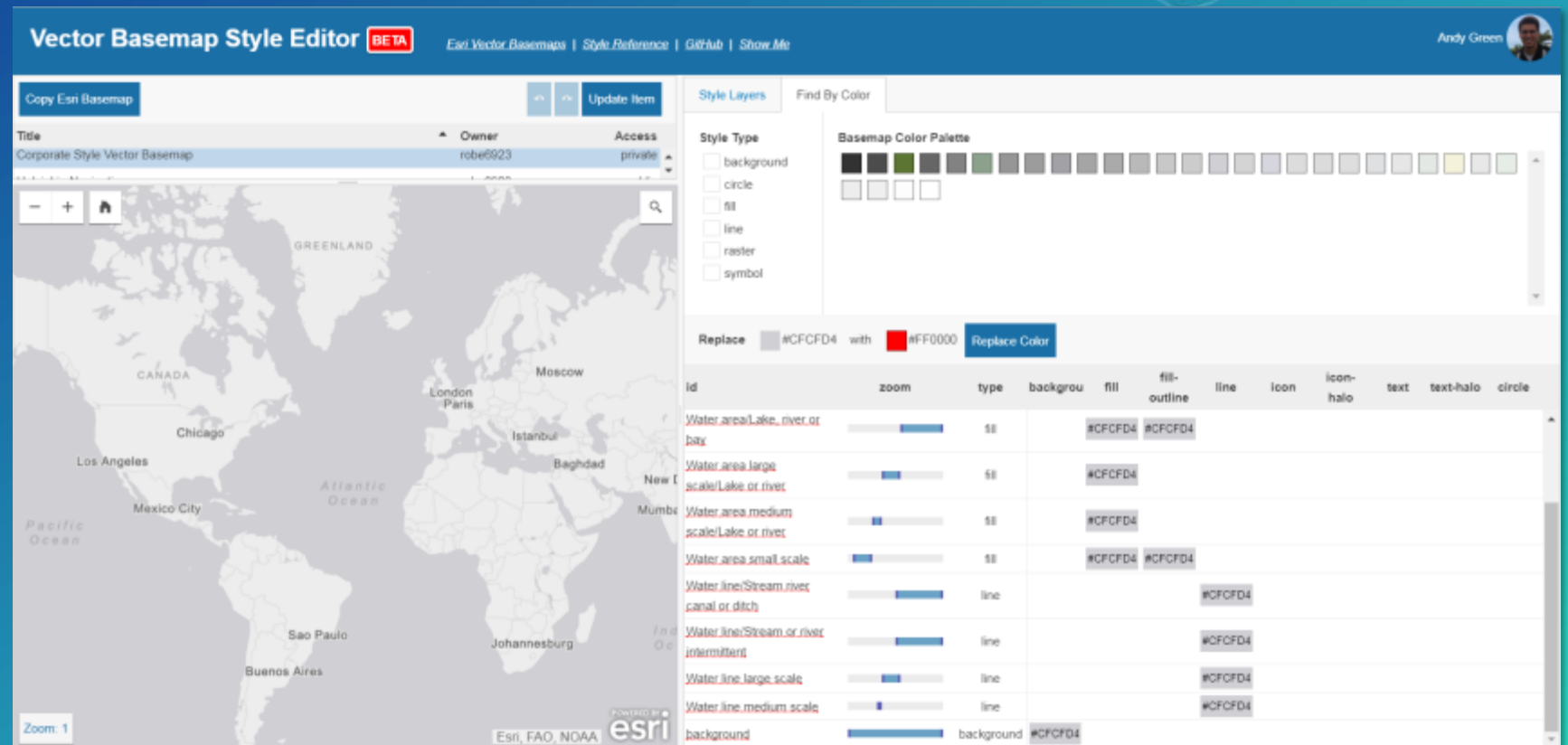
- OR Find by Color

The screenshot shows the 'Find By Color' tab in the Vector Basemap Style Editor. On the left, there is a 'Style Type' section with checkboxes for background, circle, fill, line, raster, and symbol. To the right of the 'Style Type' section is a 'Basemap Color Palette' with a row of 24 color swatches. At the bottom, there is a 'Replace' button, a red color swatch with the hex code #FF0000, the word 'with', another red color swatch with the hex code #FF0000, and a 'Replace Color' button.

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- **Vector Basemap Style Editor (beta)**

- Select color
- Isolates layers
- Replace all



- e.g. Water

Corporate Brand Your Vector Basemap

- **Vector Basemap Style Editor (beta)**

- Select color
- Isolates layers
- Replace all

- e.g. Water

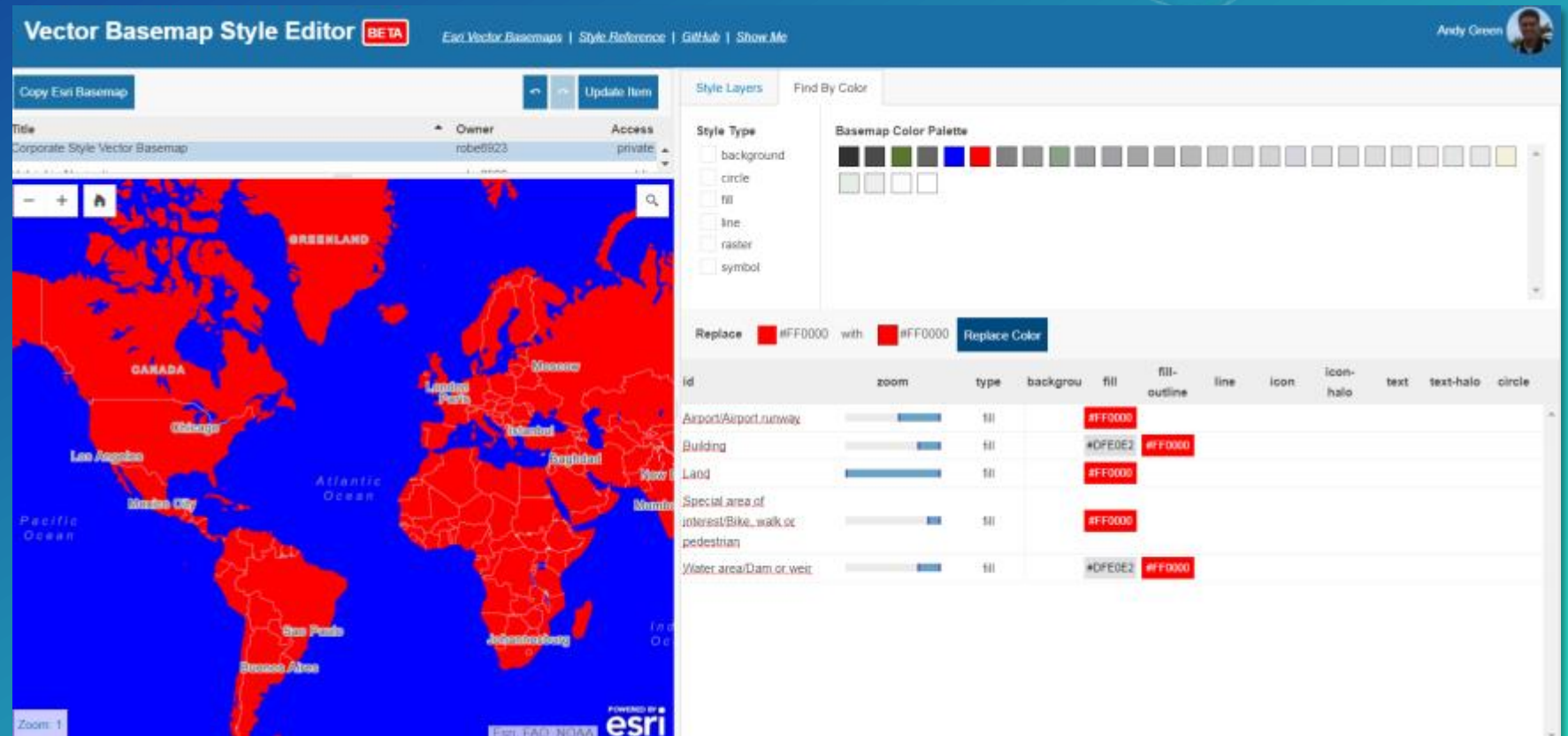


Corporate Brand Your Vector Basemap

- **Vector Basemap Style Editor (beta)**

- Select color
- Isolates layers
- Replace all

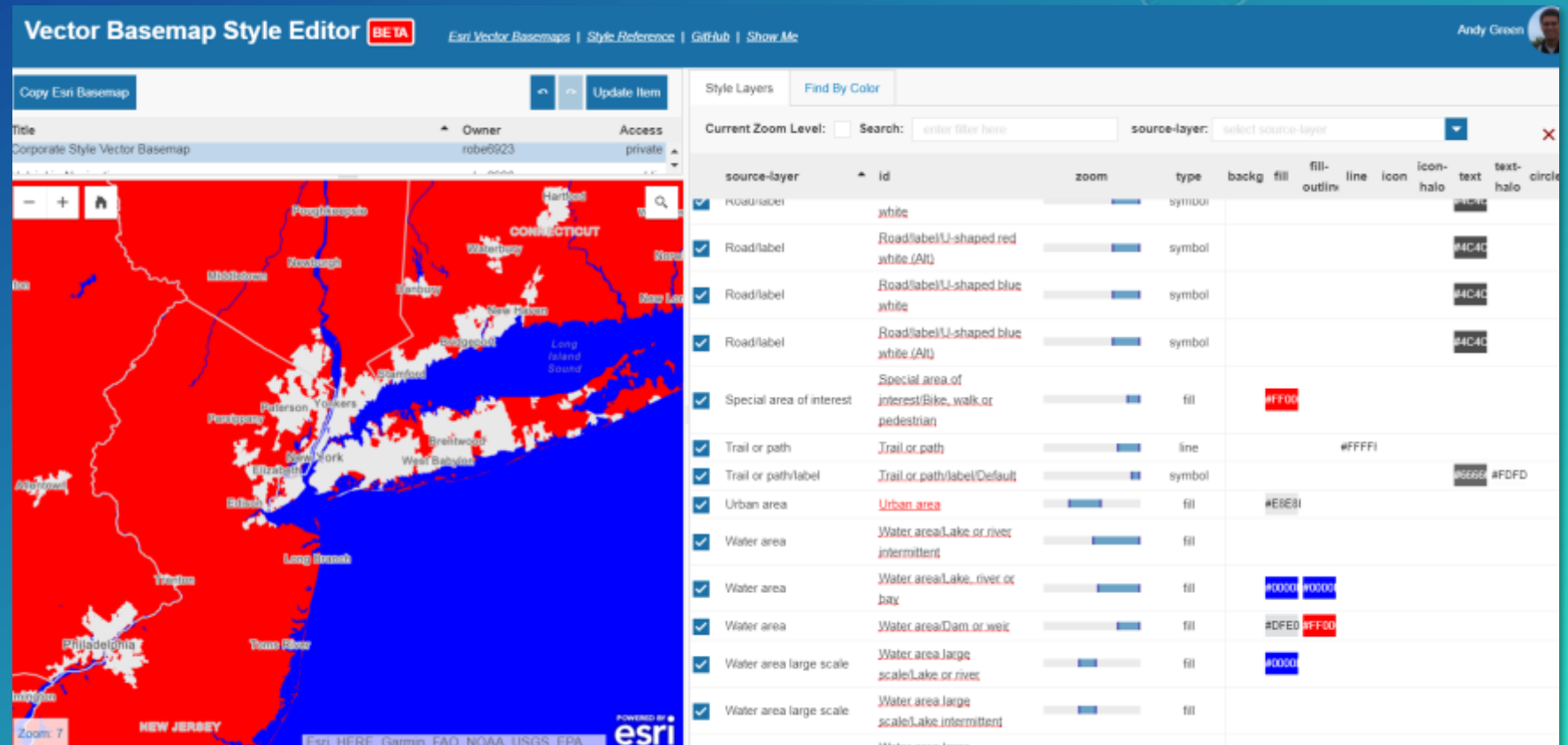
- e.g. Land



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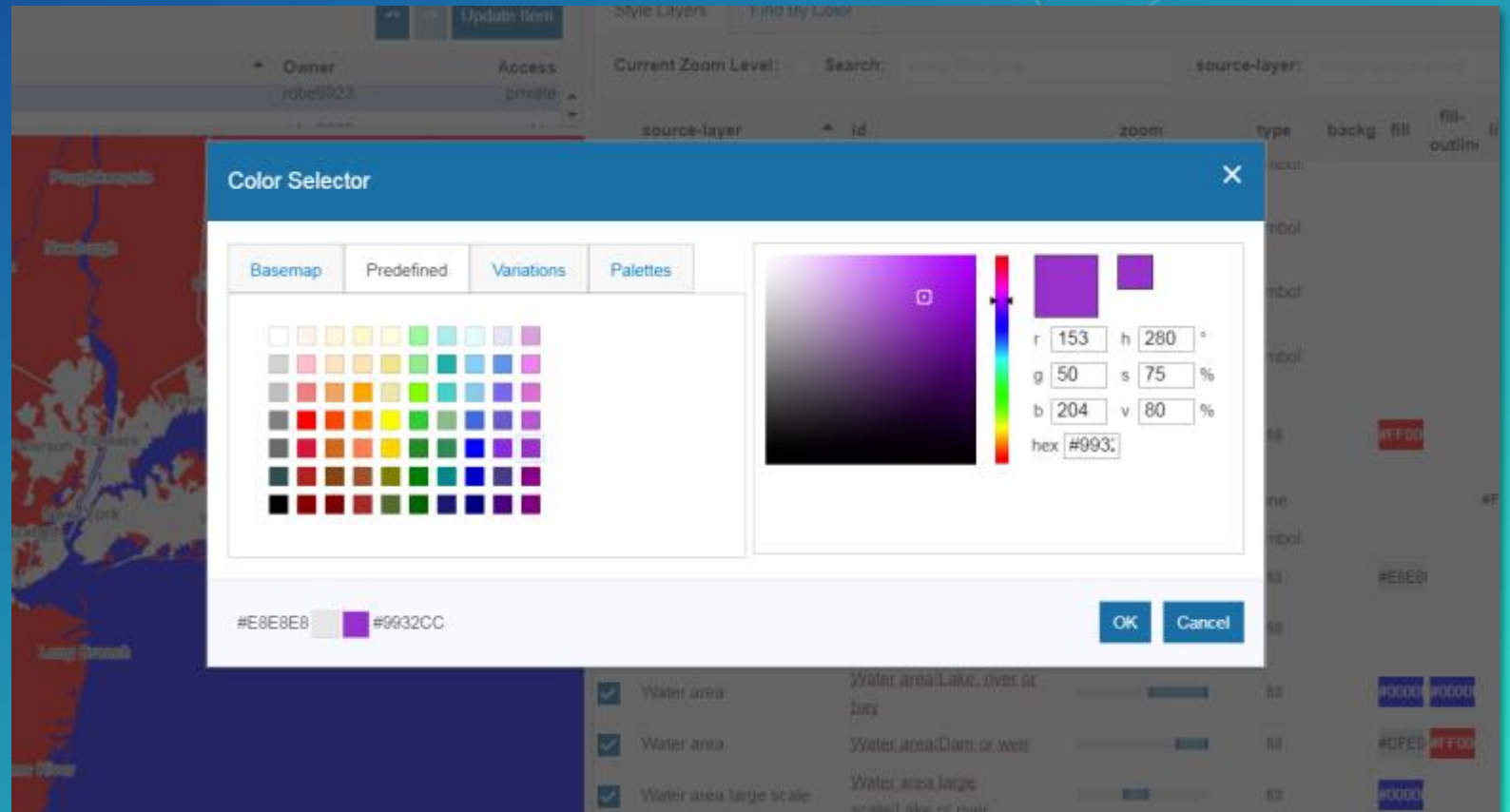
- **Vector Basemap Style Editor (beta)**

- Style Layers
- Find Layer
- Change attributes
- Zoom in
- Urban area



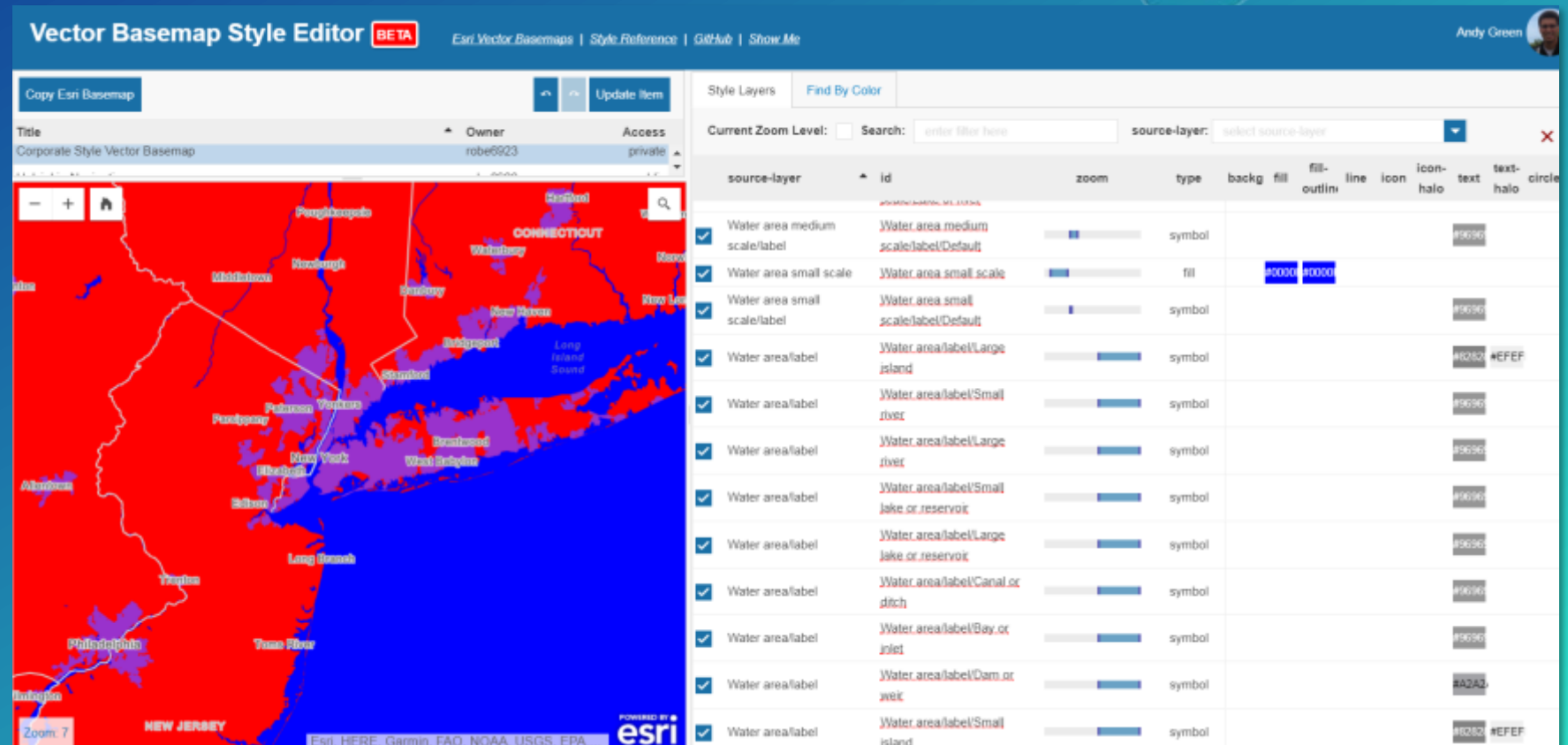
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- **Vector Basemap Style Editor (beta)**
 - Color Selector
 - Options



Corporate Brand Your Vector Basemap

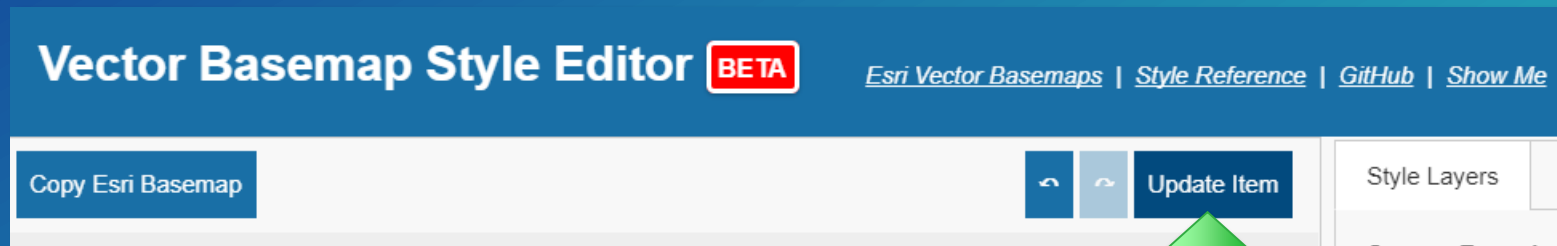
- **Vector Basemap Style Editor (beta)**



- Urban area

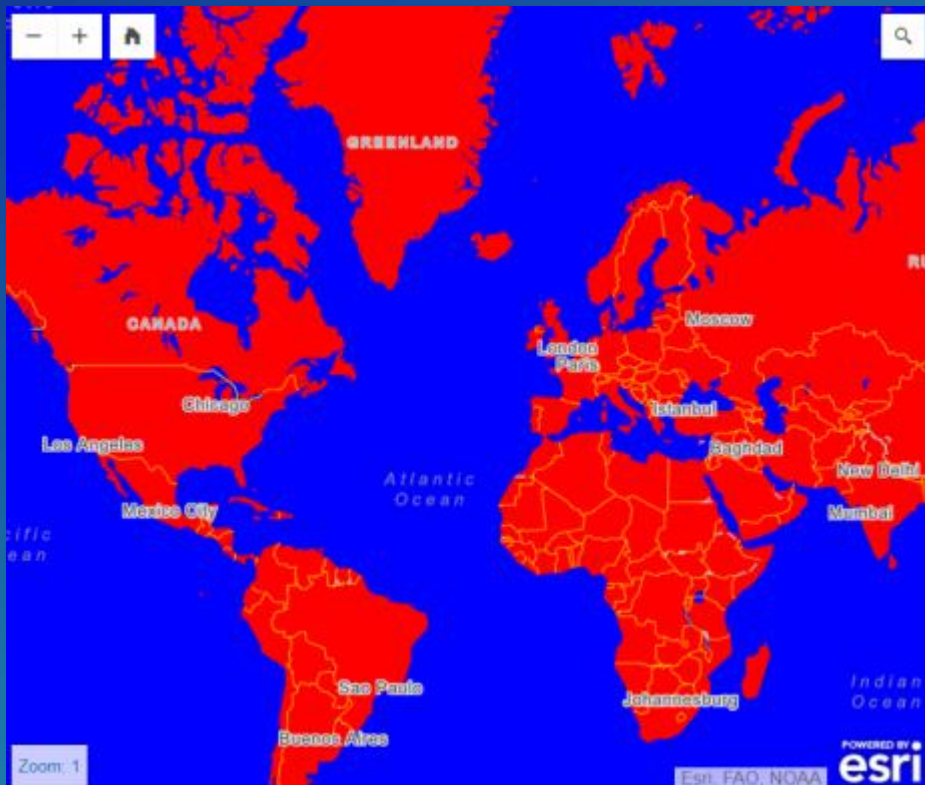
Corporate Brand Your Vector Basemap

- **Vector Basemap Style Editor (beta)**
 - Update Item
 - Saves tile layer in your Content



Corporate Brand Your Vector Basemap

- Purpose of the map
 - Small scale changes
 - Large scale changes



Corporate Brand Your Vector Basemap

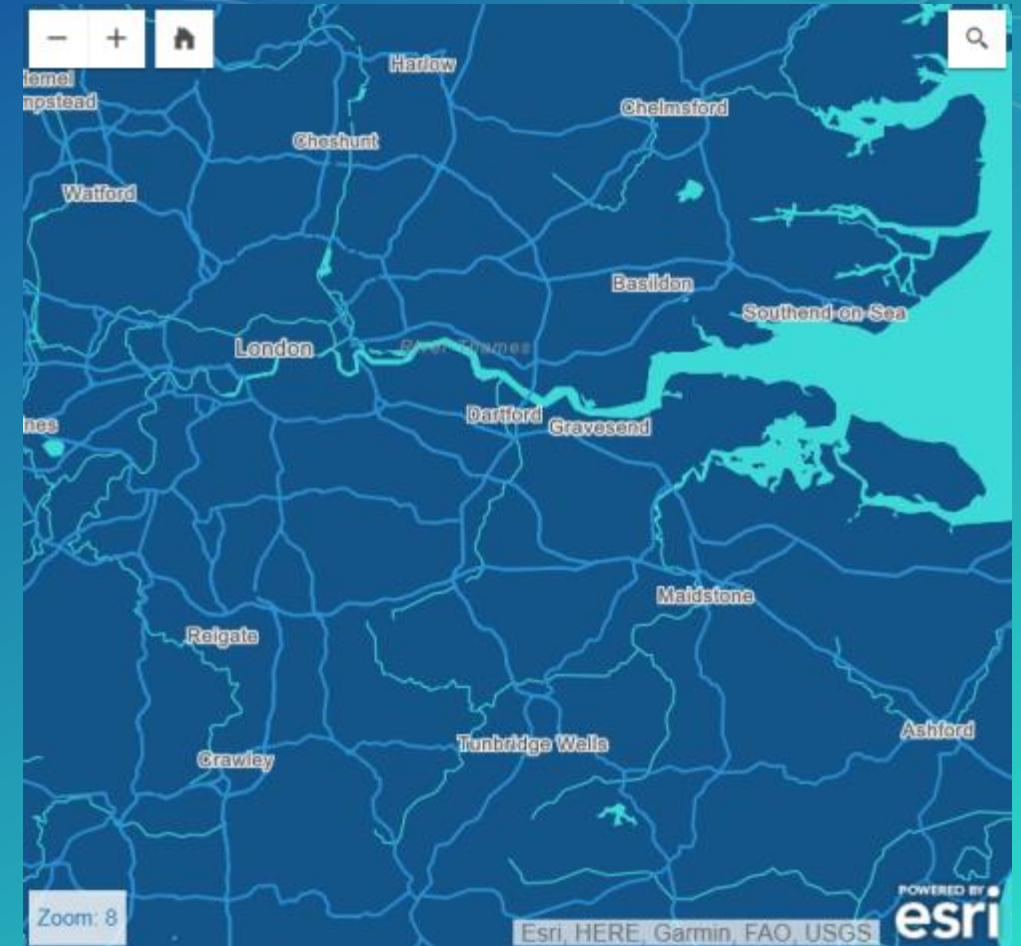
- Rich and Adventurous



<https://designschool.canva.com/blog/brand-color-palette/>

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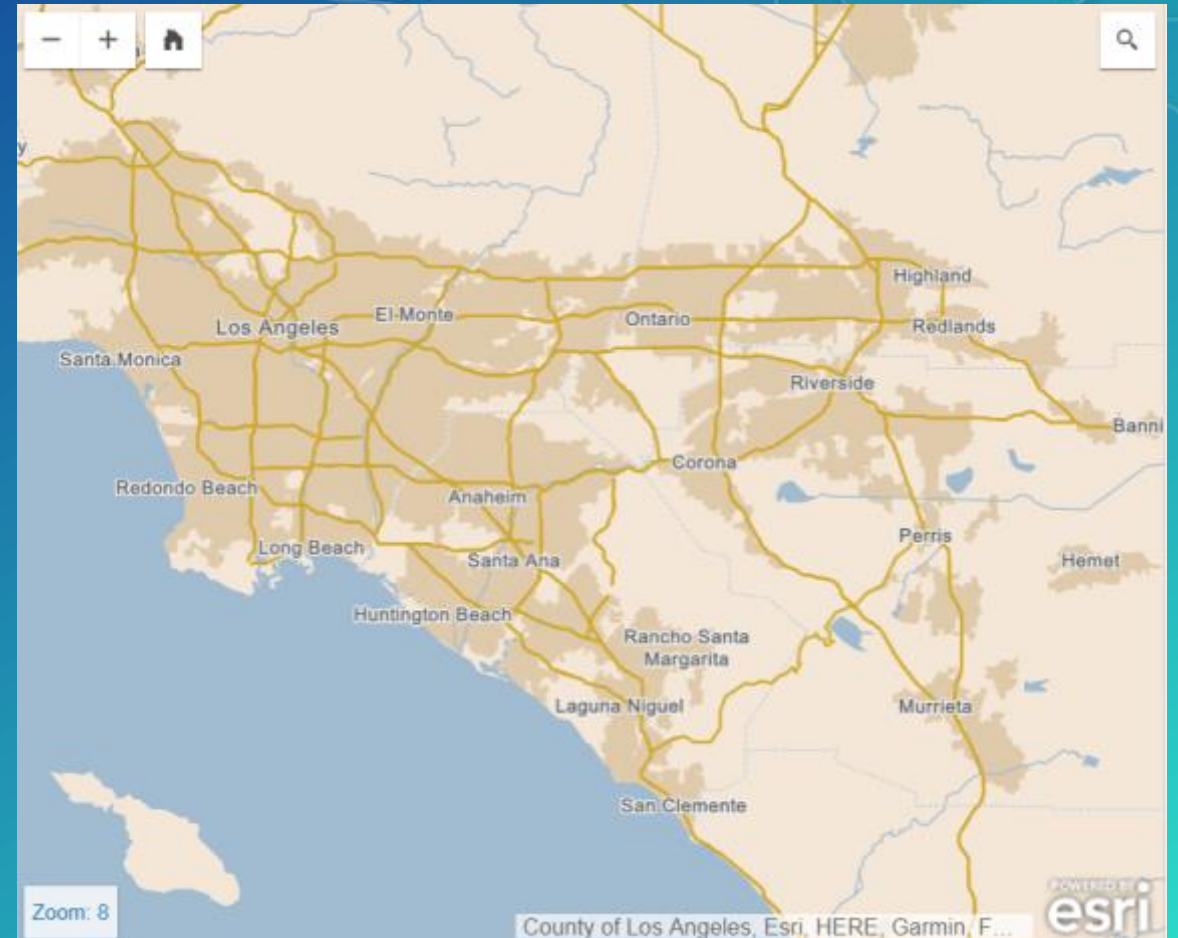
- Waimea Waters



<https://designschool.canva.com/blog/brand-color-palette/>

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- Green and Gold




<https://designschool.canva.com/blog/brand-color-palette/>

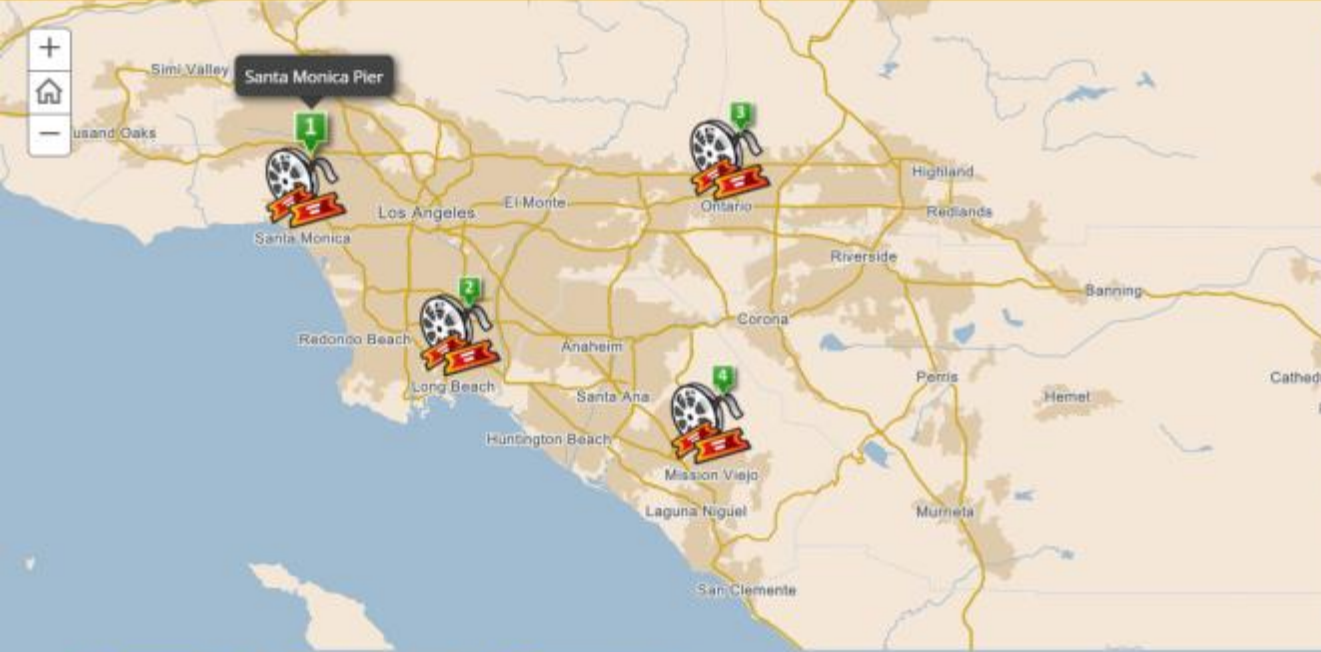
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Corporate Branding Vector Basemap

UC2017


A story map [f](#) [t](#) [s](#)






Santa Monica Pier


Elementum vestibulum iaculis pulvinar sapien. Velit natoque, at euismod dignissim. Faucibus morbi egestas. Faucibus ullamcorper dolor parturient viverra consectetur sagittis nisi sagittis, taciti ornare laoreet, posuere nibh. Nec etiam commodo auctor eleifend class vestibulum odio curabitur platea at fringilla ultricies etiam sollicitudin ullamcorper sodales elit accumsan sem cubilia gravida tincidunt sapien condimentum class justo sit elit aptent vehicula augue euismod inceptos phasellus cras conubia at faucibus. Malesuada hendrerit hendrerit necenent enim enim enim.




Santa Monica Pier



Long Beach



Ontario



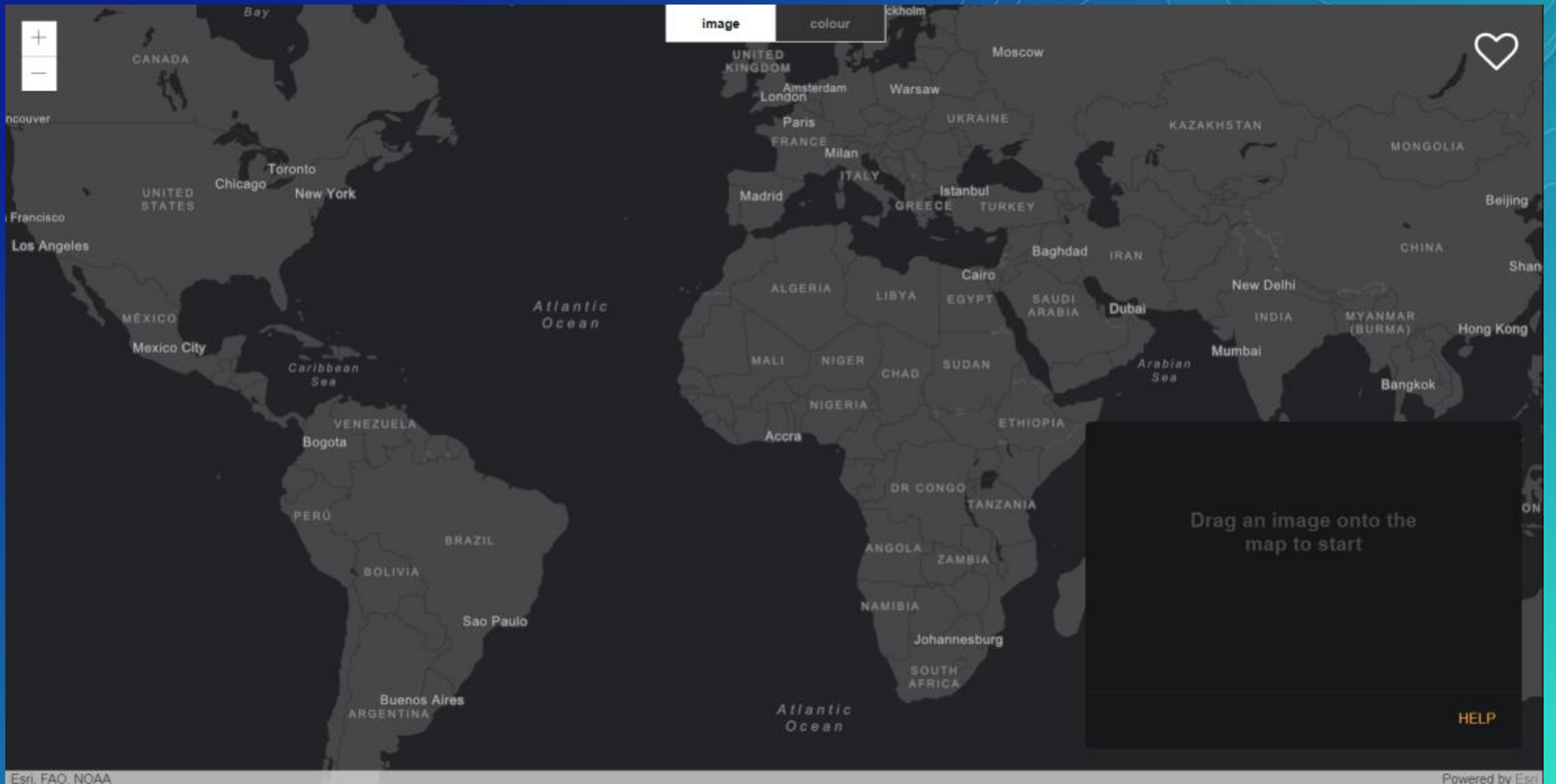
Mission Viejo

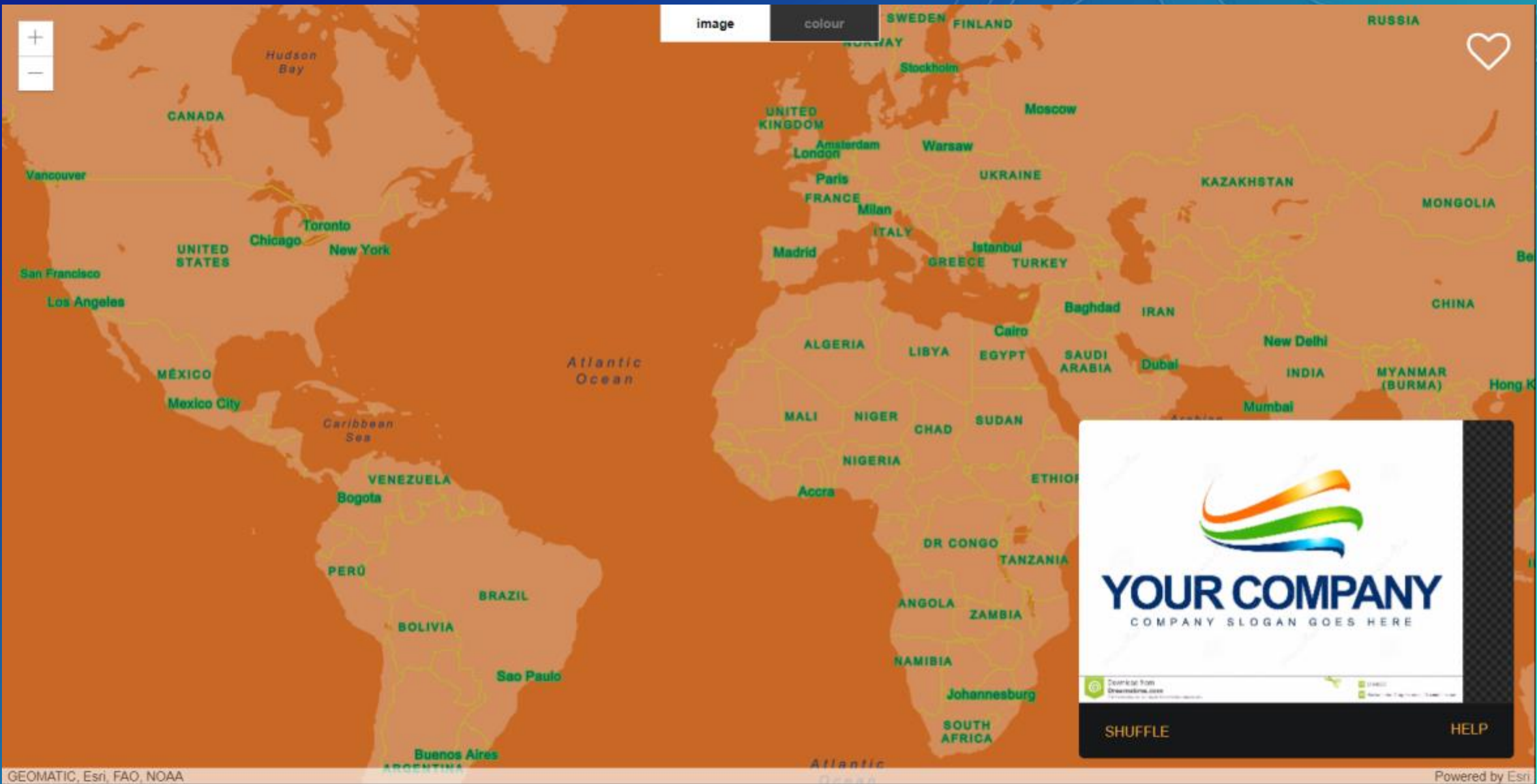
Corporate Brand Your Vector Basemap

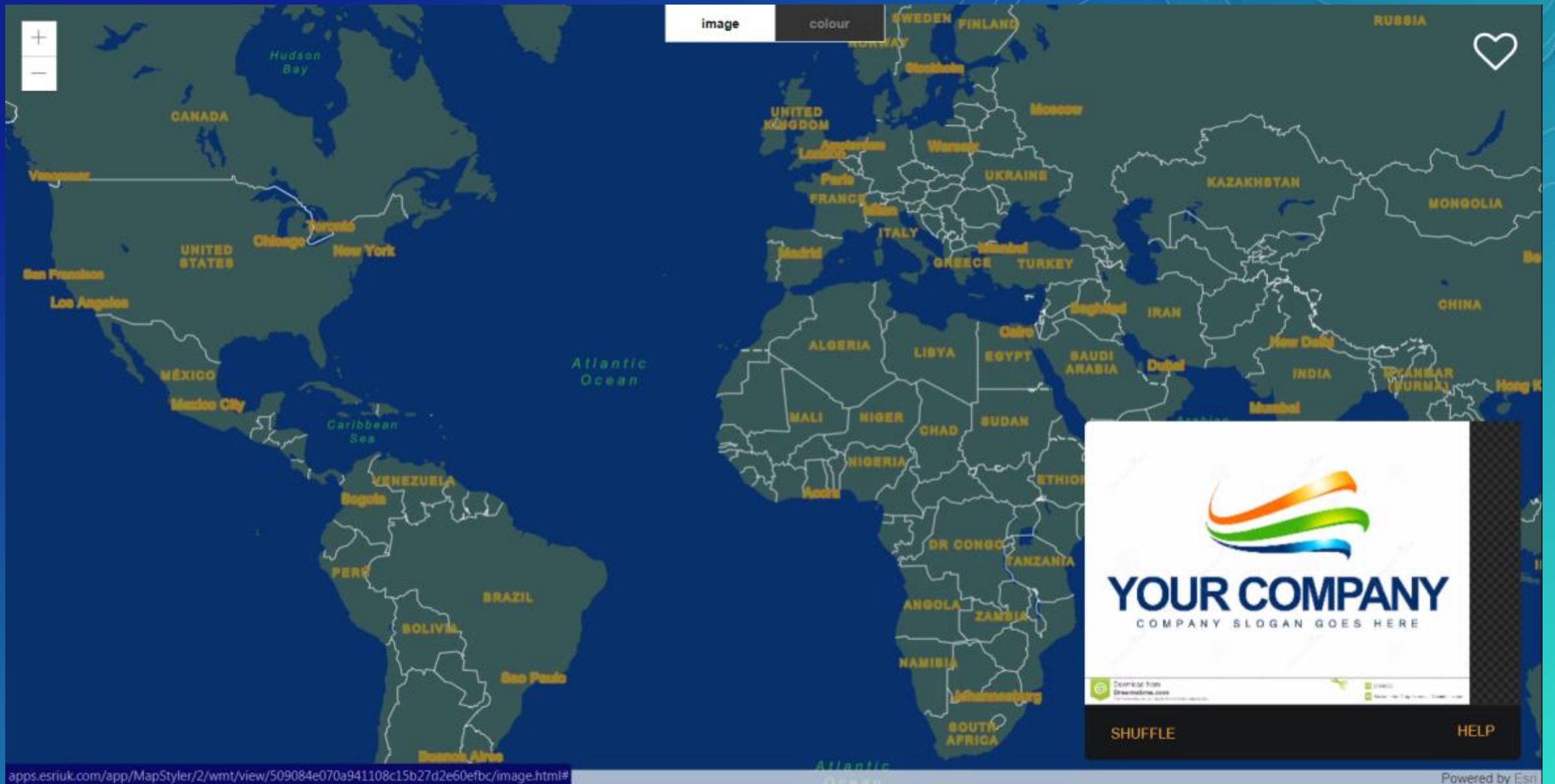
- New **mapstyler** from Esri UK
- Drop image to apply colors
 - Uses Dark Gray Canvas
- Shuffle color arrangements
- Update your copy on ArcGIS.com
- In development... more to come

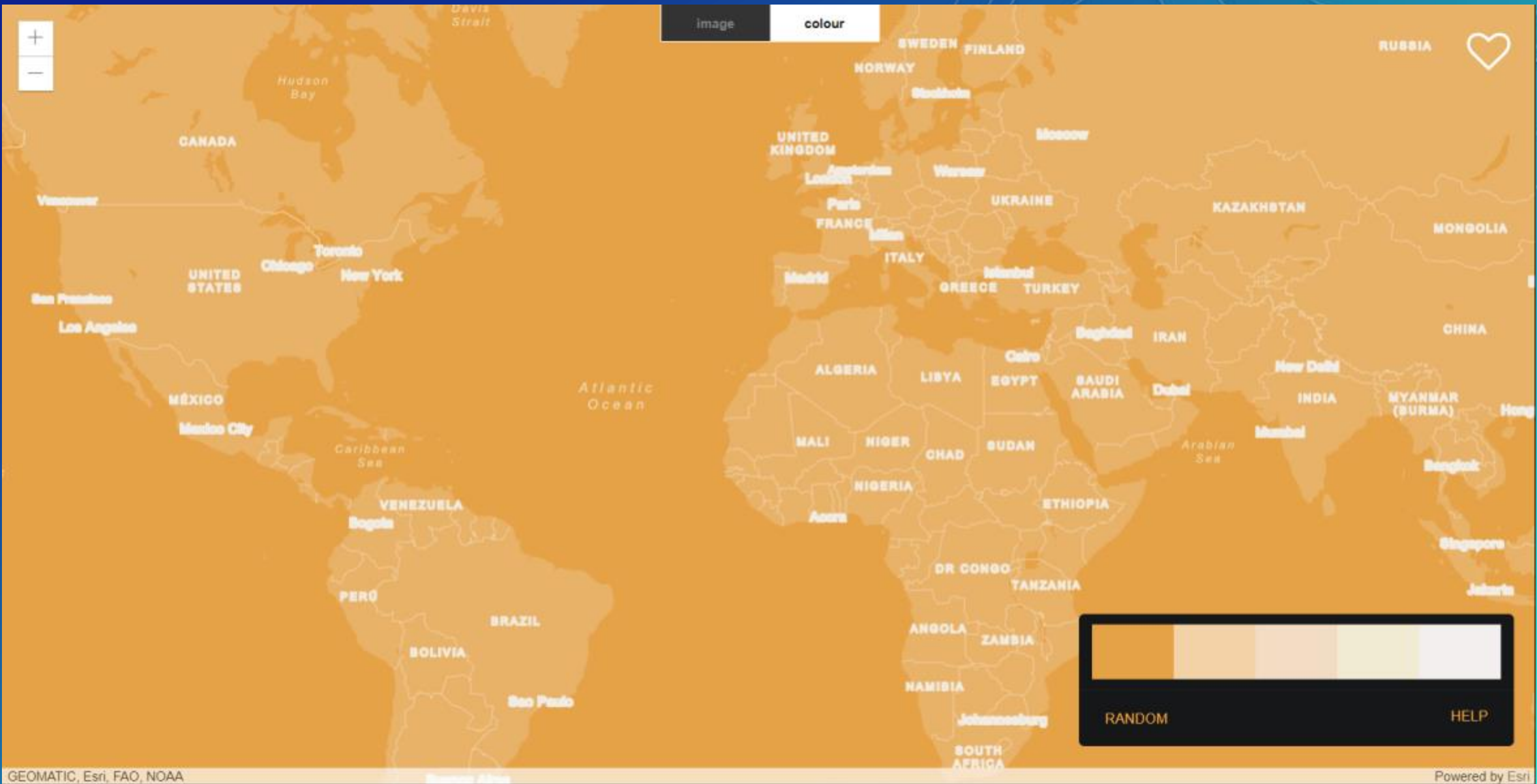
- <http://esriuk.com/mapstyler>

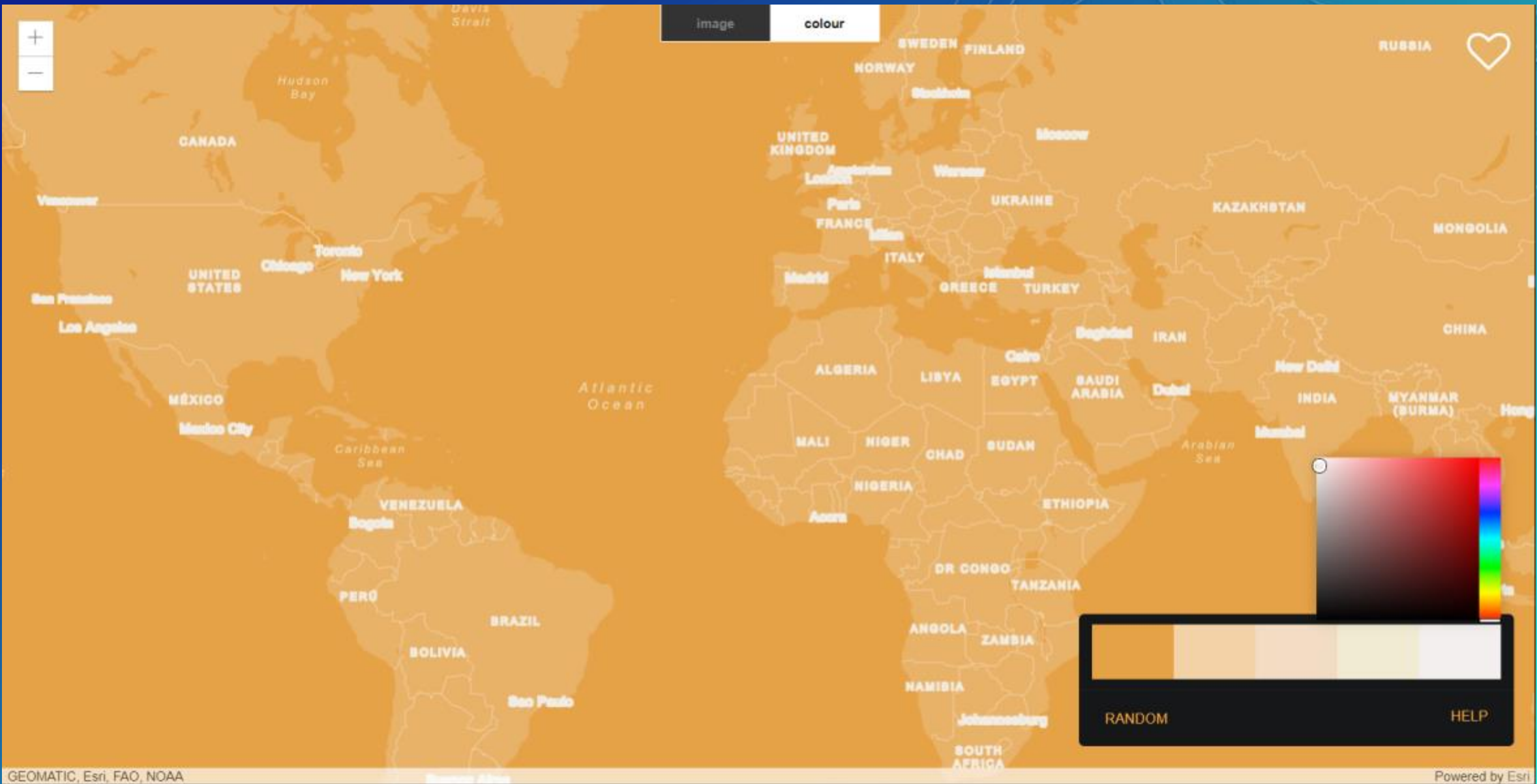












Corporate Brand Your Vector Basemap

- Bring your color palette
- What are the scales & content being mapped
- Decide on starting basemap
- Change feature colors and save
 - Vector Style JSON editing
 - Vector Basemap Style Editor
- Integrate into app, web site, etc.
- <https://blogs.esri.com/esri/arcgis/tag/vector-basemap/>

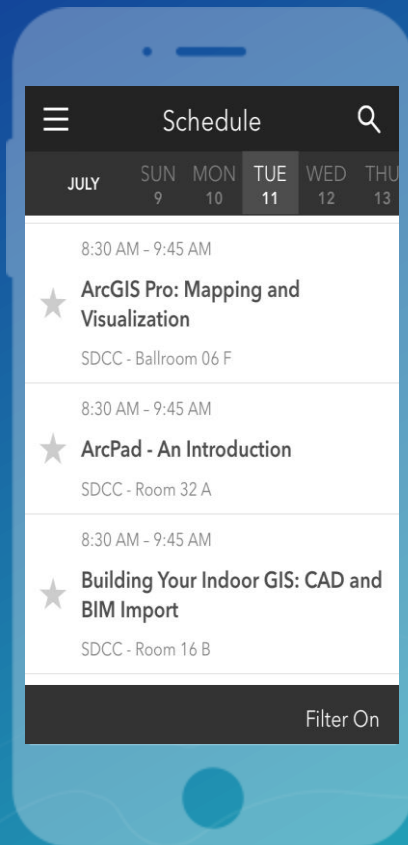
Please Take Our Survey on the Esri Events App!

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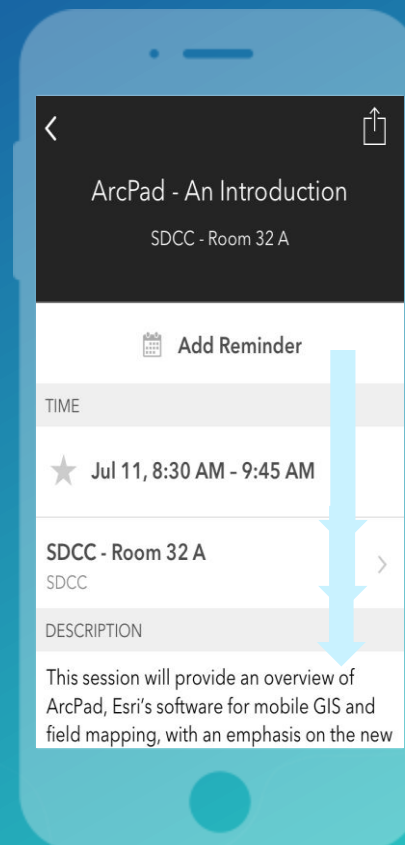
Download the Esri Events app and find your event



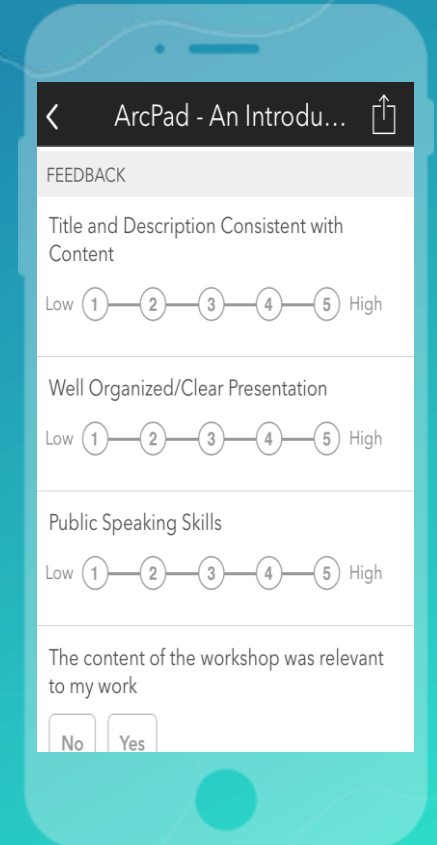
Select the session you attended



Scroll down to find the survey



Complete Answers and Select "Submit"





esri

THE
SCIENCE
OF
WHERE