

# Custobar

# Email Template Designer

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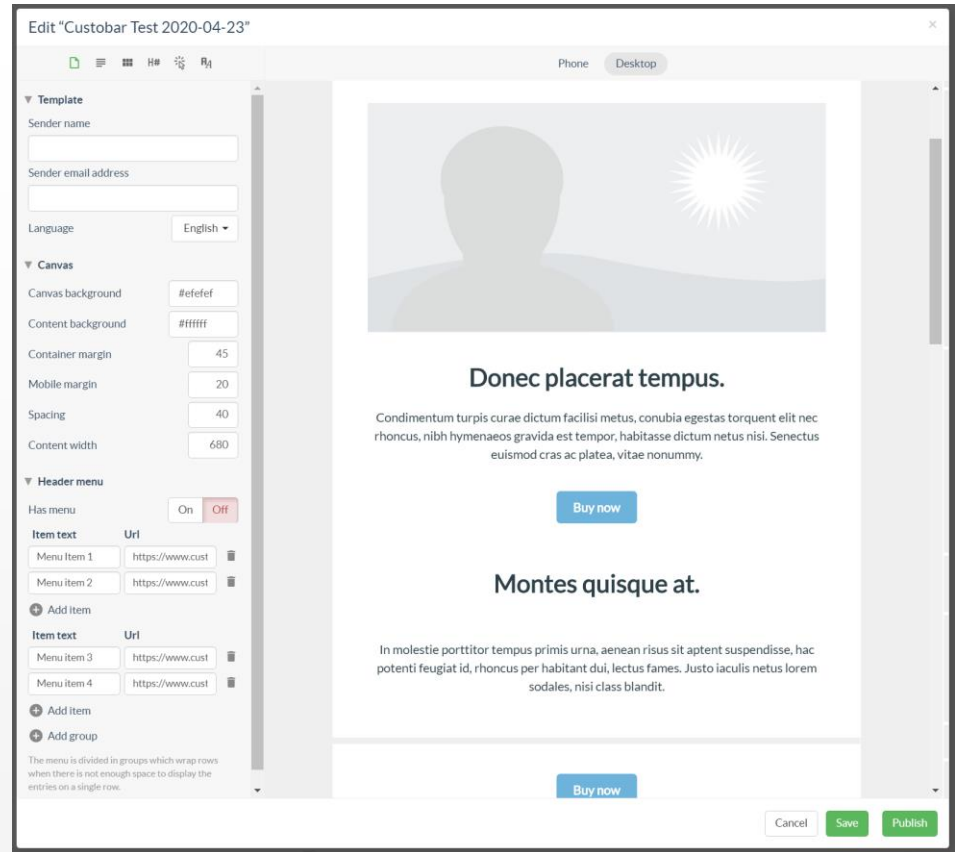
# Introduction

- **Custobar provides an easy to use tool to configure the email template to best suit the customer's look and feel.**
- **The template designer is integrated into the Custobar.**
- **The 'Template designer' tool can be accessed through 'Message Templates' under 'Settings'.**
- **In this document you can find instructions on how to use the tool.**



# The designer general description

- On the left side section you can edit all the different attributes of the template. On the right, you can see the preview of your changes.
- With top left icons, you can access different views to the editor. These views are:
  -  General view
  -  Company details, header and footer
  -  Module editor
  -  Headline style
  -  Button and link style
  -  Additional fonts, including Google fonts
- Once you publish the configuration, the new template with basic modules will be generated to your Custobar environment.



# General view

- On the left side you can change the sender information and general colours of the email template.
- On this view you can also add and edit the header menu and menu item names and links.
- **Change here the 'Sender name' to your company name and the sender email address. Also edit general colours to match with your company style.**

The screenshot displays the 'Edit "Custobar Test 2020-04-23"' interface. The left sidebar contains the following sections:

- Template:** Fields for 'Sender name', 'Sender email address', and 'Language' (set to English).
- Canvas:** Fields for 'Canvas background' (#efefef), 'Content background' (#ffffff), 'Container margin' (45), 'Mobile margin' (20), 'Spacing' (40), and 'Content width' (680).
- Header menu:** A toggle for 'Has menu' (On/Off), a table for menu items with 'Item text' and 'Uri' columns, and options to 'Add item' and 'Add group'. A note at the bottom states: 'The menu is divided in groups which wrap rows when there is not enough space to display the entries on a single row.'

The main preview area shows a desktop view of an email template with a header image, the text 'Donec placerat tempus.', a 'Buy now' button, the text 'Montes quisque at.', and a second 'Buy now' button at the bottom. The interface includes a top toolbar with icons and a bottom toolbar with 'Cancel', 'Save', and 'Publish' buttons.



# Company details, header and footer view

- On the left side you can change the company name, website url and logo.
- **Change here the company name, website url, and the sender email address.**
- **Upload your company logo to Custobar:**

**Step 1: Upload your logo to Custobar under 'Campaigns' and 'Image library'.**

**Step 2: Copy the logo image url and add it to 'Logo image url'.**

The screenshot displays the 'Edit "Custobar Test 2020-04-23"' interface. On the left, there are three main sections for configuration:

- Company details:** Includes fields for 'Company name' (Acme Inc), 'Website url' (https://www.custobar.com/), 'Favorites icon url' (https://www.custobar.com/images-then), and 'Hero image url' (https://m-nxt.custobar.com/static/email).
- Header:** Features a 'Show header in wrapper' toggle (set to 'Off'), 'Logo image width' (250), 'Logo image url' (https://m-nxt.custobar.com/media/6h/6), and a 'Show web link' toggle (set to 'On').
- Footer:** Includes a 'Show footer in wrapper' toggle (set to 'On') and a table for menu items.

The main preview area shows a desktop view of the website layout with a navigation menu (Menu item 1-4), a hero image, a 'Buy now' button, and footer text.

Item text	Url
Menu item 1	https://www.cus
Menu item 2	https://www.cus
Menu item 3	https://www.cus
Menu item 4	https://www.cus



## Module view

- The email template is constructed using modules.
- On this 'Module view' you can edit each module to have it's own styles.
- By clicking the email template preview on right you can choose the module you wish to edit.
- You will see the selected module name on top left.
- When a module is selected, you can edit the attributes that are available for the module.
- Different modules have different sets of attributes.

The screenshot shows a web-based editor for an email template. The window title is "Edit 'Custobar Test 2020-04-23'". At the top right, there are tabs for "Phone" and "Desktop". The main interface is split into two panels. The left panel is a settings sidebar for the selected module, titled "Title + text + button". It has several sections: "Module" with "Background color" and "Content background color" both set to "#ffffff"; "Font" with "Font family" set to "Lato, sans-serif", "Font size" set to "16", "Font weight" set to "Normal", "Text line height" set to "24", "Text color" set to "#2e4048", "Highlight color" set to "#cc66cc", and "Text alignment" set to "Center"; "Product" with "Product fields" set to "title.description.price\_simple.button"; and "Price" with "Font family" set to "Lato, sans-serif", "Font size" set to "18", "Font weight" set to "Bold", "Text line height" set to "22", "Text color" set to "#2e4048", "Text alignment" set to "Center", and "Currency symbol" set to "€euro;". The right panel is a preview of the email template on a desktop view. It features a header image with a person silhouette and a sun. Below the image is the heading "Dolor litora at tristique." followed by a paragraph of placeholder text: "Quam porttitor est arcu ante risus aliquet, molestie egestas ut vitae tempor sociosqu, vehicula semper etiam sit eros, nam rutrum. Euismod eu gravida pretium duis semper curabitur." A blue "Buy now" button is centered below the text. Further down is another heading "Quam rutrum tempor." followed by another paragraph of placeholder text: "Tempor neque pellentesque eleifend tempus, nisi natoque in pharetra ultrices habitant euismod, felis turpis in dapibus, accumsan pede massa facilisi a. Lacinia aliquam fringilla fermentum per pede." At the bottom right of the preview area are three buttons: "Cancel", "Save", and "Publish".



## Headline style view

- On the headline style view you can edit your headline styles and appearance.
- Custobar uses 4 different headlines on the email modules.
- **Change and adjust your headlines to reflect your company brand.** You will instantly observe the changes on preview pane on right.

The screenshot displays the 'Edit "Custobar Test 2020-04-23"' window. On the left, a settings panel titled 'Title + text + button' allows for editing four headline styles: Primary, Secondary, Tertiary, and Quaternary. Each style is configured with 'Lato, sans-serif' font family, 'Bold' weight, and '#2e4048' color. The Primary headline has a size of 32, Secondary has 24, Tertiary has 18, and Quaternary has 18. All are centered with a text line height of 38, 28, 22, and 22 respectively. The right pane shows a preview of an email layout on a desktop view, featuring a placeholder image of a person, a blue 'Buy now' button, and various text blocks including 'Dolor litora at tristique.' and 'Quam rutrum tempor.'



## Button and link style view

- On the headline style view you can edit your headline styles and appearance.
- Custobar uses 4 different headlines on the email modules.
- **Change and adjust your headlines to reflect your company brand.** You will instantly observe the changes on preview pane on right.

The screenshot displays the 'Edit "Custobar Test 2020-04-23"' interface. On the left, the 'Title + text + button' settings panel is expanded to show 'Button dimensions' and 'Button text' options. The 'Button dimensions' section includes fields for Minimum width (20), Button color (#6db3db), Border radius (5), Horizontal padding (12), Vertical padding (12), and Button alignment (Center). The 'Button text' section includes fields for Button text color (#ffffff), Font family (Lato, sans-serif), Font size (16), Font weight (Bold), Text line height (18), Letter spacing (0), and Default text (Buy now). Below this, the 'Link' section shows Link color (#f00000) and Text decoration (none). On the right, the preview pane shows a desktop view of a webpage with a blue 'Buy now' button. The page content includes a placeholder image, a headline 'Dolor litora at tristique.', a paragraph of Lorem Ipsum text, and another headline 'Quam rutrum tempor.' with a second paragraph of Lorem Ipsum text. At the bottom right of the editor, there are 'Cancel', 'Save', and 'Publish' buttons.





## Submit your configuration

- Remember to replace at least:
  - Company name
  - Company logo url
  - Colours
- Once you submit the configuration, Custobar will automatically add your new template into your Custobar environment.





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