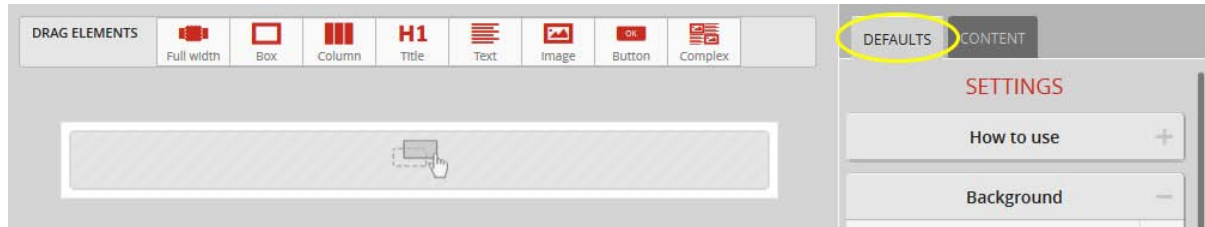


# **EDM** *designer*

## **User Guide**

# 1 Default settings

When you start an email template from scratch, there are a few general styling options that you may want to consider.

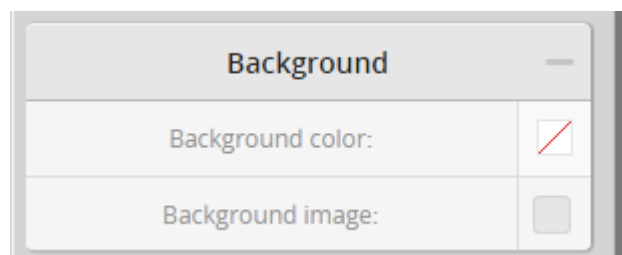


These options can be found on the *Defaults* tab on the right panel.

## 1.1 Email background

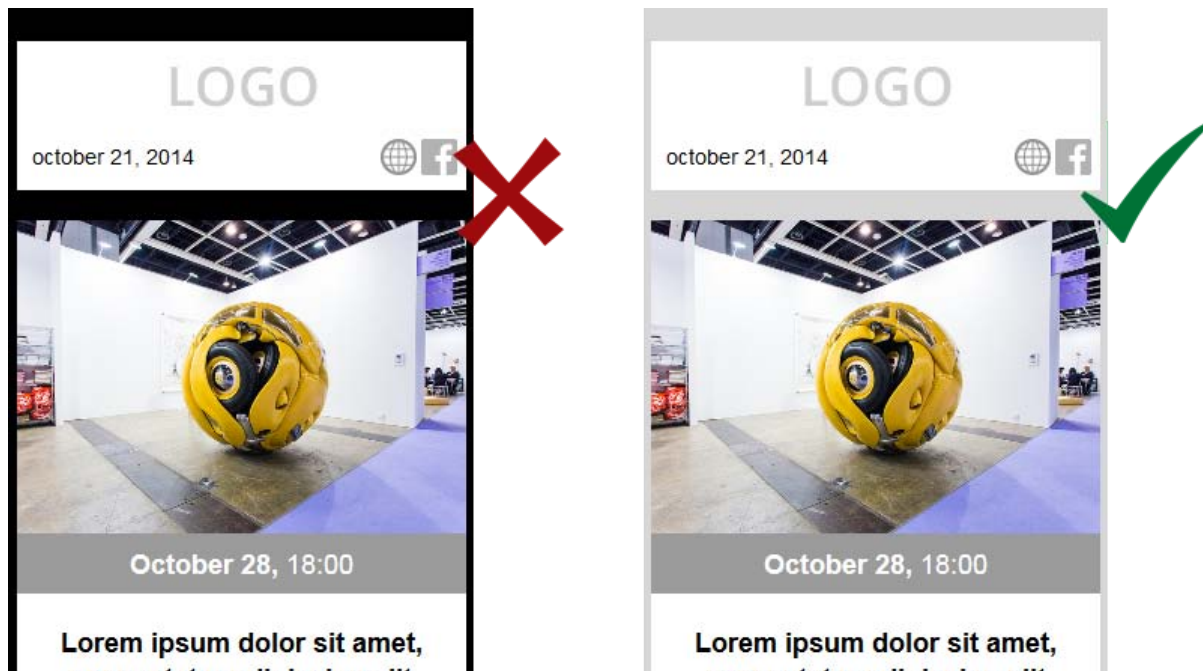
This option sets the whole background of the email. You can choose color, or an image. Keep in mind that in most

email clients, especially on compact devices, there will not be much to see from this background, unless you choose transparent content elements. So it is mostly just for setting a general mood for the template.



### 1.1.1 Colored template background

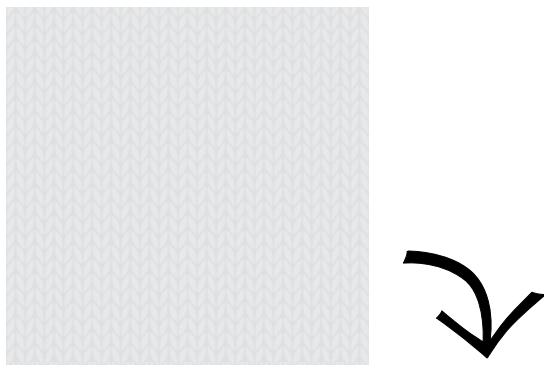
According to the above, be careful when choosing a general color for your background. It is better if this color is not in a big contrast to the content, this way you can avoid having an awkward distinct frame around the content on compact devices.



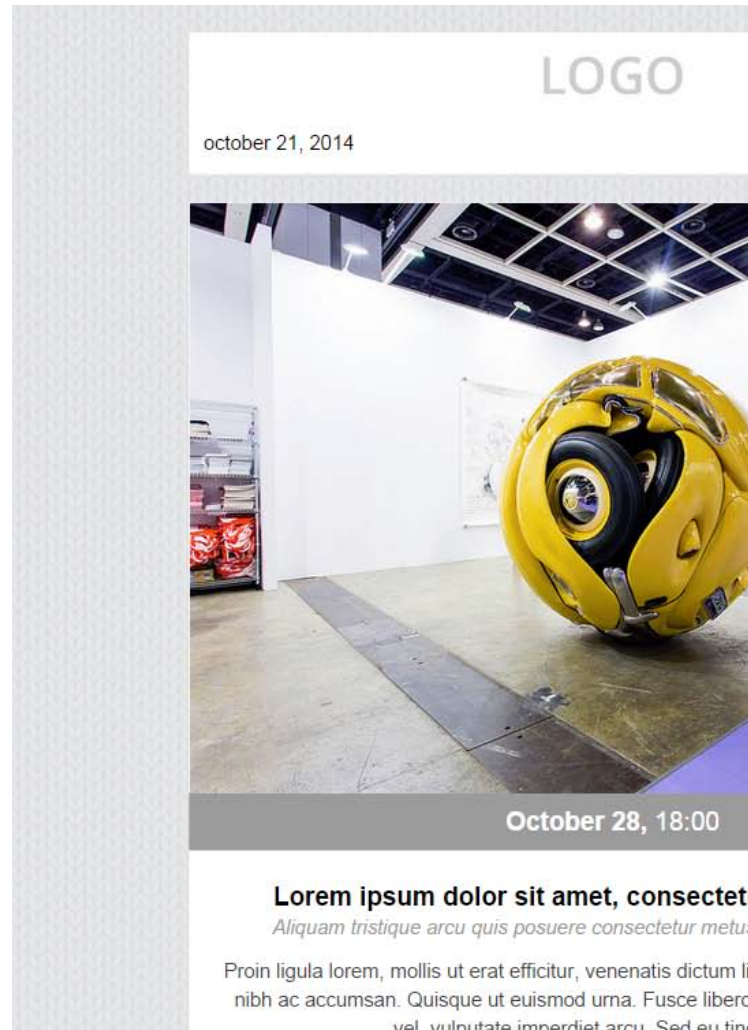
### 1.1.2 Background image

The same caution is advised with background images as with background coloring. It is likely that just a small portion of the image will be visible in most cases. Therefore in most cases it is not wise to use a big background image, the more because the client has to download that big file, even on mobile devices, and that can lead to slow loading and unnecessary network traffic and costs.

The more usual use of the background image is tiling, using a small repeatable image that resembles a material, or shows a geometric pattern.



Typography			
Text	arial	14px	■
Text line-height		14px	
H1	arial	32px	■
H1 line-height		32px	
H2	arial	26px	■
H2 line-height		26px	
H3	arial	20px	■
H3 line-height		20px	
Link underline:		On	Off
Link color:			■



## 1.2 Default typography

What kind of font you use greatly influences your template's style. A good rule of thumb is not to use many different fonts, it's better to stick to one or maybe two – one for headings and one for content text. Setting default fonts for the template encourages this good practice, and saves a lot of time when editing by not having to set fonts over and over again for standard text or headings.

The default font sizes are generally good for almost any kind of template, but feel free to change them. The bigger the text, the safer that it can be well read on mobile devices.

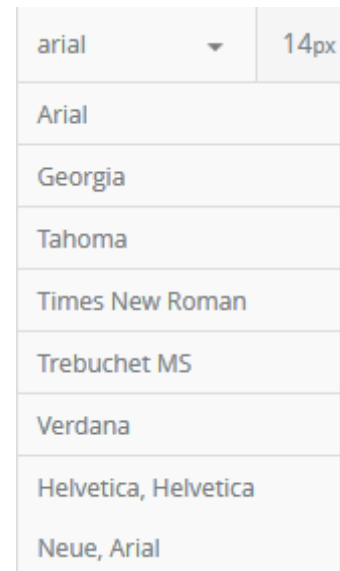
For every kind of text there is an option for the colour and the line-height. The colour is obviously important to your styling, whereas the line-height, though effecting style as well, is more a factor in readability.

You can set generally whether the links in a text should get underlined automatically, and what colour they should get.

It is important to note, that later when editing the content of the template, every one of these default settings can be overridden. So for example if you would like to get the links in the template's content underlined, but at the same time you plan to make a menu on top where you don't want underlining, that will be no problem, you will just change the default behaviour of the links in the menu and that's all.

### 1.2.1 Fonts

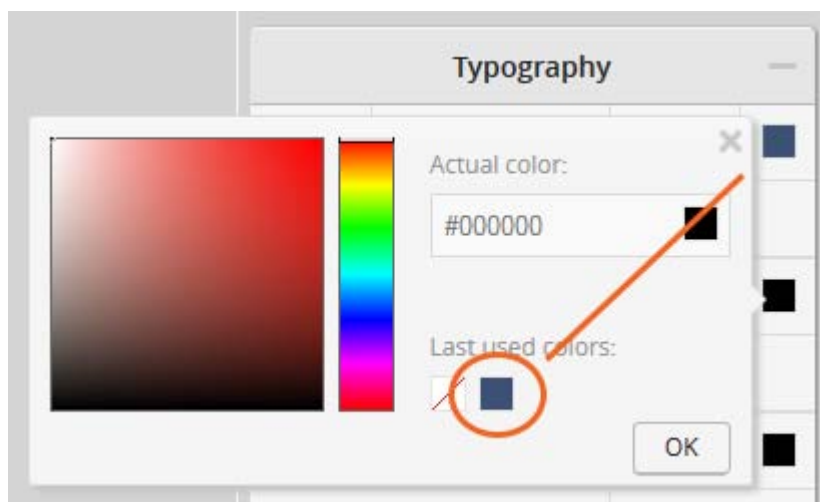
You have the option to choose from 7 different fonts, some of them more classic, book-like (Times, Georgia), others more modern (Arial, Helvetica), and some in between. Because it is generally not a good idea mixing different styled fonts, it makes sense to choose one generally. Most content on the web is written in Arial, as this is one of the most widely used fonts of all time on electronic devices. Probably the safest choice too if you want to make sure your template gets displayed the same way on every device, in every email client.



### 1.2.2 Font colors

Font color is an important factor in readability, together with the background of course. Try to choose a color combination with a comfortable amount of contrast – not too high and not too low.

Using different colors is one of the best ways of highlighting / emphasizing text, so setting different color for headings makes sense. The colors are independent, so if you want to change heading color generally, you have to change it in every heading.



If you have already chosen a custom color, do not try to match it next time by hand, pick it from the last used section! This way you will not end up using more different shades of the one color you wanted to use.

### 1.2.3 Line height

Default setting for line height is the same size as the font. With bigger line height the text becomes more readable. At the same time, a too big line height can ruin the look of a paragraph, so adjust it carefully.

Text	arial	14px
Text line-height		14px

Please note, that when setting a smaller font size, the line height does not automatically follow the font size, so you may have to adjust the line height accordingly.

### 1.2.4 Headings

Headings 1-3 are available for you to use in your template. These are generally used in hierarchy, representing different levels of importance. That is what you see in their default sizes.

Heading 1 is usually only used once on a page, for the main title. Heading 2 would typically be used as the title of your emails sections, or articles, while Heading 3 for smaller blocks' title.

Avoid using headings for emphasizing some part of a text. Headings are for titles. Emphasizing can be done with setting bigger size and/or different color or background.

### 1.2.5 Links

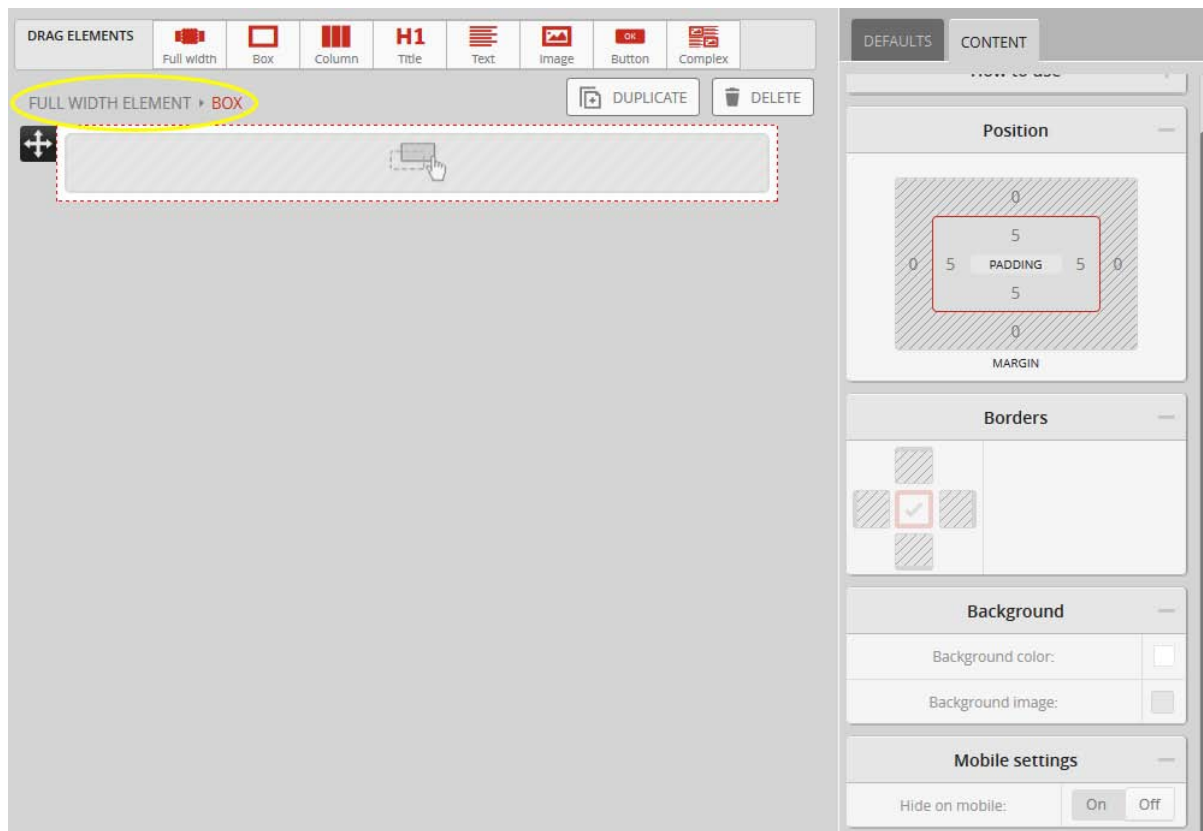
Most of the time you would want your readers to make some action, so it is essential for them to see where to interact, what to click on. That's why links should get some distinction.

Usual methods of making links distinct are underlining and/or different coloring. You can set these options generally for every link you create later.

Link underline:	<input type="checkbox"/> On <input checked="" type="checkbox"/> Off
Link color:	<input type="color" value="#0000FF"/>

In some places links are self-explanatory and does not need different styling, for example in menus, or block titles. Here you would set the link color matching the text color, and switch off underlining.

## 2 First elements



When you start a template from scratch you get two starting elements: a Full width element, and inside that, a Box. These two basic elements are needed to have a template that works well.

### 2.1 The first Full width element

The first Full width element acts as the base of your email, it fills the whole window of the users email client where the email can be read. It is essential for the template to be displayed correctly.

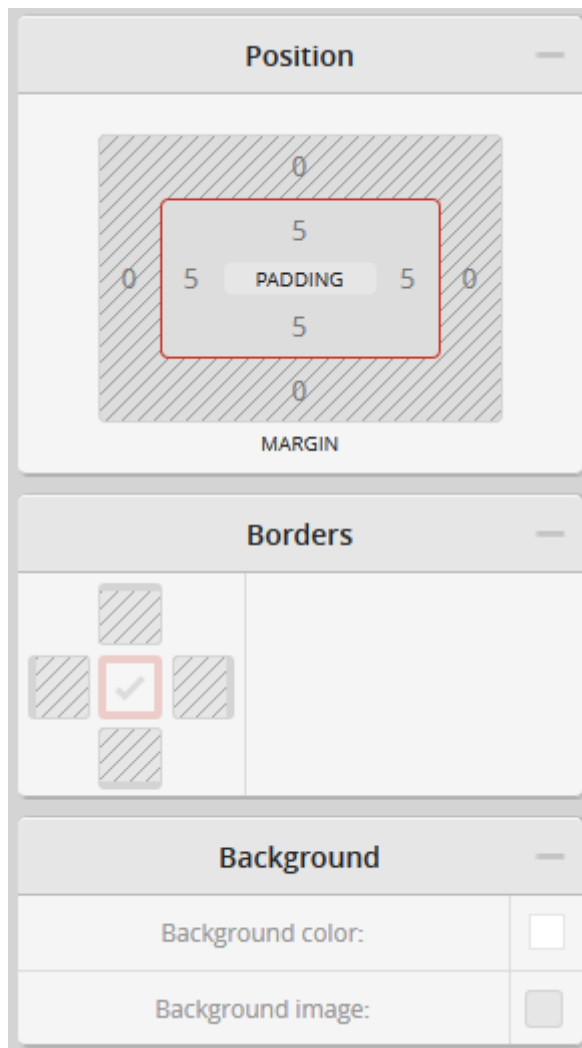
### 2.2 The first Box – a Container

The Box is a container element that usually groups different elements together, titles, texts, images, tables and so on. It is also a tool that can give a different background color for an element or a group of elements.

Furthermore, the box element is the key to the responsivity of your template. It adjusts to the available width and resizes its contents accordingly.



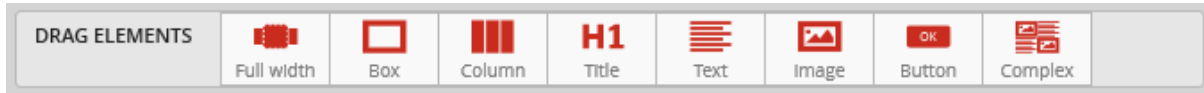
So the first Box that you get in the Full width element has an important role to act as a global container of your whole content. **DO NOT DELETE** this Box! If you add more Full width elements to your template later, also be sure to put a Box in it first!



A Box has a default 5px padding, a white background, and a 1px width grey border. This makes sense if you want to add text and image content immediately. In case you have other plans, for example you are building a more complex template with sections, columns, tables and so on, you may want this container Box just to act as a simple container without any styling. In this case you should set the padding to 0px, clear the background (make the Box transparent), and clear the border by setting it's width to 0px. See [3.2 Box](#) for details on how to do this.



## 3 Content elements

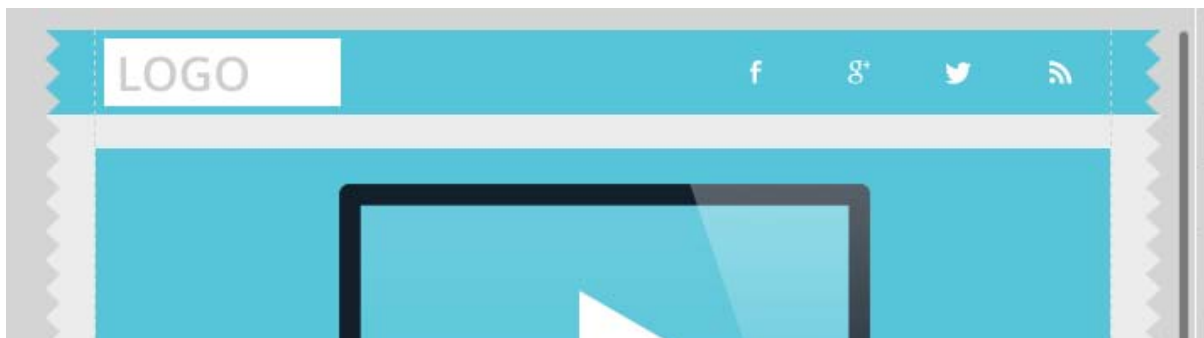


On the top toolbox you can see the elements that you can use in your template. To add an element, simply drag&drop it at the desired place in your template. Elements can be added after each other or one inside another.

### 3.1 Full width

As the name suggests, the Full width element fills the email window horizontally, while its height adjust to its content. Its role is to give a full-width background to a section of your template. You can use it for headers, footers and highlights.

#### Header:

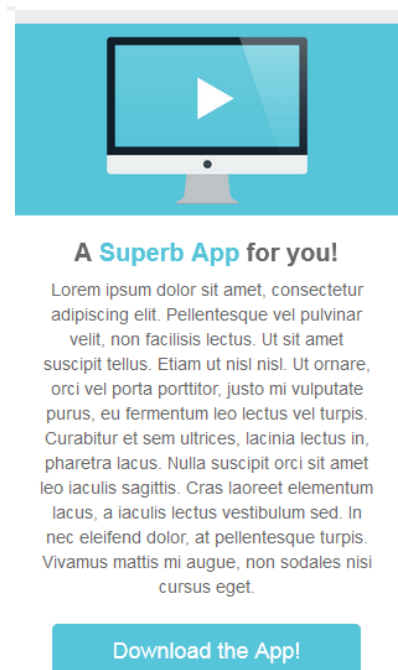
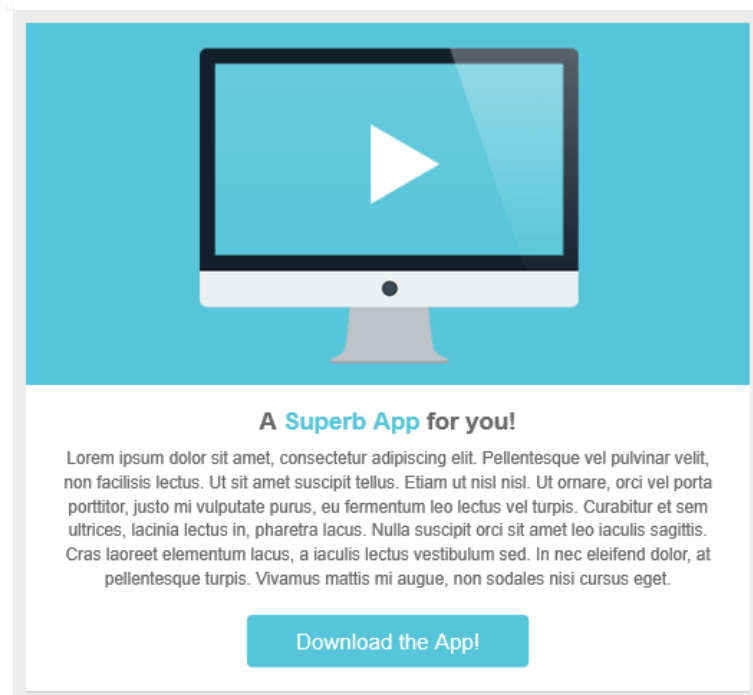


**Highlighted section:**



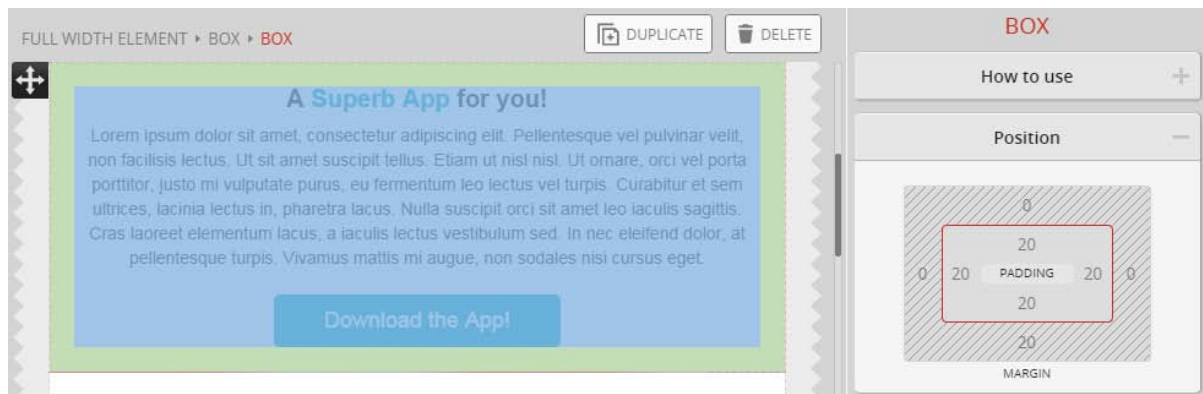
**3.2 Box**

The Box is a container element for your content. It can contain one or more elements. The box (along with the table) provides responsive capability to your template, as it adjusts to the viewing window and sets the contained elements' size accordingly.

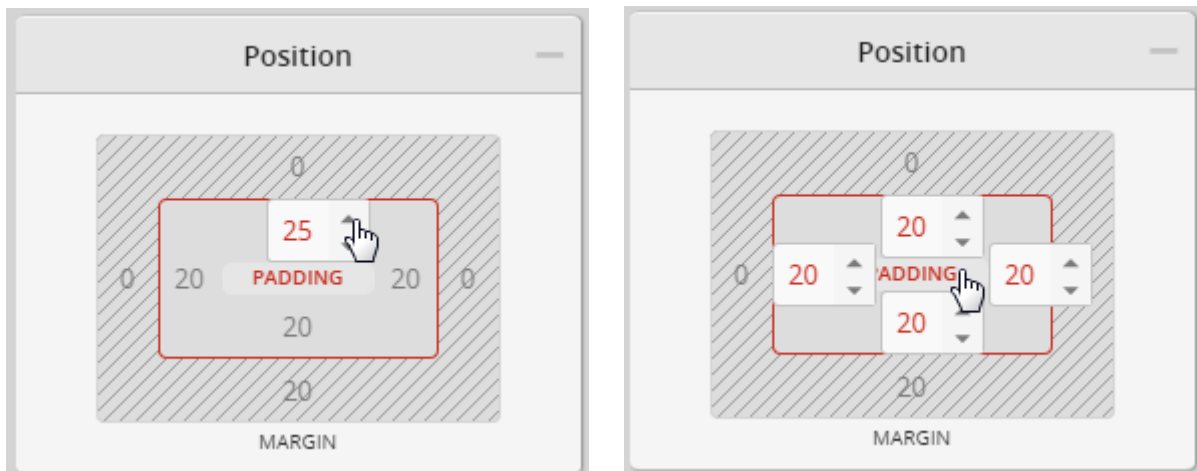


### 3.2.1 Padding

If the Box has a background or a border, the content should have an offset inside, this is called Padding.

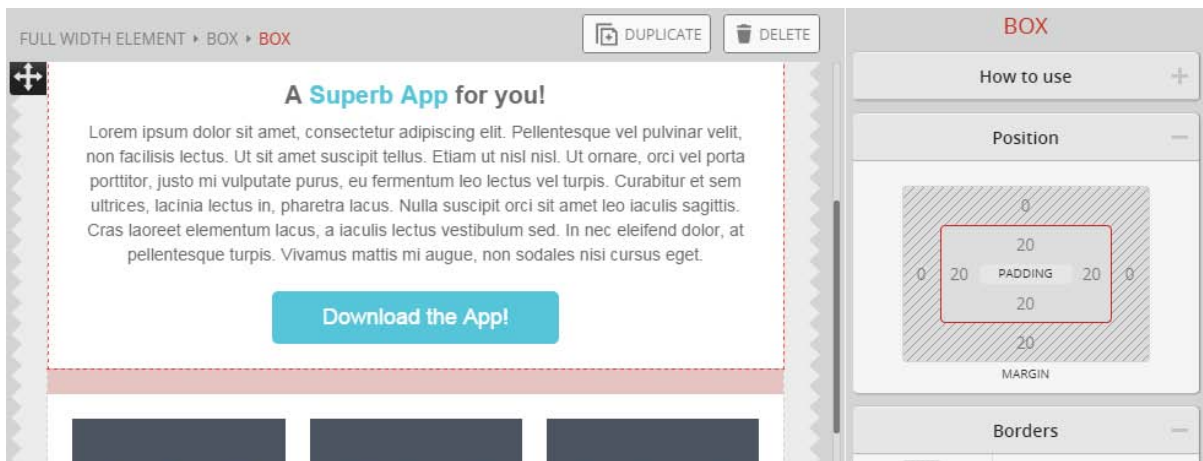


The size of the Padding can be set on the right panel. If you click on one number, you can set a side separately (top/right/bottom/left padding). And if you click on the PADDING label in the middle, you can set the Padding simultaneously on each side.

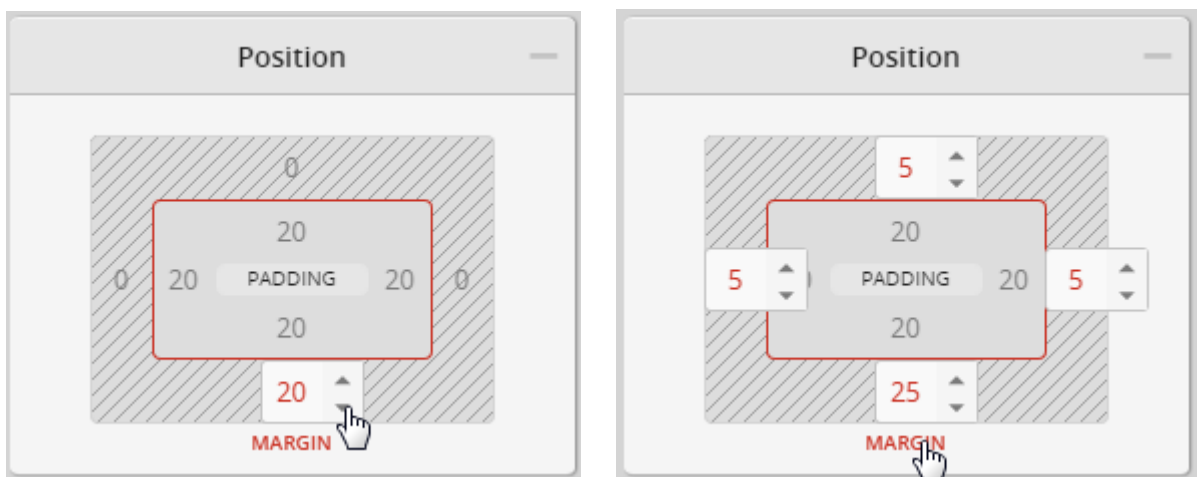


### 3.2.2 Margin

The Margin is the offset outside that separates the Box from other objects.

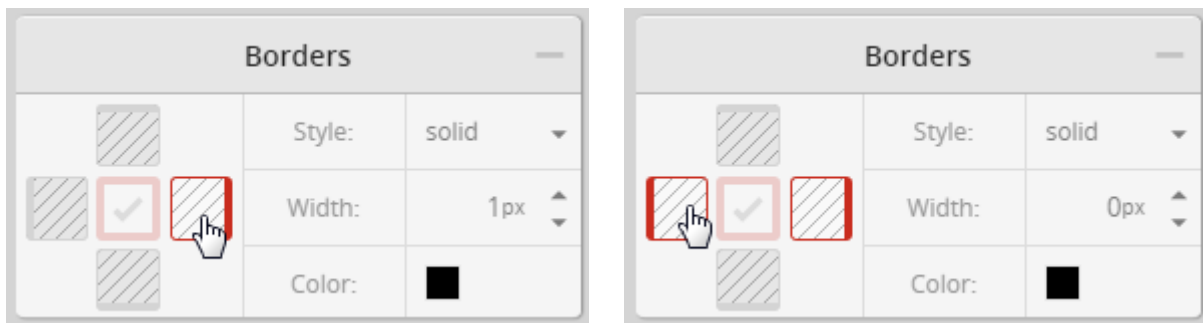


Similarly to the Padding, it too can be set individually for each side, or together for every side when clicking on the MARGIN label.

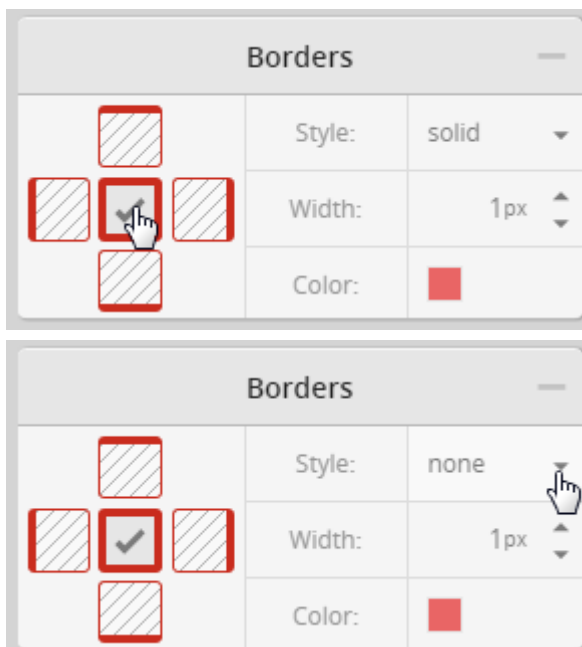


### 3.2.3 Border

You have the option to set the Box's borders on each side separately or you can set the same border to all sides.



First you have to select on the left which side you want to set and adjust the settings afterwards on the right.



If you click in the middle you can set all sides together. *To delete a border you can select "None" for its Style, or you can set its Width to 0px.*

### 3.2.4 Background

The Background of a Box is usually used to give a distinct color background to an emphasized text or table.



The default background setting is transparent, and you can set a color if you want to distinct the Box's content by background color.

An image can also be used as background. This is good in situations where you want to put text on an image, or you want to use a tiled image to have some geometric pattern or simulated fabric as background. When you have text on an image background, always check how they behave in mobile and tablet views. Because of the template's responsiveness the element's positions change according to the viewing size and this may affect how your text looks like on your image.

### 3.3 Image

The most eye-catching parts of your template will probably be images.

BOX ▸ BOX ▸ IMAGE

DUPLICATE

DELETE



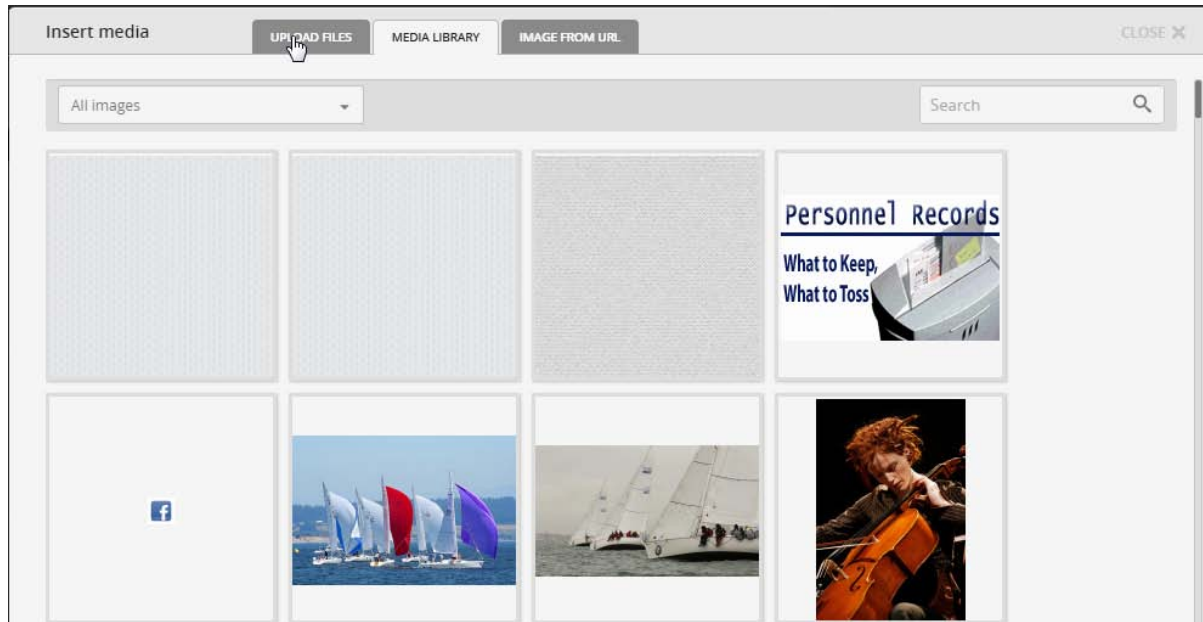
October 28, 18:00

**Lorem ipsum dolor sit amet, consectetur adipiscing elit**  
*Quam tristique arcu quis posuere consectetur metus ut vestibulum porttitor*



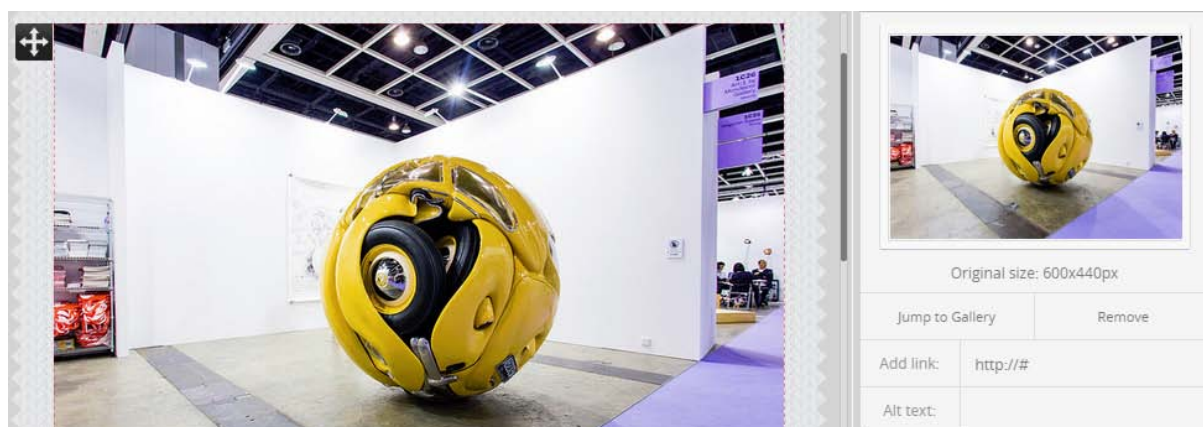
### 3.3.1 Media library

Images will not be sent along with your email message, instead, they will be linked in from your Media library (Gallery), which is maintained on our server. That is why you do not just throw images directly from your computer into your template, but upload or import them into you Media library first, and pick them from there.



Uploading is the way for your images stored on your computer, while importing (image from url) is an option for getting images to your library directly from the web.

### 3.3.2 Image settings



After putting an image into the template, click on it to set its properties. Right below the preview you can add a link to the image, as well as an alternative text.

#### Add Link to an image

Because the images are visually strong, it is a good practice to use them as links – readers will probably try to click on them.

## Add Alt text to an image

The alternative text is displayed when the image is not available. Email clients often do not display images right on, only after confirmation from the user. In some rare cases images may not be displayed at all. So it is good to have at least a text describing what the image should tell to the user, or provide something to click on.

## Size and aligning

At default, the Image will fill the horizontal space available and adjust its height accordingly to keep the image ratio. The space available will be defined by the container element of the Image, usually a Box or a Column. If the Image is smaller than its container, it will stay smaller at its maximum size. If it is larger it will be shrunk.

You can shrink the image by hand too if you want to.

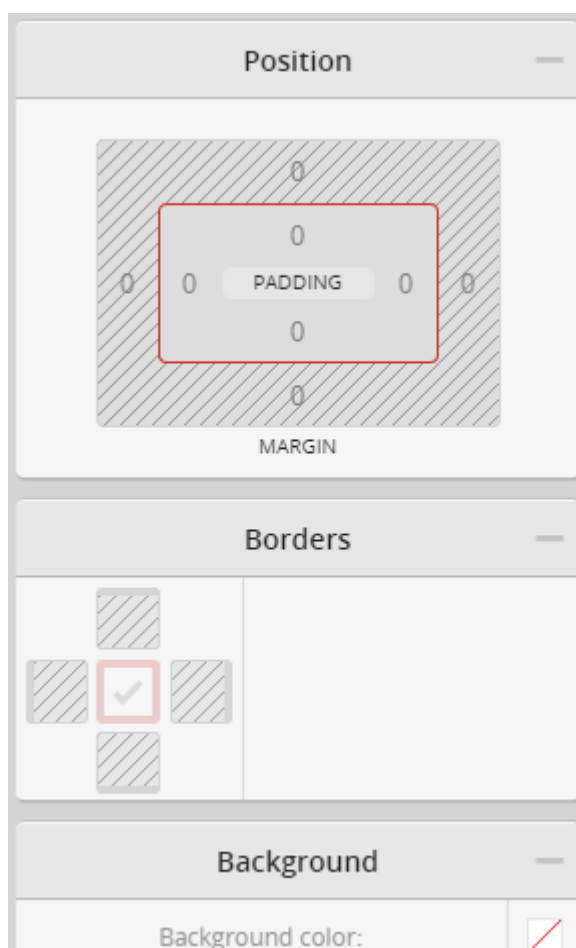
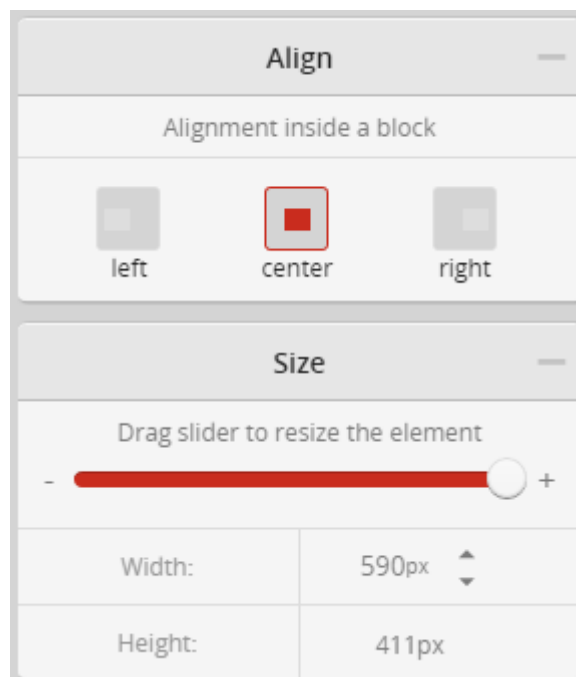
The image can be aligned in its container element to the left, center or right.

It is important to note that the widest view of your responsive template is 600px. This means there is not worth using larger images than this. Keep in mind that the email client has to download the images to display them, and this can be a slow process if there are big files to download, just think of mobile devices. So try to minimize the size of the images you use.

## Padding, margin, borders and background

The other options can be set exactly like in the case of a Box.

The more usual options are the Margin and Borders here. With the Margin you can set a distance to be held to other objects for example Text. Be careful with side margins though, as they may not be welcome in



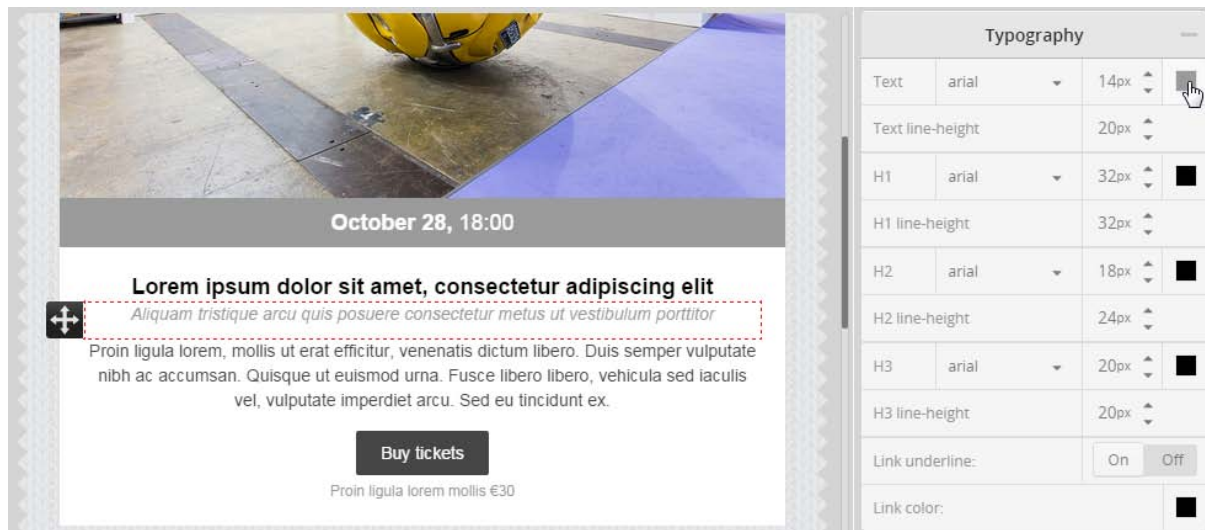
*"We make emails enjoyable on all devices!"*

your mobile view. If you want to put image and text next to each other, you should rather set the image's and its container's size so that the image has a distance to the next object. Setting top and bottom margins are safe in terms of responsivity, they should not cause any problems in mobile view.

Though it is rarely makes sense, you can set Padding and Background color too. Padding in its own acts like Margin, while Background color in its own makes no difference to the image. But when used together, the Background color can be seen in the padding of the image, acting like a border.

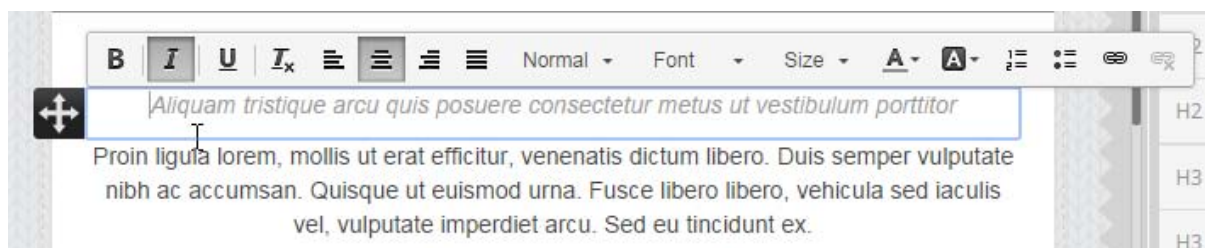
## 3.4 Text

If you have set the default typography of your template carefully, then you will not have much trouble working with text. Usually all you have to do is to choose the right kind of text – Heading1, 2, 3 or Normal text – and set different options for emphasized text sections



### Text editing and styling

You have a convenient text editor built into our system to add text, set paragraph format (heading1-3 or normal) and styling options. You can activate it by double clicking on a text.



This is also the tool with which you can add links to the text.

If you would like to have a more easily changeable text later, you might consider using separate Text elements for different styled paragraphs.

## Spacing

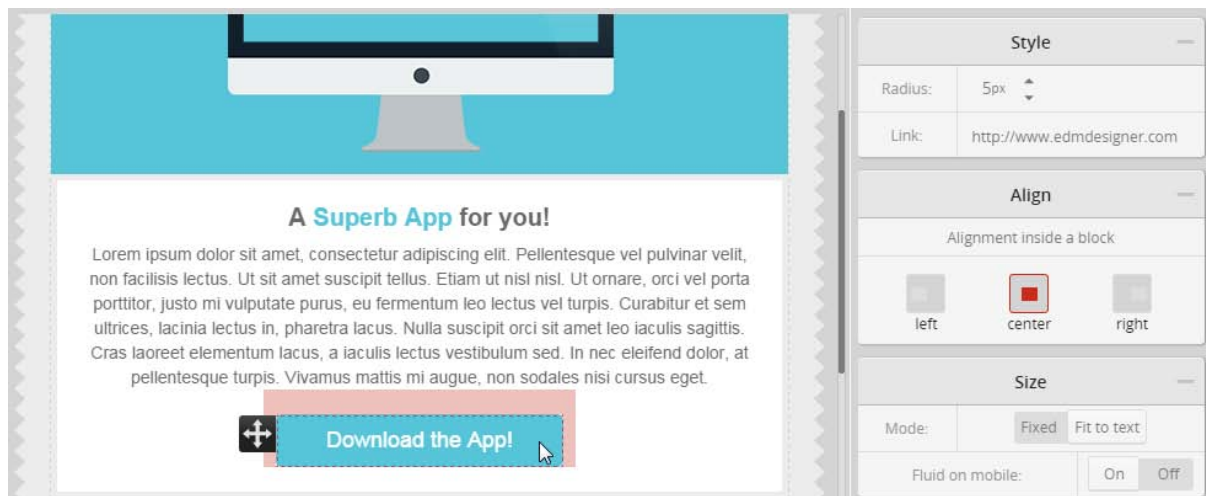
The Spacing of a Text is like the Margin of a Box or an Image. Its role is to separate the text from other elements.



Just like in the case of Margin or Padding, you can set the Spacing of the Text on each side separately or together for all sides by clicking in the center on the SPACING button.

## 3.5 Button

The Button is the obvious place of interaction in your template. This is the element with which you usually want to trigger some action from the user.



Because it has such an importance, we made a lot of options available for Buttons.

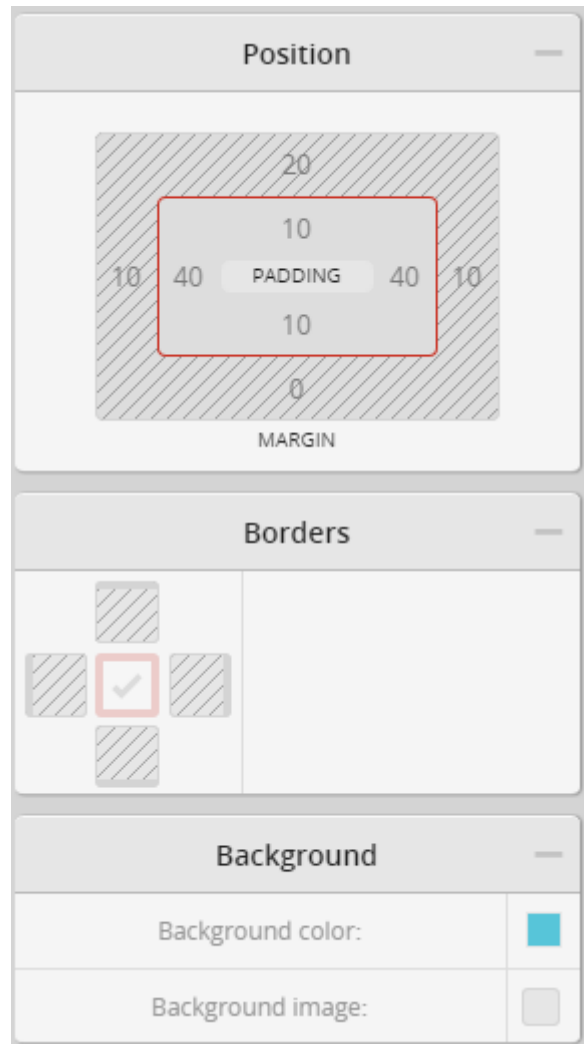
- You can set the link where the Button should take the user.
- You can adjust the border radius the Button has.
- You can align the button in its container element.
- You can set the Buttons width to adjust to the text it is containing, or to be a fixed width in pixels.
- In mobile view the Button fills its container horizontally by default, making it easier to push on smaller devices. This behavior is

lectus vestibulum sed. In nec eleifend dolor, at pellentesque turpis. Vivamus mattis mi augue, non sodales nisi cursus eget.

Download the App!

called Fluid. You can turn that off if you want to keep your buttons size.

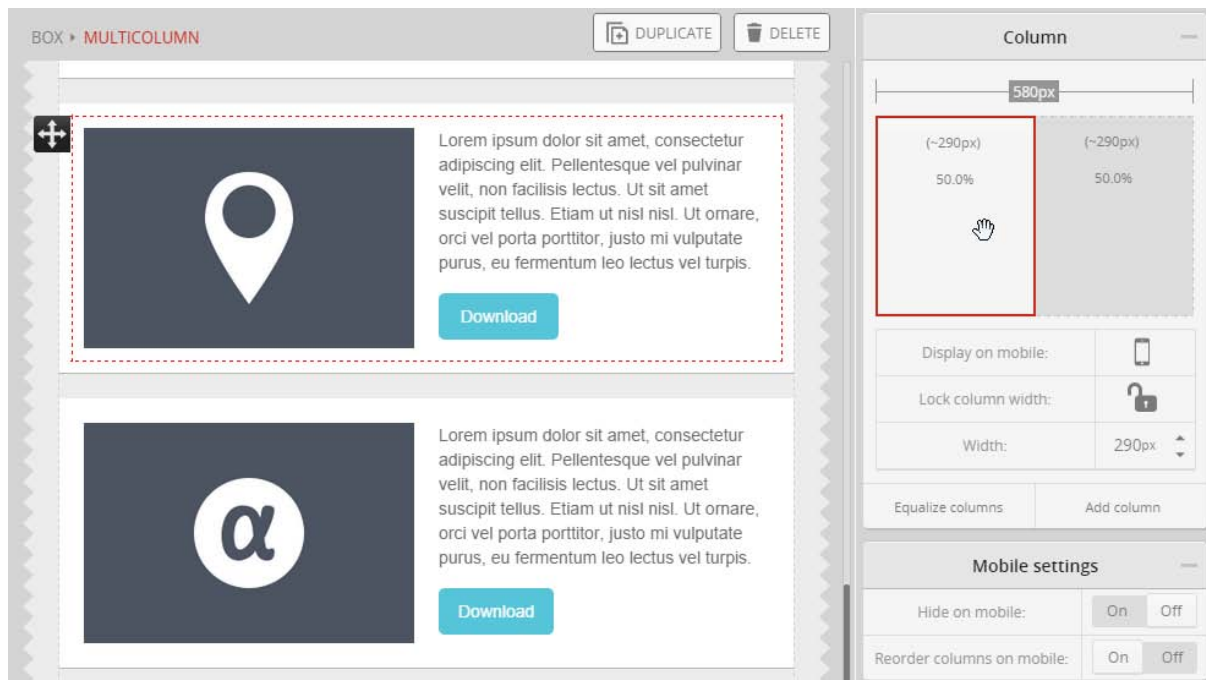
- Buttons have Margin and Padding just like a Box. The Padding sets the Button's height, together with the size of the Button's text. It also can set the Button's width, if the sizing is set to Fit to text. The Margin has the same function then in the case of other elements – to keep distance from other elements.
- You can set the Borders of a Button the same way as for a Box or Image.
- You have the option to set the Buttons background colour or to choose a background image. The background image is a great option in case you want a custom Button design that is not achievable by just colouring and setting borders.





## 3.6 Column (/Multicolumn)

The Column is the tool for dividing text horizontally. It can be used in various ways and has a lot of useful options.



You can add up to five columns to a Column set. You set the width of the columns in pixels according to the desktop view, but by that the columns in fact get a relative width in percent (relative to the total width). This makes the columns able to adjust their size when in different environments (for example different devices, different email clients).

You can rearrange the columns in the right panel by drag&drop, equalize them, or delete the selected one, if there are more columns than two.






## Fluidity

A column set adjusts its width to its container element. Because of their relative sizing the columns can change their absolute width when viewed on smaller devices, keeping their ratio to each other the same.

If you rather want a column to stay at a fixed width you can “Lock” its width to the desktop pixel size.

If that is not possible you may want to hide a column entirely on mobile device rather than to be displayed in too small size.

Display on mobile:	
Lock column width:	
Width:	193px 

## Responsivity (Mobile settings)

By default, the columns next to each other get rearranged in mobile view to below each other. This is happening in order to keep the text as much readable as possible. But in some cases you may want to turn this behavior off. This can be done with the “Reorder columns on mobile” switch.

Mobile settings	
Hide on mobile:	<input type="checkbox"/> On <input checked="" type="checkbox"/> Off
Reorder columns on mobile:	<input checked="" type="checkbox"/> On <input type="checkbox"/> Off

And in some rare cases where the whole column set cannot be used well on mobile phone in any form, you can hide the whole set.

### Feature 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque vel pulvinar velit, non facilisis lectus.

### Feature 2

Ut sit amet suscipit tellus. Etiam ut nisl nisl. Ut ornare, orci vel porta porttitor justo mi vulputate purus.



### 3.6.1 Uses of Column

#### Image and text

	<p><b>Lorem ipsum dolor sit amet, consectetur adipiscing elit</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p><b>€ 49</b> <span style="float: right;"><b>-40%</b></span></p>
	<p><b>Lorem ipsum dolor sit amet</b></p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel pretium purus. Ut blandit arcu enim, nec pharetra odio.</p> <p><b>€ 29</b> <span style="float: right;"><b>-40%</b></span></p>

#### Table

<p>October <b>28</b> 18:00</p>	<p><b>Lorem ipsum dolor sit amet consectetur adipiscing</b> <i>Aliquam tristique arcu quis posuere consectetur</i></p> <p>Proin ligula lorem, mollis ut erat efficitur, venenatis dictum libero. Duis semper vulputate nibh ac accumsan.</p>	<p><b>Buy tickets</b></p> <p>Proin ligula lorem mollis €30</p>
--	--	--

#### Menu

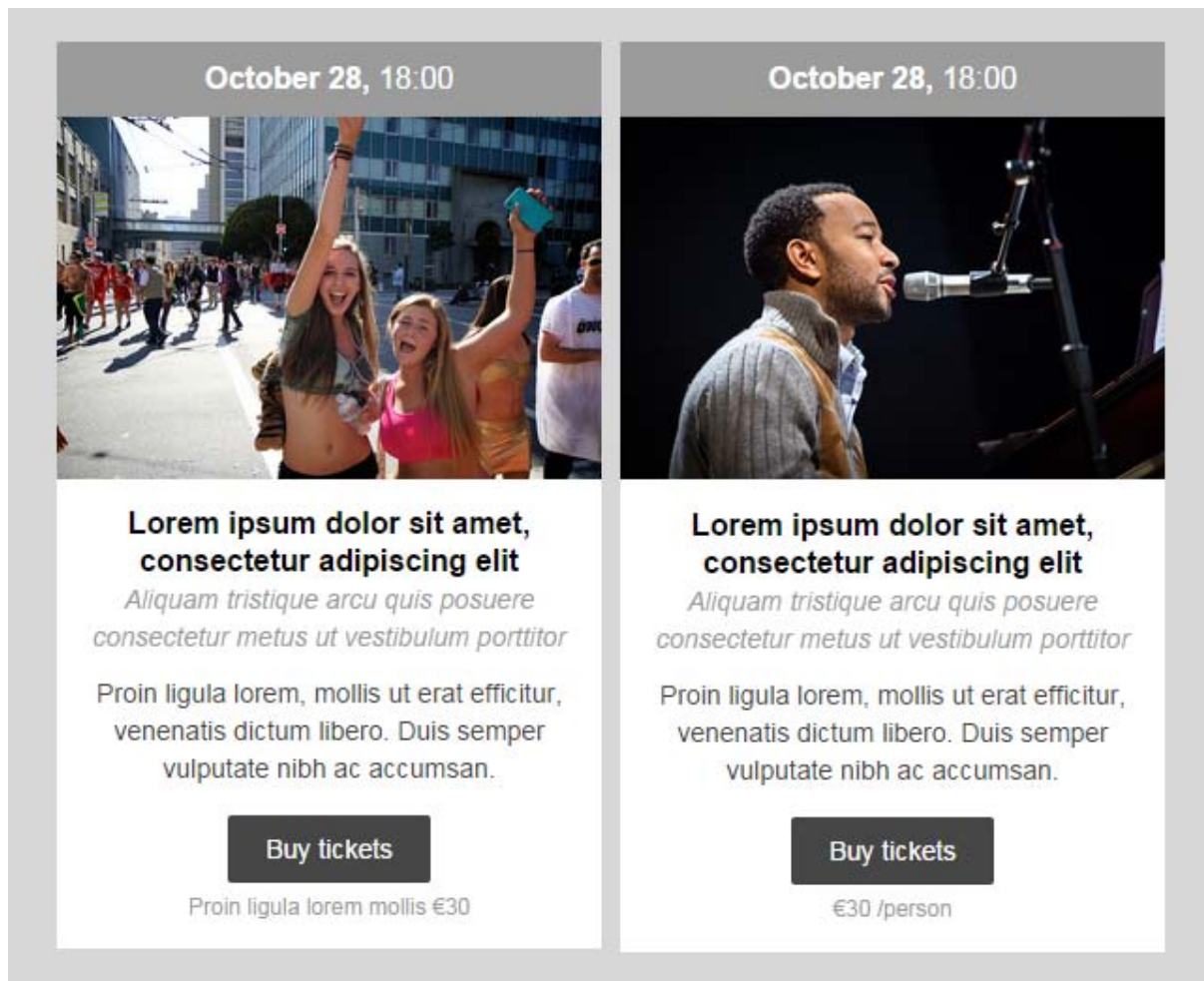
LOGO

Category 1
Category 2
Category 3
Category 4

#### Icons

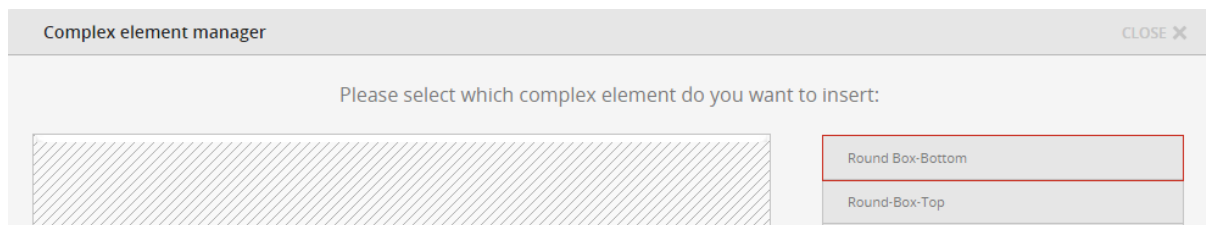
f
g+
🐦
📡

## Two column structure



## 3.7 Complex

The Complex element is a group of elements that you can save and use it later anytime. For example if you use often image and text next to each other, you may save that structure as a Complex element, then next time you will not have to build it up again from scratch using Column, Image and text elements.



Another good example would be round-cornered columns. These are not easily constructed – you have to put together different background images for corners in Columns to have it responsive – thus, if you save it once, you will be much happier to be able to just reuse it anytime as a whole.

The Complex element can save you a lot of time spent with repetitive work, and on top of that, it works between templates. So if you want to copy some parts of a template to another, this element is the tool for that.