Creatio Academy

Template elements

Add template elements

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Add template elements

PRODUCTS: MARKETING

Image

The [*Image*] element (Fig. 1) displays images. This element consists of two parts: the image itself, and the image container.

Fig. 1 Adding an image

Image setup area

Use the setup area on the right to configure the image and the image container.

Fig. 1 Image setup area

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Property	Function
Breadcrumb navigation (1)	Use “breadcrumbs” at the top of the setup area to navigate the parent (column, section, banner, block, and template) elements.
Image settings	Use the field to upload an image from your computer or insert the URI of an image.

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	Note. The [*Image*] element supports Data URIs. You can insert a base64-encoded image instead of a URL. Base64-encoded images are part of the HTML code of the message and are not normally filtered by email clients that prevent external images from loading by default. [*Link to open*] – specify a URL to use the image as a hyperlink. [*Title*] – specify the text to display when the user hovers the mouse pointer over the image. **Note.** The title text is often used to describe things unclear at first glance. [*Alternative text*] – specify the alternative text. In some email clients, a specific setting might disable images in the incoming emails. As a result, recipients will see alternative text instead of images. Populate the [*Alternate Text*] field with a description of the image so that recipients can see it instead of the icon to replace the missing image.
Size, px	Specify the width and height of the image. By default, both [*Width*] and [*Height*] parameters have the “Auto” value. If you leave this parameter unchanged, the image will either stretch or shrink to fit the container. Change one of the values to resize the image and keep the ratio. Change both values to force resize the image to the specified height and width disregarding the ratio.
Align	Align the image horizontally (left , center , or right). **Note.** Alignment may produce no visible effect depending on the ratio of the image and the current ratio of the parent container.
Padding, px	Specify the distance (in pixels) between the image and each of the borders of the container. Padding is specified separately for each side.
Corner radius	Specify the circular radius of the corners of the image. Leave this property empty for sharp corners. This defines the circular radius of all 4 corners of the image. **Note.** Use the [*HTML*] element with inline or embedded CSS styles to specify elliptical corners and other exotic effects.

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Background	Set background color for the entire image. Background style settings are disabled by default. Select the checkbox **(2)** to enable them. Clear this checkbox to disable all background settings of the current image. Click to open the color picker and select the background color. **Note.** The background completely fills the entire graphics container. For example, if the padding setting values are not set to 0, the background color should be visible around the image. If the image has transparent areas, the background color will be visible through them.
Borders	Configure the borders of the image. Border style settings are disabled by default. Select the checkbox **(3)** to enable them. Click to open the color picker and select the border color. Update the px field to specify the border width. To hide the border, select the "Hidden" border style. Use the dropdown menu **(4)** to select the border style. When the border settings are enabled, the "Solid" style is selected by default. The following styles are available: • – Hidden **Note.** The border is defined but invisible. The border width effectively equals 0. • – Dotted • – Dashed • – Solid • – Double • – Groove • – Ridge • – Inset • – Outset Select or clear [*Top*], [*Bottom*], [*Left*] and [*Right*] checkboxes to enable or disable the border style settings for the corresponding border.

Button

The [*Button*] element (Fig. 1) is designed for making clickable call-to-action buttons. [*Button*] elements are also

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referred to as a “call to action” (CTA) and are basically links presented as visually identifiable buttons.

Fig. 1 Adding a CTA button

There is a difference between [*Button*] element and the HTML <button> element.
To insert the HTML <button> element, please use the [*HTML*] element.

Button setup area

Use the setup area on the right to configure the button text, background, and shape.

Fig. 1 Button setup area

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Property	Function

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Breadcrumb navigation (1)	Use “breadcrumbs” at the top of the setup area to navigate the parent (column, section, banner, block, and template) elements.
Link to open	The URL specified in the [*Link to open*] area opens when a recipient clicks the button.
Font	Use this settings group to configure the font settings of the CTA button caption. [*Content builder font set*] – select the font family of the button from the list of registered font families. To modify the list of fonts used in your template, update the “Content builder font set” lookup. Read more in the “Updating available Content Designer fonts” article. [*Size, px*] – specify the width and height of the button in pixels. Click ■ to open the color picker and select the font color. [*Line height, px*] – specify the spacing between the lines and the borders of the button. The maximum height is 250px; the minimum line height cannot be less than the size of the font. [*Letter spacing, px*] – specify the spacing between the characters in pixels.
Size, px	Specify the width and height of the button in pixels.
Align	Adjust the horizontal (left, center, or right) and vertical (top, center, or bottom) alignment for the button for the button. **Note.** Selecting various vertical alignment settings is likely to produce no visible effect when trying them with the default sample CTA button because of the insufficient height.
Margin, px	Specify the distance (in pixels) between the borders of the CTA button and the adjacent borders of parent and sister elements. In the Content Designer, you must specify the margin setting for each side individually.
Padding, px	Specify the distance (in pixels) between the CTA text and each of the borders of the container. Padding is specified separately for each side.
Corner radius	Specify the circular radius of the corners of the button. Leave this property empty for sharp corners. This defines the circular radius of all 4 corners of the button. **Note.** Use the [*HTML*] element with inline or embedded CSS styles to specify elliptical corners and other exotic effects.

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Background	Set the button background color. Background style settings are enabled by default. Clear the checkbox **(2)** to enable them. Select this checkbox to enable all background settings of the current button. Click to open the color picker and select the background color.
Borders	Configure the borders of the button. Border style settings are disabled by default. Select the checkbox **(3)** to enable them. Click to open the color picker and select the border color. Update the px field to specify the border width. To hide the border, select the “Hidden” border style. Use the dropdown menu **(4)** to select the border style. When the border settings are enabled, the “Solid” style is selected by default. The following styles are available: • – Hidden **Note.** The border is defined but invisible. The border width effectively equals 0. • – Dotted • – Dashed • – Solid • – Double • – Groove • – Ridge • – Inset • – Outset Select or clear [*Top*], [*Bottom*], [*Left*] and [*Right*] checkboxes to enable or disable the border style settings for the corresponding border.

Text

The [*Text*] element (Fig. 1) is used to add message text. This element has two configuration areas: the setup area and the rich text toolbar on the [*Text*] element itself.

Fig. 1 Adding the [*Text*] element

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Text setup area

In the setup area, you can configure the baseline font settings and the style settings of the [*Text*] element.

Fig. 1 Text setup area

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Property	Function
Breadcrumb navigation (1)	Use “breadcrumbs” at the top of the setup area to navigate the parent (column, section, banner, block, and template) elements.
Font	Use this settings group to configure the baseline font settings of the [*Text*] element. [*Content builder font set*] – select the font family of the text from the list of registered font families. To modify the list of fonts used in your template, update the “Content builder font set” lookup. Read more in the “Updating available Content Designer fonts” article. [*Size, px*] – specify the width and height of the button in pixels. Click to open the color picker and select the font color. [*Line height, px*] – specify the spacing between the lines and the borders of the button. The maximum height is 250px; the minimum line height cannot be less than the size of the font. [*Letter spacing, px*] – specify the spacing between the characters in pixels.
Size, px	[*Size, px*] – specify the width and height of the button in pixels.
Align	Align the baseline text horizontally (left , center , right or justify).
Height, px	Specify the height of the text container (in pixels). This field is used to specify the fixed height of the text container. It will not stretch or shrink to fit the text inside.
Padding, px	Specify the distance (in pixels) between the text and each of the borders of the container. Padding is specified separately for each side.
Background	Set background color for the text. Background style settings are disabled by default. Select the checkbox **(2)** to enable them. Clear this checkbox to disable all background settings of the current spacer. Click to open the color picker and select the background color.

Divider

The [*Divider*] element (Fig. 1) is used for separating adjacent elements with horizontal lines or margins.

Fig. 1 Adding a divider

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You can use the setup area to configure the height of the divider and the color and width of the horizontal line.

Fig. 2 Divider setup area

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Property	Function
Breadcrumb navigation (1)	Use “breadcrumbs” at the top of the setup area to navigate the parent (column, section, banner, block, and template) elements.
Divider options	Use this settings group to configure the width of the horizontal line, its color, width, and style.
Padding, px	Specify the distance (in pixels) between the horizontal line and each of the borders of the divider. Padding is specified separately for each side.
Background	Use this settings group to toggle background options on and off, and to select the background color.

Navbar

The **Navbar** element (Fig. 1) is a navigation bar containing a list of menu links. The navbar element can be configured differently for mobiles.

Fig. 1 Adding a [*Navbar*]

Fig. 2 Navbar setup area

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Property	Function
Breadcrumb navigation (1)	Use “breadcrumbs” at the top of the setup area to navigate the parent (column, section, banner, block and template) elements.
Navbar constructor	Add, remove, and move the navigation links. To access the setup area of a navlink, click the corresponding item in the navlink list. Click [*Add link*] to add a link Click × to remove a link (last link cannot be removed).
Align	Align the navlinks in the navbar.
Hamburger menu	Enable “hamburger” menu on mobile devices, displaying menu links one over another.
Icon align	Align the hamburger menu icon horizontally (left , center or right). This property is only available if the hamburger menu is enabled.
Icon color	Click to update the hamburger menu icon color. This property is only available if the hamburger menu is enabled.

Navlink

The **Navlink** element (Fig. 3) is a navigation link for the parent navigation bar containing a list of navigation links.

Fig. 3 Adding navlink

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Fig. 4 Navlink setup area

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Property	Function
Breadcrumb navigation (1)	Use “breadcrumbs” at the top of the setup area to navigate the parent (column, section, banner, block and template) elements.
Link to open	Provide the URL to the desired destination in the [*Link to open*] area.
Font	Use this settings group to configure the font settings of the link. [*Content builder font set*] – select the font family of the menu link from the list of registered font families. To modify the list of fonts used in your template, update the “Content builder font set” lookup. Read more in the “Updating available Content Designer fonts” article. [*Size, px*] – specify the width and height of the font in pixels. Click to open the color picker and select the font color. [*Line height, px*] – specify the spacing between the lines and the borders of the button. The maximum line height is 250px; the minimum line height cannot be less than the size of the font.
Padding, px	Specify the distance (in pixels) between the text and each of the borders of the container. Padding is specified separately for each side.

Spacer

The [*Spacer*] element (Fig. 1) is used for separating adjacent elements with empty spacer (an invisible horizontal line).

Fig. 1 Adding the [*Spacer*] element

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Fig. 2 [*Spacer*] setup area

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Property	Function
Breadcrumb navigation (1)	Use “breadcrumbs” at the top of the setup area to navigate the parent (column, section, banner, block, and template) elements.
Size, px	Update the [*Height*] field to specify the thickness of the spacer.
Background	Set background color for the spacer. Background style settings are disabled by default. Select the checkbox **(2)** to enable them. Clear this checkbox to disable all background settings of the current spacer. Click to open the color picker and select the background color.

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