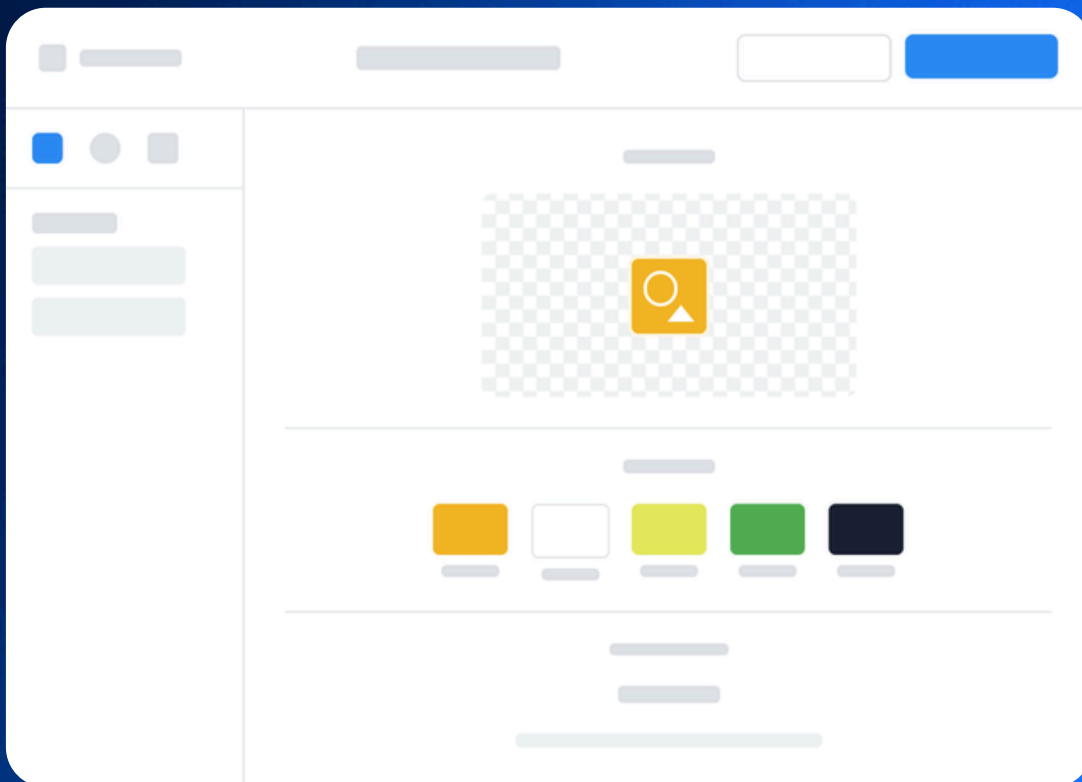


REFERENCE GUIDE

Brand Boards

Keep Every Color, Font, and Logo Working Together



A complete setup and reference companion for your Brand Boards training.

Brand Boards & The Design Kit

What It Is

A Brand Board is your business's style guide, built right into your software. Its Design Kit stores your logos, brand colors, and fonts so your brand shows up the same way everywhere you create.

How It Works For Your Business

- Search for Brand Boards, click Add A Design Kit, and choose to start from scratch, a preset template, or import automatically from a website URL.
- Upload a primary logo plus a second option, a light and dark pair or a horizontal and vertical pair; every logo automatically saves into a Brand Board folder in your media library.
- Add between 2 and 10 colors, and label each one (Primary, Accent, Success, Text, Background) so anyone working in your account knows what each is for.
- Add between 1 and 5 fonts, typically one heading font and one body font that pair well together.
- Save your board. Whichever board is marked Default is the one that appears in your color and font pickers everywhere else.

Brand Boards & The Design Kit

Tips

- Use the built-in brand color pairing tool and professional font pairing tool if you're not sure where to start.
- Upload a white or light version of your logo even if you don't need it yet, dark backgrounds come up more often than you'd expect.
- Watch for the small unsaved-changes dot in the top right corner, and get in the habit of saving often.

DO

- Label every color with a name that describes its job
- Keep your logo files organized inside their Brand Board folder in your media library
- Upload at least two logo variations from the start

DON'T

- Leave colors unnamed, it slows down anyone who works in your account after you
- Assume changing a color updates pages you already built, it only affects new picker selections going forward
- Delete an old logo from inside the Brand Board editor, that has to be done from the media library itself

Managing Multiple Brand Boards

What It Is

If you run more than one brand or work with multiple businesses, you can save as many Brand Boards as you need, and switch which one is active in seconds.

How It Works For Your Business

- Every Brand Board you build shows up in one list, with a three-dot menu for Edit, Clone, or Delete.
- Only one Brand Board can be your Default at a time, that's the one showing up in pickers across your entire software.
- Switch your Default from the three-dot menu (Edit, then Set As Default), or from inside the board's own editor.
- Cloning an existing board is the fastest way to start a new one that's close to something you already have.
- Deleting a Brand Board removes it from your pickers, but does not undo styling already applied to existing pages or emails.

Managing Multiple Brand Boards

Tips

- Give every Brand Board a specific, descriptive name, the business or brand it belongs to, not "Brand Board 2."
- Double check which board is Default before starting any new design work, especially across multiple clients.
- Clone first, then tweak, rather than rebuilding a similar board from scratch every time.

DO

- Confirm your Default board before every new project
- Use Clone when a new brand is a close variation of one you already have
- Review the status column any time you're unsure which board is live

DON'T

- Delete a Brand Board you're not sure is unused elsewhere
- Rely on memory to track which board is Default, check the status column instead
- Leave two boards with near-identical names, it invites picking the wrong one

Color Theory Basics For Your Brand

What It Is

A short, practical explainer for the five color slots in your Design Kit, Primary, Accent, Success, Text, and Background, so you can choose colors with confidence instead of guessing.

How It Works For Your Business

- Primary is your main brand color, the one people should recognize as "you" the fastest; use it for buttons, headers, and calls to action.
- Accent works alongside Primary to highlight secondary actions or details, without competing with it for attention.
- Success is reserved for confirmations and completed actions; most businesses land on a shade of green for this one.
- Text and Background need enough contrast between them to stay readable, a good rule of thumb is dark text on a light background, or the reverse.
- If you're not confident picking a palette from scratch, the built-in color pairing tool suggests combinations that already work well together.

Color Theory Basics For Your Brand

Tips

- Limit yourself to one Primary and one Accent for everyday use; the extra slots exist for edge cases, not daily styling.
- Pick a Primary color you'd be comfortable seeing on a business card, a website header, and an email footer, all in the same day.
- Test your color choices against both light and dark backgrounds before finalizing them.

DO

- Pick one Primary color first, everything else builds around it
- Use the built-in pairing tool if color theory isn't your thing
- Check contrast between Text and Background before saving

DON'T

- Choose five colors that all compete for attention
- Pick a Background color close in tone to your Text color
- Change your Primary color without expecting to reapply it everywhere

Font Pairing Fundamentals

What It Is

Guidance for choosing a heading font and a body font that work well together, since your Design Kit supports up to 5 fonts but most boards genuinely only need two.

How It Works For Your Business

- A heading font should have personality, it's meant to grab attention in titles and buttons.
- A body font should prioritize readability, since it's what people are actually going to read at length.
- Pairing a bold, distinctive heading font with a plain, easy-to-read body font is the most reliable combination.
- The built-in font pairing tool suggests combinations already tested for readability, use it if you're unsure.
- Fonts you add through your Design Kit become available anywhere there's a font picker: websites, funnels, emails, forms.

Font Pairing Fundamentals

Tips

- Stick to two fonts for most boards, one heading, one body; more than that usually looks less professional, not more.
- If your heading font is highly decorative, keep your body font very plain to balance it.
- Preview your fonts at the actual sizes you'll use them at, a font that looks great large can be hard to read small.

DO

- Pick one heading font and one body font to start
- Use the pairing tool if you're not sure what works together
- Preview fonts at real-world sizes before deciding

DON'T

- Add all 5 font slots just because you can
- Pair two decorative fonts together
- Assume a font that looks good on a poster will look good in paragraph text

Putting Your Brand Board To Work

What It Is

Once saved, your Brand Board's colors, fonts, and logos become one-click options everywhere you design: your websites, funnels, emails, and more.

How It Works For Your Business

- The website builder and funnel builder are the same builder, so applying colors and logos works identically in both.
- Select any element, open its color picker, and your labeled Brand Board colors appear right at the top.
- Add your logo from Media Storage, inside the folder named for your Brand Board.
- Open any email template, select a section like the footer, and apply your brand colors the same way.
- Brand Board colors also appear in the Forms, Surveys, and Quiz builder wherever there's a color picker.

Putting Your Brand Board To Work

Tips

- Use your Primary or Accent color in headers and footers, and save Background colors for section, column, and row backgrounds.
- Only your Default Brand Board shows up in these pickers, if colors seem missing, check which board is currently set as Default.
- This is a growing feature, expect more places to gain Brand Board support over time.

DO

- Reapply your brand colors manually after any major Brand Board update, updates aren't retroactive
- Check Forms, Surveys, and Quizzes too, not just websites and emails
- Rename your media library folders to match the brand they belong to

DON'T

- Assume every builder automatically reflects a Brand Board change
- Skip labeling logos in your media library, especially once you have more than one brand
- Forget to save the page after applying a new color or logo

Brand Voice & AI Content

What It Is

Brand Voice is a communication guide, your business information, brand values, tone and style, and intended calls to action, that keeps your messaging consistent, especially once AI starts writing content for you.

How It Works For Your Business

- Search for Brand Boards, open Brand Voice, and choose Start From Scratch, Import From A Website URL, or Describe Your Brand in your own words.
- Starting from scratch walks you through business info, tone, target audience, pain points, brand promise and values, your unique selling proposition, risks of inaction, and your main call to action.
- Importing from a URL or a short description auto-fills those same fields, which stay fully editable afterward.
- Save and name your Brand Voice, you can create more than one for different audiences or products.
- Toggle "Use Your Brand Voice" inside Content AI anywhere you're generating content, so the AI writes in your tone automatically.

Brand Voice & AI Content

Tips

- Point a URL import at a page with real substance, an About page or homepage, not a thin contact page.
- Review every auto-filled field before saving, generated content is only as good as what it's built from.
- Treat Brand Voice as seriously as your Design Kit, consistency in words matters as much as consistency in colors.

DO

- Fill out every field, even the ones that feel optional (risks of inaction, unique selling proposition)
- Update your Brand Voice as your business or audience changes
- Create a second Brand Voice if you speak very differently to different audiences

DON'T

- Save a Brand Voice without reading through the auto-filled content first
- Rely on one generic Brand Voice if your audiences are genuinely different
- Forget to toggle Brand Voice on before generating AI content

Global Custom Colors (Beyond The Design Kit)

What It Is

Global Custom Colors are a more advanced companion to your Design Kit: reusable color swatches that stay two-way synced everywhere they're used, unlike Design Kit colors, which only offer quick access.

How It Works For Your Business

- Search for Brand Boards and open Global Settings, separate from your Design Kit's colors.
- Add a name and a hex or RGB value for each color, or import existing custom values you already use elsewhere.
- These colors appear automatically in every color picker across emails, funnels, websites, forms, surveys, and countdown timers.
- Update a Global Custom Color once, and every design using that swatch updates instantly, no manual reapplying required.
- Particularly useful for agencies: clone a set of materials, then rebrand instantly by updating only the Global Colors.

Global Custom Colors (Beyond The Design Kit)

Tips

- Use functional names (Primary, Secondary, Accent) so anyone applying them knows what each is for.
- Reach for this when a color needs to update everywhere at once, use Design Kit colors for everything else.
- The Global Custom Colors section only appears in a picker once at least one color has been added.

DO

- Use Global Custom Colors for any color that should always update everywhere at once
- Duplicate designs before a large rebrand if you want to preserve the original look
- Use clear, functional names for every global color

DON'T

- Confuse Global Custom Colors with Design Kit colors, they behave very differently
- Delete a Global Custom Color without checking where it's currently applied
- Use this for a one-off color that only belongs on a single page

Keeping Multiple Clients Or Brands Consistent

What It Is

For anyone managing more than one brand, whether that's several of your own businesses or several clients, Brand Boards and Global Custom Colors work together to keep each one consistent without rebuilding from scratch every time.

How It Works For Your Business

- Clone an existing Brand Board as the starting point for a new client or brand, then adjust only what's different.
- Use Global Custom Colors for anything that needs to update across every design at once, especially useful when a client rebrands.
- Rename Brand Boards and their Media Storage folders clearly by client or brand name so nothing gets mixed up.
- Only the Default Brand Board shows up in pickers, so double check which one is active before starting work for a specific client.
- Keep a simple, consistent naming convention across every board you manage so anyone on your team can find the right one fast.

Keeping Multiple Clients Or Brands Consistent

Tips

- Build a "master" Brand Board with your own house standards, then clone it as the starting point for every new client.
- Review which board is Default before starting any new project, this is the single most common mix-up.
- Use Global Custom Colors specifically for values that are likely to change later, like a client's evolving brand colors.

DO

- Clone before customizing for a new client
- Confirm which board is Default before you start work
- Keep a consistent naming convention across every board

DON'T

- Build every client's board completely from scratch
- Assume the last board you edited is still set as Default
- Let two boards share a near-identical, confusing name

Troubleshooting & Common Mistakes

What It Is

A quick-reference for the handful of issues that come up most often once you're actually using Brand Boards day to day.

How It Works For Your Business

- Colors not showing up where you expect: check which Brand Board is set as Default, only that one appears in pickers.
- A recent color or font change didn't update your live site or emails: updates are not retroactive, you'll need to go back in and reapply the change on each page.
- Can't find an uploaded logo: check the Media Storage folder named after the Brand Board you uploaded it to.
- Two boards look confusingly similar: rename them with a clearer, more specific naming convention.
- A Global Custom Color isn't appearing in a picker: confirm at least one has been added under Global Settings, the section only appears once a color exists there.

Troubleshooting & Common Mistakes

Tips

- Most "missing" colors or fonts trace back to the Default board setting, check that first.
- Keep a short list of everywhere you've applied your brand (site, funnels, emails, forms) so you know what to revisit after a big update.
- When something looks off, compare it against your saved Brand Board values directly, rather than trying to eyeball whether it matches.

DO

- Check the Default board setting first when something looks wrong
- Keep track of everywhere you've applied your brand
- Compare against your saved values directly when troubleshooting

DON'T

- Assume a color change will retroactively update your existing pages
- Guess at what's wrong before checking the Default board
- Leave two similarly-named boards without a fix

Glossary & Getting Help

GLOSSARY

Brand Board

Your business's style guide, built into your software. Stores your Design Kit and your Brand Voice.

Design Kit

The set of logos, colors, and fonts saved inside a Brand Board.

Default Brand Board

The one board that shows up in your pickers across the rest of your software.

Clone

Making a copy of an existing Brand Board to use as a starting point for a new one.

Brand Voice

A communication guide storing your business info, values, tone, and calls to action for AI content.

Content AI

The AI writing tool built into your software, uses your Brand Voice when it's toggled on.

Global Custom Colors

Reusable, two-way synced color swatches managed under Brand Boards, Global Settings.

Unique Selling Proposition (USP)

What makes your brand better than your competitors, one of the fields in a Brand Voice.

Media Storage

Where every uploaded file lives, organized into a folder named after each Brand Board.

Contrast

The visual difference between two colors (like Text and Background); enough of it keeps content readable.

Getting Help: Brand Boards is a growing feature, new places to apply it are being added over time. If something in your software doesn't match this guide exactly, check the lessons in this course for the most current walkthrough, or reach out to your support team for help.