# Create a Brand Board

Mavilyn Carlos - 2026-11-02 - Brand Boards

Your **Brand Board** stores your gym's logos, brand colors, and fonts in one place so you can apply consistent branding across your emails, funnels, and website. This article walks through creating a Brand Board and setting up the Design Kit inside it: the logos, colors, and fonts that make up your brand's look.

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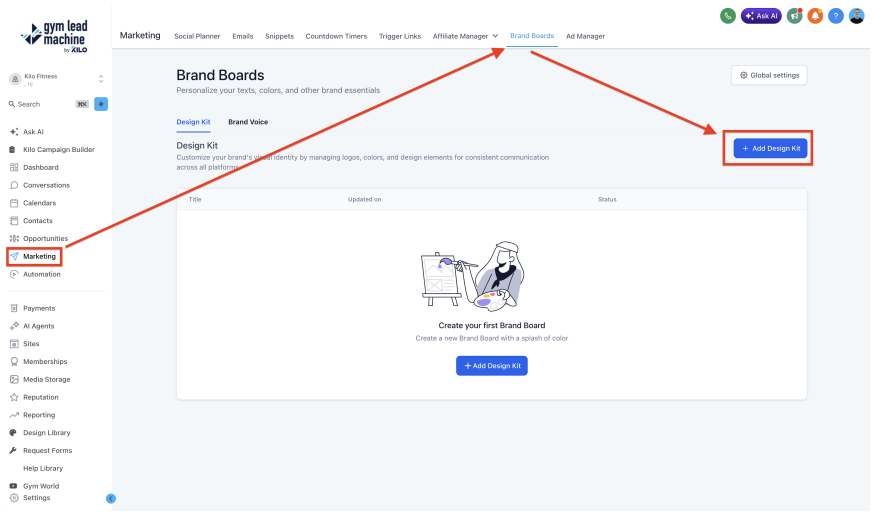
## What you can do with your Brand Board

- Start a Brand Board from a blank canvas, a preset template, or automatically from your website URL
- Store your primary and secondary logos in one place
- Set your brand colors using HEX or RGB codes and name them for easy reference
- Choose your brand fonts
- Set a Brand Board as your default so new marketing materials use it automatically
- Edit or delete a Brand Board at any time

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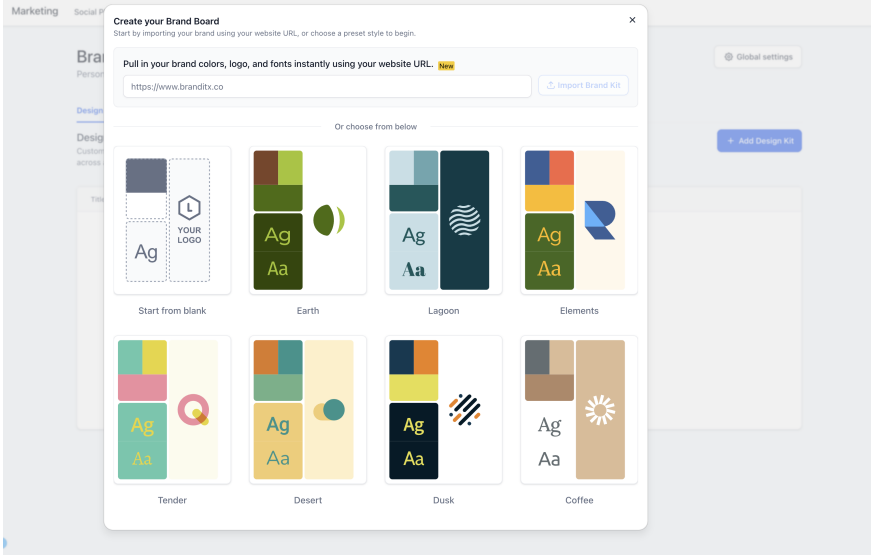
## How do I start a new Brand Board?

1. Go to **Marketing → Brand Boards**.
2. Click **+ Add a Design Kit**.



3. Choose one of the following starting points: **Start from Blank**, **Select a Template**, or **Website URL Import**.

4. If you choose Website URL Import, paste your website or landing page URL and click **Import Brand Kit**.




This opens the Design Kit editor, where you'll add your logos, colors, and fonts.

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## Which starting point should you use?

| Situation | Use this option |
|---|---|
| You don't have your branding defined yet and want full control | **Start from Blank** |
| You want a starting point you can adjust | **Select a Template** |
| Your website already reflects your brand, and you want a faster setup | **Website URL Import** |

Note

Website URL Import detects logos, colors, and fonts from the page you provide as a starting point. Review everything it pulls in and adjust as needed before saving.

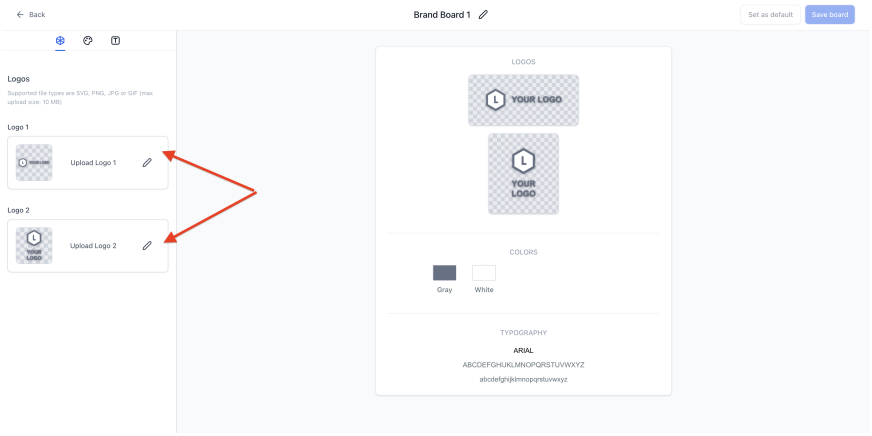
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## How do I add my logos?

1. Click the **Logos** tab.

2. Upload your primary logo.

3. Upload your secondary logo.

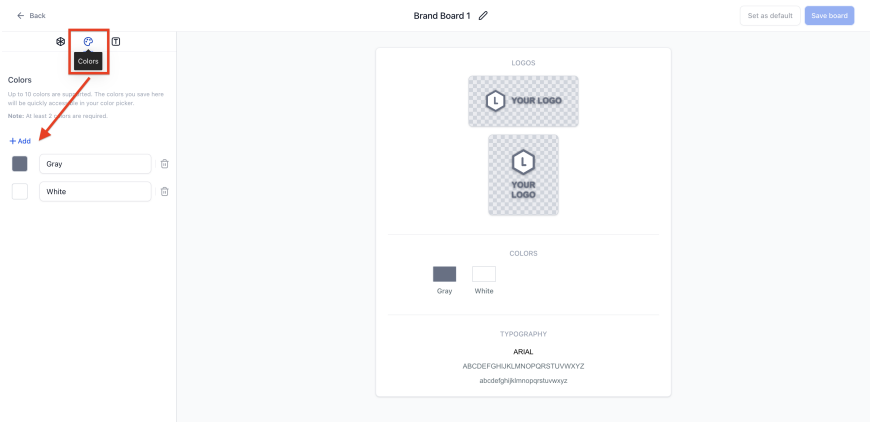



You can add up to two logos to a Design Kit.

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## How do I set my brand colors?

1. Click the **Colors** tab.
2. Add a color using the HEX or RGB color picker.
3. Name the color for easy reference (for example, "Purple").
4. Repeat for each additional brand color.



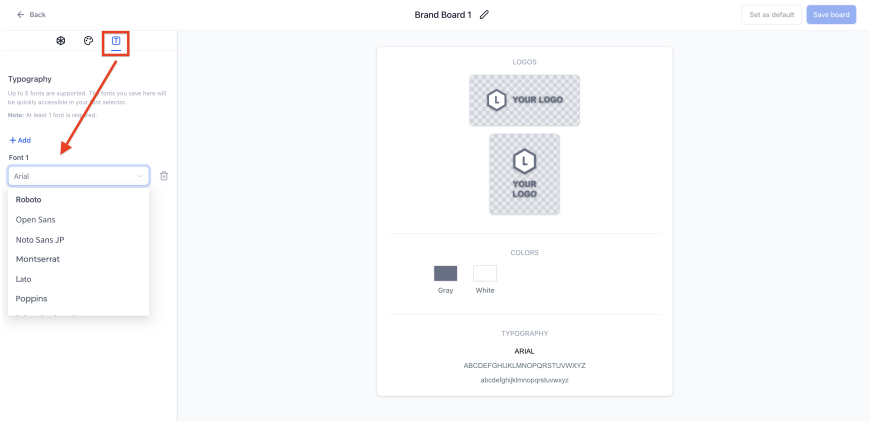

NOTE: You need at least two colors in a Design Kit, and you can add up to ten.

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## How do I set my brand fonts?

1. Click the **Typography** tab.
2. Select a font from the dropdown.

3. Click to add another font if you need more than one.

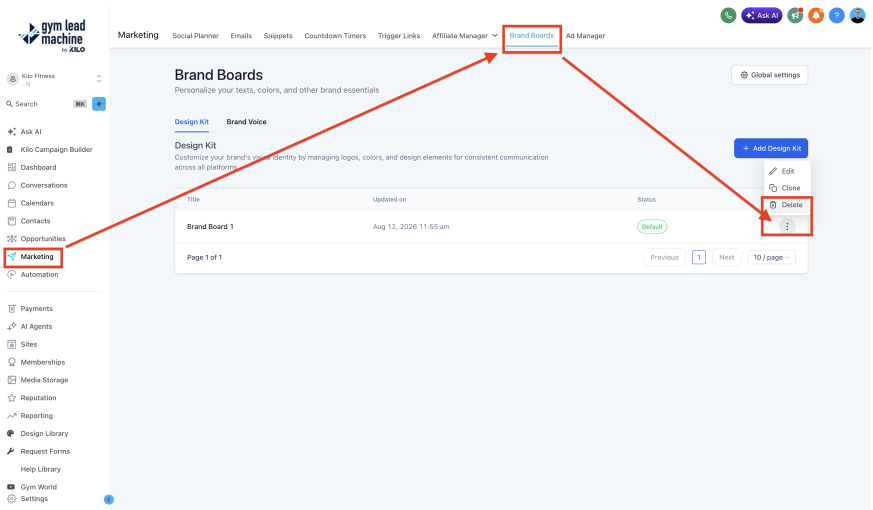



You can add between one and five fonts to a Design Kit.

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## How do I edit, delete, or set a default Brand Board?

1. Find the Brand Board you want to change.
2. Click the **three-dot menu** next to its name.
3. Choose **Edit**, **Delete**, or **Set as Default**.




Warning

Deleting a Brand Board cannot be undone.

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## Frequently asked questions

### Will changing the colors in my Brand Board update my existing emails or funnels?

**No.** Changing a color in your Brand Board does not retroactively update colors already used in existing emails or

funnels. The updated color only affects the color picker going forward, for new or edited content.

### How do I make a Brand Board the default for new marketing materials?

**Click the three-dot menu next to the Brand Board and select Set as Default.** New marketing materials will use that Brand Board's logos, colors, and fonts automatically.

### What does Website URL Import actually pull in?

**It scans the page you provide and detects visual brand elements such as logos, colors, and fonts to generate a starting Design Kit.** Review what it imports and adjust anything that doesn't match your brand before saving.

### Can I edit a Brand Board after I create it?

**Yes.** Click the three-dot menu next to the Brand Board and select **Edit** to update its logos, colors, or fonts at any time.

### Can I delete a Brand Board?

**Yes, using the three-dot menu next to the Brand Board.** Deleting a Brand Board cannot be undone, so make sure you no longer need it before confirming.

### How many colors, logos, and fonts can I add to a Design Kit?

**Up to ten colors, two logos, and five fonts.** You need a minimum of two colors to save a Design Kit.

### Where do I find the logos I upload to a Brand Board?

**They're saved to a folder in your media library named after the Brand Board.** This gives you quick access to reuse the logos elsewhere, and you can delete older logo files from the media library if you no longer need them.

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## Helpful tips

- Name your colors something you'll recognize later, not just the hex code
- Use Website URL Import to save time if your website already reflects your current branding
- Set your most-used Brand Board as the default so new materials automatically match
- Review anything pulled in through Website URL Import before saving; it's a starting point, not a final result
- Keep old logo files out of your media library once you've replaced them, to keep things tidy

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## When this feature is most helpful

- Setting up your gym's branding for the first time
- Keeping your logos, colors, and fonts consistent across emails, funnels, and your website
- Speeding up setup by importing branding from your existing website
- Refreshing your branding and applying the update across your marketing materials

- Managing multiple Brand Boards if you run more than one location or program under different branding

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If you have questions about Brand Boards in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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