Use Brand Boards in GLM Emails

Mavilyn Carlos - 2026-11-03 - Brand Boards

A **brand board** stores your gym's fonts, colors, and logos so you can apply them while building an email without looking up a HEX code or a font name. Your brand colors and fonts appear at the top of the pickers in the email editor, and your logos are available in the media library, so there is no need for custom values or code.

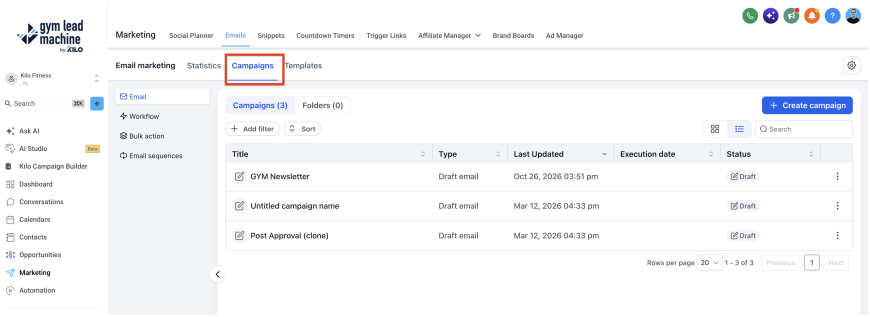
What you can do with brand boards in emails

- Apply your brand colors from the top of the color picker
- Apply your brand fonts from the top of the font picker
- Confirm which brand color you are choosing by its name
- Insert any logo from your brand boards through the media library
- Switch which brand board is the default when you need a different palette

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Open an email campaign or template

1. Go to **Marketing** in the left menu of your Gym Lead Machine account.
2. Select **Emails -> Campaigns** and open the campaign or template you want to edit.

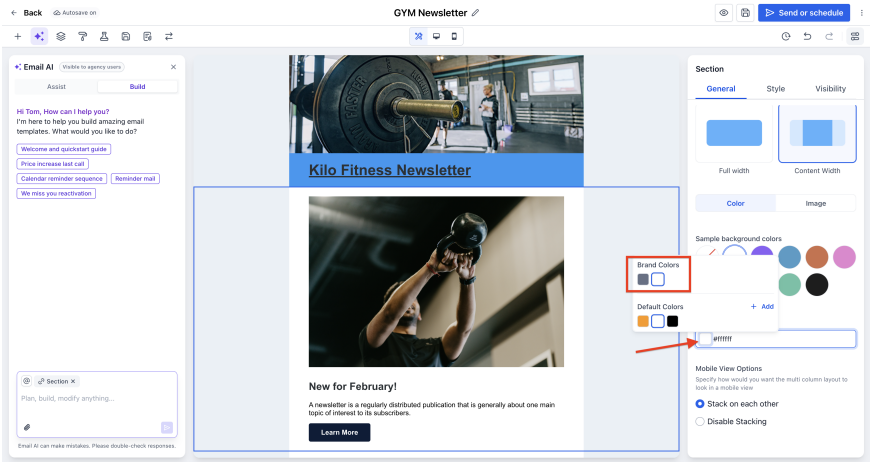


Apply your brand colors

1. Edit a text block, or open the appearance settings to adjust colors.
2. Open the color picker.

3. Select a color from the group at the top of the palette. These are your brand colors, labeled as they are in the brand board.

4. Hover over a color to confirm its name before selecting it.

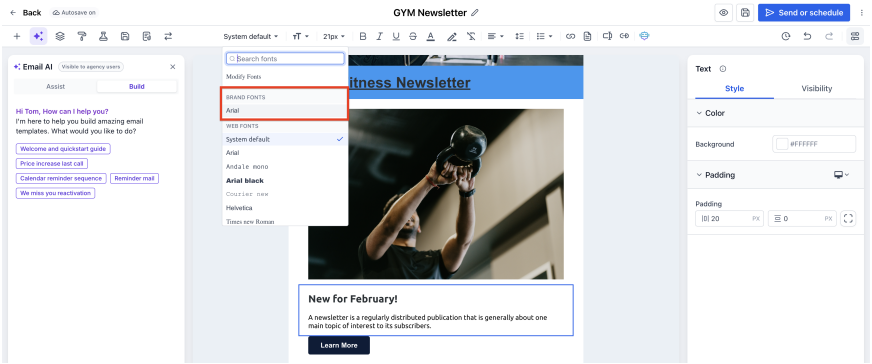


Apply your brand fonts

1. Select the text you want to change.

2. Open the font picker in the text editor.

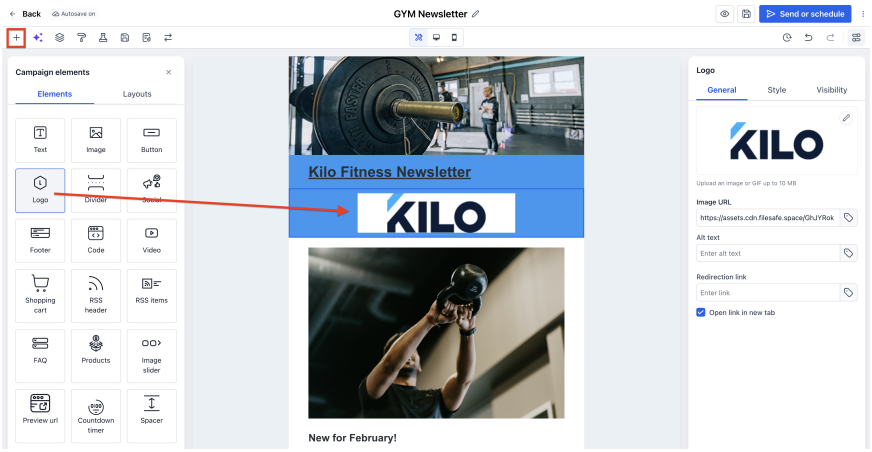
3. Choose a font from the group at the top of the list. These are your brand fonts.



Insert your logo

1. Click the + sign in the top left to add an element.

2. Choose the Logo element and drag it into the email builder



Note

Colors and fonts behave differently from logos. The color and font pickers show only the fonts and colors from your default brand board, while the media library shows logos from all of your brand boards.

Frequently asked questions

Why can I only see some of my brand colors and fonts?

The color and font pickers show only the default brand board. Colors and fonts from your other brand boards will not appear until you make that board the default. Logos are the exception, since the media library shows logos from every brand board.

Can more than one brand board be active at a time?

No. Only one brand board can be the default at any time. To use a different palette or set of fonts, switch which board is the default.

How do I know which brand color I am selecting?

Hover over the color in the picker to see its name. Brand colors are labeled with the same names they carry in the brand board, so you can confirm you have the right one before applying it.

Where do I find my logos?

In the media library, opened through the option to add an image or logo. All logos from all of your brand boards appear there, and you can click **Home** to move between folders.

Helpful tips

- Check which brand board is the default before you start building, so the colors and fonts you expect are the ones available
- Hover to confirm a color name rather than judging by the swatch, since similar shades sit next to each other
- Use the brand colors and fonts at the top of each picker instead of entering values by hand
- Look in the media library for logos, since they are not affected by which brand board is the default

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

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