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Use Brand Boards in GLM Funnels and Websites

Mavilyn Carlos - 2026-08-25 - [Brand Boards](#)

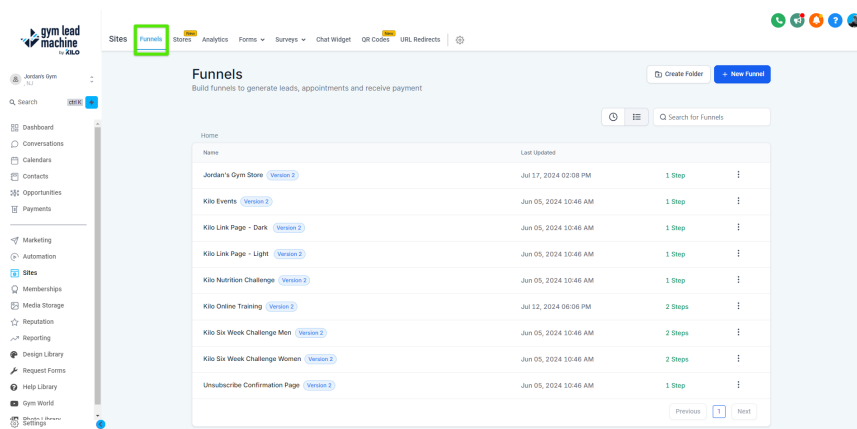
Custom Colors let you store your gym's brand colors in the color palette of your Gym Lead Machine funnel and website builder, so you can apply the same colors across every page and element you build. Because the colors are saved rather than entered each time, updating one updates everywhere it has been used.

What you can do with custom colors

- Save your brand colors once and reuse them across funnels and websites
- Add a color by entering a HEX code or adjusting one already in the palette
- Edit or delete a saved custom color
- Update a color everywhere it appears in a single change
- Pick a color out of an image using the eyedropper tool

Open the color palette

1. Select **Sites** in the left menu of your Gym Lead Machine account.
2. Open the funnel or website you want to work in.



3. Click the text color option in the inline toolbar while editing text, or open the color option in the right sidebar.

The palette opens with two sections: **Default Colors** and **Custom Colors**.

Add and edit custom colors

1. Go to the **Custom Colors** section of the color palette.
2. Click the edit icon to open the color picker.
3. Enter a HEX code to add a specific color, or select an existing color from the palette and adjust it.
4. Use the color selector or enter a HEX code to refine a color you have already saved.
5. Use the same color picker to delete a custom color you no longer need.

Note

Editing a custom color updates every element already using that color. This applies across the pages where the color has been used, so a single change can affect more than the page you are working on.

Frequently asked questions

If I change a custom color, do I have to update every page that uses it?

No. The change applies automatically everywhere that color is used. This is the main reason to save brand colors as custom colors rather than entering a HEX code each time.

Can I pick a color out of an image or an existing element?

Yes. Use the eyedropper tool. It matches a color from an image or another element exactly, which is useful when you are working from a logo or a photograph rather than a known HEX code.

Where do I find the color palette?

Inside the funnel or website builder, accessed through Sites. Click the text color option in the inline toolbar while editing text, or use the color option in the right sidebar.

Helpful tips

- Save your brand colors as custom colors before you start building, so they are ready when you need them
 - Apply the same custom colors across every page for a consistent look
 - Use the eye dropper tool when matching a color from a logo or photo rather than guessing a HEX code
 - Keep your custom color list short, since a smaller palette is easier to apply consistently
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If you have questions about custom colors in your funnels and websites in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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