

## Configuration > Brand Settings > Content Defaults

Content Defaults includes tools for quickly applying a pre-built theme, sharing configurations between accounts, and backing up your settings. These options are available in the toolbar at the top of the Content Defaults page.

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## Preset Themes

Preset themes provide fully configured starting points for your Content Defaults. Instead of building a configuration from scratch, you can apply a preset and then adjust individual values to match your brand.

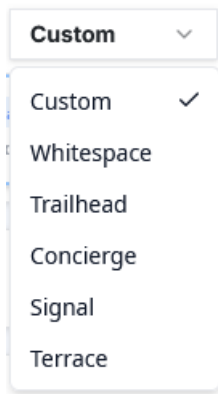
Five preset themes are available:

| Theme      | Description   |
|------------|---|
| Whitespace | Clean, minimal design with generous spacing and a neutral palette |
| Trailhead  | Outdoor-inspired with bold, earthy tones                          |
| Concierge  | Refined aesthetic with elegant fonts and muted colors             |
| Signal     | High-contrast, modern design with strong accent colors            |
| Terrace    | Warm, inviting palette with balanced proportions                  |

To apply a preset, select it from the Presets dropdown in the toolbar. Applying a preset will:

- Replace all current values with the preset's configuration
- Enable all content block types

If your Colors & Fonts tab is set to preferred fonts mode and the preset uses fonts that are not in your preferred list, those fonts will be automatically added to your preferred list. A brief notification will appear with an option to undo this change.



**Note:** Applying a preset replaces your entire current configuration. If you want to preserve your current settings, export them first (see below) before applying a preset.

## Exporting Your Configuration

Export your Content Defaults configuration as a JSON file to back it up or share it with another account.

To export, select the **Export** button in the toolbar.

The file will be downloaded to your device as `content-defaults.json`.

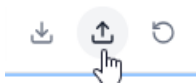
## Importing a Configuration

Import a previously exported configuration to restore a backup or apply settings from another account.

To import, select the **Import** button in the toolbar and choose a JSON file from your device. On import:

- The imported values replace your current configuration
- The live preview updates immediately to reflect the imported settings

If the file is not a valid Content Defaults export, an error message will appear and your current configuration will not be changed.



If you have access to multiple CDPs with a similar brand style, exporting and importing Content Defaults is a fantastic way to speed up the Content Defaults configuration.

## Undo and Redo

Content Defaults supports undo and redo for all configuration changes, including applying presets and importing configurations. This gives you a safety net when experimenting with different settings.

- **Undo** – press **Ctrl+Z** (Windows) or **Cmd+Z** (Mac), or select the undo button in the toolbar
- **Redo** – press **Ctrl+Y** or **Ctrl+Shift+Z** (Windows) or **Cmd+Shift+Z** (Mac), or select the redo button in the toolbar

Up to 50 changes are stored in the undo history. The history is cleared when you navigate away from the Content Defaults page or refresh the browser.

**Note:** Undo and redo operate on your unsaved changes. Once you save, the undo history is preserved for the current session but the saved state cannot be undone – you would need to re-import a previous export to revert.

## Next Steps

With your configuration set up, learn how Content Defaults apply in the email and landing page editors in the next article.