

Configuration > Brand Settings > Content Defaults

Once Content Defaults are configured and saved, they take effect automatically in the email editor and the landing page editor. This article explains what to expect when creating new designs with Content Defaults enabled.

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How Defaults Are Applied

Content Defaults are applied at the moment a new design is created. There are two categories of defaults:

Design-level settings are applied to the overall design template. These come from your Global Design Tokens:

- **Background Color** – the outer page background
- **Content Area Background** – the background of the content area where blocks are placed
- **Content Width** – the width of the content area
- **Default Font** – the base font for the design
- **Link Color** – the default color for hyperlinks

These values appear in the editor's **Design Settings** panel (accessible from the Settings tab in the right sidebar).

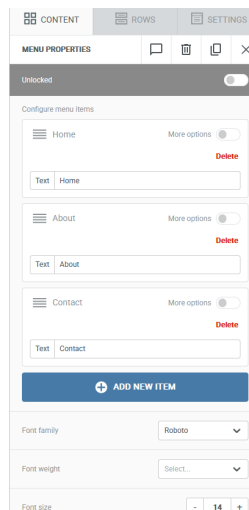
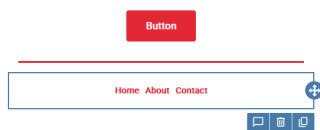
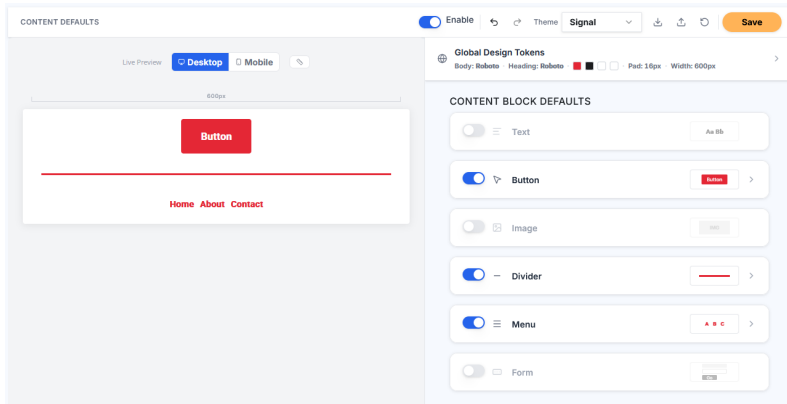
Block-level defaults are applied each time a user drags a new content block into the editor. For example, a new button block will arrive with the background color, font, border radius, and other properties you configured in the Button content block card.

Email Editor

In the email editor, the six content block types from Content Defaults are available: Text, Button, Image, Divider, Menu, and Form. When Content Defaults are enabled:

- New designs start with your Global Token values applied to the design settings.

- Each new block dropped into the editor inherits its defaults from the corresponding content block configuration.
- Only enabled block types in your Content Defaults configuration have their defaults applied. Disabled block types use the editor's standard defaults.



Landing Page Editor

The landing page editor supports only the **Form** content block. When Content Defaults are enabled:

- New landing pages start with your Global Token values (background color, content area background, content width, default font, link color) applied to the design settings.
- New form blocks dropped into the editor inherit their defaults from the Form content block configuration, including label styling, field styling, and button styling.
- Other content block defaults (Text, Button, Image, Divider, Menu) are not relevant in the landing page editor since only form blocks are available.

Email Address

you@example.com

Subscribe**First Name****Last Name****Address****City****Country****State Name****Zip Code****Phone****Email Address****Email Permission** Yes No**Subscribe**

What Content Defaults Do Not Affect

Content Defaults apply only to new designs and newly placed blocks. They do not:

- Retroactively change existing designs that were created before Content Defaults were configured or updated.
- Alter blocks that have already been placed in a design. If a user drops a text block, then you update the Content Defaults text color, the already-placed block retains its original color.
- Override manual edits. Once a user modifies a block's properties in the editor, those edits take precedence over the defaults.
- Apply to designs created from saved templates. Templates retain the styling they were saved with; Content Defaults apply to blank/new designs.

Heading Styles

Heading styles (H1 through H6) configured in the Text content block's heading overrides are applied to the editor's Title block. When a user places a new Title block and selects a heading level, the font, size, weight, color, and other properties from your heading configuration are used as the starting point.

The **visible heading level** setting in your Content Defaults configuration also controls how many heading levels are available in the editor. For example, if you configured heading levels through H3, the editor will offer H1, H2, and H3 as options for Title blocks. Title blocks support up to H6.

Verifying Your Configuration

After saving Content Defaults, the recommended way to verify your configuration is to open the email editor and create a new blank design:

1. Navigate to the email editor and begin a new design.
2. Open the **Settings** tab in the right sidebar and review the Design Settings. Confirm that background color, content area background, content width, default font, and link color match your Global Token values.
3. Drag each enabled content block type into the design and confirm that its properties match your configuration.
4. For button blocks, check hover behavior by hovering over the button in the preview (if hover styles are configured).
5. For the landing page editor, repeat the process by creating a new landing page and placing a form block.

Troubleshooting

Content Defaults don't seem to be applied:

- Confirm that Content Defaults are enabled (the master toggle is On) and that you have saved your configuration.
- Ensure you are creating a new design or dealing with new content blocks, not existing ones.
- Check that the specific content block type is enabled in your configuration (the toggle on the block card is On).

Heading styles are not reflected:

- Heading styles are configured in the Text content block's heading overrides and applied to the editor's Title block, not the Text/Paragraph block. Make sure you are using a Title block in the editor to see heading defaults.

Landing page form blocks use default styling:

- Confirm that the Form content block is enabled in your Content Defaults configuration and that the configuration has been saved.