Campaign Styles Guide

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What you'll learn:

- How to access and manage Campaign Styles
- How to create and customize text and button style presets
- How to use on new or refreshed campaigns
- How to apply, duplicate, and manage styles across screen sizes

What are Campaign Styles?

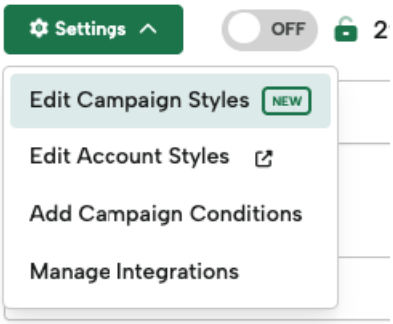
Campaign Styles are reusable design presets that make it easier to keep your branding consistent within your Digioh campaign. You can create styles for text and buttons, then apply them anywhere in your campaign with just a few clicks.

Looking to create styles that can be reused on any campaign? View our Account Styles Guide to learn more.

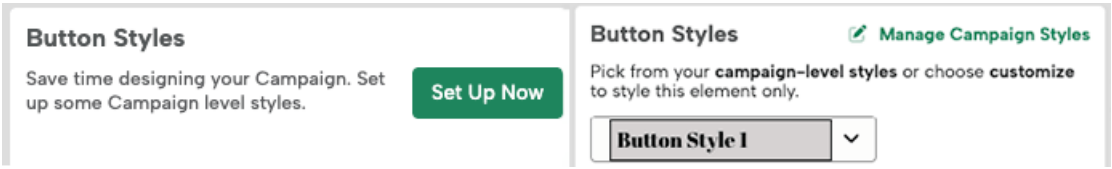
Accessing Campaign Styles

There are two ways to access Campaign Styles:

- Hover over the **Settings** dropdown in the top-left and select **Edit Campaign Styles**.



- Select a **Text** or **Button** to view the Styles section in the editor panel.
  - If no styles are set up yet, you'll see a **Set Up Now** button.
  - If styles already exist, you'll see **Manage Campaign Styles**.

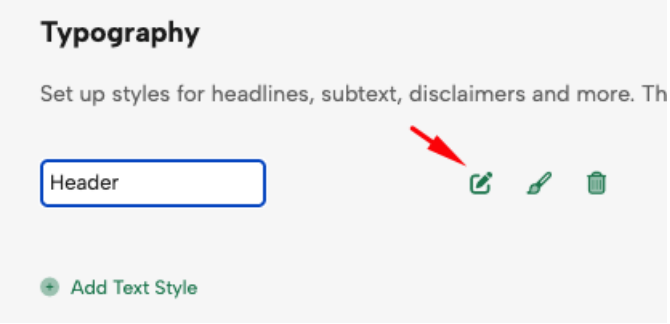


Creating and Editing Styles

When you open the **Manage Campaign Styles** modal, you'll see options for:

- **Typography**
- **Buttons & Links**

Click **+Add Style** to create a new style. Use the pencil icon to rename it to something clear and brand-relevant.

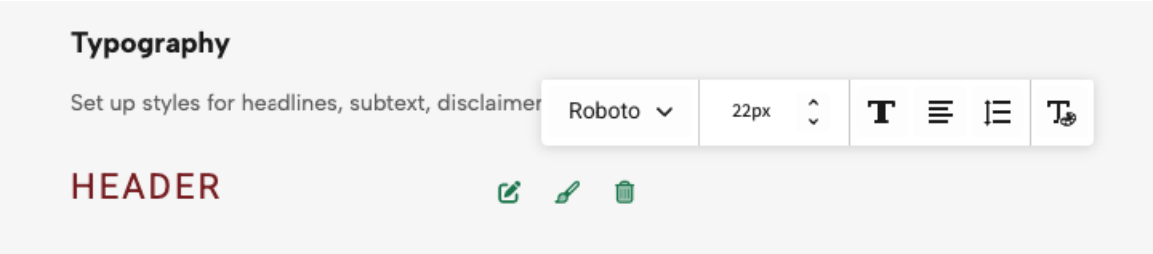


With your style created and named, now it's time to customize them! Edits made in Campaign Styles will **auto-save**. However, make sure to still save your whole campaign when complete.

Typography Settings

Click the paintbrush icon to access the toolbar where you can adjust:

- **Font Family**
- **Size**
- **Style** (Bold, Italic, Underline, Uppercase)
- **Alignment**
- **Line-height** and **Letter Spacing**
- **Color** and **Opacity**



Button & Link Styles

You'll see the same text options as Typography, plus:

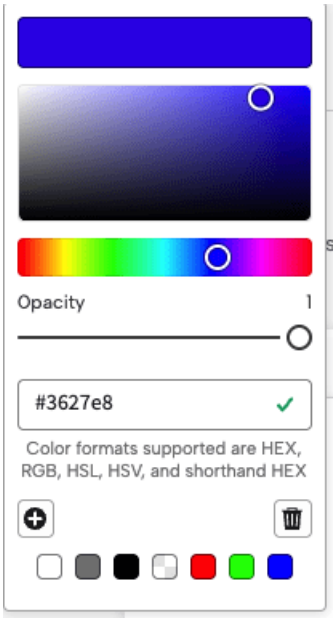
- **Border** (style, thickness, and radius)
- **Background** (solid, gradient, or image)
- **Spacing** (padding)

With Button Styles, you can also edit each different button state: **Default**, **Hover**, and **Selected**. We recommend starting with the **Default** state, as the styling there will extend to the others, then customize those as needed.

Feature Details

Let's dive deeper into some of these settings as they have a new look or additional features.

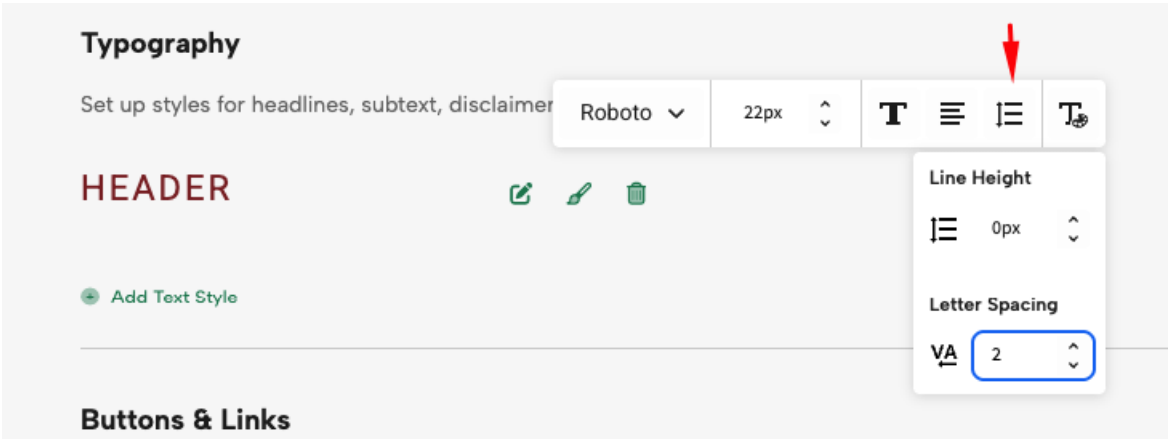
Color Picker



You'll see a revamped color modal in the editor with the same capabilities as before. You can enter your color code (HEX, RGB, HSL, HSV, and shorthand HEX) or select from the color picker.

You can also use the pre-saved swatches at the bottom or add a new color swatch with your personal brand colors to reuse. When you've entered or selected your color, click the "**+**" button to save it as a swatch.

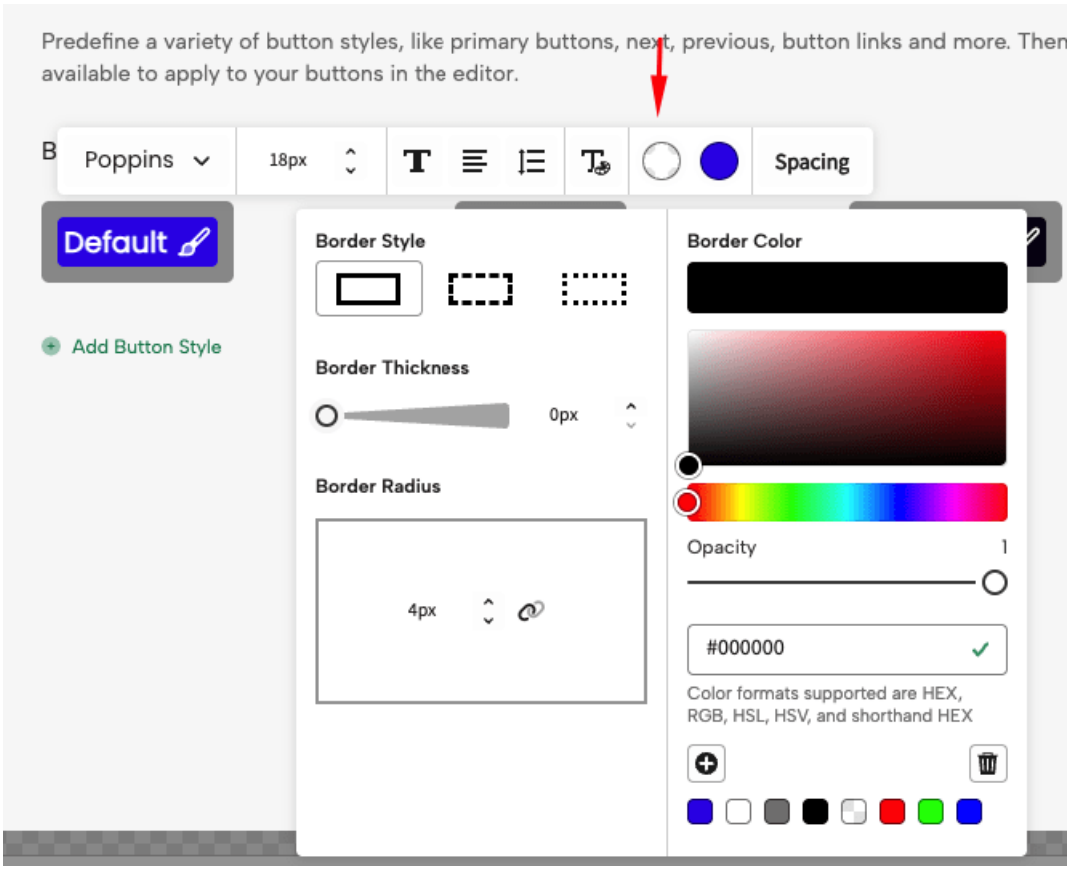
Letter Spacing



With this new feature, you can quickly adjust letter spacing in the toolbar for both text and button styles—just add your desired letter spacing pixel value.

Note: Letter-spacing does not work if using a Custom Button or Text element (yet!). You can use Extra CSS to achieve this on custom elements. Check out our CSS help doc here.

Button Border



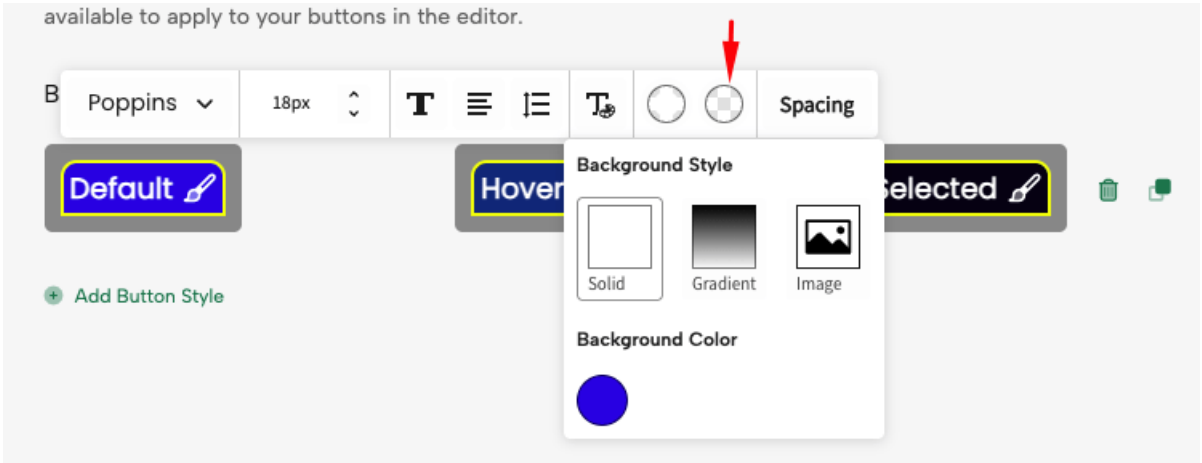
Border controls have also gotten a new look.

- Choose between **solid**, **dashed**, or **dotted** borders
- Choose your border color
- Use sliders or px input for thickness and radius

By default all corners will be linked on border radius. Click the link icon to unlink corners and customize each radius independently.

Note: Unlinked border radius' do not work if using a Custom Button (yet!). You can use Extra CSS to achieve this on custom buttons. Check out our CSS help doc here.

Button Backgrounds

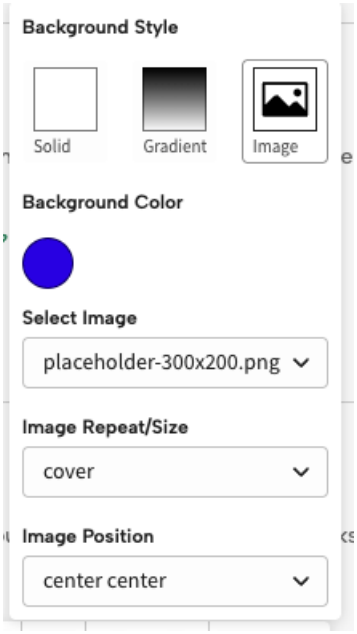


Button background controls have also gotten a revamped look.

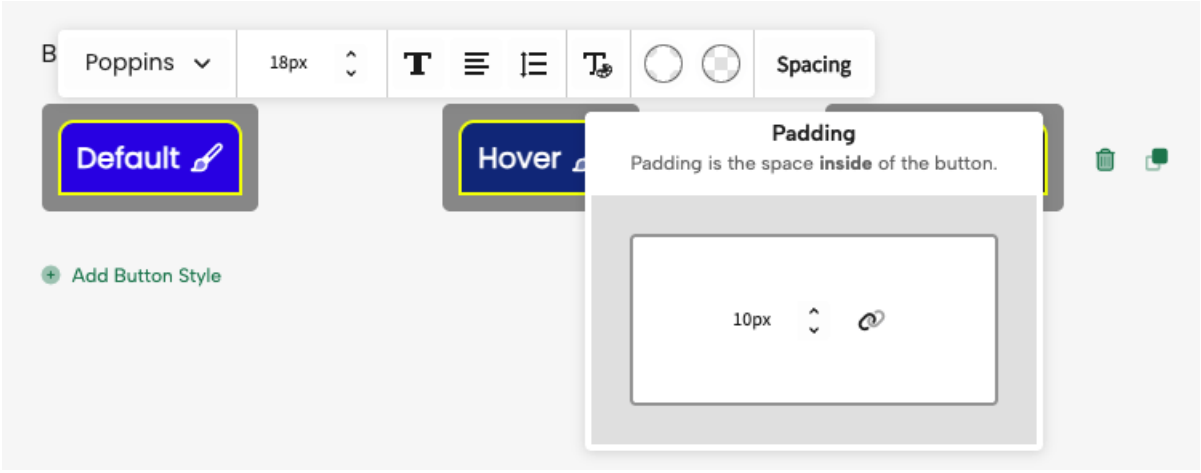
Choose from:

- **Solid** color
- **Gradient** (select two colors for a vertical blend)
- **Image** (To use a background image in Campaign Styles, you'll need upload it to the platform first. It will then appear in the dropdown selector.)

With images you can select the background color, image, repeat/size and position. To learn more about images in buttons, see our full Image help doc.



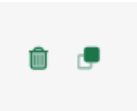
Spacing



With Spacing you can fully customize the Padding of your buttons. Unlink the spacing to change the padding on specific sides to if needed.

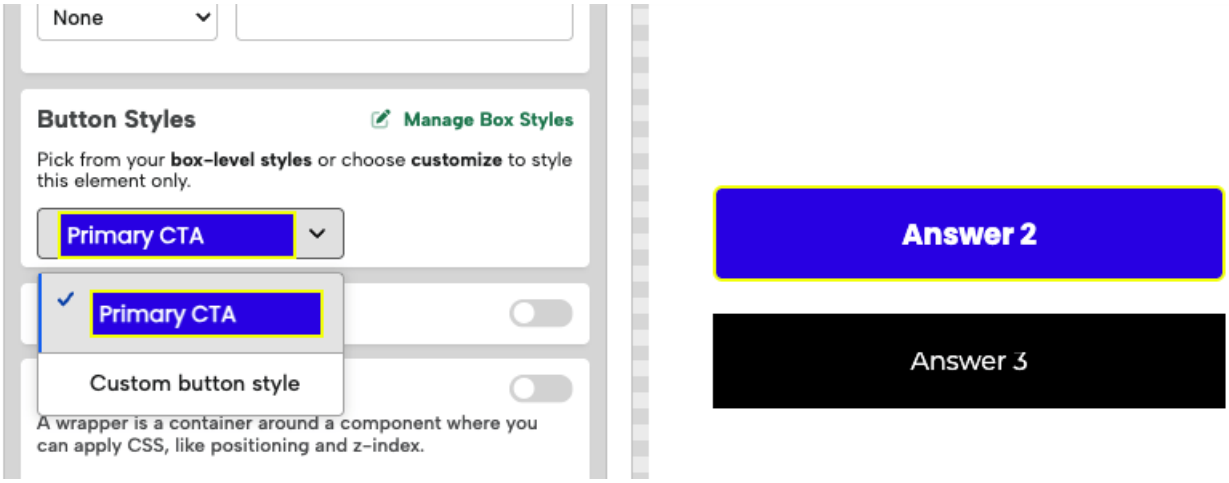
Note: Unlinked Spacing does not work if using a Custom Button (yet!). You can use Extra CSS to achieve this on custom buttons.

Duplicating or Deleting Styles



- For Button Styles, you can use the **duplicate icon** to create a variation (e.g., mobile-specific style).
- Use the **trash can** icon to delete a style. You can only delete a style if it's not actively used in a campaign element.

Applying Your Styles

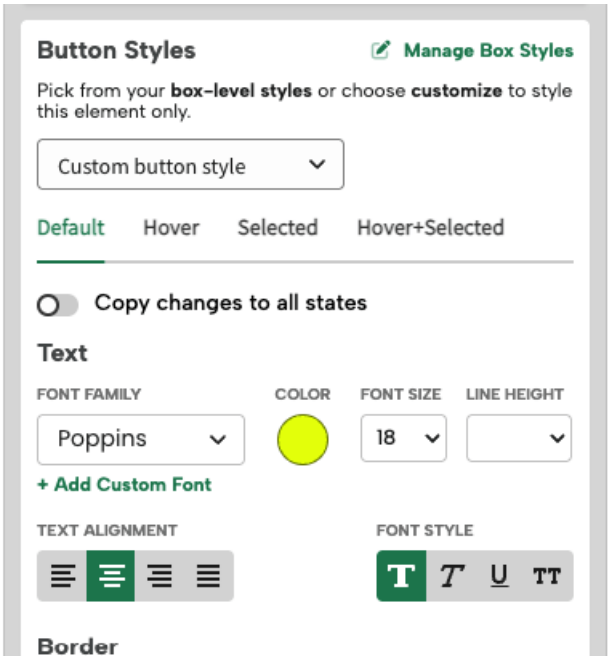


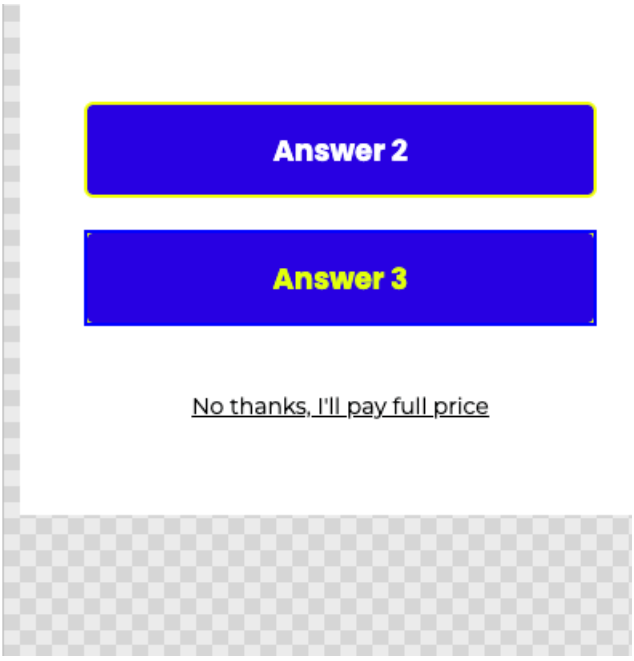
Once created, simply apply styles via the dropdown that appears in the design panel when you click a text or button element.

For text elements, when a style applied you will no longer see the normal design controls for that element.

For button elements, when a style applied you *will* still see the normal design controls. This allows you to override specific stylings of the buttons, such as swapping out an Image, while maintaining the rest of the Campaign Style intact. If you then make changes to the Campaign Style, the button will also update it's styling except the changes you have overwritten.

You can always switch back to **Custom Button/Text Style** to create one-off elements. You can either work from scratch if no style was applied, or select a base Campaign Style and then switch to Custom to tweak it.


Button Styles
Manage Box Styles
Pick from your box-level styles or choose customize to style this element only.
Custom button style
Default
Hover
Selected
Hover+Selected
Copy changes to all states
Text
FONT FAMILY
COLOR
FONT SIZE
LINE HEIGHT
Poppins
18
+ Add Custom Font
TEXT ALIGNMENT
FONT STYLE
Border


Answer 2
Answer 3
No thanks, I'll pay full price