SIGNIVENT

Email branding and templates

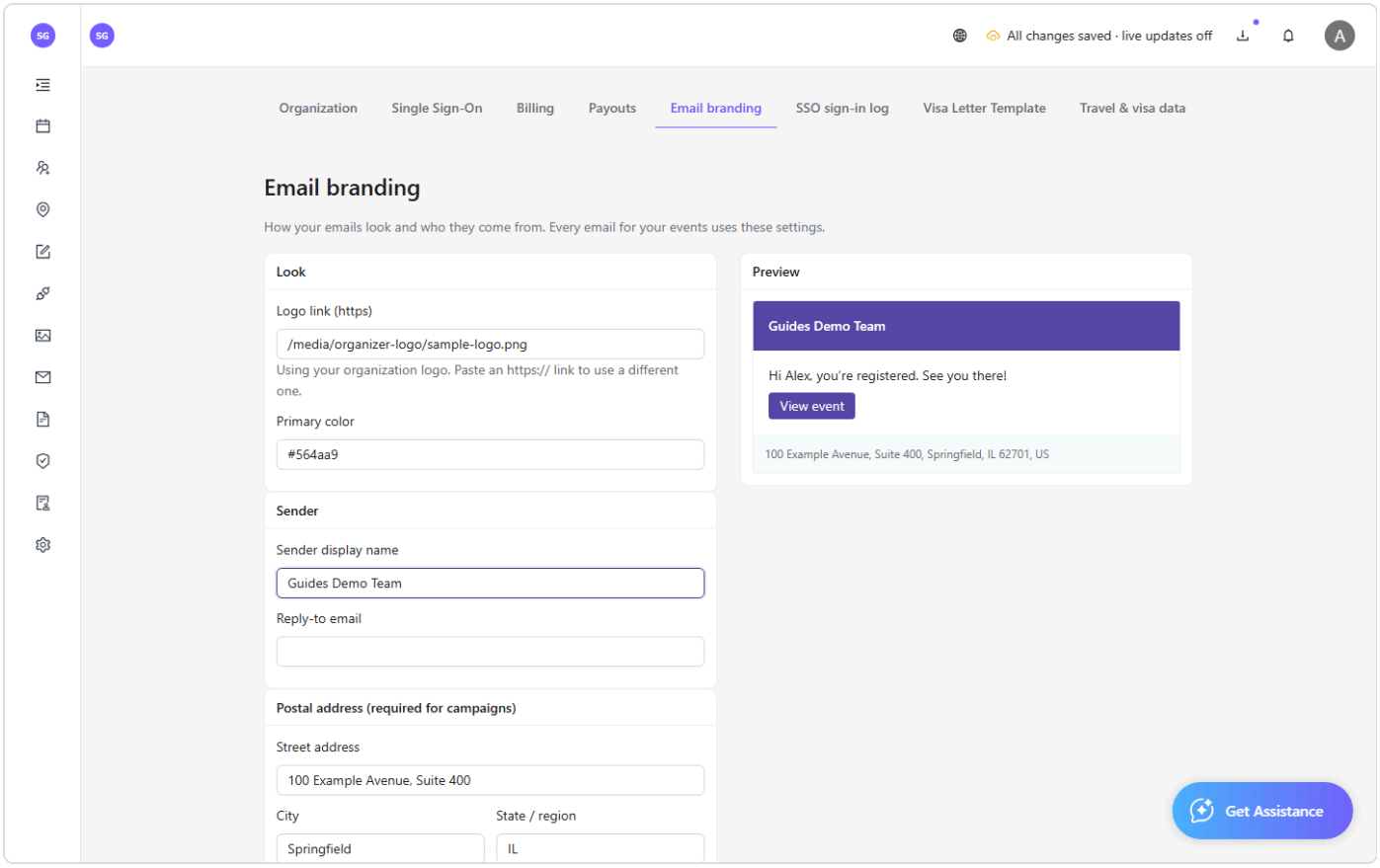
Signivent · Last updated October 25, 2026

Two pages control the email your events send. **Organization Settings** > **Email branding** sets the look (logo and color), the sender name and reply-to address, and the postal address that campaigns need. **Communications** > **Email Templates** is the library of ready-made messages for every stage of an event, which each event copies and can adjust.

Set up email branding

1. Open **Organization Settings** in the sidebar and choose the **Email branding** tab.
2. Under **Look**, paste a **Logo link** that starts with `https://` (if you leave your organization logo in place, the field reads "Using your organization logo" and is kept as it is), and set the **Primary color** (a hex code such as `#564aa9`). The color is used for the email header and buttons.
3. Under **Sender**, enter the **Sender display name** (what people see in their inbox) and a **Reply-to email** (where replies go).
4. Fill in the **Postal address**. Marketing campaigns cannot be sent without it, because anti-spam rules require a physical address in every campaign email.
5. Optionally add your **Website** and social links for the email footer.
6. Click **Save email branding**.

The **Preview** on the right updates as you type, so you can check the header, button color and footer before saving.



Email branding: logo link, primary color, sender name and reply-to, postal address, and a live preview of a sample email

Rules the save checks:

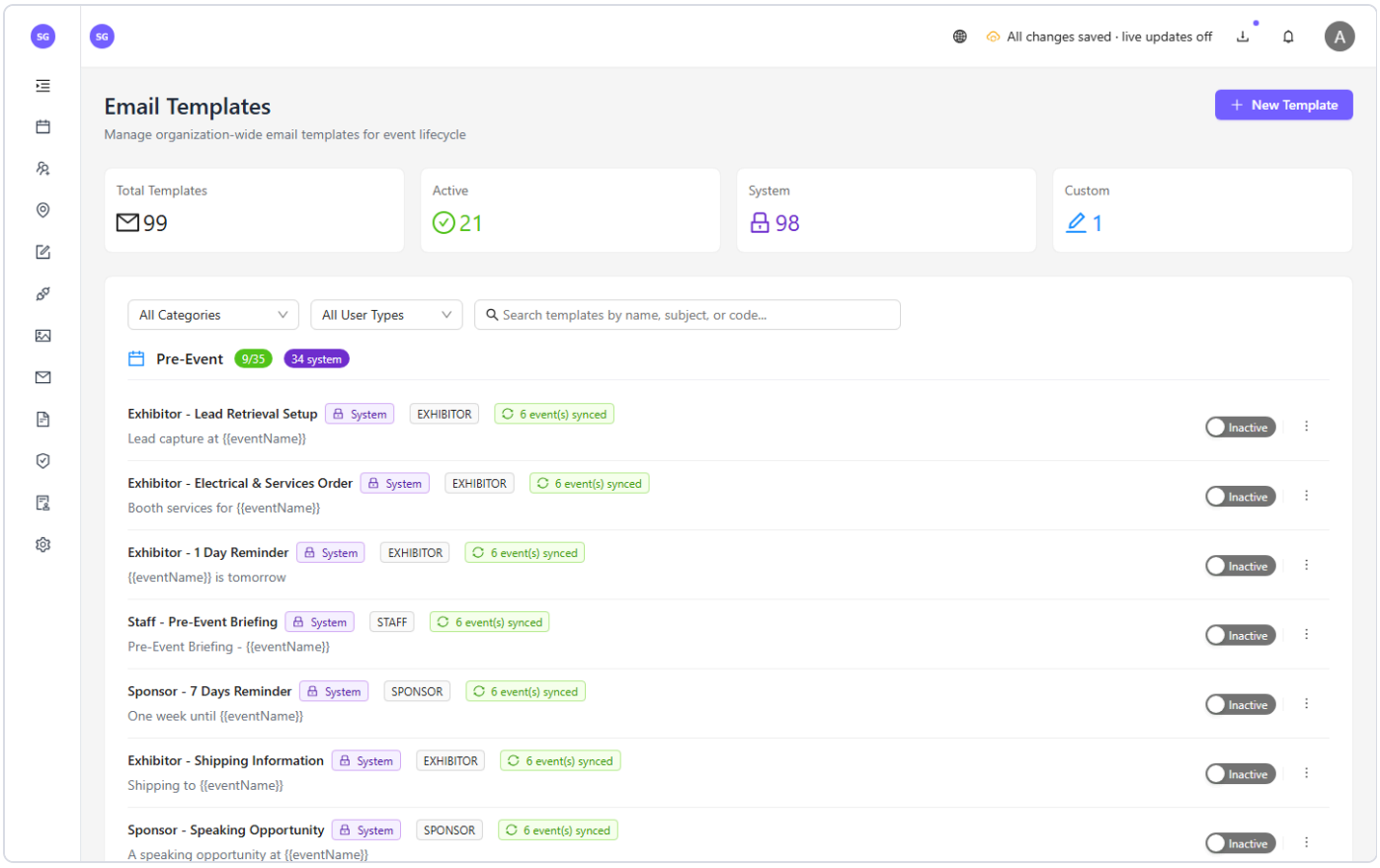
Field	Rule
Logo link	Must be a full `https://` link
Sender display name and Reply-to email	A reply-to needs a sender name. If the name can't be saved on its own, Save says so and asks for a reply-to. The name cannot pretend to be Signivent itself
Reply-to email	Must be a real mailbox that can receive mail. A confirmation link is emailed to it, and replies use it once it is confirmed
Country	Two-letter code, for example US

Find a template

Open **Communications** > **Email Templates**. The counters at the top show how many templates you have, how many are **Active**, how many are **System** templates supplied by Signivent and how many are **Custom** ones you made.

Templates are grouped by stage (**Pre-Event**, **Registration**, **During Event**, **Post-Event**). Each row shows the template name, who it is for (Attendee, Speaker, Exhibitor, Sponsor or Staff), the subject line, and how many of

your events have a copy (for example "6 event(s) synced").

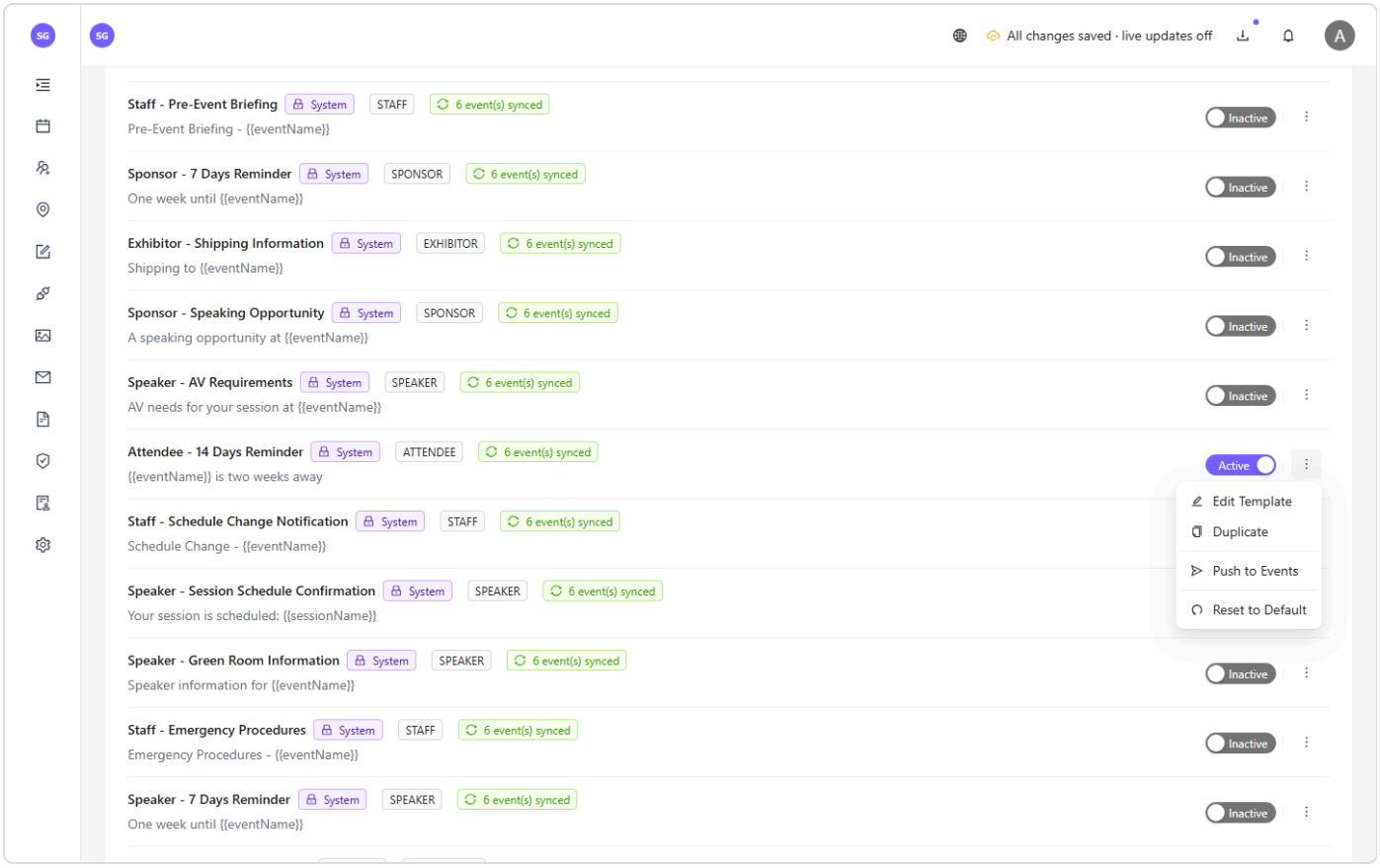


The Email Templates library: counters, filters, and the Pre-Event group with system templates, each with an Active switch

- Use **All Categories** and **All User Types** to filter, or search by name, subject or code.
- The switch on each row turns a template **Active** or **Inactive**.

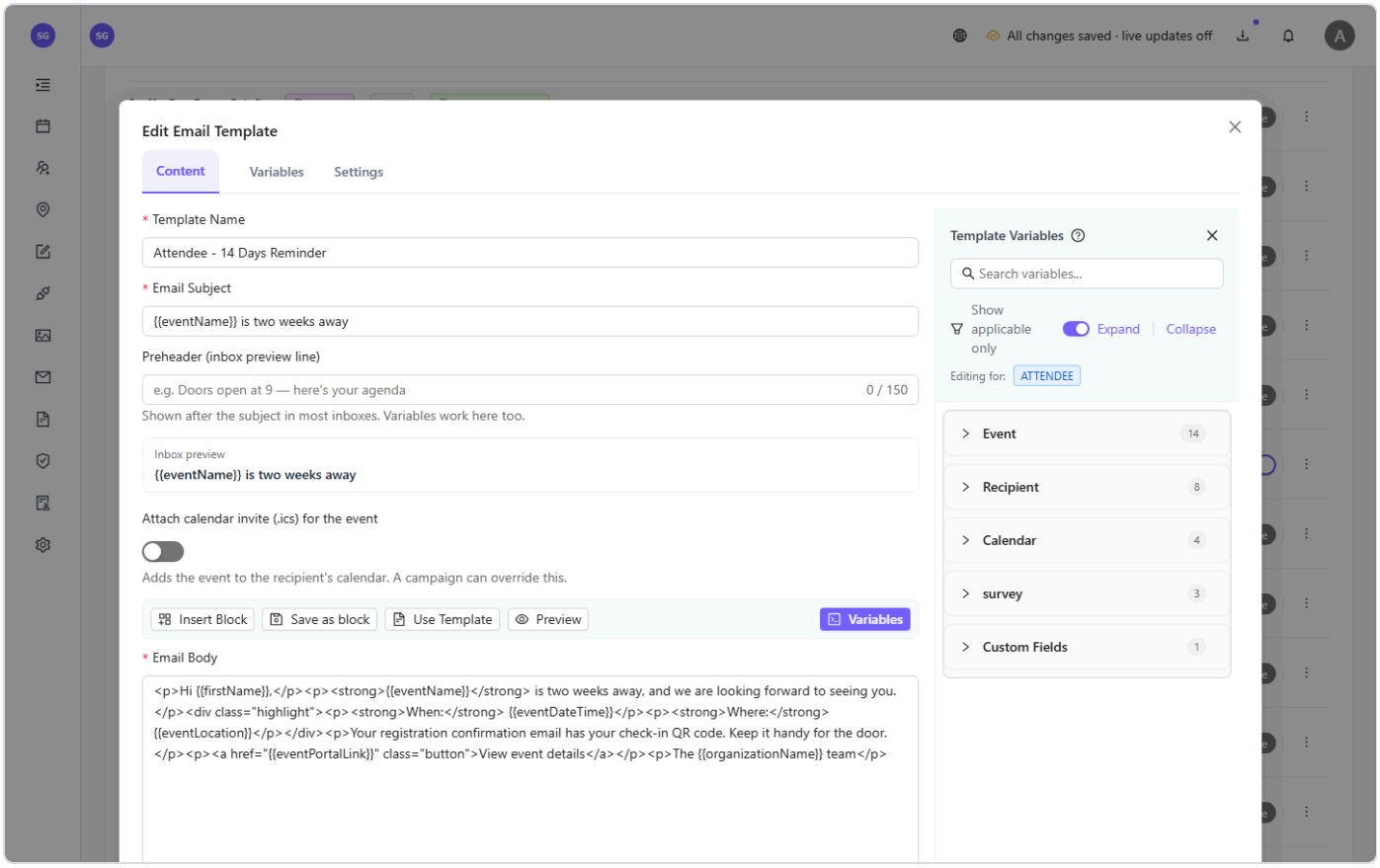
Edit a template

1. Click the three dots on a template row.
2. Choose **Edit Template**.



The actions menu of a system template: Edit Template, Duplicate, Push to Events and Reset to Default

3. On the **Content** tab, change the **Email Subject**, the **Preheader** (the line shown after the subject in most inboxes) and the **Email Body**. Switch on **Attach calendar invite (.ics)** to add the event to the recipient's calendar.
4. Insert variables such as `{{firstName}}` or `{{eventName}}` from the **Template Variables** panel. They are filled in for each person when the email is sent. **Show applicable only** limits the list to variables that make sense for this template's audience.
5. Use **Preview** to see the result, then click **Save**.



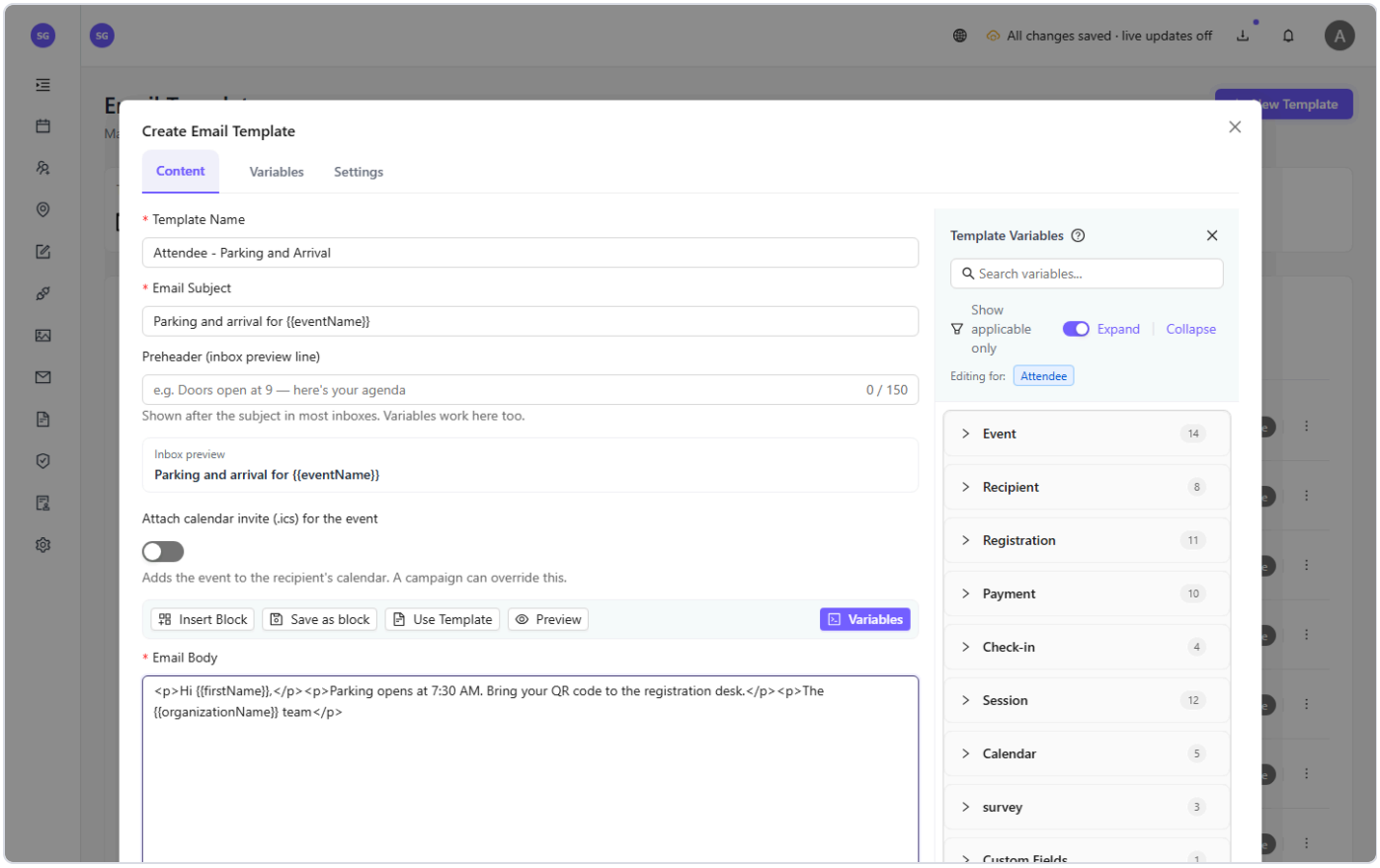
Editing a system template: subject, preheader, calendar invite switch, the email body and the Template Variables panel

Each event keeps its own copy of the template. After you change the organization version, use **Push to Events** from the same menu to update event copies. Event copies that were edited inside an event are left alone.

To undo your changes to a system template, choose **Reset to Default** and confirm. Your edits are replaced with the original wording.

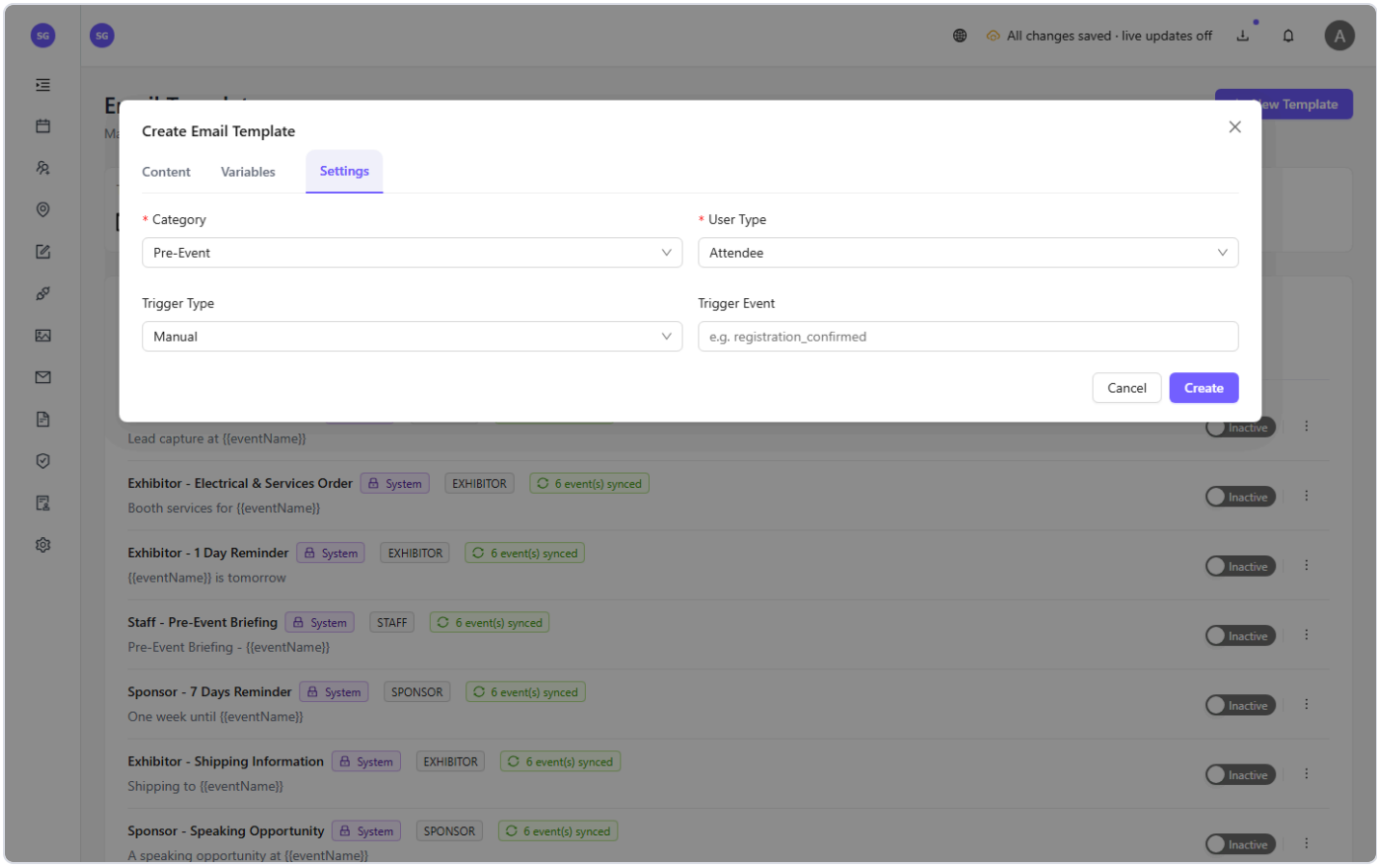
Create your own template

1. Click **New Template**.
2. Enter a **Template Name**, an **Email Subject** and the **Email Body**. The body accepts HTML; **Insert Block** adds a saved block and **Use Template** starts from an existing template.



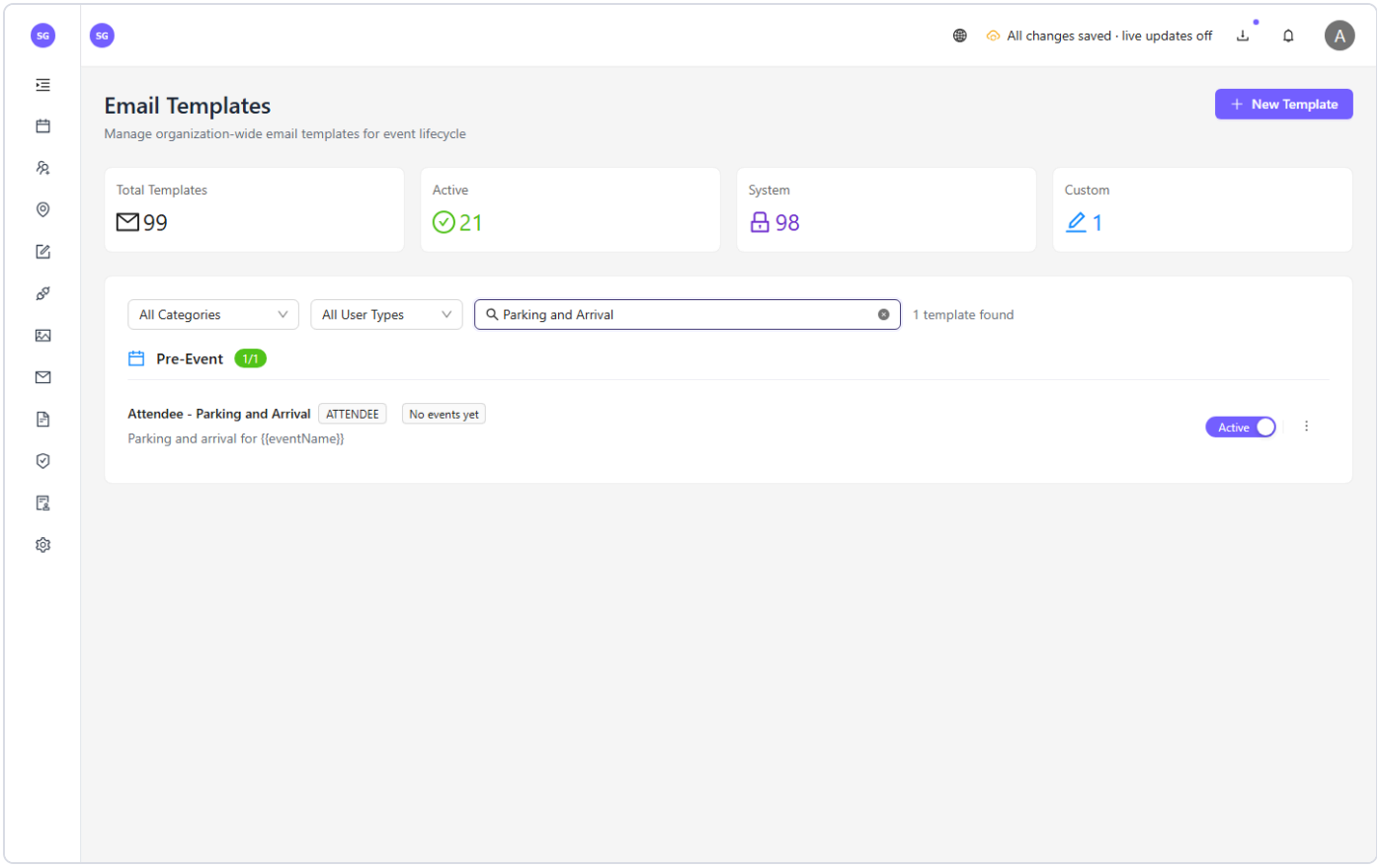
Create Email Template with a name, subject and body filled in

3. Open the **Settings** tab and choose the **Category** (stage), the **User Type** (audience) and the **Trigger Type**: **Manual** (you send it), **Scheduled** or **Event based**. For event based templates, the **Trigger Event** names what sends it, for example `registration_confirmed`.



The Settings tab: category, user type, trigger type and trigger event

4. Click **Create**. The template appears in its stage with no System tag, and the Custom counter goes up.



A custom template in the library, active, with "No events yet"

Duplicate makes a copy of any template to start from. The copy starts **Inactive**, so turn it on when it is ready. Custom templates can be deleted from their menu; system templates cannot, only reset.

Template tags

Tag	Meaning
System	Supplied by Signivent. Edit or reset it, but it cannot be deleted
ATTENDEE, SPEAKER, EXHIBITOR, SPONSOR, STAFF	Who receives it
N event(s) synced	That many events have an unchanged copy
N of M synced	Some event copies were edited inside the event
No events yet	No event has a copy yet. Push to Events appears once one does
Active / Inactive	Whether the template is in use

Who can do this

Organization admins can change email branding and the template library. Each event's copies are edited inside that event.

Troubleshooting

You see	Why	Fix
"Use a full link that starts with https://"	The Logo link you typed is not a full `https://` address	Paste an `https://` link to your logo, or clear the field, then save
"Add a reply-to email to save the sender name"	The sender name could not be saved without a reply-to	Fill in the reply-to email and save again
"Add a sender name to save the reply-to address"	A reply-to needs a sender name	Fill in the sender name and save again
"Sender name cannot impersonate the platform brand"	The sender name uses the Signivent name	Use your organization's own name
"Reply-to email must be a real, deliverable mailbox"	The address cannot receive mail	Use a mailbox your team reads
Push to Events is not in the menu	No event has a copy of this template yet	Create or open an event first
Delete is not in the menu	It is a system template	Use Reset to Default, or switch it to Inactive