

Tinted Email

Create a color palette for a given brand color

Sending email campaigns that are using a color palette derived from the the primary brand color of your customer is a great way to improve customer relationship.

With Ultradox you can take your automated email communication to the next level. Click on the button to see this example in action:

[button-danger:Run app\[extern\]](#)

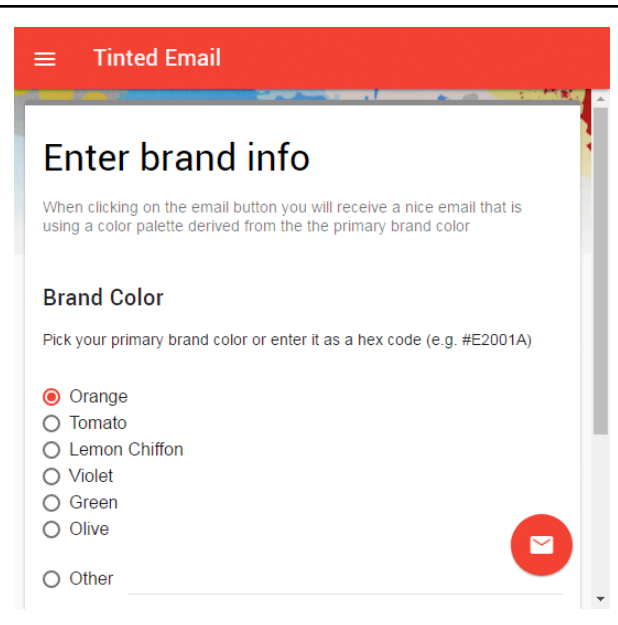
If you want to learn how to create email campaigns using a custom color palette you can copy the Tinted Email example as a starting point.

Get your free copy of the [Tinted Email\[extern\]](#) Application.

Get started

To see the example in action click on `Run app` to launch the app or click on `Run` to run it right in the Ultradox editor.

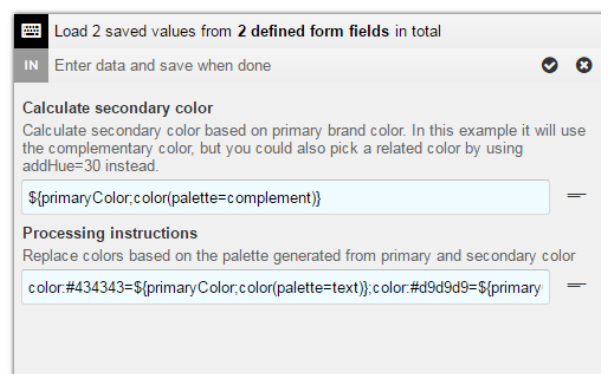
You can pick a given color by name or enter a hex code to select the primary color.
You can also enter the public URL of the company logo.
Your company logo should be 128x128 pixels in size.
Ultradox will then create a matching color palette for the given color and send you an email using these colors.

The screenshot shows the 'Tinted Email' application interface. It has a red header bar with a hamburger menu icon and the title 'Tinted Email'. The main content area is titled 'Enter brand info' and contains a sub-header 'Brand Color'. Below this, there is a text input field with the placeholder 'Pick your primary brand color or enter it as a hex code (e.g. #E2001A)'. A list of color options follows: Orange (selected with a red radio button), Tomato, Lemon Chiffon, Violet, Green, Olive, and Other (with a text input field). A red circular button with a white envelope icon is located at the bottom right of the form. A small explanatory text block above the form states: 'When clicking on the email button you will receive a nice email that is using a color palette derived from the the primary brand color'.

Make it yours

This example combines two features of Ultradox to produce the colored emails:

- It leverages the [color renderer](#) to create various shades and tints from a given color.
- It uses `processingInstructions` to replace colors in your template with the actual colors derived from the brand color.



The screenshot shows a configuration window for a building block. At the top, it says "Load 2 saved values from 2 defined form fields in total". Below this is a tab labeled "IN" with the text "Enter data and save when done". The main section is titled "Calculate secondary color" and contains the following text: "Calculate secondary color based on primary brand color. In this example it will use the complementary color, but you could also pick a related color by using addHue=30 instead." Below this text is a text input field containing the code `#{primaryColor,color(palette=complement)}`. The next section is titled "Processing instructions" and contains the text: "Replace colors based on the palette generated from primary and secondary color". Below this text is a text input field containing the code `color:#434343=#{primaryColor,color(palette=text)};color:#d9d9d9=#{primary`.

If you want to dive into the guts of this example, you can open the third building block and examine both form fields.

The first one creates a secondary color based on the given primary brand color.

In the example the complementary color is picked as secondary color.

If you want to use a color tone that is more similar to the primary brand color you may want to try this statement instead:

```
\${primaryColor;color(addHue=30)}
```