

# Personalization Checklist

Quick reference to polish your Simplero branding. Make a copy and go ahead and check off all the places for you to customize your account!

- Upload Assets First** [Content > Media Library](#)
  - Add logos, images (drag-drop or URL from Dropbox/etc.).
- Account Logos** (invoices, emails, favicon) [Settings > Marketing > Logos](#)
  - Invoice logos (light/dark bg)
  - Favicon (48x48px recommended)
  - Email logo (blog/forum/DMs/surveys/support tickets).
- Style Guide** (colors/fonts everywhere) [Settings > Style Guide](#) (create new if needed)
  - Colors: Primary/secondary/accent, system (light/dark), cookie banner
  - Fonts: Headline/subheadline/paragraph (device-specific: desktop/tablet/mobile)
  - Buttons/borders/shadows/corners
    - Pro tip:* Set before building to easily pull in as your build
- Site-Specific** Either: **Marketing > Main Site** OR **Content > Sites > [Your Site]**
  - Site title/homepage, card image, favicon
  - Logos (light/dark mode), show title? **Edit Layout & Navigation** (per site)
  - Header: Layout/nav/colors (light/dark), CTA button, icons/labels
  - Footer: Layout/colors/logo/description/address/social/payment methods.
- Emails** [Marketing > Email Designs](#)
  - Header image, fonts/colors/line height, link color
  - Footer/pre-header/legal text, social links.
    - Bottom Filler** (Skyrocket plan): [Marketing > Email Settings > Sender/Email Domains](#) > Open Rate Optimization.
- Account Basics** [Settings > Account](#)
  - Vendor/business name/tagline
  - Timezone/language/time format/first day of week
  - Company address/phone/support email/sender details.
- Sales/Product** [Settings > Sales > Product](#)
  - Default marketing list, invoice numbering/sender
  - Login/charge/renewal emails (customize text).

**Quick Test**

Preview: Page Builder, email broadcast, invoice, site header/footer, blog index/post. Brand consistent?

**Extra Settings**

- Custom fonts for any fonts you want to import: [Settings > Custom Fonts](#).

Any questions along the way? Just reach out to [support@simplero.com](mailto:support@simplero.com)

\*Note this is up to date to current UI and account options as of April 2026