LESSON 09 · DESIGN

Templates, headers, footers and Canva

Start from a template, brand the top and bottom of every email, and bring in designs from Canva.

Revision 1 · 21 November 2026
About 6 minutes

IN THIS LESSON

- Start a design from a template
- Add a header, footer and social links
- Split an email into sections
- Import a Canva email design

Templates

Click **Templates** on the **Home** tab for complete emails: sales, newsletters, thank-yous, events, seasonal greetings. Pick one and change everything: words, colours, pictures and blocks. Templates with a photo show a dashed box saying where your photo goes; double-click it.

Headers, footers and social links

- **Header** opens a gallery of top bands: a logo, the date, a few links.
- **Footer** holds your business address and the unsubscribe link. Keep a footer in every campaign; MailCrafter checks for the unsubscribe link before sending.
- **Social links** adds icons for Facebook, Instagram and the rest; **Add a social link** for any other network, such as YouTube or TikTok.

Sections

Section break splits the email into separate cards with space between them, like pages in Canva. Set rounded corners for every section with **Section corners** in Email settings.

Import from Canva

Designed something in Canva's email tool? In Canva, open the design and choose **Share** › **Download** with the file type **HTML and images** (a .zip), or **Copy HTML code**. In MailCrafter click **Import Canva**, drop the .zip on the window or paste the code, and choose where it goes: **At the top of this email**, **After the selected block** or **In a new email**. MailCrafter removes the grey frame Canva adds, keeps the pictures, and gives you an email you can personalise and send.

> **Try it.** Open the **Templates**, choose a sale email, and replace the words and colours with your own brand.

Revision history

Revision	Date	What changed
1	21 November 2026	First edition.