

Template Language

Json based markup language for to-be-rendered or worked-with content. Describes the payload of a given e-mail sent by Sendinblue.

Schema Elements

Template

Meta data and envelope for different content types (json, text, html).

Property	Description	Type
body	Newsletter content goes here	body
version	The version of the template language used in a template. Currently 3.0	string
media	<i>(Optional)</i> Media declarations. Break points.	media
modules	<i>(Optional)</i> Custom modules consisting of any combination of blocks. Will show in the Editor as draggable groups.	Sequence of: block
fields	<i>(Optional)</i> Placeholder data for twig integration and replacement	fields
fieldsHistory	<i>(Optional)</i> Used by editor only. Result of bookkeeping hack for editor. If no fields were present while products were being referenced, the editor would crash. This is being mitigated by using this field as a reference.	fields
styles	<i>(Optional)</i> Predefined font styles for referencing inside of text block content. Also being used by ck editor.	textstyles

Property	Description	Type
author	(Optional) The name of the author (possibly including email address) may be declared	string
fonts	(Optional) Defines external fonts that are included via CSS imports.	Sequence of: url
name	(Optional) The name for the template may be declared in the name property. Does not reflect the name of the Template in the database	string
text	(Optional) Markdown version of newsletter.	string
id	(Optional) Used by frontend for A/B mailings.	string
html	(Optional) HTML content. This property takes precedence over the body property.	string

```
{
  "author": "Koch",
  "name": "template example",
  "id": "",
  "version": "3.0",
  "text": "",
  "body": {},
  "media": {},
  "styles": {}
}
```

Body

The newsletter content and general layout stylings

Property	Description	Type
layout	(Optional) Like block layout, but with additional properties	body-layout

Property	Description	Type
content	Consists of an array of blocks. Behaves like a rows block type.	Sequence of: block

```

{
  "body": {
    "content": [
      {
        "title": "Content Wrapper",
        "type": "rows",
        "layout": {
          "default": {
            "align": "center",
            "background-color": "#ffffff",
            "valign": "top",
            "width": "600px"
          },
          "320px": {
            "width": "320px"
          }
        },
        "content": []
      }
    ],
    "layout": {
      "default": {
        "-gmail-width": "600px",
        "background-color": "#eeeeee",
        "width": "100%"
      },
      "320px": {
        "width": "320px"
      }
    }
  }
}

```

Media

Defines media presets/environments to be used in layout property of blocks.

Property	Description	Type
.+	(Optional) Matches pattern	media-description

Media Description

Media Breakpoint

Property	Description	Type
max-width	(Optional)	non-negative-integer
min-width	(Optional)	non-negative-integer

```
{
  "media": {
    "320px": {
      "max-width": 600,
      "min-width": 0
    }
  }
}
```

Textstyles

Text style declaration for defining a editor-selectable font styling.

Property	Description	Type
.+	(Optional) Matches pattern	textstyle

Textstyle

Property	Description	Type
title	(Optional) Title of text style to be displayed in the editor style selection dropdown	string

Property	Description	Type
properties		textstyle-properties

Textstyle Properties

Properties for a given text style. These behave like their CSS equivalent, except where noted otherwise.

Property	Description	Type
background-color	<i>(Optional)</i>	color
color	<i>(Optional)</i>	color
font-family	<i>(Optional)</i>	string
-mso-font-family	<i>(Optional)</i> Alternative font stack for MS Outlook, when non-standard fonts are loaded via fonts	string
font-size	<i>(Optional)</i>	pixel
font-style	<i>(Optional)</i> Default: normal	<i>Enum:</i> italic, normal
font-variant	<i>(Optional)</i> Default: normal	<i>Enum:</i> small-caps, normal
font-weight	<i>(Optional)</i> Default: normal	<i>Enum:</i> bold, italic, normal
letter-spacing	<i>(Optional)</i>	pixel

Property	Description	Type
text-decoration	(Optional) Default: none	Enum: none, line-through, underline
text-transform	(Optional) Default: none	Enum: uppercase, lowercase, capitalize, none
vertical-align	(Optional) Default: baseline	Enum: sub, super, baseline

```

{
  "styles": {
    "default": {
      "title": "Standard",
      "properties": {
        "color": "#666666",
        "font-family": "Arial, Helvetica, sans-serif",
        "font-size": "14px"
      }
    }
  }
}

```

Fields

Placeholder data for product integration and replacement. Used as `{{ products[x].property }}`, where x is the array index.

Property	Description	Type
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Property	Description	Type
products	(Optional) Placeholder data for product integration and replacement. Used as {{ products[x].property }}, where x is the array index.	Sequence of: product-placeholder

Product Placeholder

Anything that's a valid product integration field.

Property	Description	Type
-	Anything that's a valid product integration field.	object

Block

Meta schema for blocks

Property	Description	Type
-	Meta schema for blocks	One of: struct-block , image-block , text-block , text-button-block , html-block , spacer-block , divider-block , social-media-group-block

Block Types

Struct Block

Structural Element. Rows and columns

Property	Description	Type
title	<i>(Optional)</i>	string
condition	<i>(Optional)</i>	string
layout	<i>(Optional)</i>	layout
type	Default: rows	Enum: rows, columns
content		Sequence of: block

```
{
  "title": "Rows Block",
  "type": "rows",
  "content": [
    {
      "title": "Text Block",
      "type": "text",
      "content": "Lorem ipsum dolor sit amet"
    },
    {
      "title": "Text Block",
      "type": "text",
      "content": "Lorem ipsum dolor sit amet"
    }
  ]
}
```

Image Block

Image content

Property	Description	Type
title	<i>(Optional)</i>	string
condition	<i>(Optional)</i>	string

Property	Description	Type
layout	(Optional)	layout
type		Enum: image
content		image-element

Image Element

The content of an image block

Property	Description	Type
src	(Optional)	url
href	(Optional)	url

```
{
  "title": "Image Block",
  "type": "image",
  "content": {
    "src": "http://www.sendinblue.com/templates/
    img/600x150.png", "href": "http://wwwl.example.org"
  }
}
```

Text Block

Plain text content.

Property	Description	Type
title	(Optional)	string
condition	(Optional)	string
layout	(Optional)	layout

Property	Description	Type
type		Enum: text
content		string

```
{
  "title": "Text Block",
  "type": "text",
  "content": "Lorem ipsum dolor sit amet"
}
```

Divider Block

A horizontal line, that can have a solid, dashed, or dotted style. Can additionally make use of a set of predefined images as fancy layout dividers.

Property	Description	Type
role	(Optional) Behaves like an image block on role: image. Can be used by editor for predefined fancy dividers.	Enum: image
title	(Optional)	string
condition	(Optional)	string
layout	(Optional)	divider-block-layout
type		Enum: divider
content	(Optional)	image-element

```
[
  {
    "layout": {
```

```

    "320px": {
      "width": "100%"
    },
    "default": {
      "border-top-color": "#00ff00",
      "border-top-style": "dashed",
      "border-top-width": "5px",
      "border-style": "dashed",
      "margin-top": "10px",
      "width": "200px"
    }
  },
  "title": "divider",
  "type": "divider"
},
{
  "content": {
    "src": "http://www.sendinblue.com/templates/img/600x150.png"
  },
  "layout": {
    "320px": {
      "width": "100%"
    },
    "default": {
      "width": "200px"
    }
  },
  "role": "image",
  "title": "divider w/ image",
  "type": "divider"
}
]

```

Spacer Block

A Spacer is a defined empty space with a width, height and background color that can be used to hold open parts of the layout that would otherwise be empty/undefined. Think of it as a convenient way to add negative space.

Property	Description	Type
title	(Optional)	string

Property	Description	Type
condition	<i>(Optional)</i>	string
layout	<i>(Optional)</i>	spacer-block-layout
type		Enum: spacer

Html Block

Custom HTML passes through as-is, so that it will be rendered as HTML in the final E-Mail. The user will need to supply his own table scaffolding and styling

Property	Description	Type
title	<i>(Optional)</i>	string
condition	<i>(Optional)</i>	string
layout	<i>(Optional)</i> Width only. Width @ 100%, Rest is browser defaults, editor stylings need to be removed.	html-block-layout
type		Enum: html
content	HTML. Script tags will be removed.	string

Text Button Block

Block type for displaying a button with optional rounded corners.

Property	Description	Type
title	<i>(Optional)</i> Title of block	string
condition	<i>(Optional)</i>	string

Property	Description	Type
layout	<i>(Optional)</i> Height is mandatory, no relative width/height	text-button-layout
type		Enum: text-button
content		object

Social Media Group Block

Social Media parent that will group the social medias children. Behaves like columns

Property	Description	Type
title	<i>(Optional)</i>	string
condition	<i>(Optional)</i>	string
layout		social-media-group-layout
type		Enum: social-media-group
content		Sequence of: social-media-block

Social Media Block

Social Media element. Behaves like image

Property	Description	Type
title	<i>(Optional)</i>	string
condition	<i>(Optional)</i>	string
layout	<i>(Optional)</i>	layout

Property	Description	Type
type		<i>Enum:</i> social-media
role		<i>Enum:</i> facebook, twitter, youtube, instagram, linkedin, gplus, flickr, pinterest, vimeo, website, xing
content		image-element

Block Properties

Condition

Property	Description	Type
-		?

Layout

Property	Description	Type
.+	(<i>Optional</i>) Property name is string, as long as it's declared in media	common-layout-properties

```

{
  "layout": {
    "default": {
      "align": "center",
      "text-align": "center",
      "text- valign": "top",
      " valign": "top",
      "width": "100%"
    },
    "320px": {
      "width": "100%"
    }
  }
}

```

Common layout properties

Layout properties shared by several block type definitions and the body

Property	Description	Type
align	<i>(Optional)</i> Horizontal block alignment	align
valign	<i>(Optional)</i> Vertical block alignment	 valign
text-align	<i>(Optional)</i> Horizontal text content alignment	align
text- valign	<i>(Optional)</i> Vertical text content alignment	 valign
line-height	<i>(Optional)</i> Line height of text content. Works on whole block	Any of: pixel , non- negative- integer , percentage
margin-top	<i>(Optional)</i>	pixel
margin-right	<i>(Optional)</i>	pixel

Property	Description	Type
margin-bottom	<i>(Optional)</i>	pixel
margin-left	<i>(Optional)</i>	pixel
padding-top	<i>(Optional)</i>	pixel
padding-right	<i>(Optional)</i>	pixel
padding-bottom	<i>(Optional)</i>	pixel
padding-left	<i>(Optional)</i>	pixel
border-top-color	<i>(Optional)</i>	color
border-right-color	<i>(Optional)</i>	color
border-bottom-color	<i>(Optional)</i>	color
border-left-color	<i>(Optional)</i>	color
border-top-width	<i>(Optional)</i>	pixel
border-right-width	<i>(Optional)</i>	pixel
border-bottom-width	<i>(Optional)</i>	pixel

Property	Description	Type
border-left-width	(Optional)	pixel
width	(Optional)	width
max-width	(Optional)	width
height	(Optional)	pixel
background-color	(Optional)	color
display	(Optional) Display mode. Hide elements or display columns as rows in custom media styles	display-mode

Body Layout

Property	Description	Type
.+	(Optional) Matches pattern	Any of: common-layout-properties , body-layout-specific
additionalProperties	(Optional)	?

Body Layout Specific

Property	Description	Type
background-image	(Optional)	string
-gmail-width	(Optional)	pixel

Text Button Layout

Property	Description	Type
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Property	Description	Type
.+	(Optional) Matches pattern	Any of: common-layout-properties , text-button-layout-specific

Text Button Layout Specific

Property	Description	Type
border-radius	(Optional) Corner roundness for text buttons. Single value that gets applied on all four corners.	pixel
border-color	(Optional)	color
border-width	(Optional)	pixel

Html Block Layout

Property	Description	Type
.+	(Optional)	html-block-layout-specific

Html Block Layout Specific

Property	Description	Type
width	(Optional)	percentage

Spacer Block Layout

Property	Description	Type
.+	(Optional)	spacer-block-layout-specific

Spacer Block Layout Specific

Property	Description	Type
width	(Optional)	width
height	(Optional)	pixel
background-color	(Optional)	color

Divider Block Layout

Property	Description	Type
.+	(Optional)	divider-block-layout-specific

Divider Block Layout Specific

Property	Description	Type
width	(Optional)	width
height	(Optional)	pixel
background-color	(Optional)	color
align	(Optional) Horizontal block alignment	align
margin-top	(Optional)	pixel
margin-right	(Optional)	pixel
margin-bottom	(Optional)	pixel
margin-left	(Optional)	pixel
padding-top	(Optional)	pixel
padding-right	(Optional)	pixel
padding-bottom	(Optional)	pixel

Property	Description	Type
padding-left	(Optional)	pixel
border-color	(Optional)	color
border-width	(Optional)	pixel
border-style	(Optional) Border style for dividers	Enum: solid, dotted, dashed

Social Media Group Layout

Property	Description	Type
.+	(Optional) Matches pattern	Any of: common-layout-properties , social-media-group-layout-specific

Social Media Group Layout Specific

Property	Description	Type
icon-size	(Optional) Preset size of social media icons. TODO: Custom type	Enum: 16px, 32px, 48px, 64px, 96px
icon-filter	(Optional) Color filter for social media icons.	Enum: colored, bw

Property	Description	Type
icon-form	(Optional) Visual form of social media icons.	Enum: rounded, squared

Types

Base types for layout properties.

Width

Property	Description	Type
-		Any of: pixel , non-negative-integer , string, string

Pixel

Property	Description	Type
-		One of: non-negative-integer , string

Percentage

Pattern: [1](#){1,}%\$

Property	Description	Type
-	Pattern: 2 {1,}%\$	string

Non Negative Integer

Property	Description	Type
-		integer

Color

Color must be HEX and six digits. Pattern: `^[0-9a-fA-F]{6}$`

Property	Description	Type
-	Color must be HEX and six digits. Pattern: <code>^[0-9a-fA-F]{6}\$</code>	string

Url

Property	Description	Type
-		string

Display Mode

Property	Description	Type
-		<i>One of:</i> <i>Enum:</i> rows, <i>Enum:</i> none

1. 0-9 [↵](#)

2. 0-9 [↵](#)