



VetWare

Veterinary software for companion animals

Module 35

-

Email Template Tool



Table of Contents

1. Email template tool access	4
2. Creating and editing email templates	4
2.1 Email template creation.....	4
2.2 Email template editing.....	5
3. Template structure	5
4. Features	9
4.1 Structures and modules.....	9
4.1.1 Adding section.....	9
4.1.2 Save a module.....	10
4.1.3 Reusing a module.....	11
4.2 Image.....	11
4.2.1 Image Gallery	12
4.2.2 Image Block.....	12
4.3 Text.....	14
4.3.1 Text Block « Settings »	14
4.3.2 Text Block « Styles ».....	18
4.4 Button	19
4.4.1 Button block « Settings »	19
4.4.2 Button block « Styles ».....	21
4.5 Spacer.....	23
4.6 Social Networks.....	25
4.7 Menu.....	27
4.7.1 Menu block « Settings ».....	27
4.7.1 Menu block « Styles »	29
4.8 HTML.....	30
4.9 Banner.....	30
4.10 Video	31
4.11 Carousel	33
4.11.1 Carousel block « Settings »	33



- 4.11.2 Carousel block « Styles »..... 35
- 4.12 AMP Accordion 36
 - 4.12.1 Accordion block « Settings »..... 37
- 4.13 Anchor link 38
 - 4.13.1 How to add an anchor link..... 38
- 5. Preview and export HTML code to VetWare..... 40
 - 5.1 Preview..... 40
 - 5.2 Export..... 41

1. Email template tool access

The template tool allows you to create your own email templates (appointment confirmations, vaccination reminders, parasite treatment reminders, etc.) that can be used from your VetWare application.

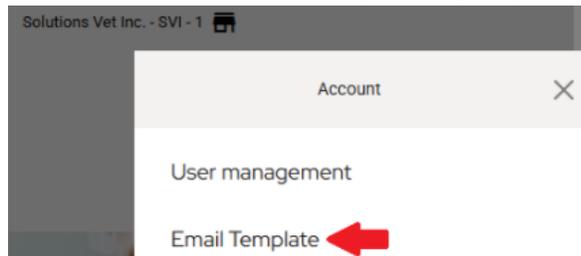
The email template tool is only accessible once the user has logged on to our website

www.vetware.cdmv.com



If you do not have your login credentials, your clinic account administrator may send you an invitation. If necessary, you can contact the VetWare support team.

The tool can be found there by clicking on your clinic's name in the top right-hand corner of the page.



2. Creating and editing email templates

Email templates are saved under the clinic's account, which means they are visible and available to all clinic users.

Name ▲	Language ▼	Last Update ▼	Actions
Appointment confirmation - EN	English	2025-08-06 12 h 08	
Appointment confirmation - FR	French	2025-08-06 12 h 07	

2.1 Email template creation

To create a new template, simply click on the « New template » button.

Email Template

NEW TEMPLATE

Enter the name of your template and select its language and the type of template to be created.

New Template

Template Name

Language

Choose the language ▼

Template Type

Choose a type ▼

***** We have pre-populated templates, which you can use and modify as you wish *****

CREATE

CANCEL

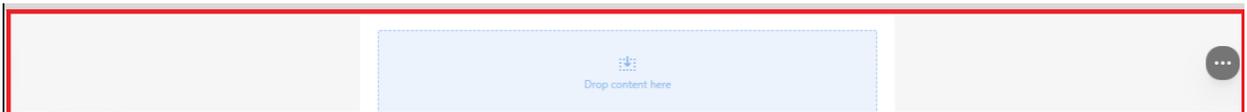
2.2 Email template editing

To edit a template, use the pencil icon 

3. Template structure

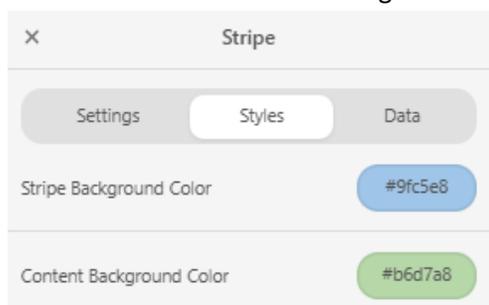
The templates are divided into 3 sections: stripe, structure and container.

- « Stripe »



Stripes are the highest structural elements in a template and divide content into horizontal sections. Each stripe can have its own type: header, content, footer, information area.

You can add a color to the background of the strip and/or content.



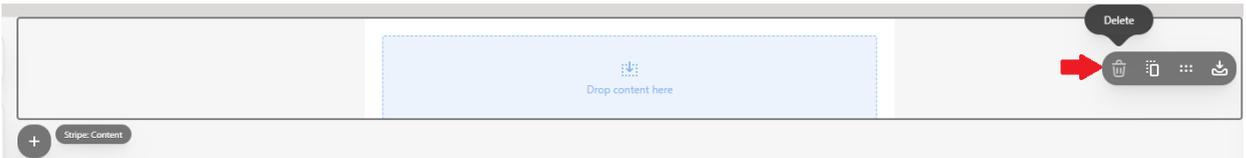
You can add additional stripes using the “Plus” icon in the bottom left-hand corner.



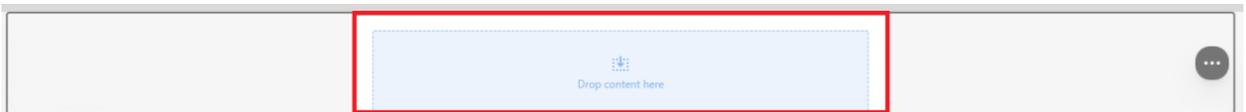
You can duplicate a stripe using this icon behind the 3 dots on the right.



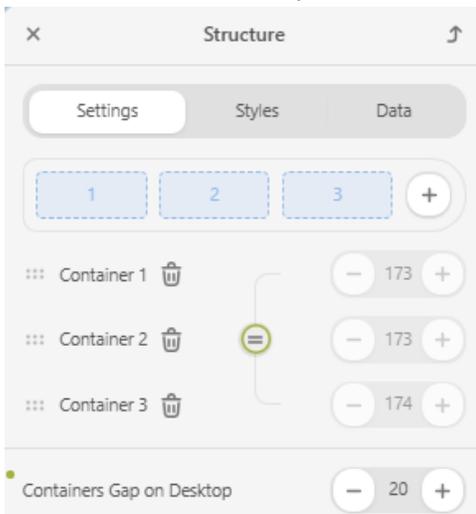
Use the trash can on the right behind the 3 dots to delete the stripe.



- « Structure »



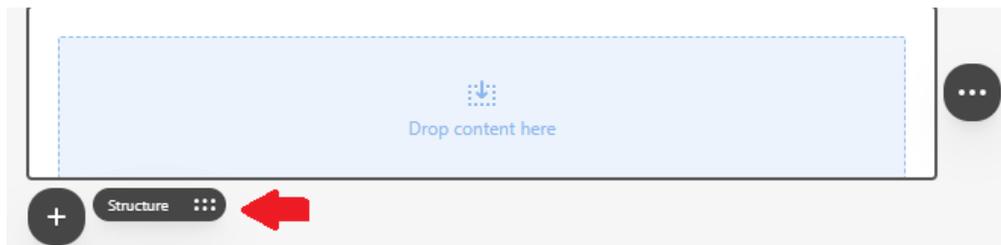
Structures are structural elements of a model in which containers are present. You can add additional containers to your structures:



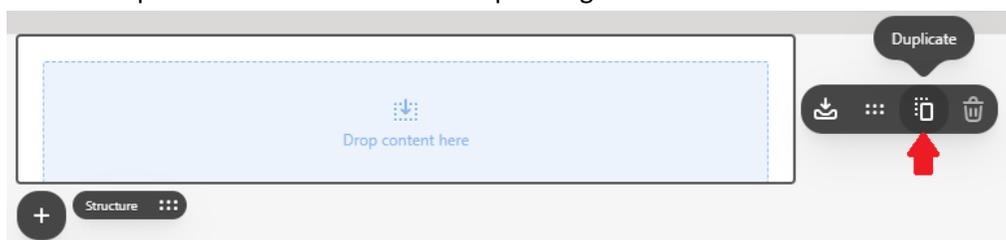
A background color, border, and radius (allows you to round the corners of the border) can be added to your structure.



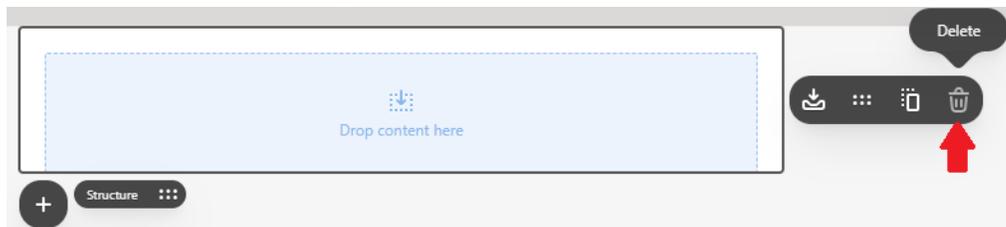
You can add additional structures inside your stripe using the “Plus” icon in the bottom left-hand corner.



You can duplicate a structure inside a stripe using this icon behind the 3 dots.



Use the trash can on the right behind the 3 dots to delete the structure inside the stripe.



- « Container »



Containers are structural elements of a template used to store the various features available for creating your template.

You cannot add additional container in a structure. To do that you must add a new structure and select the number of containers you want inside this new structure.



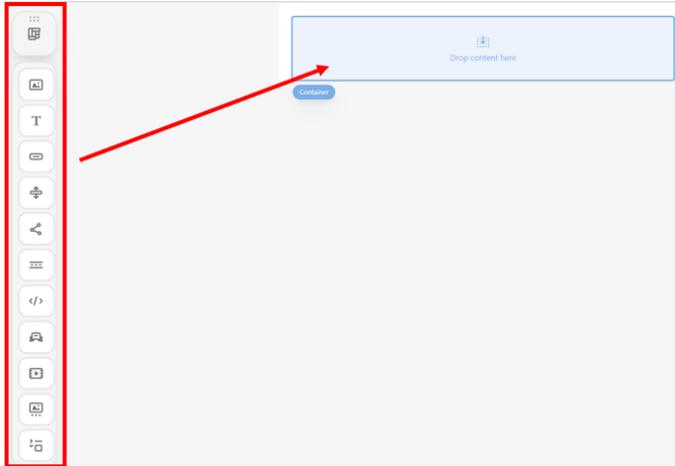
You can duplicate a container inside a structure using this icon behind the 3 dots.



Use the "broom" icon to clear a container



The tool offers a wide range of features, available on the left-hand section, allowing you to customize your email templates. Simply drag the feature you need into the structure container.



4. Features

The tool provides several features, such as adding images, videos, buttons, social media icons, and more, which you can use to create your templates.

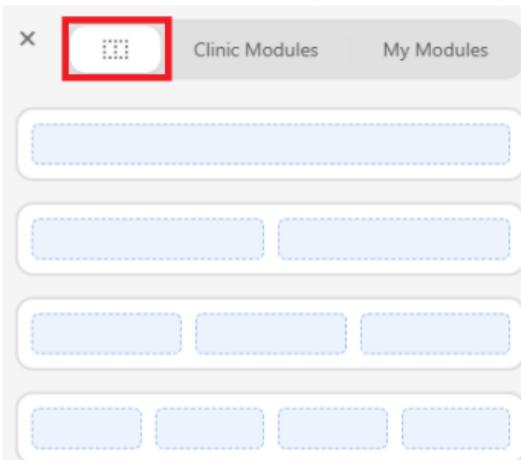
4.1 Structures and modules



Add template / pre-built modules, or structures with containers

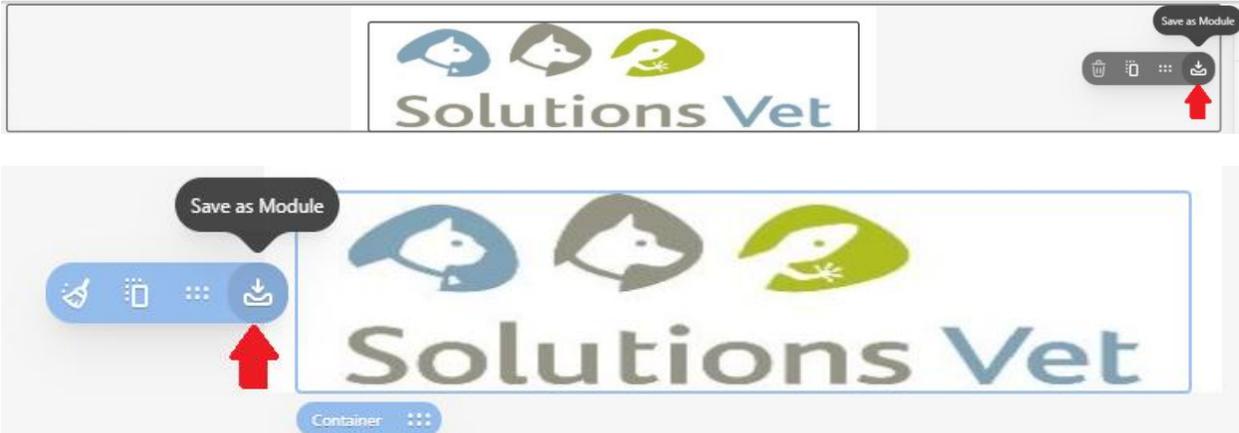
4.1.1 Adding section

You can select different layouts to add to your structure.



4.1.2 Save a module

You can save a module (Stripe, Structure and Container) you'd like to reuse for other templates by clicking on the "Stripe, Structure or Container" section and on the three small dots on the right for this one.



On the right section, enter and select the information for your module and save it.

×
Update Module



screenshot_ZIClovQbWsn8qq5.p...

900 x 145 px

↺
↻
🔗

Module Name

Description

Give a 500-character description of what this module is and what it does

Category ▼

Header

Folder ▼

Clinic Modules

Tags

📁 Save

Enter your module name

You can put a description for your module (optional)

Select a category for your module : Header, Content or Ohter

Select the folder where you modules will be saved

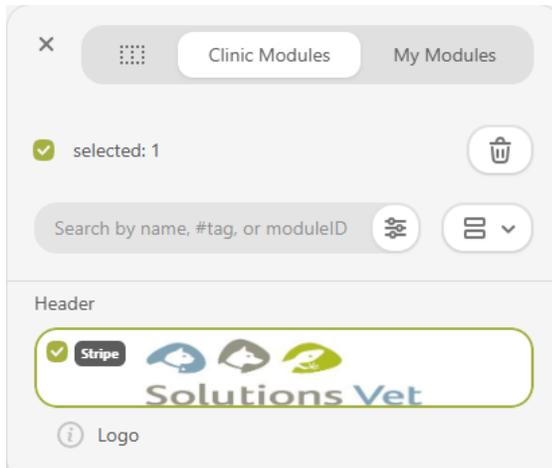
Enter a tag to help you retrieve your module (optional)

4.1.3 Reusing a module

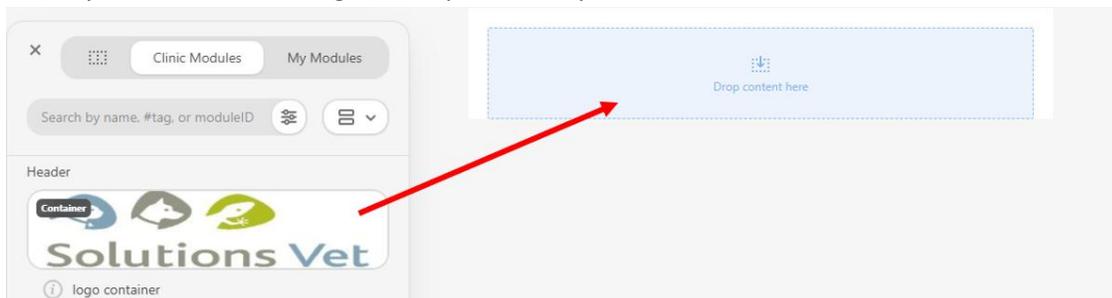
Click on the Structures and Modules icon on the left-hand section



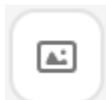
Find your module in the section where you saved it



Select your module and drag and drop it in a stripe, structure or container

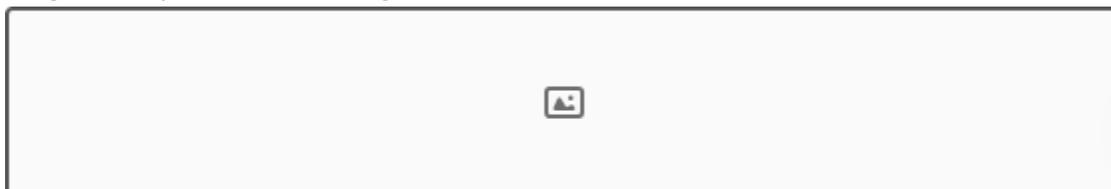


4.2 Image

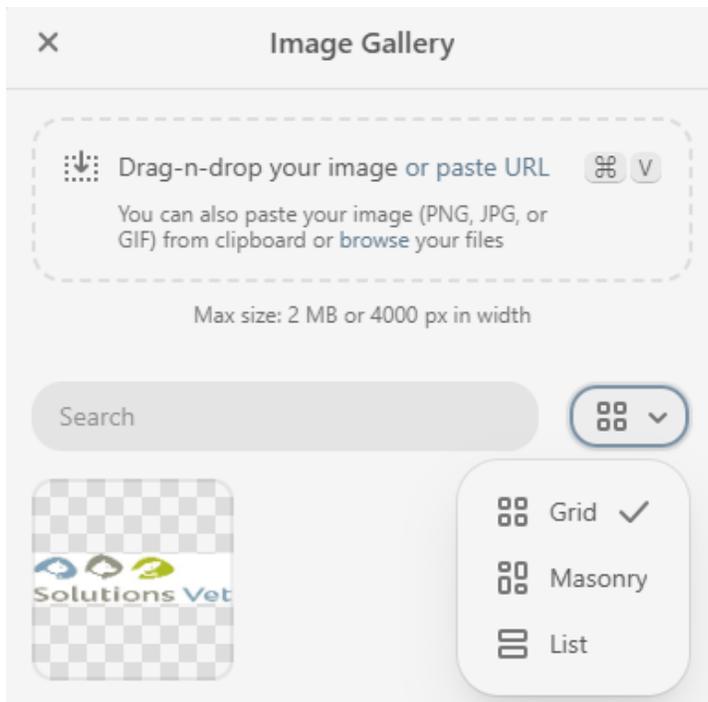


Allows uploading and editing images and GIFs

Drag and drop the feature “Image” in a container



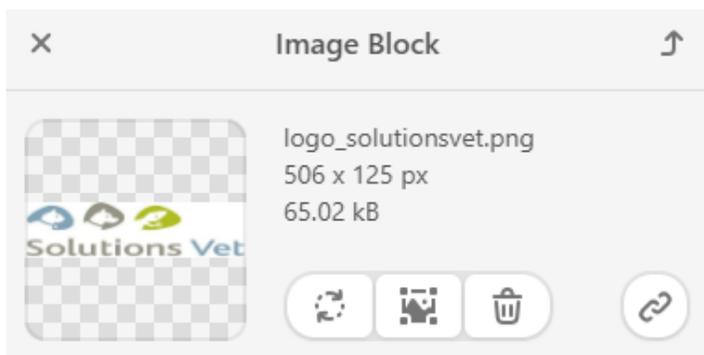
4.2.1 Image Gallery



Drag and drop your image file here. Only PNG, JPG, or GIF formats are compatible.

Reuse an image that has already been used for a template using the search tool.

4.2.2 Image Block



Use to replace an image.



Use to edit the image allows you adding filter, text, shapes, stickers and frame. Also, you will be able to resize and crop your image.



Use to delete the image in the container.



Link:

You can add a link, like a website, where your customer will be redirected when they click on the image.

Link 

Site 

Alternate Text:

Alternate Text

This text will appear when the customer moves their cursor over the image.



Size:

Allows you to adjust the dimensions of your image

Size on Desktop      

Alignment:

Select the position of the image in the container (left, center, or right)

Alignment on Desktop   

Rollover Effect:

A second image will be display over current image on mouse hover.

Rollover Effect

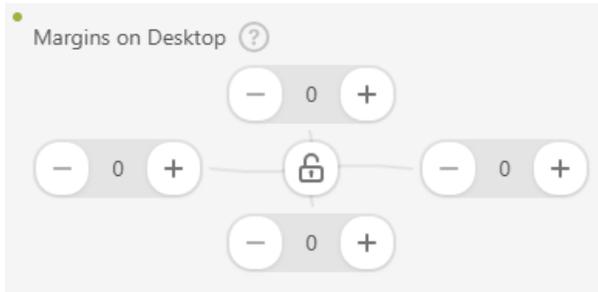
Anchor Link:

Creates an anchor for this element. Anchor links in emails are designed to make navigation easier. They allow readers to jump to specific locations in the message without having to scroll. ([See section 4.13](#))

Anchor Link 

Margins:

Adjust the margins (clearance) around the image

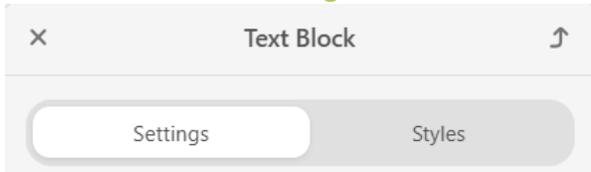


4.3 Text



Allows working on text styles and adding merge tags (Information from VetWare)

4.3.1 Text Block « Settings »

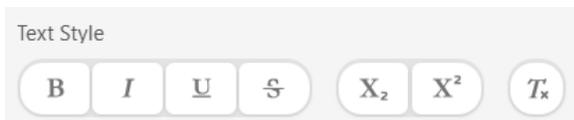


Paragraph Style:



Select a paragraph style from those configured by default.

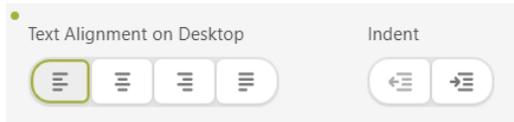
Text Style:



Allows you to format text in bold, italics, and/or underlined, among other options.

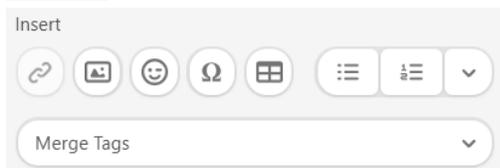
Allows you to format text in **bold**, *italic*, and/or underlined, among other options.

Text Alignment on Desktop:



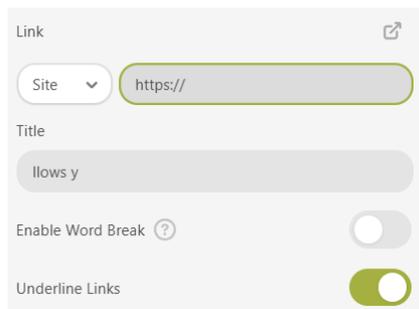
Allows you to align your text to the left, center, or right. You can also increase or decrease the alignment indentation.

Insert:



The tool allows you to insert links, images, emojis, special characters, tables, bullets, and tags.

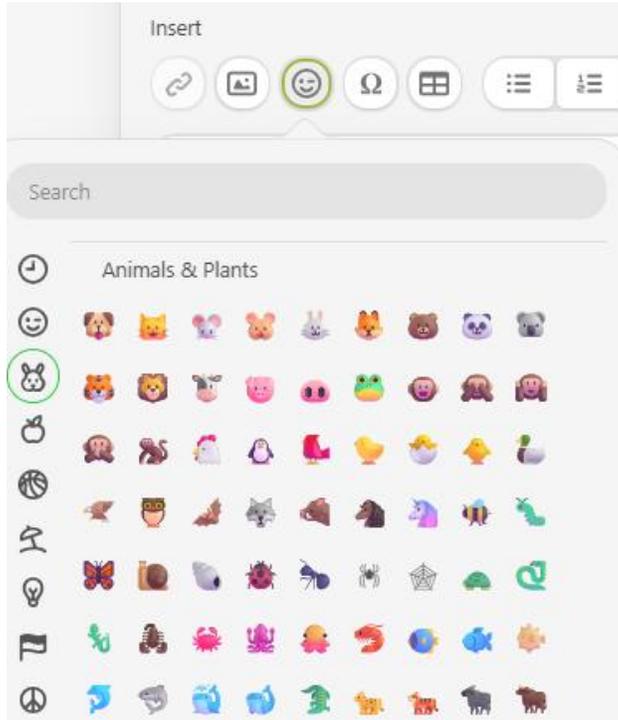
- Add a link: Highlight the text you want to use as a link and click on the icon . This will add a link section to the configuration.



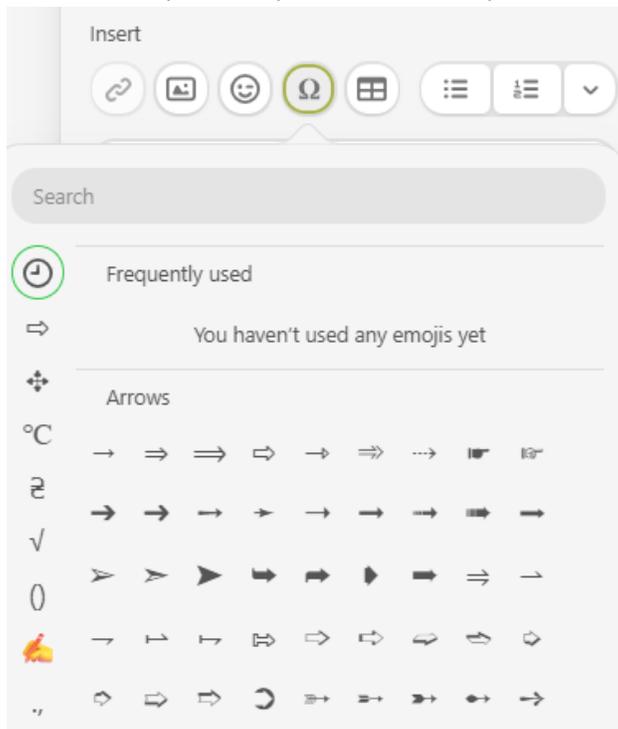
Select the type of link (website, email, phone number, or file) and complete the configuration to redirect the link to the desired location.

- Add an image: You can add images throughout your text using the icon .

- Add an emoji: The tool offers a wide range of emojis to add to your text.



- The tool also provides you with several special characters.



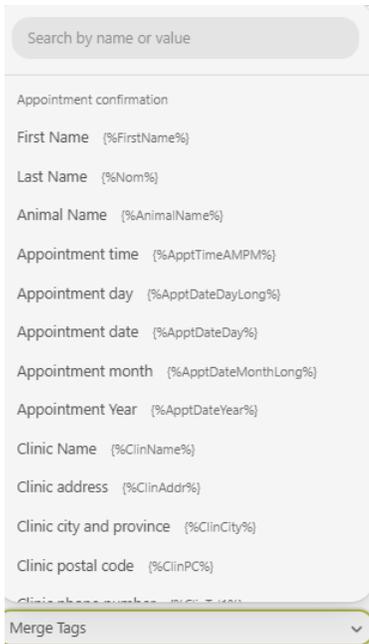
- You can insert tables into your text by selecting the number of rows and columns required.



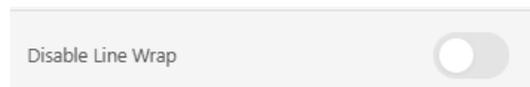
- Bulleted and numbered lists may be used



- Merge tags are available for you to enter data from VetWare.

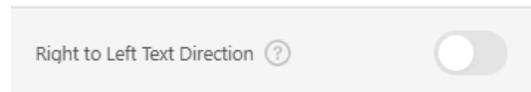


Disable line wrap:



When this feature is enabled, automatic line breaks will be disabled in the text container. This means that the user will have to press the “Enter” key to create a line break.

Text direction:



Enable right-to-left text direction.

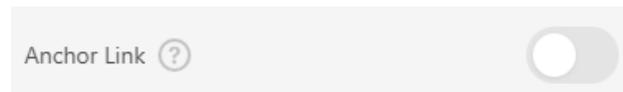
Type your text and work on its text styles, add merge tags and lists

Padding on desktop:



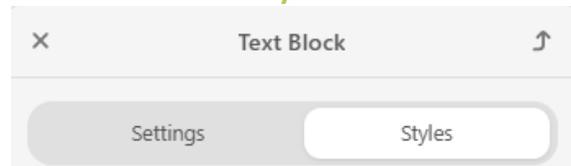
Filling in the “text” block creates space around the added text.

Anchor Link:

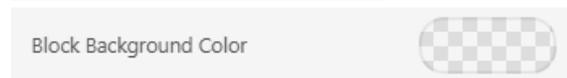


Creates an anchor for this element. Anchor links in emails are designed to make navigation easier. They allow readers to jump to specific locations in the message without having to scroll. ([See section 4.13](#))

4.3.2 Text Block « Styles »



Block background color:



Add color to the background of your container

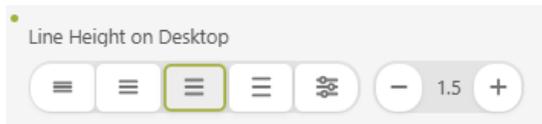
Type your text and work on its text styles, add merge tags and lists

Fonts:



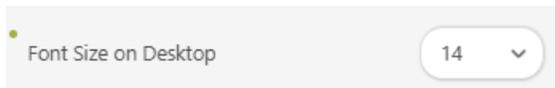
Select the font for your text or a specific word.

Line height:



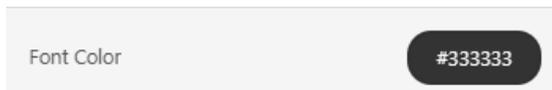
Allows you to adjust the line spacing and spacing between paragraphs.

Font size:



Select the font size for your text or a specific word.

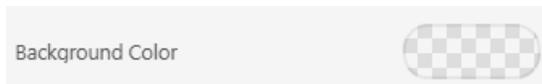
Font color:



Sélectionner la couleur de la police de votre texte ou d'un mot en particulier.

Type your text and work on its text **styles**, add merge tags and lists

Background color:



Add a highlight color to your text or word.

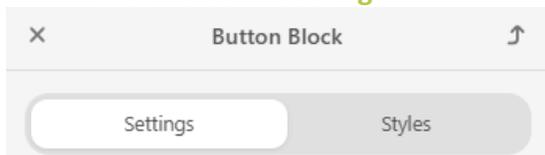
Type your text and work on its text **styles**, add merge tags and lists

4.4 Button



Allows designing buttons of any shape, size and color

4.4.1 Button block « Settings »





Link:

Link 

Mail

Email Address

Email Subject

Select the type of link (website, email, phone, or file) and complete the configuration to redirect the customer to the desired location when they click on the button.

Button text:

Button Text

Name your button

Please confirm your attendance:



Alignment:

Alignment on Desktop

Allows you to align your button on the left, center, or right within the container.

Icon:

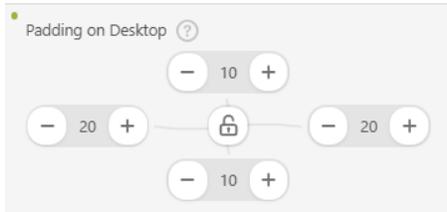
Icon

The icon inside the button will not show in Outlook 2002, 2007, 2010, 2013, 2016, 2019 on Windows.

Add an image inside your button. You can align it to the left or right and adjust its size.



Padding:



Filling the « button » block creates space around the text added to the button.



Margins:



Adjust the margins (clearance) around the button in the container.

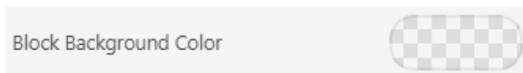
Anchor Link:

Creates an anchor for this element. Anchor links in emails are designed to make navigation easier. They allow readers to jump to specific locations in the message without having to scroll. ([See section 4.13](#))

4.4.2 Button block « Styles »

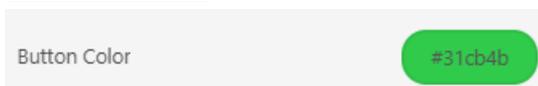


Block background color:



Add color to the background of your container

Button color:



Select the color of your button



Font:

Font Family

Select the font for your button.

Font size:

Font Size on Desktop

Select the font size for your button text.

Style and color:

Text Style Font Color

Make the button text bold and/or italic and select the font color.

Border radius:

Border Radius

Adjust the radius of your button's borders.



Border:

Border

Border Color

Style

Add a border around your button. You can also select a color for this border.



4.5 Spacer



Meant to visually separate elements with a horizontal line

Block background color:

Block Background Color



Add a border around your button. You can also select a color for this border.

Spacer mode:

Spacer Mode: Line



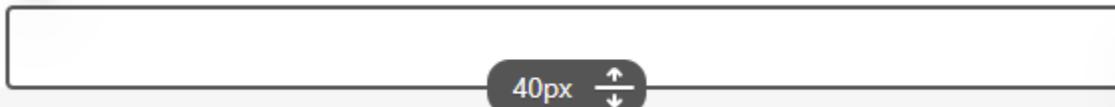
You can choose between two spacing modes:

- With a line



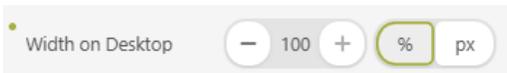
The « Line » mode displays a horizontal line that visually separates block allowing users to adjust the line's thickness, style and color.

- With a space



The « Space » mode adds only an empty gap, without a visible line, where it's used to create « breathing space » between elements without emphasizing boundary.

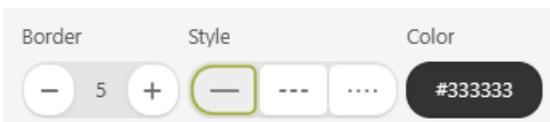
Width:



You can adjust the width of your line spacing as a percentage or in pixels.



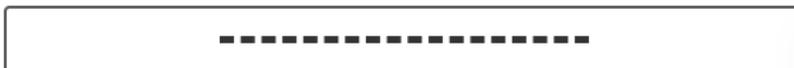
Border, style and color:



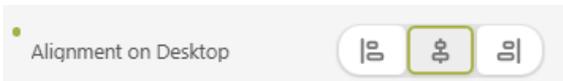
Adjust the thickness of your line using the “Border” function.

Select the style of your line (solid, dotted, or dashed).

Select the color of your line.



Alignment:



Allows you to align your spacing line to the left, center, or right within the container.

Margins:



Adjust the margins (clearance) around your spacing line in the container.

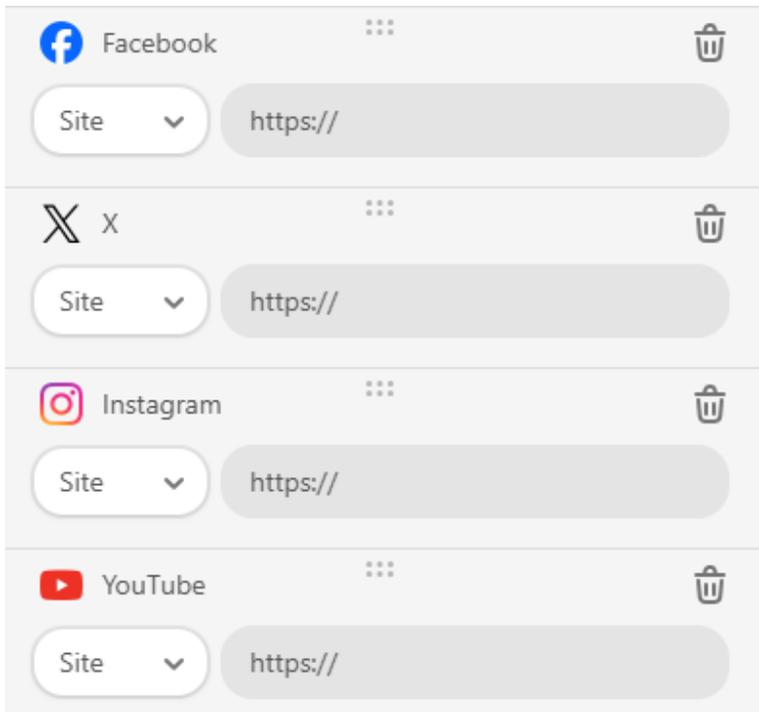
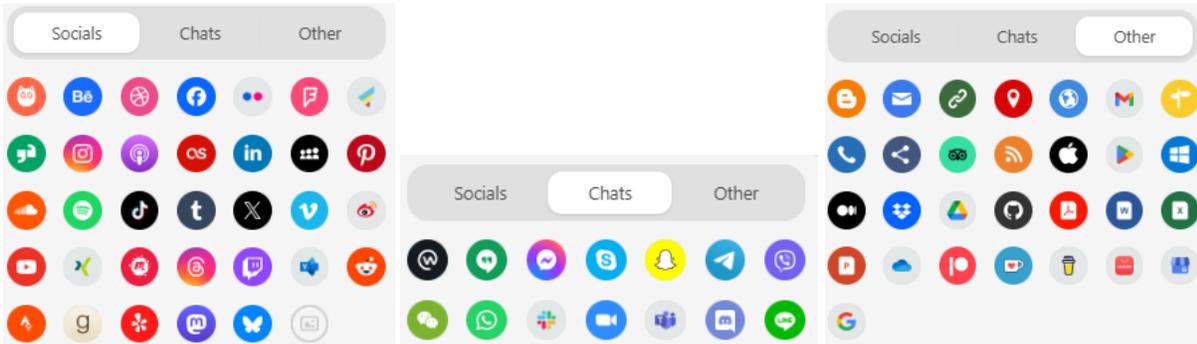
Anchor Link:

Creates an anchor for this element. Anchor links in emails are designed to make navigation easier. They allow readers to jump to specific locations in the message without having to scroll. ([See section 4.13](#))

4.6 Social Networks



Offers 70+ social media icons and chats of different design styles

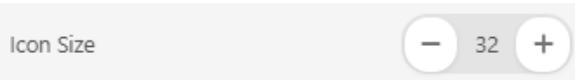


Enter the URL address of your social media pages.

Use the trash can icon to delete any social networks you don't use.



Icon size:



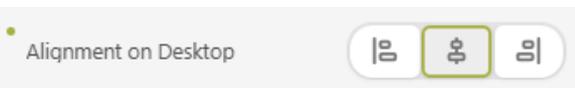
You can adjust the size of your social media icons.

Spacing:



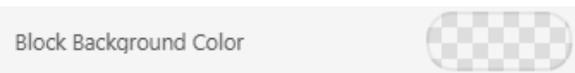
You can adjust the spacing between your social media icons.

Alignment:



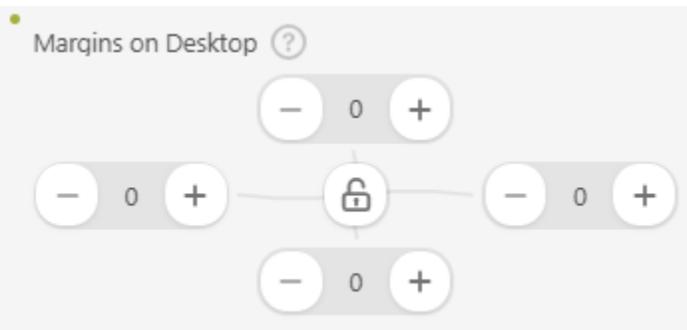
You can align your social media icons on the right, center them, or align them on the left in your container.

Block background color:



Add color to the background of your container

Margins:



Adjust the margins (clearance) around your social media icons in the container

Anchor Link:

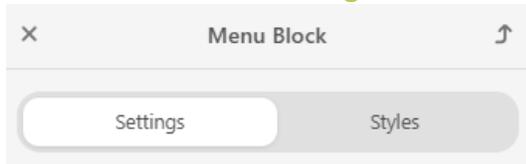
Creates an anchor for this element. Anchor links in emails are designed to make navigation easier. They allow readers to jump to specific locations in the message without having to scroll. ([See section 4.13](#))

4.7 Menu

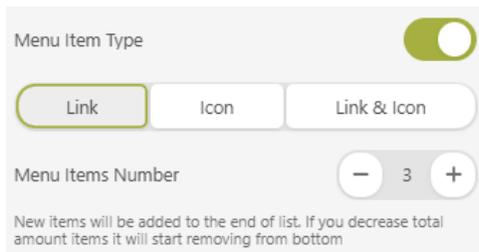


Helps taking users from emails to necessary pages on your site

4.7.1 Menu block « Settings »



Menu item type:



Identify your menus using a link, an icon, or a combination of both

Link:

Item 1 name Item 2 name Item 3 name

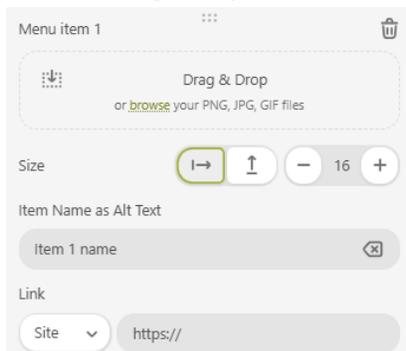
Select the link type and its redirection



Icon:



Add the image file you want to use as an icon, adjust its size, then select the link type and its redirection.



Link & Icon:

Item 1 name

Item 2 name

Item 3 name

Add the image file you want to use as an icon, adjust its size, indentation, and alignment, then select the link type and its redirection.

Settings for all menu block items icons

Size: (with arrows)

Icon Indent: (with arrows)

Icon Alignment: left center right

Menu item 1

Drag & Drop
or [browse](#) your PNG, JPG, GIF files

Link Name:

Link: Site

Padding:

Menu Item Padding on Desktop

Top: (with arrows)

Left: (with arrows)

Right: (with arrows)

Bottom: (with arrows)

Filling menu items creates space around them.

Margins:

Margins on Desktop

Top: (with arrows)

Left: (with arrows)

Right: (with arrows)

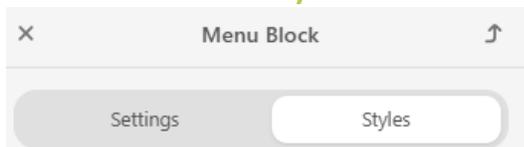
Bottom: (with arrows)

Adjust the margins (clearance) around your menus in the container

Anchor Link:

Creates an anchor for this element. Anchor links in emails are designed to make navigation easier. They allow readers to jump to specific locations in the message without having to scroll. ([See section 4.13](#))

4.7.1 Menu block « Styles »



Separator:



Add separators between your menus.
Select their thickness, style, and color.

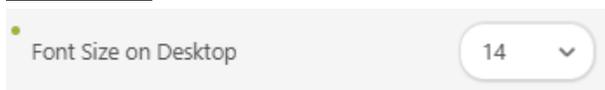


Font:



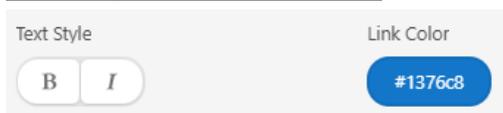
Select the font for your text or a specific word.

Font size:



Select the font size for your text or a specific word.

Text style and link color:



Put the text of your menus in bold or italics and select the font color for your link.



4.10 Video



Allows setting thumbnail images and play buttons for videos

Video link:

Video Link

YouTube, TikTok, Vimeo

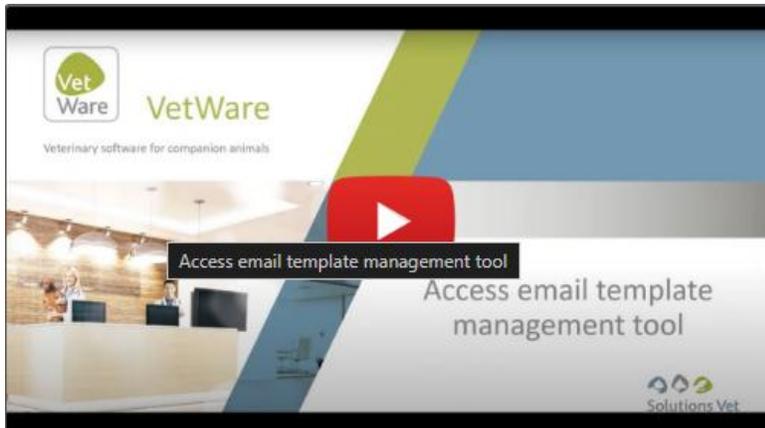
Add the link to play your video.

Alternate text:

Alternate Text

Access email template management tool

This text will appear when the customer moves their cursor over the video.



Custom Thumbnail:

Custom Thumbnail

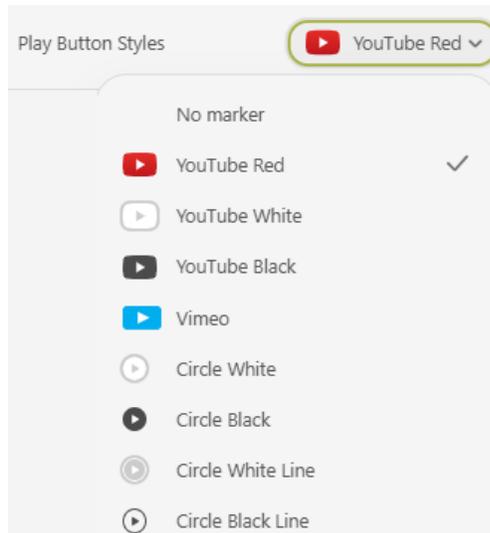


capture_decran_20251229_14221...
1172 x 604 px
275.71 kB

Allows you to replace the image provided by your video link with an image of your choice.

Play button style:



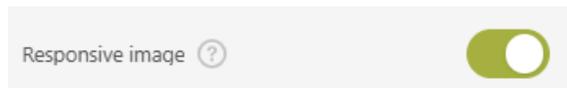
Allows you to add a play button to your video block.

Size:



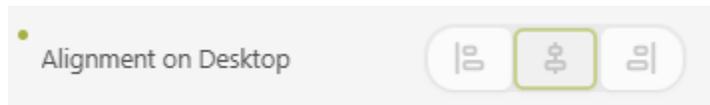
You can adjust the size of your video block.

Responsive image:



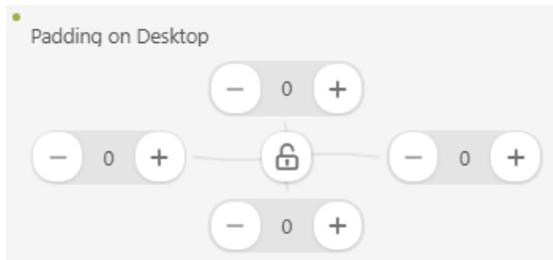
Make the image to fit to the width of a mobile screen. Please note that this only works on devices that have support for media queries.

Alignment:



Allows you to align your video block on the left, center, or right within the container.

Padding:

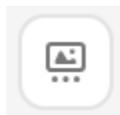


Create space around the video block in the container.

Anchor Link:

Creates an anchor for this element. Anchor links in emails are designed to make navigation easier. They allow readers to jump to specific locations in the message without having to scroll. ([See section 4.13](#))

4.11 Carousel

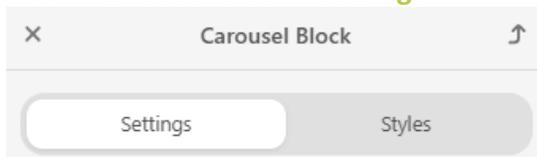


Allows adding a rotating image carousel with customizable slides, supporting both interactive HTML and AMP HTML versions

***** Only compatible with interactive HTML and AMP HTML versions.**

If your customers use an email provider that is not compatible with these versions, this section will not be visible to them. ***

4.11.1 Carousel block « Settings »

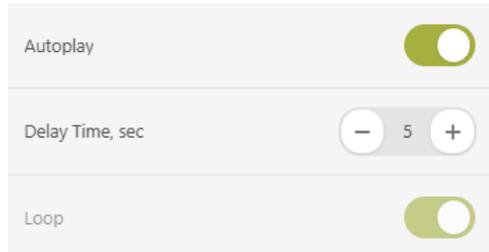


Slide:



Select the number of slides in your carousel

Autoplay:



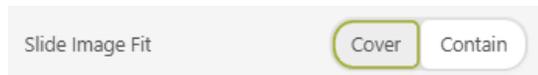
Autoplay

Delay Time, sec 5

Loop

By enabling autoplay, the images in your carousel will automatically scroll in a loop. You can adjust the delay (in seconds) to display the next slide.

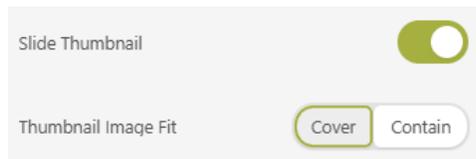
Slide image fit:



Slide Image Fit Cover Contain

Cover: the image will be adjusted to fit the container. This may occasionally affect image quality.
Contain: the image will be placed in the container without compromising its quality.

Thumbnail image fit:



Slide Thumbnail

Thumbnail Image Fit Cover Contain

Displays the slideshow slides at the bottom of the container.



Thumbnail size and alignment:



Thumbnail Size 40

Alignment

Allows you to adjust the size of your thumbnail images and align them at the top or bottom of the container, as well as align them to the left, center, or right.

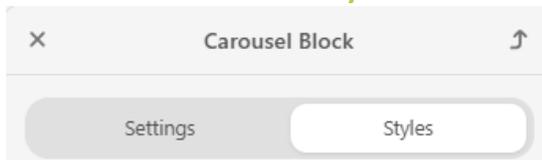
Spacing:

Space Between Thumbnails

- 25 +

Allows you to adjust the space between each of your thumbnail images.

4.11.2 Carousel block « Styles »



Slide radius:

Slide Radius

- 100 +

Allows you to adjust the radius of your slide images.



Thumbnails radius:

Thumbnails Radius

- 20 +

Allows you to adjust the radius of your thumbnail images.





Active thumbnail border style:

Active Thumbnail Border Style

− 2 + #2cb543

Select the color and thickness of your active thumbnail borders.



Inactive thumbnail border style:

Inactive Thumbnail Border Style

− 2 + #dddddd

Select the color and thickness of your inactive thumbnail borders.



4.12 AMP Accordion

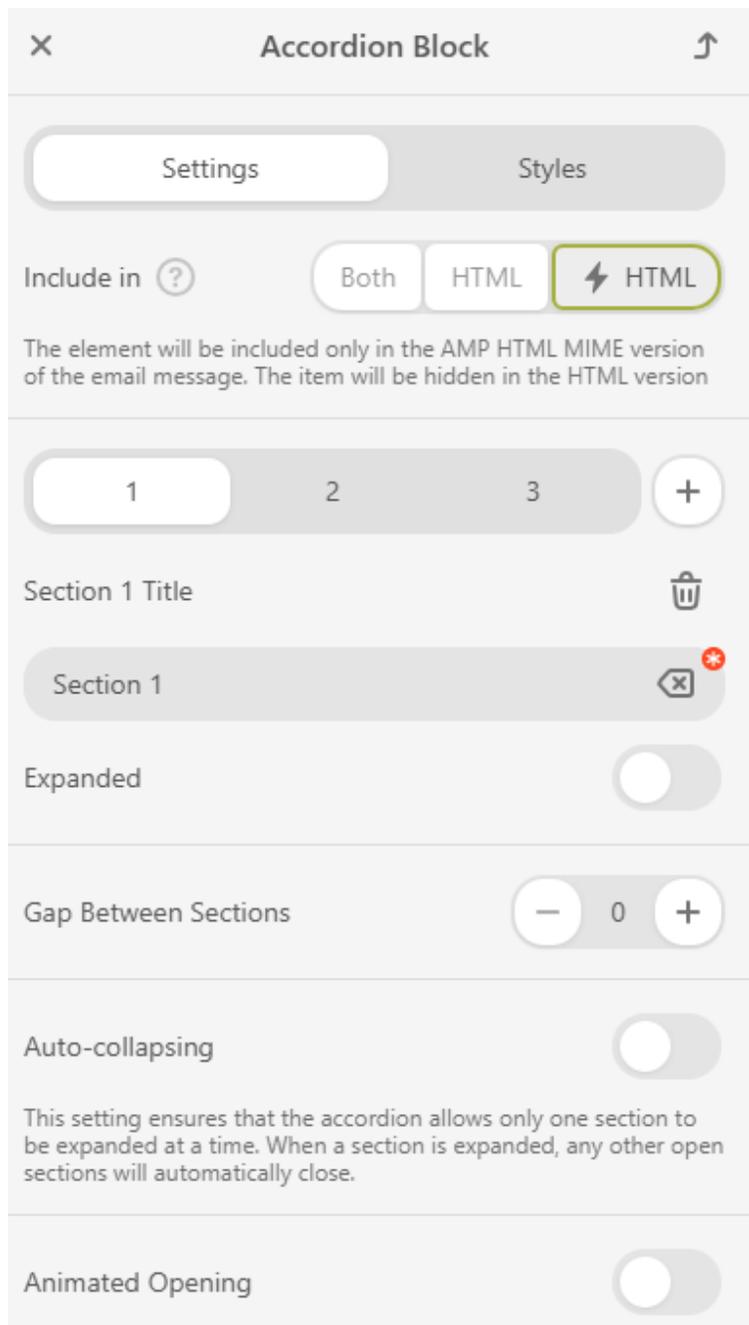


Allows adding a collapsible accordion with customizable sections, supporting AMP HTML version only

***** Only compatible with the AMP HTML version.**

If your customers use an email provider that is not compatible with this version, this section will not be visible to them ***

4.12.1 Accordion block « Settings »



Select the number of sections in your accordion.

Use the trash can to delete the section.

Enter the name of your section.

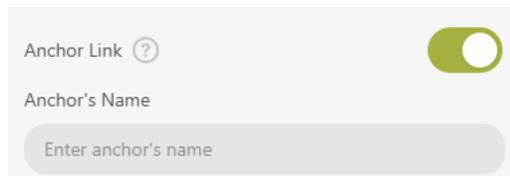
Determine the desired space between your different sections.

Activate to allow only one section to be opened at a time.

Each section contains a container in which you can insert a feature.



4.13 Anchor link



Anchor links in emails are designed to make navigation easier. They help take readers to specific places in the email without the need to scroll.

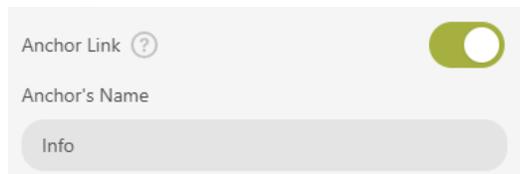
4.13.1 How to add an anchor link

First select a target element that your link will be referring to.



On the right section, turn on option « Anchor link » and give the anchor a name.

Please, be advised that the name must not have spaces or other symbols except letters and digits.





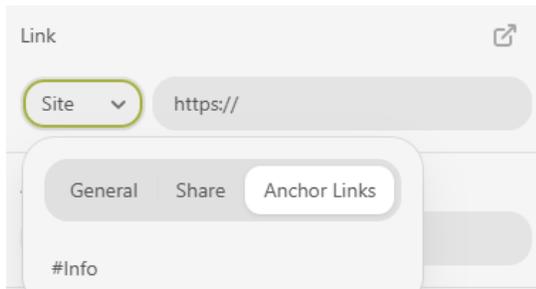
Now select an element that will redirect a user to our target destination by clicking on our anchor (it can be a button, an image, or a menu element).



Solutions Vet info@solutionsvet.ca

3400 Carter
St-Hyacinthe, Qc
877-636-5999

Go to the right section and in the field « Link », open the drop-down menu list and select the link's name you created earlier under « Anchor Links ».



That is all, the anchor link has been added. In the example above, the button « Contact us » refers to the Solutions Vet logo.

Tip: Please note that we cannot test these links right in the editor. In order to test the anchors, you need to send yourself a test message.

Important to note: Please be advised that not all email clients support anchor links.

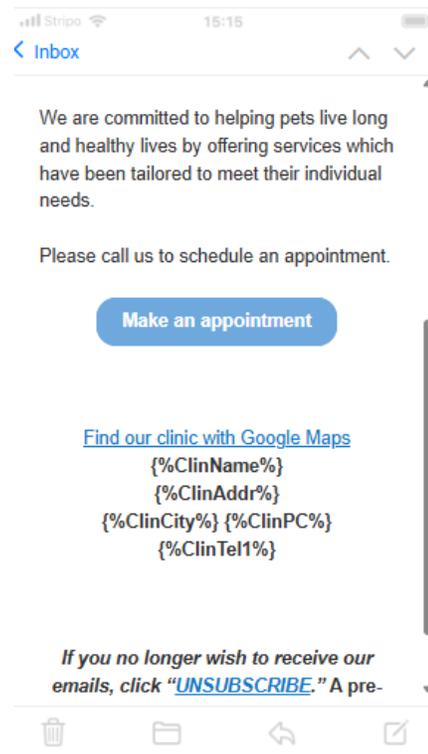
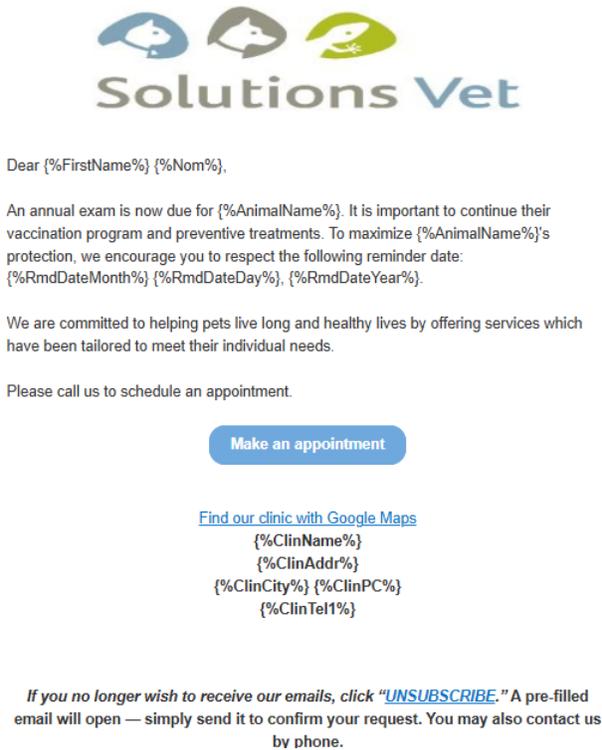


5. Preview and export HTML code to VetWare

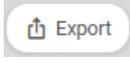
5.1 Preview

When you have finished your template, you can preview it using the button  at the top of the screen.

This will allow you to see how the email will be displayed when the customer opens it on their computer and/or cell phone:



5.2 Export

To export the HTML code for your template, use the icon  at the top of the screen to bring up the export window.

Copy or Download Template

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-
transitional.dtd"><html dir="ltr" xmlns:o="urn:schemas-
microsoft-com:office:office"
xmlns="http://www.w3.org/1999/xhtml" lang="und">
<head><meta charset="UTF-8"><meta name="viewport"
content="width=device-width, initial-scale=1"><meta
```

COPY

DOWNLOAD CLOSE

Click on “Copy,” and you will see that the name will change to “Copied!” This means that you have successfully copied the HTML code.

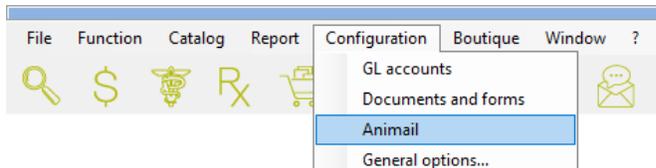
Copy or Download Template

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-
transitional.dtd"><html dir="ltr" xmlns:o="urn:schemas-
microsoft-com:office:office"
xmlns="http://www.w3.org/1999/xhtml" lang="und">
<head><meta charset="UTF-8"><meta name="viewport"
content="width=device-width, initial-scale=1"><meta
```

COPIED!

DOWNLOAD CLOSE

Return to VetWare under the « Configuration » > « Anmail »



Add a new template or select an existing template.

In the « Template Text » section, select the line of text and click the « Paste » button to insert the

previously copied HTML code.

Communication type: Reminder Media: Email

French English

Template name: Vaccination reminder email Subject: Vaccination reminder

Template text: on:2025-07-16 15:15:42. This template has 6488 character(s)

Buttons: Comm. test, Paste, Preview, Cancel

Red arrows point to the 'Paste' button and the template text area.

You will then see the change made in blue.

Communication type: Reminder Media: Email

French English

Template name: Vaccination reminder email Subject: Vaccination reminder

Template text: Modified by Solutions Vet on:2025-12-29 16:32:42. This template has 15122 character(s)

Buttons: Comm. test, Paste, Preview, Cancel

The 'Paste' button is highlighted with a blue dashed border.

All you have to do now is save your changes.

***** We recommend that you send the email to yourself from your personal folder in VetWare to ensure that all the features in your template are working properly before sending the email to your customers.**