Fube

GUIDE

How to put your brand on the emails Fube sends (and send them through your own SMTP)



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> Fube sends emails on your behalf all the time: the invoice you send to a customer, the reminder about a late payment, the invitation to their portal. By default they all carry the Fube logo and orange, and beyond a certain size that starts to jar.

There are two settings to change this and **they do different things**. This guide explains what each one affects, what neither of them affects, and how to set them up properly.

Before you start

Both screens are part of the Elite plan. It is not 'premium that you switch on separately': neither Starter, Pro nor Business includes them. If your account is not on Elite, when you open them you will not see a disabled form: you will see a card that explains the feature and offers to change your plan. You can compare what each plan includes on the **pricing** page.

It will help to have your **business logo hosted at a public HTTPS URL** to hand and, if you are going to use your own server, the **SMTP credentials** from your provider.

What each setting changes (and what neither changes)

Before you touch anything, it is worth being clear about the difference, because confusion here is the source of most of the headaches:

Setting	What it changes
Email branding	What your customer **sees inside the email**: the logo in the header, the colour of the buttons, the name in the signature, the support email in the footer and where their 'Reply' goes

Setting	What it changes
Custom SMTP	**Which server delivers** the message — it goes out through yours, with your credentials, your quota and your reputation — and, with it, **from which address**

And the first thing to be clear about is **which emails each one affects**, because it is not 'all of them': both settings apply to the emails that **your company sends to its customers**, which are **invoices and sales documents** and **payment reminders**. Everything else goes out through Fube's server, even if you have filled in both screens: notifications to your team and invitations to new members, with Fube branding, and customer portal emails, which go their own way with your portal's name and logo (you will see this further down).

The sender address follows the server. If the email goes out through yours, it can come from your address; if it goes out through Fube's, it comes from Fube's address. This is not an arbitrary restriction: an email with your domain in the 'From:' field sent from Fube's servers is rejected or marked as spam by recipients' mailboxes, because your domain does not authorise that IP to send on your behalf. That is why the sender field lives on the SMTP screen and not on the branding one.

If you are not going to set up your own server, what you can put in your name is the **reply-to address**: when your customer clicks 'Reply', the email goes wherever you say. For most people that is exactly what they were looking for.

Payment reminders also have their own switch, in **Settings** → **Payments** → **Reminders**: it is called 'Send from my own domain' and it is on by default. It exists because some people want exactly the opposite of what they want for invoices — for a notice about an unpaid invoice **not** to look as if it comes from their company, but from a third-party tool. Turning it off returns those emails to Fube's sender without affecting invoices. The rest of that screen is covered in the guide to payment reminder templates.

Step 1 — Put your branding on the email

Go to **Settings**, **Email** group, and open **Email branding**. There are five fields and all of them are optional:

- **Logo (URL)** — the image at the top of the email. It is not uploaded: you paste the **public address** where it already lives, and it must be **https** and on a real domain. Host the file somewhere it loads quickly (your own website will do) and use a landscape image.
- **Primary colour** — in #RRGGBB format. It is the colour of the buttons and accents.
- **Trading name** — the name that appears in the email and its footer. Use the name people know you by, not the long registered company name.
- **Support email** — the mailbox shown in the footer so your customer knows where to write. Use one that someone actually reads.
- **Reply-to email** — where replies go when your customer clicks ‘Reply’. It is the field that makes the most difference and the one most often forgotten.

Click **Save**. The changes apply to the next email that goes out; those already sent stay as they were, because a sent email is a frozen copy in someone else's mailbox.

While you type, the **Preview** below shows you what an invoice email looks like with what you have entered, even if you have not saved it yet. It is a sample with made-up data and does not send anything. To see the real thing, save and click **Send test email**: it arrives in your own inbox, just as it would reach a customer.

What happens if you leave a field blank

Here is a detail that saves work: **an empty field does not fall straight back to Fube**. First it checks the details you already have set up for your company:

Empty field	What is used instead
Logo	The logo you have uploaded to your account; if there is none, Fube's
Trading name	Your billing name; if you do not have one, ‘Fube’
Support email	Your billing email; if you do not have one, Fube's
Primary colour	Fube orange
Reply-to email	There is no fallback: replies go to whichever sender the delivery resolves to

In other words: **if you have already filled in your company settings properly, your branding is already half done**. You can mix filled-in and empty fields without any problem, and to go back to the Fube look you just need to clear them.

Step 2 — Send through your own server

Go to **Settings** → **Email** → **Custom SMTP**. There are five fields, four for the connection and one for identity:

- **SMTP server** — the hostname your provider gives you, for example `smtp.sendgrid.net`.
- **Port** — 587 for STARTTLS, which is the usual choice, or 465 for implicit TLS. Port 25 is usually blocked by network operators.
- **Username** — your provider's SMTP username or API key.
- **Password** — that user's password or secret.
- **Sender** — the address your customers will see the email coming from, for example `facturacion@tuempresa.com`.

The four connection fields are all or nothing. If even one is missing, Fube **keeps sending through its own server without telling you**: there is no error, no warning, and the emails go out all the same. It is the quietest failure on this screen, so check all four before assuming it is active.

The sender is separate, and it is optional. As long as you leave it blank, nothing changes: your emails keep going out through your server but with Fube's address, just as before. Filling it in is what makes your customer see your address. And it follows the server: if for whatever reason an email ends up going out through Fube — you lose the plan, you change the password and don't update it here, you delete the port without realising — that email goes out with Fube's address instead of yours. This is deliberate: the alternative is for it to be rejected.

An address that **is not on a domain your server can sign for** is no use here, even if Fube accepts it: your customer's mailbox will reject it, not us. Use one on the same domain for which you have published the SPF and DKIM records in the next step.

About the password: once saved, Fube never shows it to you again. It is stored encrypted and the screen tells you so with `••••••••  (configurada)`. If you edit any other field, **leave it blank and it is kept**; only type something when you want to replace it.

Before you consider the server ready, test it. Once the server is saved, two tests appear. **Test connection** checks that Fube can reach your server and log in with the saved details, without sending anything. **Send test email** goes one step further: it sends a sample email to your own address exactly as an invoice reaches a customer — with your branding, through your server and with your sender — and tells you whether it went out or why not. Both use the saved details, so they are blocked while there are unsaved changes.

When you change the password here, the very next email goes out with the new one. Before each send, Fube checks whether the connection to your server has changed since the last time, and if it has, it reconnects using whatever you have saved.

Set up your DNS before, not after

Once you switch to sending through your server, deliverability depends on your domain and on your provider's reputation, not on Fube's. Before you activate it:

- **Publish the SPF record** your provider tells you to. It is a TXT record on your domain and takes two minutes in the DNS panel.
- **Set up DKIM** with your provider. It generates some keys for you and tells you which records to add. SPF says who is allowed to send; DKIM proves the content has not been altered.
- **DMARC** is the next layer and is optional to begin with: it lets you receive deliverability reports once SPF and DKIM are working.

And after turning it on, **send a test invoice to a Gmail and an Outlook address and see where it lands**. It is the only check that counts.

Which emails carry your branding and go out through your server, and which don't

There is one rule and it explains every case: **they apply to the email your company sends to its customers**. That means two families:

- **Invoices and sales documents** you send to a customer.
- **Payment reminders.**

Those carry your logo, your colour and your name, go out through your server and —if you have filled in the sender field— from your address.

Everything else goes out with Fube's branding and server, whatever you have configured:

- **Account access emails** — sign-in codes, password recovery.
- **Emails about your own Fube subscription** — receipts, payment notices, cancellations.
- **Notifications to your team** and **invitations to new members**.

The logic is about who writes them: you write the first ones and Fube only delivers them; the second ones are written by Fube. A Fube notice going out through your server uses up your quota and damages your sending reputation with email that isn't yours, and an invitation to your team with your branding hides the fact that Fube is the one managing that account.

Customer portal emails are separate. The invitation, the sign-in button, what you send for signature, their signed copy or the notice of a project report go out through Fube's server and with its look, but they carry the name and logo you set in the **Brand** tab of **Sales** → **Customer portal**, and your customer receives them as 'Your company via Fube'. They always go through Fube because they carry the sign-in button: if your server failed, your customer would be locked out. Neither email branding nor your own SMTP affects them, and your colour does not reach them. This is covered in the guide to **activating the customer portal**.

Edge cases and common mistakes

- **'I've saved the SMTP settings and emails are still going out through Fube.'** You almost certainly have an empty connection field. All four or none. And check which email you mean: portal emails, invitations and notifications to your team always go out through Fube, and that is not a fault.
- **'It goes out through my server but the sender is still Fube's.'** The **Sender** field is empty, or that particular send ended up going out through Fube. Start by filling it in.
- **'The logo shows up broken in the email.'** The URL has stopped working, is not public, or is not https. The email is sent anyway; correct the address and the next one will come out fine.
- **'It won't let me save the logo.'** The address must start with `https://` and point to a real domain. A local path or an http URL is not accepted.

- **‘My customers aren't receiving anything.’** In order: check their spam folder —if it's there, you are missing SPF or DKIM—; check that the password is still valid if you have rotated it with your provider; and check whether you have exceeded the sending quota of your plan with them.
- **‘I want to go back to Fube's server.’** Clear the four fields and save. The next email goes out through Fube.
- **‘I've downgraded my plan and lost the feature.’** Your data is still saved. Emails go back to Fube's look and server, and if you get the plan back your configuration is reactivated without you having to enter it again.
- **‘I changed the logo and an old email still shows the old one.’** That is expected: the look is applied when the email is composed, and those already sent stay frozen.

Frequently asked questions

Can I preview how the email looks?

Yes, in two ways. In **Email branding**, the **Preview** renders an invoice email with what you have entered, without saving it or sending anything. And **Send test email** sends a real one to your email address, using the saved settings: it arrives with the subject ‘[TEST] Invoice FAC0001’ and without a PDF attached, which is the only way it differs from a customer's.

Will my customer see ‘Fube’ anywhere?

In the body of the email they will see your logo and your name. In the sender it depends on whether you have set up your own SMTP: with it and with the **Sender** field filled in, they will see your address; without either of the two, they will see a Fube one. In your customer portal emails they will see it in the sender, ‘Your company via Fube’, even though inside they carry your name and your logo. And those that are not for your customers, such as the invitation to a colleague, go out in Fube's name.

Can I use Gmail or Outlook as an SMTP server?

Technically yes, with port 587 and an app password, but both have low daily limits and anti-abuse rules that may cut off your sending. For real volume, use a transactional provider.

Is my SMTP password protected?

Yes. It is stored encrypted and is never sent back to the screen once saved.

Do I need my own SMTP for my emails to carry my branding?

No. They are two independent things: the branding appears inside the email whichever way it is sent. Your own SMTP is for when you want to control the sending yourself.

What if I only want replies to come to me?

Filling in the **Reply-to email** in the branding is enough. You don't need to touch the SMTP settings.

Give your emails your business's face

Filling in the five branding fields takes five minutes and it shows in the very first email you send. Your own server is a separate, more technical decision, and it is worth it when you send in volume and want deliverability on your own terms. You'll find the details of both on the **email branding** and **own SMTP** pages, and if you're not on Fube yet you can **create your free account** and see the emails it sends before deciding.

Fube

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