

Structure	Variable Name		Example (Brown theme)
BlueButterfly Logo			
Loved one's picture alignment [center or left or right]	hero_profile_logo_alignment		center
Hero Section:			
Celebrating the Life of text color	celebratingLifeColor		#FFFFFF
intro video centre play icon (small triangle)	heroIntroVideoPlay		#8A6559
Intro video text colour	heroIntroVideoRound		#FFFFFF
Primary theme color (accent)	hero_primary_color		#8A6559
Secondary theme color (if any)	hero_secondary_color		#DCD1CE
How can I help? button background color	howCanHelpBgColor		transparent
How can I help? button text color	howCanHelpTextColor		#FFFFFF
Keep Me Posted button background color	keepMePostedBgColor		#F2F2F2
Keep Me Posted button text color	keepMePostedTextColor		#8A6559
Life span (date) text color	lifeSpanColor		#FFFFFF
Loved one name, text color	lovedOneHeadingColor		#FFFFFF
Share button background color	shareBgColor		#F2F2F2
Share button text color	shareTextColor		#8A6559
Services Section:			
RSVP button background color	rsvp_bg_color		#8A6559
RSVP button text color	rsvp_text_color		#FFFFFF
Memory and Condolence Section:			
Create a Post button background color	post_button_bg_color		#8A6559
Create a Post button text color	post_button_text_color		#FFFFFF
Send Sympathy Gifts button border color	gift_border_color		#8A6559
Send Sympathy Gifts button text color	gift_text_color		#8A6559
Card with image media background color (usually white background)	card_img_bg_color		#FFFFFF
Card with image media text color (usually black color)	card_img_text_color		#000000
Card with video media background color (usually white background)	card_video_bg_color		#FFFFFF
Card with video media text color (usually black color)	card_video_text_color		#000000
Card with only text, background color	card_text_bg_color		#8A6559
Card with only text, text color	card_text_text_color		#FFFFFF
View More button border color	view_all_button_border_color		#8A6559
View More button text color	view_all_button_text_color		#8A6559

Background image behind obituary box	backgroundCoverUrl		
Left panel vertical image	backgroundLeftBorderUrl		
Right panel vertical image	backgroundRightBorderUrl		
Background image behind Loved one's picture at the top of the page	heroProfileCoverUrl		
Preview image to show in theme selection section (In Page Builder)	previewCoverUrl		