LESSON 07 · DESIGN

Pictures and graphics

Add your own pictures, style them, and decorate the email from the built-in graphics library.

Revision 1 · 21 November 2026

About 8 minutes

IN THIS LESSON

- Add and style pictures
- Use Picture + text, Columns and Icon rows
- Find graphics, stickers and animations, in 3D or flat

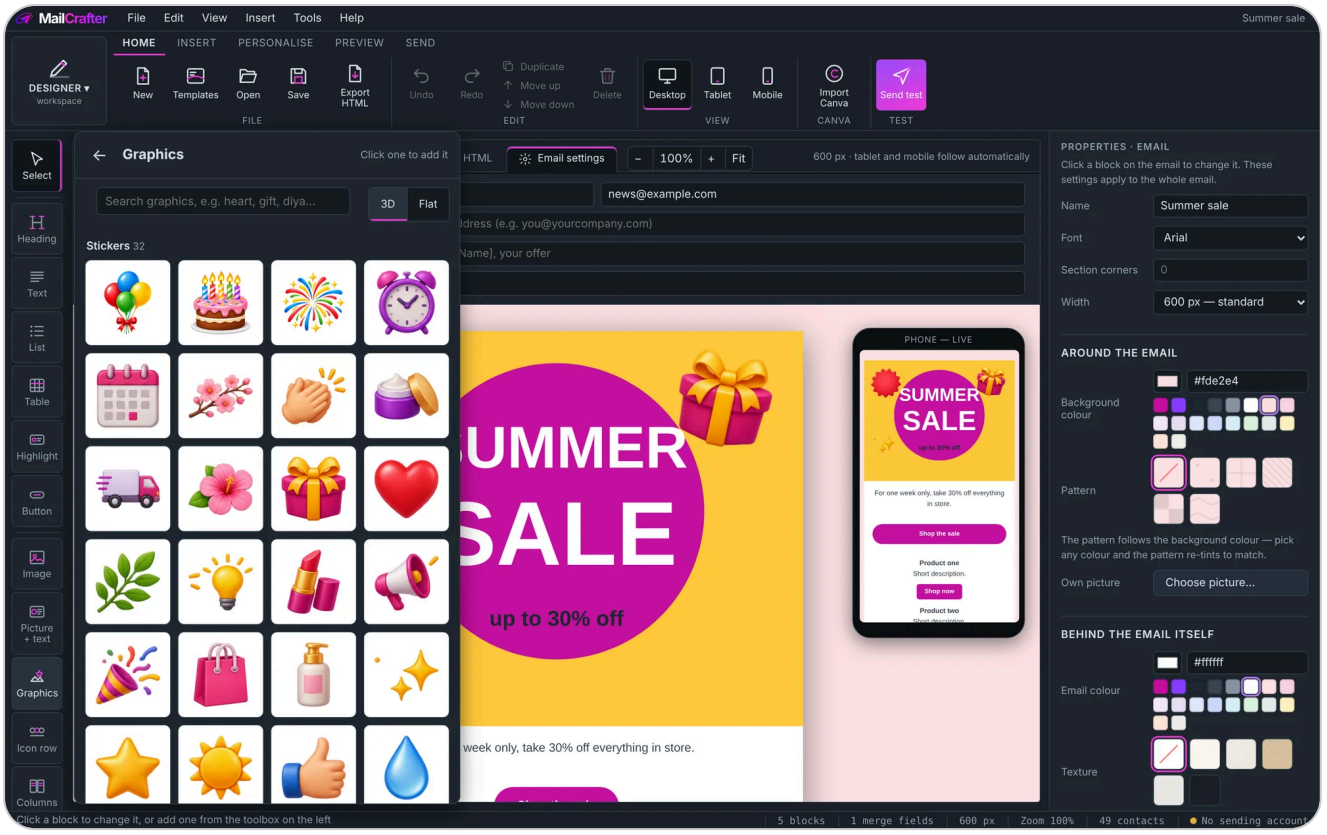
Pictures

1. Add an **Image** block, then click **Choose picture…**, or simply drag a picture file from your PC onto the email.
2. In the properties pane set its **Width (%)**, where a click **goes to**, and its **Alt text**: the words shown if pictures are turned off. Add a **Caption** under it if you like.
3. Style it with rounded **Picture corners**, a frame or a shadow. Rounded corners are baked into the picture when you send, so they show in Outlook too.

Picture + text puts a picture beside a title, a few lines and a button, which is handy for products. **Columns** sets 2 to 4 items side by side; they stack one under the other on phones.

The graphics library

Click **Graphics** in the toolbox to open the library: stickers, emoji, food, beauty and shopping graphics, shapes, arrows, dividers, badges and icons, and holidays for every major faith. Use the search box to find one, and the **3D** / **Flat** switch to choose the style.



- **Badges** carry your own words, such as "20% OFF" or "NEW".
- **Icons** can be any colour, to match your brand.
- **Animations** move in the inbox. Classic Outlook 2016 and earlier show only their first frame.
- With a hero selected, a graphic goes onto the hero as a sticker instead of becoming a new block. See Hero banners and layers.

Icon rows

Icon row puts icons with a label under each in a row, for "Free delivery · Open 7 days · Easy returns". Pick a style from the gallery, then change the icons, words and colours.

> **Try it.** Add an Icon row under your main offer with three reasons to buy from you.

Revision history

Revision	Date	What changed
1	21 November 2026	First edition.