LESSON 06 · DESIGN

Text, lists, tables and buttons

Write and style the words in your email: fonts, sizes in points, links, lists, tables, highlights and buttons.

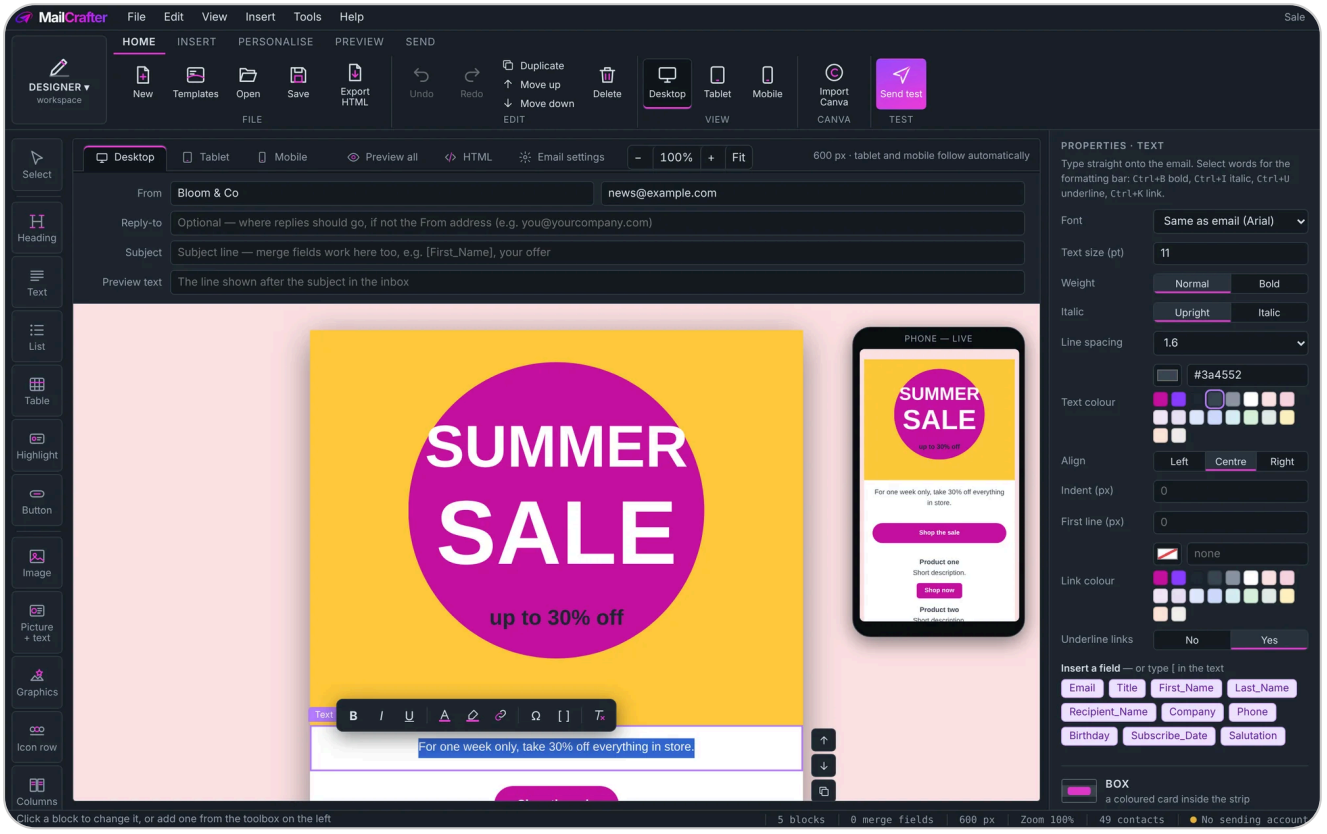
Revision 1 · 21 November 2026 · About 8 minutes

IN THIS LESSON

- Format text with the toolbar and the properties pane
- Add links, symbols and merge fields
- Use lists, tables, highlights and buttons

Writing and formatting

Click into any text on the email to type. Select words and a small toolbar appears above them: **bold**, *italic*, underline, text colour, highlighter, link, symbols, field, and clear formatting. Ctrl+B, Ctrl+I, Ctrl+U and Ctrl+K (link) work too.



The properties pane sets the whole block: **Font**, **Text size (pt)**, **Weight**, **Italic**, **Line spacing**, **Text colour**, **Align**, **Indent** and **First line** indent, and the colour of links. Sizes are in points, as in Word or Outlook: 11 pt is normal body text.

> Fonts are grouped into those every mail app has, and Google Fonts. A Google Font shows in Apple Mail and on iPhones; elsewhere a similar backup font is used.

Lists and tables

- **List** makes bullets or numbers. Choose the bullet symbol or numbering style, its colour, the space between points and the indent.
- **Table** opens a gallery of styles. Add and remove rows and columns, choose a header row, borders, stripes and rounded corners.

Highlights and buttons

- **Highlight** puts a message in a coloured box: info, tip, warning, quote or offer, with an icon if you like.
- **Button** opens a gallery of styles. Set its **Label**, **Link**, colours, **Corner radius** and **Width** (fit the text, or full width), and add a fade, a **Shadow**, a **Glow** or an arrow.

Give every button and link a full web address, starting with `https://`.

Personal words

Click **Field** on the toolbar, or a field under **Insert a field**, to drop a merge tag into the text, such as `[First_Name]`. See Lists, fields and merge tags for fallbacks and date formats.

> **Try it.** Write "Hi [First_Name|there], here's 20% off this week", make "20% off" bold in your brand colour, and highlight it.

Revision history

Revision	Date	What changed
1	21 November 2026	First edition.