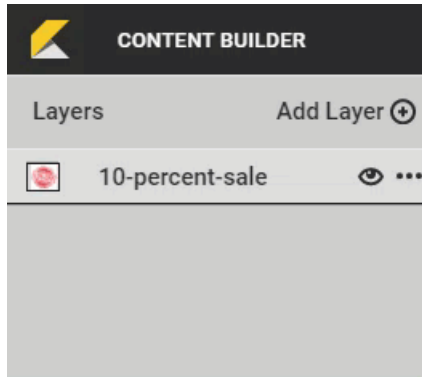


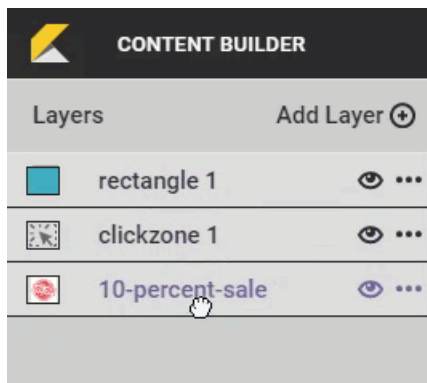
# Create Layered Content

Follow these steps to add a new layer to an image in Content Builder.

1. Click **Add Layer** at the top of the Layers panel.



2. Adjust the priority of layers as necessary. Click and drag a layer to the desired position in the panel.



A click zone layer works even if it doesn't have the top priority over other layers. However, the click zone area only appears on the canvas when you select its layer in the Layers panel.

## Keyboard Shortcuts

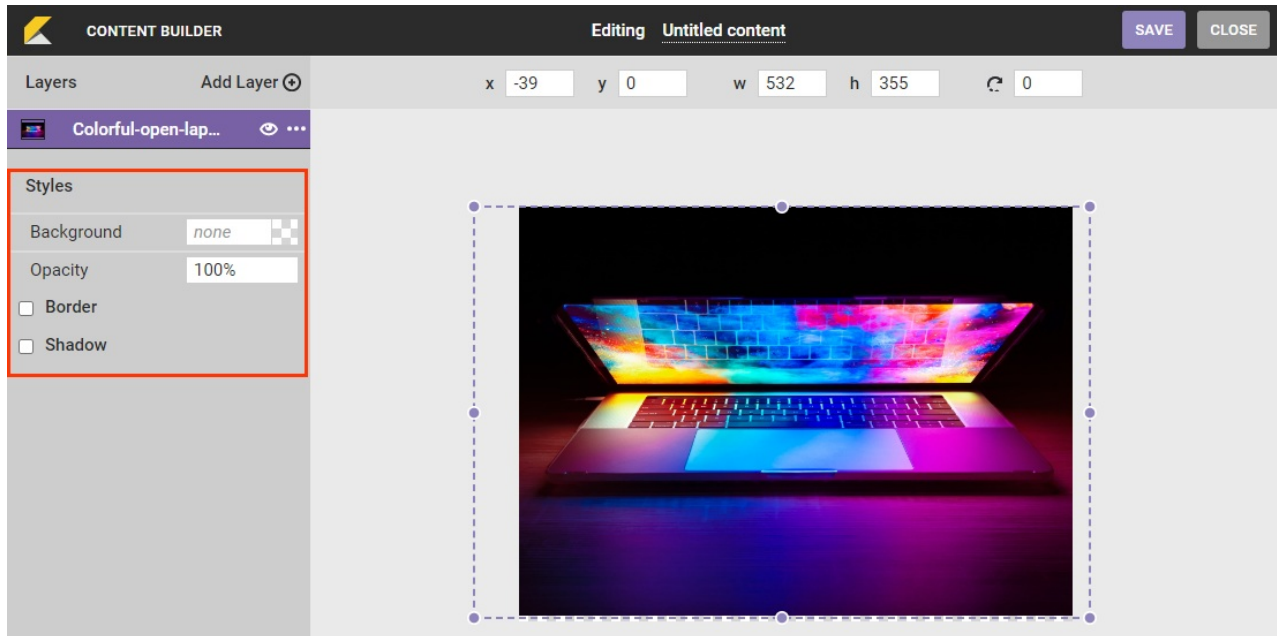
The following keyboard shortcuts may be helpful when using Content Builder:

Keyboard Shortcut	Action
Command + Shift (while resizing)	Maintains the proportions of the layer while resizing
Command + Z	Undo the most recent action
Command + Shift + Z	Redo the most recent action

Keyboard Shortcut	Action
Alt (while dragging)	Scale layer symmetrically
Delete	Deletes the current layer

## Image Layers

When an image is added, options for background, border, and shadows populate the properties panel on the left.

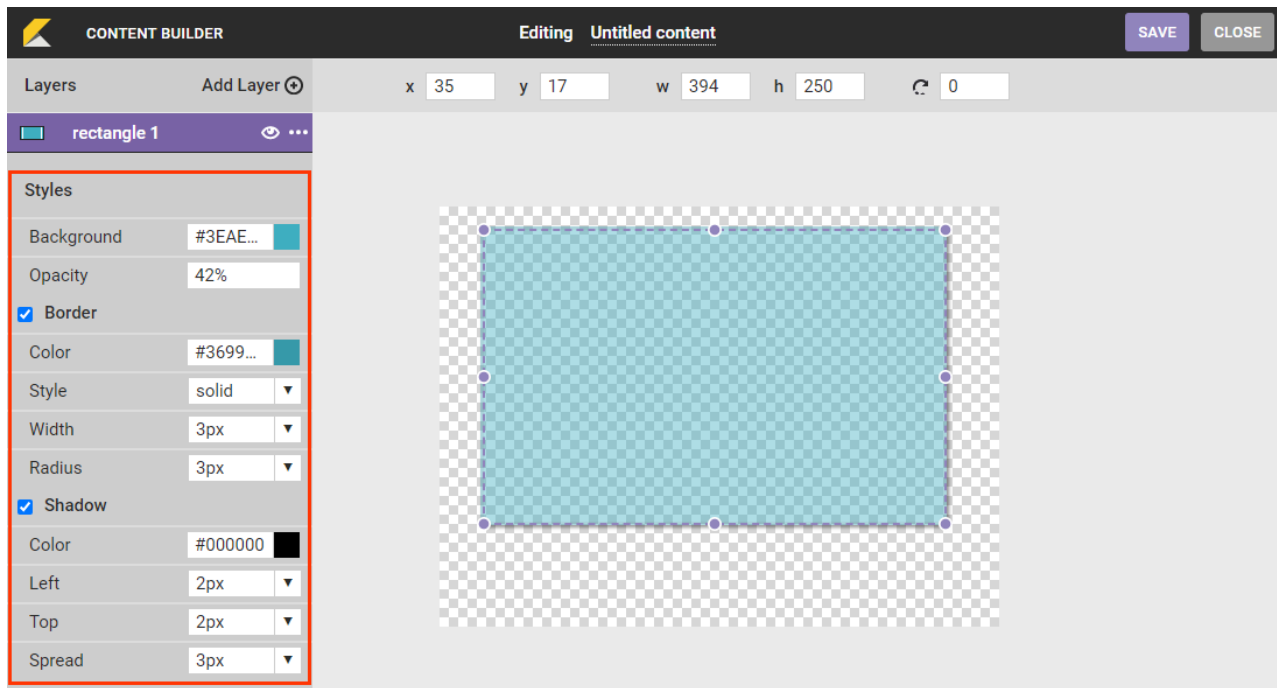


Along with the options in the properties panel, you can click the image layer and drag it anywhere on the canvas, rotate, and resize the image to fit your needs. If you want to add a link to an image layer, click the additional options menu (...) and then select **Add link**.

For this example, the opacity has been adjusted to show a rectangle underneath, and a border with a shadow has been added.

## Rectangle Layers

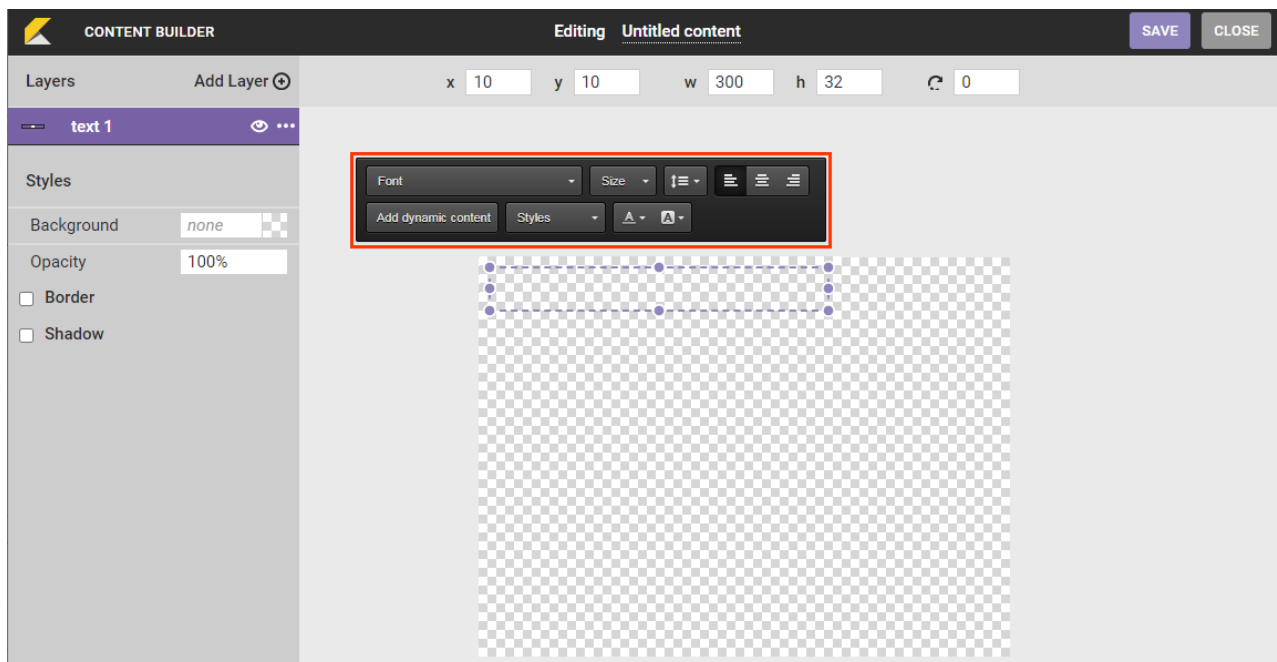
When you add a rectangle, options for color, opacity, borders, and shadows populate the properties panel.



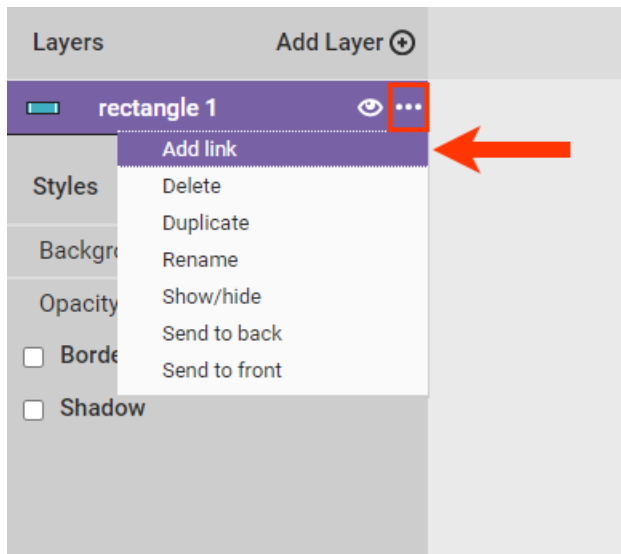
Along with the options in the properties panel, you can click the rectangle layer and drag it anywhere on the canvas as well as resize the rectangle. To add a link to a rectangle layer, click the additional options menu (...) and then select **Add link**.

## Text Layers

When you add text, options for text box color, text box opacity, text box borders, and text box shadows populate the properties panel. Additionally, a text toolbar appears when you click the text layer. It contains options for changing the font, text size, line height, alignment, styling, text color, and text background color. Use it too to add dynamic text fields. See [Add Dynamic Text to Creatives](#) for more information.



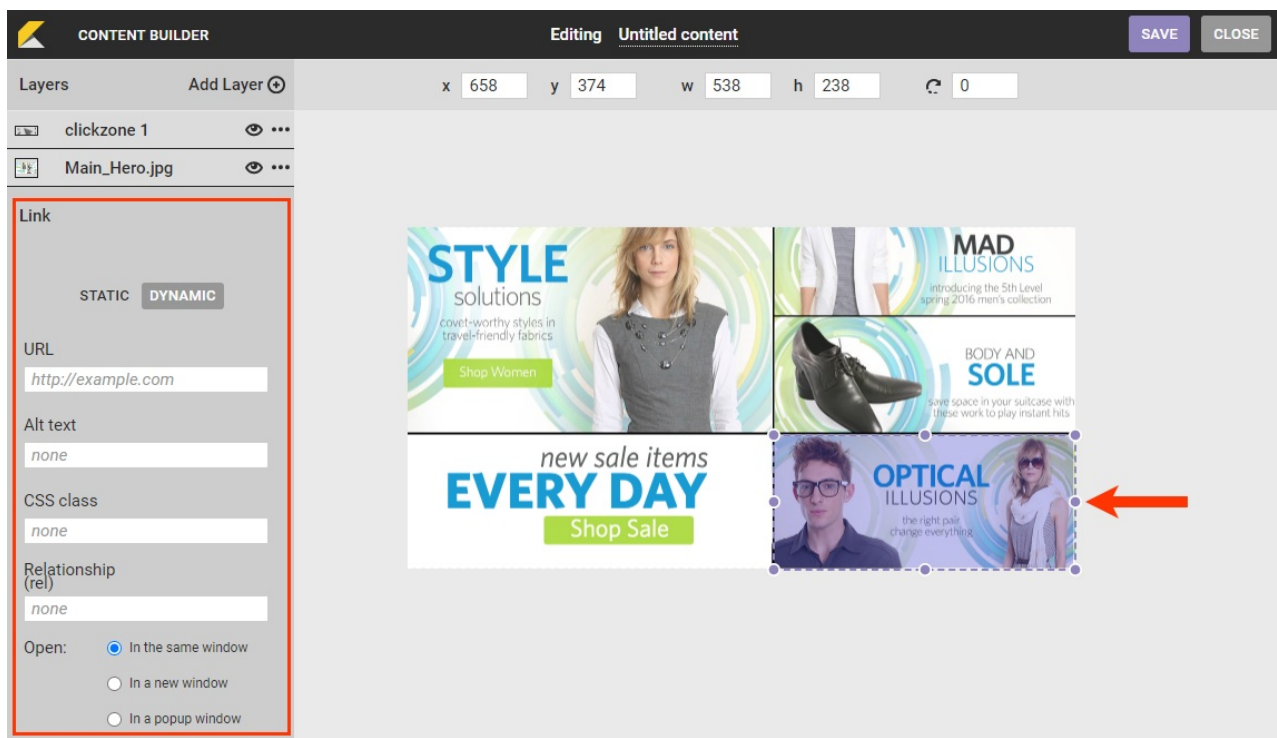
Along with the options in the properties panel, you can click and drag the text layer anywhere on the canvas. To add a link to a layer, click the additional options menu (...) and then select **Add link**.



You can upload your own font files to use in Content Builder. See [Upload Fonts](#) for the instructions.

## Link Layers

When you add a link, options for link URL, alternate text, CSS class, and URL launch location populate the properties panel.



The `alt` attribute only populates if you enter a link address. If you don't want the link to take the visitor anywhere, then you can enter `#`, which keeps the visitor on the current page. Otherwise, you can also HTML

content instead and then manually input the `alt` attribute.

If you choose **In a pop up window** for the URL launch location, additional options appear.

Open:  In the same window  
 In a new window  
 In a popup window

*Popup* Name

500px Width

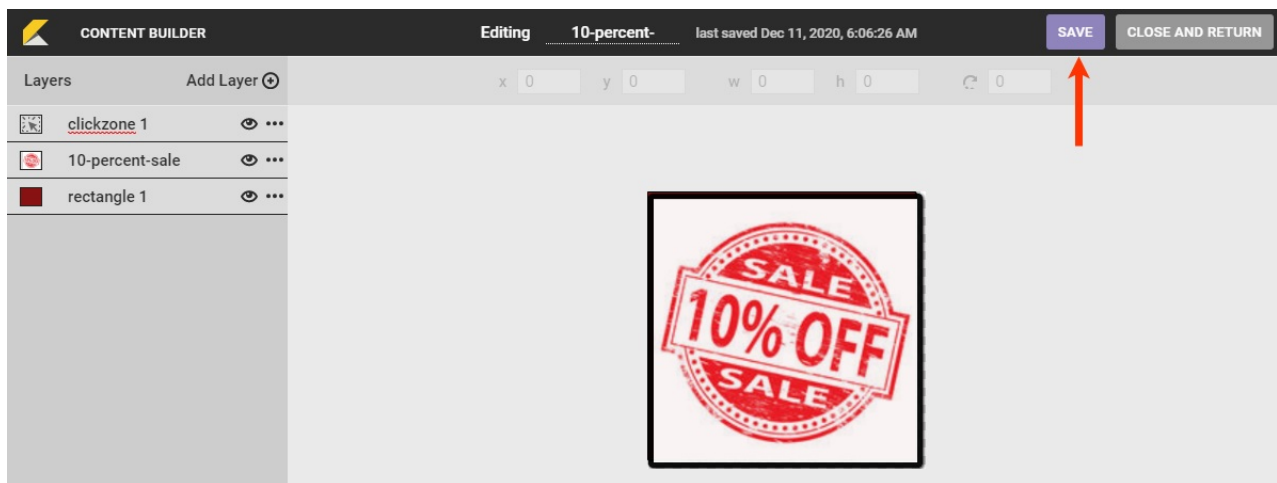
300px Height

Show toolbar?  
 Show statusbar?  
 Show menubar?  
 Show scrollbars?  
 Allow resizing?

Along with the options in the properties panel, you can click and drag the link layer anywhere on the canvas as well as resize it to fit your needs.

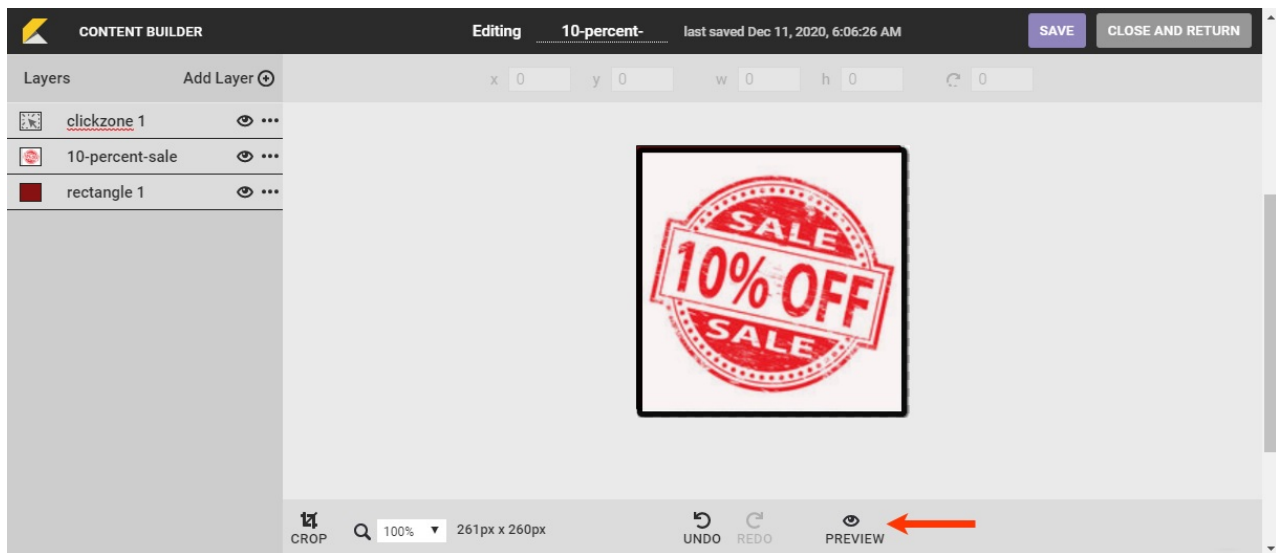
## Saving and Closing

Once you create the content, click **SAVE** in the top-right corner of Content Builder.



Anything you edit in Content Builder is saved in Content Manager. After you click **SAVE**, you can access the new content and any other images, code, fonts, or location in Content Manager.

Additionally, you can download content to your computer by opening it in Content Builder and then clicking **PREVIEW**.



A modal appears showing the content. Click **DOWNLOAD** to save the file to your computer.

