

Site Visual Template Editor: Text, Images, and Dividers

08/01/2025 2:17 pm EDT

This article covers how to design an on-site campaign with the text, images, and divider elements. These elements can be used in conjunction with any other elements in the Visual Template Editor.

Access the Bluecore Site Visual Template Editor by following the below steps.

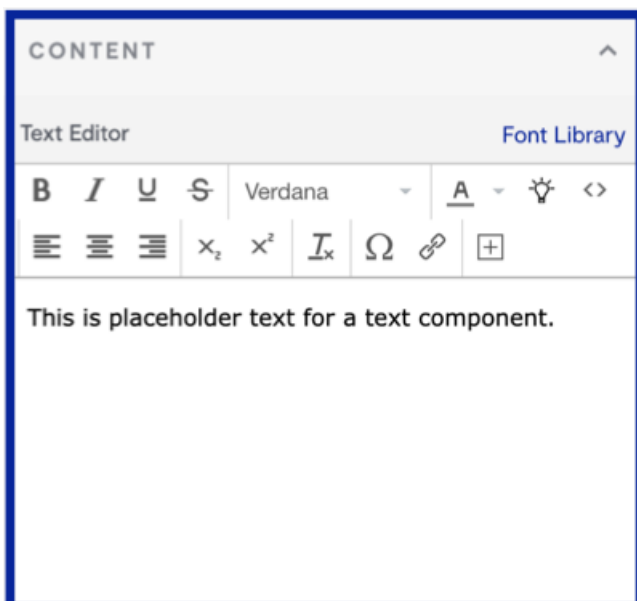
1. Navigate to the **flag icon** on the left-hand navigation.
2. Go to **Site**.
3. Then **Campaigns**.
4. Click **Create New Campaign**.
5. Go to the **Message tab**.
6. Click **Create from Existing** or **Create in VTE**.
7. Add a **layer** to begin using the below elements.

Text

Add any applicable text in the left-hand panel of the canvas.

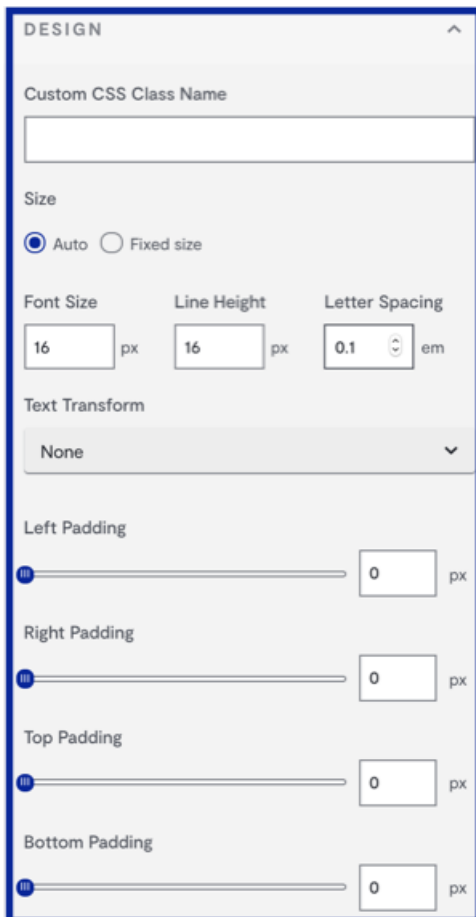
Content

- **Text Editor:** Standard text editing options (font library, font styles, color, hyperlinks, customer attributes, etc.).
- **Accessibility Label:** A concise but useful description for shoppers with visual impairments or who otherwise use assistive technology.



Design

- **Custom CSS Class Name:** Add a class name here to automatically add to the CSS layer. CSS is a common reference for the styling associated with HTML.
- Font size, line height, and letter spacing
- **Text Transform:** None, capitalize, upper case, lower case
- **Padding:** Left, right, top, and bottom padding (pixels)
- **Container Background Color:** Change the background color of the text box.

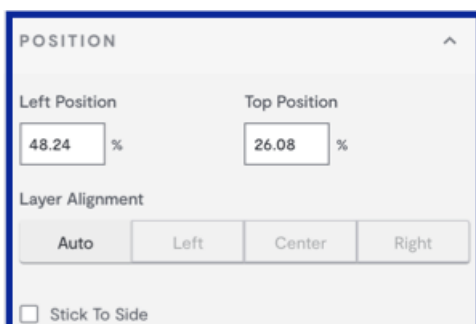


The DESIGN panel is a vertical sidebar on the left side of the interface. It has a title bar with the word 'DESIGN' and a collapse icon. The panel contains several sections: 'Custom CSS Class Name' with a text input field; 'Size' with radio buttons for 'Auto' (selected) and 'Fixed size'; 'Font Size' with a numeric input set to '16' and a 'px' unit; 'Line Height' with a numeric input set to '16' and a 'px' unit; 'Letter Spacing' with a numeric input set to '0.1' and an 'em' unit; 'Text Transform' with a dropdown menu set to 'None'; and four padding sections (Left, Right, Top, Bottom) each with a slider and a numeric input set to '0' with a 'px' unit.

Position

You can drag and drop the element on the canvas on the right-hand side with your mouse, or apply any of the below position options for exact placement.

- **Left and Top Position:** Enter a percentage of left and top alignment.
- **Layer Alignment:** Select auto, left, center, or right alignment on the layer.
- **Stick to side:** Offset the element to a specific side (pixels). This is especially useful to make the popup responsive and allow the elements stay within the boundaries if the screen is resized.



The POSITION panel is a vertical sidebar on the left side of the interface. It has a title bar with the word 'POSITION' and a collapse icon. The panel contains several sections: 'Left Position' with a numeric input set to '48.24' and a '%' unit; 'Top Position' with a numeric input set to '26.08' and a '%' unit; 'Layer Alignment' with four buttons: 'Auto' (selected), 'Left', 'Center', and 'Right'; and a 'Stick To Side' checkbox which is currently unchecked.

Animation

- **Animation Effect:** Catch the users attention by selecting an animation for the text. Enter a start delay and a speed for the animation.

ANIMATION

Animation Effect

None

Start Delay

0 s

Animation Speed

1 s

Image

Design

- **Custom CSS Class Name:** Add a class name here to automatically add to the CSS layer.
- **Accessibility Label:** A concise but useful description for shoppers with visual impairments or who otherwise use assistive technology..
- **Image Source/Image Library:** Enter a direct image source or select an image from the image library in your Bluecore account.
- **Link to:** Enter a link if you'd like to redirect users after the image has been clicked on.
- **Alt text:** Enter text to display if the image doesn't load properly.
- **Height/Width:** Enter a fixed size or fit to container for the image. This can also be controlled by entering a number of pixels.
- **Background Image Size:** Fill, contain, cover, scale down, or none.
- **Padding:** Left, right, top, and bottom padding (pixels).
- **Container Background Color:** Change the background color of the image box.

DESIGN

Custom CSS Class Name

Accessibility Label

Image Source [Image Library](#)

<https://storage.googleapis.com/img.triggermail.io/par>

Link to

e.g. <https://www.bluecore.com>

☐ Open Link in New Tab

Alt text

☒ Fixed size ☐ Fit to container

Height

200 px

Width

200 px

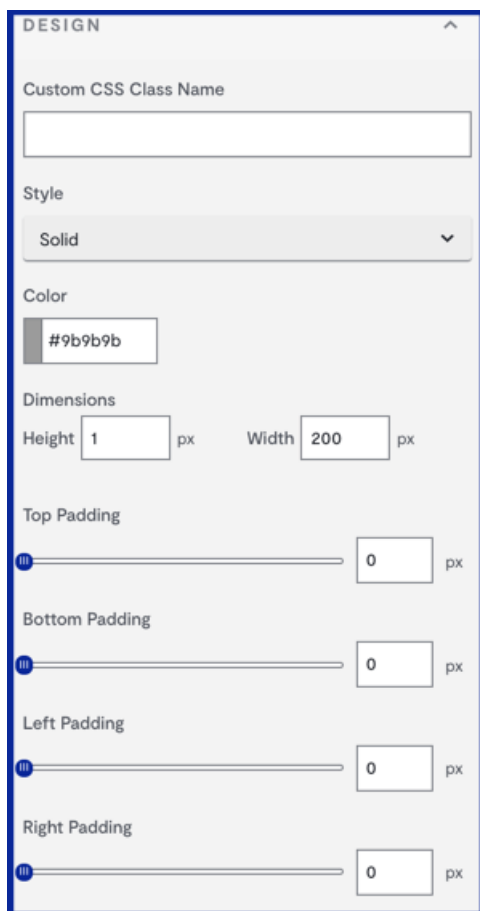
Position and Animation

The position and animation settings available for the coupons follow the same options available in explained above in the text section.

Divider

Design

- **Custom CSS Class Name:** Add a class name here to automatically add to the CSS layer.
- **Style:** Select either solid, dashed, or dotted.
- **Color:** Enter a color for the divider.
- **Dimensions:** Enter a height/width for the divider in pixels.
- **Padding:** Left, right, top, and bottom padding (pixels). Padding can be used here to create an empty space between two layers with a thin divider.
- **Container Background Color:** Change the background color of the divider.



The image shows a 'DESIGN' panel for configuring a divider. It includes a text input for 'Custom CSS Class Name', a dropdown for 'Style' (set to 'Solid'), a color picker for 'Color' (set to '#9b9b9b'), and dimension inputs for 'Height' (1 px) and 'Width' (200 px). Below these are four sliders for 'Top Padding', 'Bottom Padding', 'Left Padding', and 'Right Padding', each with a numeric input set to 0 px.

Position and Animation

The animation settings available for the divider follow the same options available in explained above in the text section.

Layer Options

After an element has been added to a layer, layers can be duplicated using the layer options at the top right-hand side of the screen. Duplicate the layers themselves, or duplicate the layers to any additional screens of the popup.

Overlay Settings

Intro Screen ×

Action Screen

Confirmation Screen

LAYERS

Add Layers +

Add Screen Background +

Form

Text

Layer Options ▾

Duplicate Layer

Duplicate Layer to Intro Screen

Duplicate Layer to Confirmation Screen

Duplicate Layer to All Screens

Layer Guidelines

This is placeholder text for a text component.

Now that you've configured text, images, or dividers to your campaign, add [coupons](#), [buttons](#), or [email capture](#).