

Uploading and Editing Images with the New Mailchimp Forms beta

Overview

1. The three ways you can use images in Mailchimp Forms

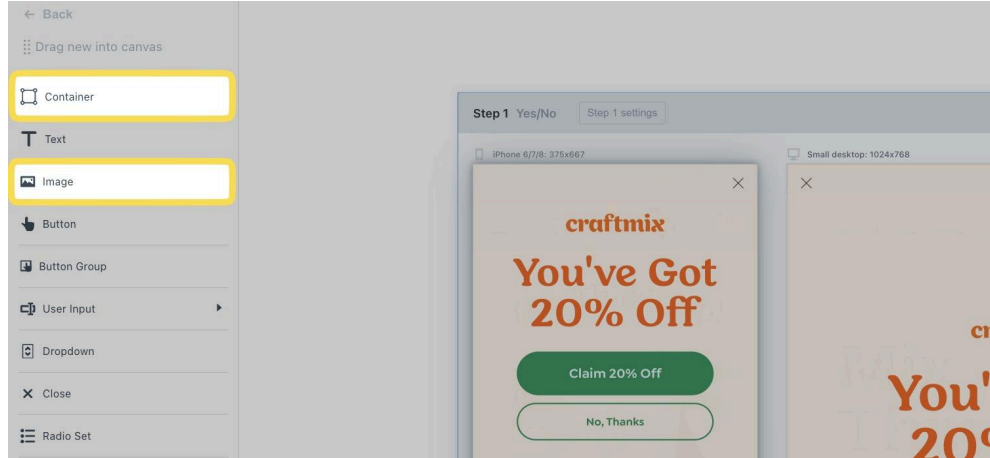
- Image elements
- Image backgrounds
- SVG masks

2. How to remove the background of your image

If you're needing more info on the different types of image formats to use in Mailchimp Forms, check out our other design articles.

How To Upload An Image

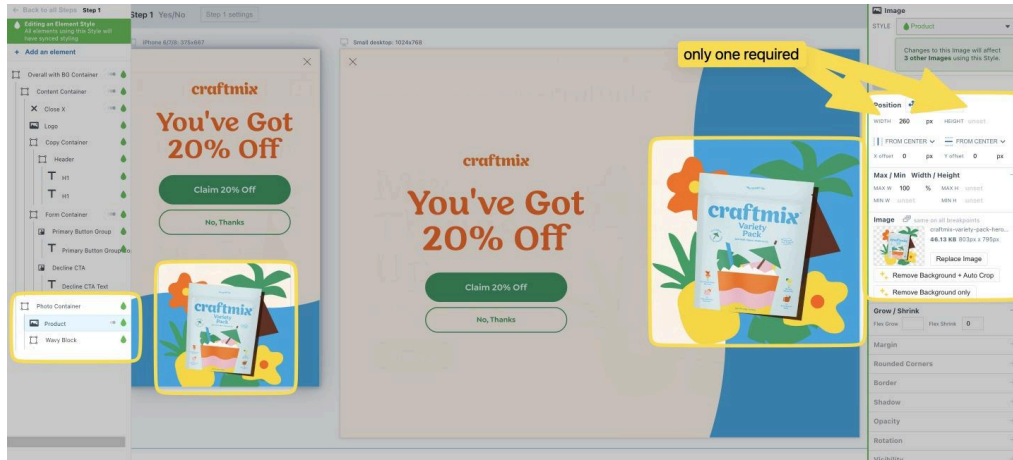
There are two different 'elements' in the Mailchimp Forms editor that can be used for Images. Containers, and Image Elements. Depending on how you need/want your image to interact with your campaign, you can choose the element you use accordingly!



The two elements in Mailchimp Forms used for images 🖱️

1. Image Elements - When/Why To Use Them

- Convenient since they auto size and only require one level of measurement (width OR height)
- Have option to ✨ Remove Background from them
- Have option to use percentage sizing as well as px and em measurements

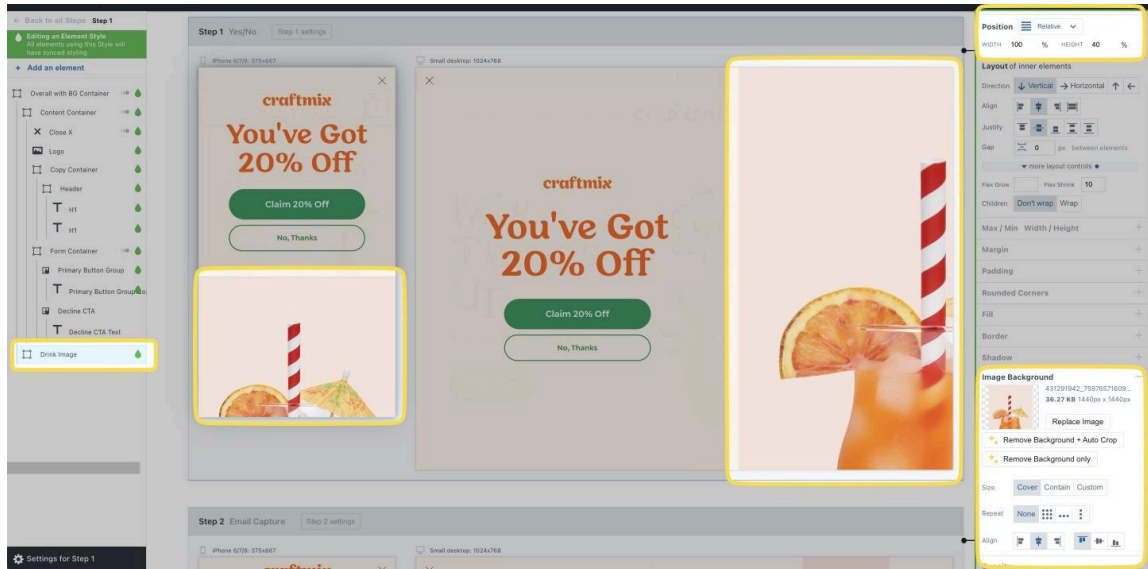


2.

3. Image Backgrounds (Container Elements) - When/Why To Use Them

- Convenient to use for larger images that needs to adjust to your content for a more responsive design
- Like image elements, image background has ✨ Remove Background feature
- Like image elements, container elements show option to use percentage sizing as well as px and em measurements
- Unlike image elements, image backgrounds have option to size, repeat, or align your image to it's container
 - Size: Limit your image to the container you've set it in (cover) or show the entirety of the image (contain). If none of these options suit you, customize your own image size using custom.
 - Repeat: Create a pattern of your image into a line or grid within the container
 - Align: Optimize your design by aligning your image so that the subject is in frame

4.



5. SVG Masks (Container Elements) - When/Why To Use Them

- Can be used to mask images or colors on the larger scale of the design
- Can also be used for the benefit of editing the color of a file within Mailchimp Forms (think logos and icons)

Removing the Background of Your Image

- Remove Background + Auto Crop: cuts out image, but also crops the dead pixels/ empty space around the image
- Remove Background Only: cuts out image, but leaves the size/space the same

*** make sure you adjust your image alignment if needed after removing the background, so that the image doesn't appear "cut off"