

How to Darken the Background Image in a Campaign

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What You'll Learn

A bright or busy background image can make your headline, form fields, and buttons hard to read. Darkening the image adds contrast so your content stands out.

There are two ways to do this:

- **Option 1 (recommended): Darken the image before you upload it.** This is the simplest approach and keeps your campaign free of extra elements.
- **Option 2: Add a dark overlay with an HTML block.** This is useful if you swap background images often and don't want to edit each one.

Option 1: Darken the Image Before You Upload It

Use any image editor (such as Photoshop, Canva, or Figma) to lower the image's brightness or add a dark layer on top of it. Export the result, then upload it as your page background.

For steps on setting a background image, see [Changing a Page's Background Image](#).

Option 2: Add a Dark Overlay with an HTML Block

This method places a semi-transparent black block on top of your background image and behind the rest of your content.

Page Background

COLOR ☐ USE GRADIENT ☐ USE IMAGE ☒

SELECT IMAGE

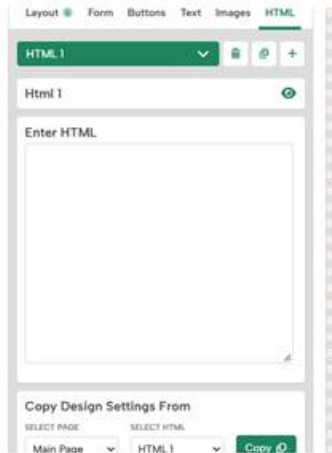
[+ Add Image](#)

IMAGE REPEAT / SIZE IMAGE POSITION

1. Add a Blank HTML Element

1. Open the page you want to edit and select the **HTML** tab.
2. Click the **+** icon to add a new HTML block.

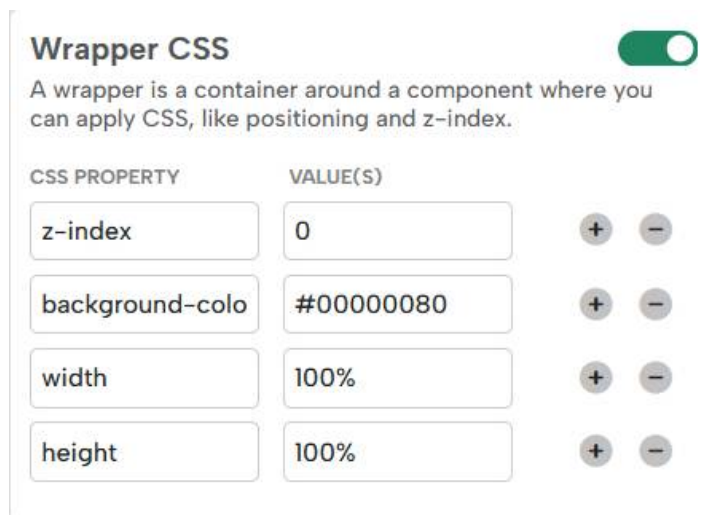
3. Delete any content in the **Enter HTML** box and leave it blank. You'll add the styling in the next step.



2. Add the Overlay Styling in Wrapper CSS

1. With the blank HTML block still selected, scroll down to **Wrapper CSS** and turn the toggle on.
2. Add the following CSS properties and values. Click the **+** icon to add each new row.

CSS Property	Value
z-index	0
background-color	#00000080
width	100%
height	100%



Here's what each property does:

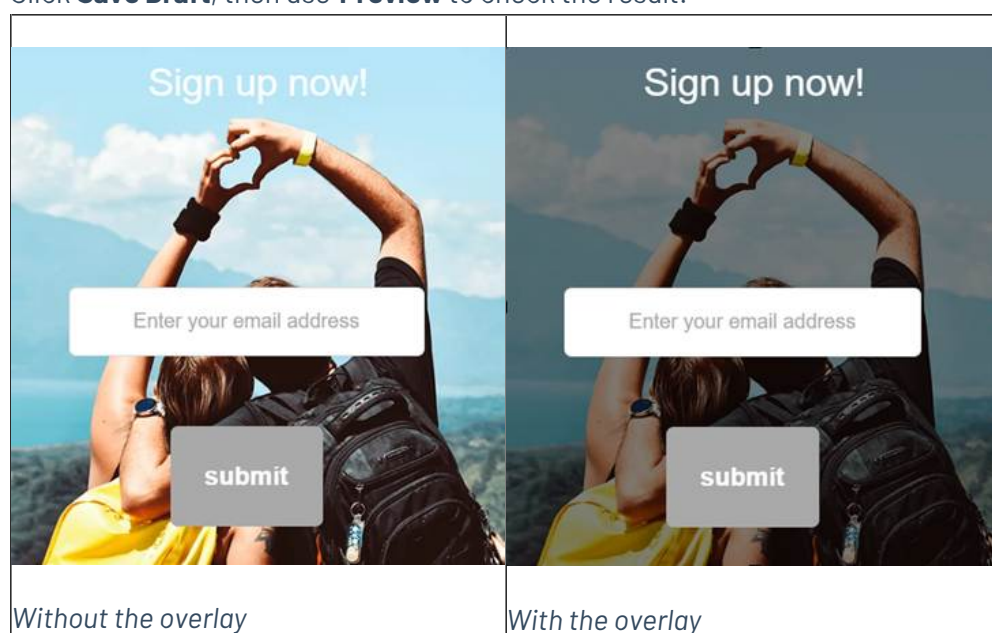
- **z-index: 0** keeps the overlay behind your text, form fields, and buttons.
- **background-color: #00000080** is black at 50% opacity. The last two characters (80) control how dark the overlay is.
- **width: 100%** and **height: 100%** stretch the overlay to cover the whole page, so you don't need to resize it by hand.



Make sure you add these properties under **Wrapper CSS**, not **Extra CSS Styles**.

3. Preview Your Campaign

Click **Save Draft**, then use **Preview** to check the result.



Adjust How Dark the Overlay Is

To make the overlay lighter or darker, change the last two characters of the background-color value:

Darkness	Value
25%	#00000040
40%	#00000066
50%	#00000080
60%	#00000099
70%	#000000B3

You can also use the rgba format, where the last number is the opacity (0 to 1). For example, `rgba(0, 0, 0, 0.5)` is black at 50% opacity.



For a tinted look instead of plain black, replace 000000 with your brand color. For example, `#1A3C6E80` adds a 50% navy tint.

Things to Keep in Mind

- **Each page has its own background.** If other pages in your campaign (such as the Thank You page) also use a background image, add an overlay to those pages too. You can use **Apply Design Settings To** in the HTML block to copy the styling to another page.
 - **Check every screen size.** If your campaign has a Mobile Optimized screen, preview it there as well. For more on screen sizes, see [How to Use Screen Sizes to Design Responsive Desktop and Mobile Campaigns](#).
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