SHARE TO BUY
making housing affordable

HTML Emailer Design Guidelines

- Provide a subject line for the email
- 600 pixels-wide layout
- Avoid CSS background images
- Use inline CSS throughout
- The simpler the layout the better
- Avoid using CSS styling for padding and margin where possible because of cross-client compatibility issues. For example Outlook is ignoring padding. The safest way to add spacing if it needs to be precise is to use a transparent image
- It is really important to put alt tags in place for images because for all the people who have image loading switched off by default, it is the alt descriptions that will entice them to view the images.
- Images should be linked relatively in the HTML, and provided in the zip, not hosted externally as this risks the external server being hit with a lot of traffic.
- Insert links with http:// at the beginning, or they will not work
- Avoid the background-colour style as this is not supported in Outlook
- Use 6 character hex values for colour (e.g. #334433), not RGA(123,123,123)
- Avoid using PNG images because these may not be recognised by some email clients (Lotus Notes)
- **Please ensure the HTML is thoroughly inbox tested in a range of email clients (particularly Outlook versions)**
- HTMLs can be tested through http://validator.w3.org/ and then checked on a tool like Litmus (https://litmus.com/)
- The HTML you provide should be generic so that it will work with any mailing list application, and not contain anything specific to a particular system (such as placeholders or template variables)

If time consuming amends to formatting are required by our IT team this will incur additional charges.