

Email communication requires a layout strategy that differs from print. You can enhance your brand by following these streamlined tips to ensure that you are getting your desired results.



EMAIL COMPONENTS

The following standard elements are included in email design to enhance the user experience, draw attention to the message, or because they are a requirement of government CAN-SPAM regulations.

- Link to a web-based version (if email does not display properly)
- Header (banner graphic)
- Body
- Call-to-action (button with link, call-out box with text, etc.)
- Option to forward and/or subscribe (optional)
- Social follow buttons (optional)
- Footer: copyright information, unsubscribe option (CAN-SPAM requirement), company name and mailing address (CAN-SPAM requirement)

For more information on CAN-SPAM requirements,

visit <https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>



DESIGN AND LAYOUT

Print content is static and reads from left to right. Web content reads from top to bottom with scrolling, links and other dynamic features that enable more content.

- Use single columns to enhance readability and help elements scale for mobile compatibility
- Break text into smaller chunks (between 3 and 4 lines) to improve readability
- Keep the width between 550 and 600 Pixels (320 for responsive emails) to leave sufficient space for email headers and vertical menus
- Design with a resolution of 72 Dots per Inch (DPI) while viewing files at 100%
- Use Photoshop. It is familiar to most web developers and offers an RGB (Red, Green Blue) option, which is the required color scheme for on-screen graphics
- Use rounded corners and plenty of whitespace to focus the eye. Avoid using solid borders which can be distracting



IMAGES

Most email applications block images by default and they can slow down load time. Here are some ways to enhance your email without relying too heavily on images.

- Background images or gradients behind text are not recommended for email because the image may not load
- Place images or animated GIFs in a banner graphic so important text is not lost if the image does not load
- Do not use embedded videos or animations



FONTS

Because fonts show up differently depending on various email applications and devices, you have less creative freedom with fonts in email than you do in print.

- System fonts are recommended as they are installed by default on all Windows and Mac computers
- Sans Serif fonts are the easiest to read
- Headers and footers should be at least 18 pixels