# Email Design Specifications

A recent analysis by Litmus reveals that 43% of Gmail users read emails without displaying images, highlighting the prevalence of image blocking in email clients. While Gmail now displays images by default, many other email clients still block images, affecting the visibility of email content. For instance, Outlook blocks images by default, and many corporate environments maintain strict email security settings that prevent images from loading. (Litmus: Gmail Image Blocking Affects 43% of Emails | Business Wire, Gmail Data Analysis Reveals Image Blocking Affects 43% of Emails - Litmus)

This behavior is particularly significant in work emails, where security policies and default settings often lead to images being turned off. A study by MarketingSherpa found that 90% of business email users view some or all of their emails with images turned off, including those who view emails in preview panels with images disabled. (SherpaBlog: Email That Converts Even With Images Turned Off - Great Example | MarketingSherpa)

To ensure effective communication in emails, especially in professional settings, it's crucial to design emails that are legible and actionable even when images are not displayed. This can be achieved by using clear and appropriate ALT text, avoiding placing key content in images, and considering styling ALT text to capture the reader's attention. (Litmus: Gmail Image Blocking Affects 43% of Emails | Business Wire, Gmail Data Analysis Reveals Image Blocking Affects 43% of Emails - Litmus)

To ensure your HTML email is optimized for delivery and viewing across various platforms, please follow the guidelines below. This will allow us to successfully share your email with our mailing list through a marketing email system.

## General Layout & Structure

- **Tables:** Use tables for layout to ensure compatibility across email clients (avoid CSS grid or flexbox).
- **Inline Styles:** Use inline CSS for styling (not external stylesheets or `<style>` tags in the head).
- **Width:** Limit the email width to 600px to ensure readability on desktop and mobile devices.
- **Background:** If using background colors or images, apply them in the `<body>` tag or in individual table cells using inline styles.
- **Font Size & Type:** Use web-safe fonts (e.g., Arial, Helvetica, Georgia, Times New Roman). For body text, a font size of 14-16 pt is recommended.

## Images & Media

- **Image Size, Compression & Quality Balance:** Optimize images for fast loading; keep them under 100KB where possible. Balance compression and


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quality to ensure that the images are compressed enough to reduce file size but without sacrificing quality. Low-quality images may appear pixelated or blurry, which can hurt user experience.

- **File Naming & SEO:** Descriptive File Names Use simple and descriptive file names for images (e.g., “summer-sale-banner.jpg” instead of “img123.jpg”) to improve organization and SEO.
- **Avoid Special Characters:** Avoid special characters in file names (like spaces, underscores, or symbols), which can cause issues with certain email clients. Use hyphens or dashes instead (e.g., new-year-promo.jpg).
- **Use PNG for Transparency and Logos** If you need images with transparent backgrounds (like logos or icons), PNG format is ideal. Just ensure they’re optimized to keep the file size small.
- **Alt Text:** Always include descriptive alt text for images to improve accessibility.
- **Image Hosting:** Host images on a reliable server and ensure URLs are publicly accessible.
- **Responsive Design:** Use the `max-width: 100%; height: auto;` property for images to scale responsively on mobile devices.

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## Links & Buttons

- **Call to Action (CTA) Buttons:** Use tables to style buttons (avoid relying on CSS for buttons, as some email clients don't support it well).
- **Text Links:** Use clear, concise anchor text. Avoid using only "Click here" – provide a description of what the user will get.
- **Trackable Links:** Include UTM parameters for any links you want to track.

## Text Formatting

- **Font Styles:** Stick to simple formatting (bold, italics, etc.). Avoid using too many custom fonts, as they may not render correctly.
- **Headings:** Use standard `<h1>`, `<h2>`, `<h3>`, etc., for hierarchical structure and better readability.

## Responsive Design

- **Media Queries:** Use basic media queries for mobile optimization (e.g., adjust font sizes and hide/show content depending on the device screen width).

## Footer

- Include a footer with your company's contact information (physical address) and any necessary legal disclaimers.

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