

# Email Template Design Guidelines

This document provides recommendations and requirements for designing consistent, professional email templates for brand communications.

## 1. General Principles

- Use responsive layouts for all devices.
- Maintain sufficient contrast for accessibility.
- Minimize the use of images; ensure emails are readable in plain-text/email clients.
- Test across major clients and devices.
- All links must be styled and underlined for clarity.
- Keep subject lines clear and concise.

## 2. Template Structure

1. Header (Logo, Pre-header text)
2. Body Content (Primary message, Supporting text, CTA)
3. Footer (Legal, Contact info, Unsubscribe)

Header

â"œâ"€â"€ Logo

â"™â"€â"€ Pre-header

Body

â"œâ"€â"€ Title

â"œâ"€â"€ Message

â"œâ"€â"€ Call to Action

Footer

â"œâ"€â"€ Legal/Disclaimer

â"œâ"€â"€ Contact Info

â"™â"€â"€ Unsubscribe

## 3. Typography & Layout

| Element | Font Size | Font Weight | Line Height | Examples               |
|---------|-----------|-------------|-------------|------------------------|
| Header  | 22-26px   | Bold        | 1.2         | Welcome, Weekly Update |
| Body    | 15-17px   | Normal      | 1.5         | Main content, details  |
| Footer  | 12-14px   | Normal      | 1.5         | Legal text, links      |

## 4. Spacing

- Padding: 16-32px on all main content blocks.
- Consistent gutter between sections (16-24px).
- Minimum 8px spacing between elements inside sections.

## 5. Images & Logos

- Optimize images for fast loading (under 100KB if possible).
- Add alt text to all images.
- Avoid background images; use inline images inside <img> tags.

## 6. Example Markup

```
<table role="presentation" width="100%" cellpadding="0" cellspacing="0">
  <tr>
    <td align="center">
      <img id="logo.png" alt="Brand Logo" width="120" height="40">
    </td>
  </tr>
  <tr>
    <td>
      <h1>Welcome to Our Newsletter</h1>
      <p>Stay up to date with the latest news.</p>
      <a id="link1" href="#">Read More</a>
    </td>
  </tr>
  <tr>
    <td align="center">
      <p>123 Sample St, City · <a id="link2" href="#">Unsubscribe</a></p>
    </td>
  </tr>
</table>
```

## 7. Accessibility Guidelines

- Use semantic HTML (<table>, <th>, <td>, <h1>-<h4>).
- Add descriptive alt text for images.
- Maintain sufficient color contrast ratios.
- All actionable links must be underlined and descriptive.

## 8. Footer Requirements

- Company full address.
- Legal disclaimer if needed.
- An easy-to-find "unsubscribe" link.
- Contact information.

## References

- Campaign Monitor Email Design Guide
- Litmus Email Accessibility