



MailChimp

PROJECT PLANNER

LAYOUT GUIDELINES SUPPLEMENT

Follow our best practices checklist below and you are sure to create awesome email layouts that your clients will love.

YOUR EMAIL LAYOUT SHOULD BE NO WIDER THAN 600 PIXELS FOR BEST VIEWING IN VARIOUS EMAIL ENVIRONMENTS

AVOID USING THE FOLLOWING IN YOUR TEMPLATE DESIGN:

CSS FLOATS
CSS POSITIONING
BACKGROUND IMAGERY TIED TO IMPORTANT ELEMENTS (I.E. CALL TO ACTIONS)

(Doesn't work in Outlook and Gmail; bummer!)

AVOID USE OF NONSTANDARD FONTS AS OUTLINED FOR BEST VIEWING IN VARIOUS EMAIL CLIENTS*

Important: Any decorative font elements will be converted to graphical elements to preserve font style in the conversion process and will not be editable. *Our templates now include Google Fonts CSS support with standard alternative font family.

AVOID USE OF TINY FONTS WHICH CAN TRIGGER SPAM FILTERS

Fonts should be no smaller than 10 pixels in size.

EDITABLE CONTENT AREAS SHOULD USE STANDARD FONTS ONLY FOR BEST RESULTS

We recommend using one (or more!) of the following standard fonts in your template design. Our templates now include Google Fonts CSS support with standard alternative font family.

Arial	Tahoma
Comic Sans MS	Times New Roman
Courier New	Trebuchet MS
Georgia	Verdana
Lucida Sans Unicode	

IT'S A GOOD IDEA TO LIMIT THE NUMBER OF EDITABLE SPACES IN THE TEMPLATE TO KEEP THINGS SIMPLE

Editable images should not be placed within an editable content container.

BE SURE TO INCLUDE THE REQUIRED CAN-SPAM INFO IN THE FOOTER OF YOUR DESIGN

(*|UNSUB|* , *|LIST:DESCRIPTION|* *|LIST:ADDRESS|*)

LEARN WHAT CSS IS SUPPORTED

Use this wonderful reference created by our friends at Campaign Monitor to see what CSS is supported in major email clients.

TINYURL.COM/6PK8RU

IDEAL ARTWORK FORMAT: EDITABLE PSD WITH LAYERS INTACT

For faster turnaround avoid providing us with a flattened version of your email layout. **Ideally you will supply your layout design in PSD (Photoshop) format with layers intact.** This allows our experts to easily grab font styles, sizes, and colors to ensure best results.

Acceptable flattened artwork formats:

EPS	PDF
GIF	PNG
JPEG	TIFF