Emailers general:

SOD: Pixel perection and unit testing litmus. Font and line heights

1. Hiding something on mobile

Use classs email no mob

class=emailnomob] {

display: none !important;

width:0 !important;

min-width:0 !important;

max-width:0 !important;

height:0 !important;

max-height:0 !important;

min-height:0 !important;

visibility:hidden !important;

font-size:0 !important;

line-height:0 !important;

}

1. For providing a space vertically….

<td class="f21\_cta" style="font-size:20px;line-height: 20px;height:20px;" height="12">&nbsp;</td>

td[class=f21\_cta]{

height:10px!important;

line-height:10px!important;

font-size:10px!important;

}

1. Mso-hideall hides from desktop as the normal display none doesnot work well Microsoft rendering used in outlook.

For others display:none works fine

And we add class mobileshow/gmail for it!

\*[class=gmail] {

display: block!important;

width: auto!important;

overflow: visible!important;

float: none !important;

height: inherit!important;

max-height: inherit!important;

}

Note: gmail hack is used for displaying different images in mobile as well as desktop.

<tr><!--Hero image-->

<td align="left" valign="top">

<a href="http://www.shangri-la.com/dlp/year-end-getaway/?WT.mc\_id=SLIM\_201611\_GLOBAL\_EDM\_GC\_HeroBanner\_CONTROLDefault\_Q42016YearEndCmp\_EN" style="display:block"><!--[if !mso 9]><!-->

<div class="gmail" style="display: none; width: 0; overflow: hidden; float: left; max-height: 0; mso-hide:all;"> <img class="emailwrapto100pc" height="1" border="0" width="1" alt="Gift yourself more travel time with best available room rates and up to USD 200 dining credit." src="images/hero-mob.jpg" style="display: block; border: none;color:#004977;"> </div>

<!--<![endif]-->

<img class="emailnomob" height="250" border="0" width="600" alt="Gift yourself more travel time with best available room rates and up to USD 200 dining credit." src="images/hero-desk.jpg" style="display:block; border-style:none; min-width:600px;color:#004977;"></a></td>

</tr>

Outlook desktop doesnot read display. Outlook mobile does.

1. Button format:

Guide to VML based buttons

<https://litmus.com/blog/a-guide-to-bulletproof-buttons-in-email-design>

<td class="belowcta" align="center"><div><!--[if mso]>

<v:rect xmlns:v="urn:schemas-microsoft-com:vml" xmlns:w="urn:schemas-microsoft-com:office:word" href="http://www.shangri-la.com/dlp/year-end-getaway/?WT.mc\_id=SLIM\_201611\_GLOBAL\_EDM\_GC\_CTA\_CONTROLDefault\_Q42016YearEndCmp\_EN" style="height:40px;v-text-anchor:middle;width:168px;" strokecolor="#ab8d47" fillcolor="#ffffff">

<w:anchorlock/>

<center style="color:#ab8d47;font-family:sans-serif;font-size:13px;font-weight:bold;">BOOK NOW</center>

</v:rect>

<![endif]-->

<a class="bigcta" href="http://www.shangri-la.com/dlp/year-end-getaway/?WT.mc\_id=SLIM\_201611\_GLOBAL\_EDM\_GC\_CTA\_CONTROLDefault\_Q42016YearEndCmp\_EN" style="background-color:#ffffff;border:2px solid #ab8d47;color:#ab8d47;display:inline-block;font-family:Arial, Helvetica, sans-serif;text-align:center;text-decoration:none;width:164px;-webkit-text-size-adjust:none;mso-hide:all; line-height: 36px; font-size: 13px;display: inline-block; font-weight: bold;">BOOK NOW</a> </div></td>