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>

1. Paddings shorthand’s work!
2. Table-layout : fixed is a hack for yahoo ….put it on the container ---first one of the table
3. Multiple container table of 100% and then inside it a table of 600 width makes the component more modular and reusable.
4. Also the hook is 1.flexible and 2. Fixed width tables alternating back to back.
5. For creating columns a good way is that you can always put width of two tables say 47% each ….then assign tables inside it a width of 100%. So that inner tables can be assigned properly.
6. Never use cell padding
7. If u are wrapping **img** tag under **a** tag… then make the sure that u also make the border as 0. And also display block prevents the gaps between and after spaces.
8. Gmail strips style tag from the head (mainly gmail app)….samsungs default gmail app///mainly dealing with the responsive issue.
9. Goos thumb rule for line height to be atleast 4px higher than the font size.
10. Inbox app and other gmail apps might be screwing off with the media query but OEM mail clients provided usually with responsive
11. Attribute selectors are used as yahoo work around.
12. Principles of responsive layout will be responsive layout…responsive images…media queries..