## Thought Process for Email Template (TASK1)

**1. Structure**

My first step was to structure the email using HTML to ensure a clean and organized layout. I used a container div to centre the content and provide padding, which helps in creating a cohesive and visually appealing design.

**2. Styling**

To ensure readability and a professional appearance, I applied basic CSS styling. This involved:

* Selecting the Arial font for a modern and clean look.
* Choosing colours that align with Lloyds Bank's branding to maintain consistency. (used html colour picker)
* Adjusting margins and padding for a neat and structured layout.

**3. Header**

I included the Lloyds Bank logo at the top of the email to maintain brand identity. The image is aligned to the left and given a maximum width to ensure it displays consistently across different email clients.

**4. Content**

The main content is carefully organized with headings and paragraphs to enhance clarity. This approach ensures that the information is easy to read and digest for the recipients. Also have added necessary spaces between the paragraphs.

**6. Links**

Any links or phone numbers are made clickable for easy access. This includes the Relay UK service link and the customer support phone numbers. Ensuring these are easily accessible improves the user experience and encourages engagement.