**Guidelines for Coding HTML Newsletters**

**GENERAL GUIDELINES**

1. Email newsletters work best with a width of 600px
2. Generally, the width of the newsletter should be between 600px to a maximum of 800px

**TYPOGRAPHY GUIDELINES**

1. Sans-Serif Fonts that can be used are:
2. Arial
3. Arial Black
4. Tahoma
5. Trebuchet MS
6. Verdana
7. Serif Fonts that can be used are:
8. Courier
9. Courier New
10. Georgia
11. Times
12. Times New Roman

**IMAGES**

1. Must use Absolute Paths (i.e. use entire URL to link to images such as <http://hoppedupdesigns.com/images/logo.jpg>)
2. All images must be hosted on a live server (i.e can’t link to images on a local server)

**HTML HEADER NOTES**

1. Base HTML document (template) to start:

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">

<html xmlns="http://www.w3.org/1999/xhtml">

<head>

<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />

<title>Litmus Newsletter</title>

</head>

<body>

...HTML CONTENT HERE…

</body>

</html>

1. ALWAYS begin with a DOCTYPE. Use the DOCTYPE that evolv uses for their projects.
2. Always include the content-type meta tag
3. Always include a meaningful <title></title>
4. Always use the viewport meta tag

**CSS**

1. Always use a CSS reset such as Eric Meyer’s reset

**USING TABLES**

1. All tables MUST contain these elements: table, tr and td
2. Example of a properly structured and nested table email layout:

<table>

<tr>

<td>

<table>

<tr>

<td>

HEADER CONTENT

</td>

</tr>

</table>

<table>

<tr>

<td>

<table>

<tr>

<td>

LEFT BODY CONTENT

</td>

</tr>

</table>

<table>

<tr>

<td>

RIGHT BODY CONTENT

</td>

</tr>

</table>

</td>

</tr>

</table>

<table>

<tr>

<td>

FOOTER CONTENT

</td>

</tr>

</table>

</td>

</tr>

</table>