Getinge internal e-newsletters guidelines

Internal e-newsletters template

This template is used for internal e-newsletters. The template is designed as a responsive component sheet and it incorporates various template set-ups for images, texts, tables etc. to best suit your needs. The header of the template includes the business brand logotype and the subject of the e-newsletter followed by a large full-width image. The footer incorporates contact information together with legal information and the business brand. The header and footer may not be modified, however the content between these two sections may be altered and you will be able to choose from multiple variations to best suit your content needs. Use this as a guide to create your own e-newsletters with these template set-ups:

**1 column** - design with full-width hero image and text displayed under image.

* Image width: 980px image, image height: not specified.
* For optimal readability the text block should be maximum 850px and maximum 125 characters per row.
* Recommended length of text maximum 380 characters.
* Recommended length of headline maximum 50 characters.

**1 column** - design with table chart.

* Column width: 940px.
* Table width: 940px, table height: not specified.
* On mobile screens the table chart is replaced with a button that links to an external page with table chart.

**2 column** - design with image and text block.

* Column width: 460px.
* Image width: 460px, image height: 272px.
* Recommended length of text maximum 510 characters.
* Recommended length of headline maximum 50 characters.

**2 column** - design with text block placed to the left and image to the right. The text block and image may switch places.

* Column width: 460px.
* Image width: 460px, image height: 382px.
* Recommended length of text maximum 790 characters.
* Recommended length of headline maximum 50 characters.

**2 column** - design with table chart placed to the left and text block to the right. The text block and table may switch places.

* Column width: 460px.
* Table width: 460px, table height: not specified.
* Recommended length of text maximum 530 characters.
* Recommended length of headline maximum 50 characters.
* On mobile screens the table chart is replaced with a button that links to an external page displaying the chart.

**3 column** - design with image and text block.

* Column width: 300px.
* Image width: 300px, image height: 177px.
* Recommended length of text maximum 240 characters.
* Recommended length of headline maximum 30 characters.

**3 column** - design with image and text displayed on a solid light blue (#f4f4f5) background.

* Column width: 300px.
* Grey background width: 300px, height: 450px.
* Recommended length of text maximum 520 characters.
* Recommended length of headline maximum 30 characters.