# TL;DR v2.0 / March 2018
by @ionutoroian

Thank you for purchasing my email templates. These designs have been crafted to cover different transactional email types, be mobile friendly and use animated GIF icons to add a layer of motion.

The templates use HTML semantic tags, big font sizes, ARIA tags and a balanced contrast ratio to improve overall accessibility. Try to use them as a guide when customizing.

If you have any questions that are beyond the scope of this help file, follow the instructions below to get in touch with me. Thanks so much!

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# Contents Breakdown

There are 4 color themes, each include the following folders:

- **html**
  Ready-to-use html email templates.

- **source**
  Source html files with external stylesheet for faster development;
  Use the MailChimp CSS Inline Tool to convert the finished results
  https://templates.mailchimp.com/resources/inline-css/

- **psd**
  Adobe Photoshop CC source files for the included designs and gif animations.

- **stampready**
  Online builder version and examples zip files.

- **mailchimp**
  MailChimp builder version and examples zip files.

- **campaignmonitor**
  CampaignMonitor image zip file and html examples.

- **mailster_theme.zip**
  Mailster email template zip file.

# Online Builder by StampReady

Design your emails live and export the result in html.

To use the online builder you'll need a free account at www.stampready.net

Note: Some hidden elements are visible in the editor to make editing easier (preview text, invoice labels, ...).

## What is StampReady?

StampReady is a email platform that provides tools to create and send newsletters. It also offers a powerful and easy to use content builder.

## Why are there so many files?

Apart from the reusable all-in-one version, pre-built demos are also included in the folder.

## How to upload a template?

In your account's dashboard click on *New Campaign*. Next click *Import Template* and select *ZIP file*. Choose one of the zip files from the 'stampready' folder. Review the template and click *Use Template* when done.
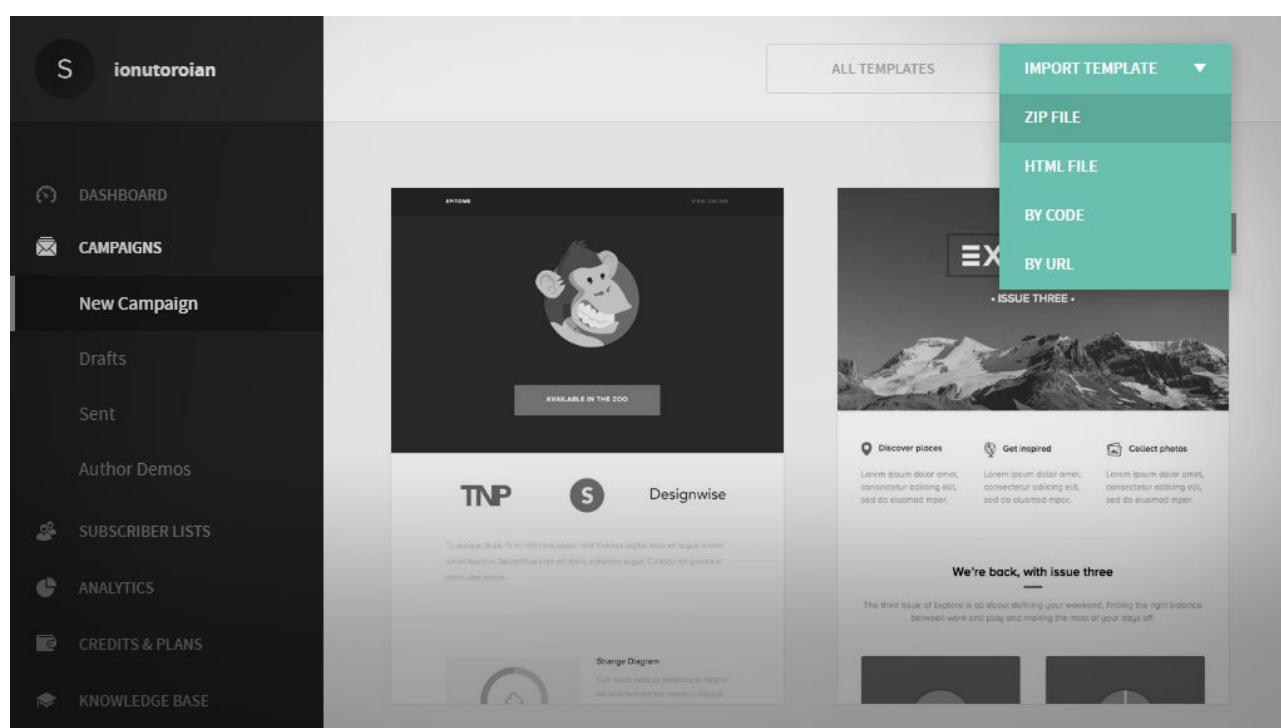
# How to create a email design?

Click on *Modules* in the builder menu to get a full preview of all the available design blocks. Start creating your new design by dragging the blocks onto the canvas. To use the preview text feature make sure to include the *Hidden Preview Text* block at the start of every layout.
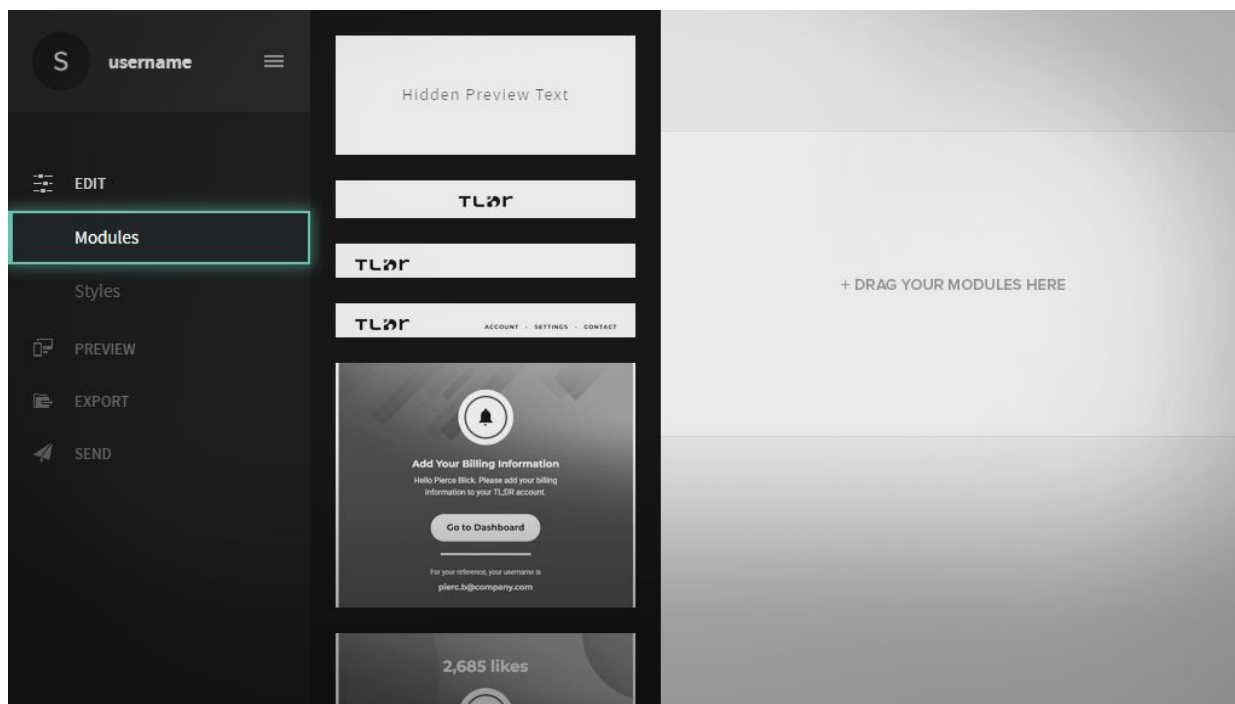


# How to customize the theme?

Once you have the blocks on the canvas, click one of the sections to get the available styles panel. Use the options to update colors, change font size and customize background images.
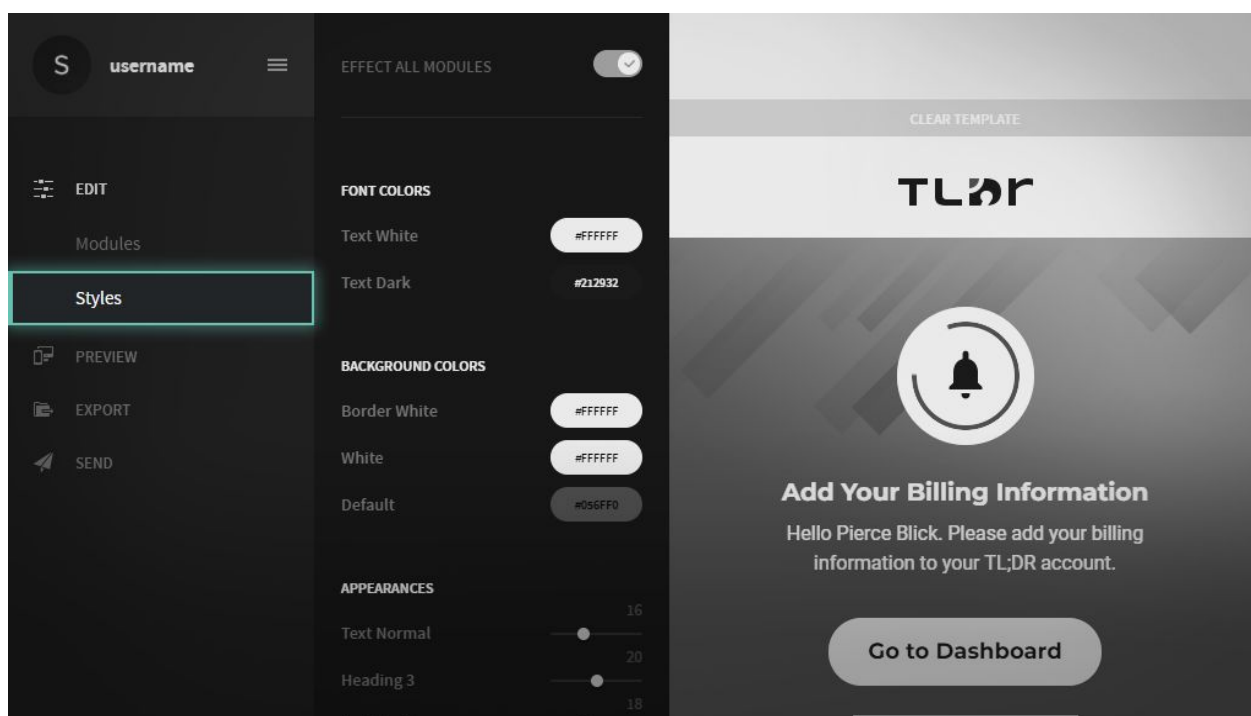
# How to export?

To export your masterpiece click *Export* in the builder menu and select *To Desktop*. You'll have to choose between keeping the images online or including them in the zip archive.
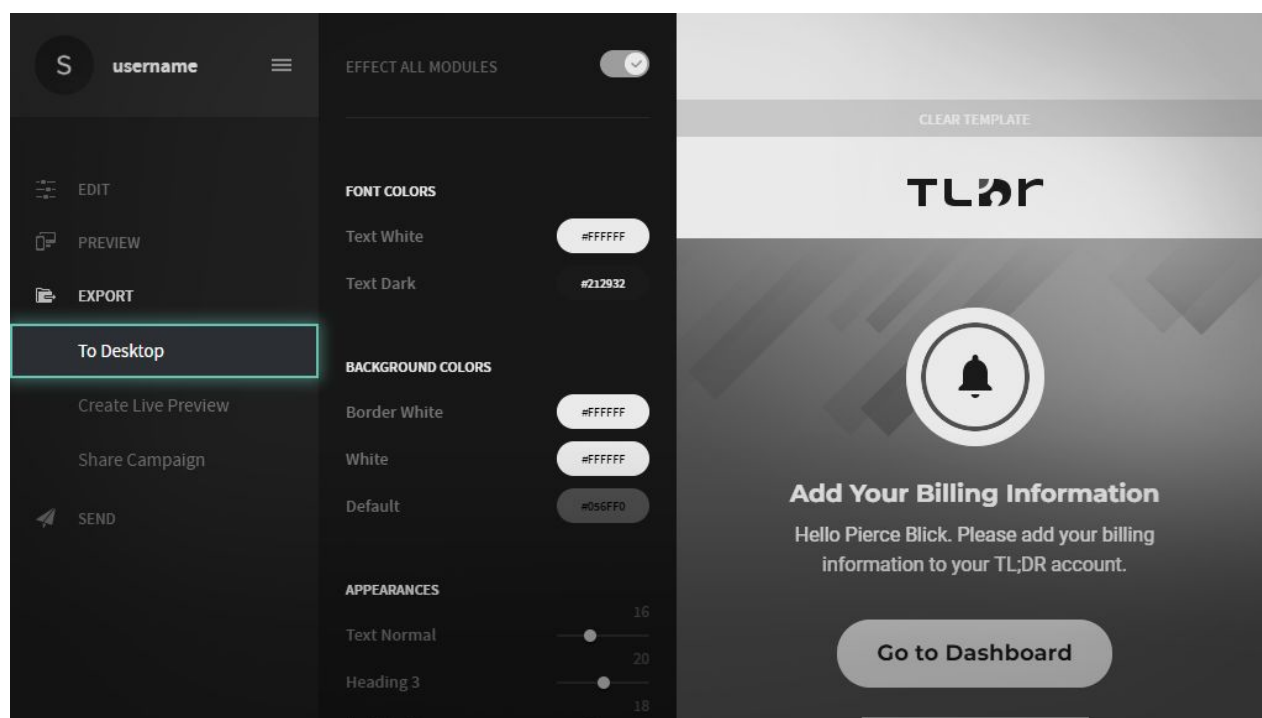


# Can the GIF icon color be customized via the builder?

No, it can't. The GIF icons can only be customized via Adobe Photoshop CC. See more details below.

# Extra Information

- StampReady FAQ
  https://www.stampready.net/faq/

- StampReady for Developer
  https://www.stampready.net/developer/

# MailChimp Custom Template Builder

Build mobile-friendly transactional emails directly from MailChimp.

Note: Some hidden elements are visible in the editor to make editing easier (preview text, invoice labels, …).

## Why are there so many files?

Apart from the reusable all-in-one version, pre-built demos are also included in the folder.

## How to upload a template?

From your account's dashboard go to *Templates* and click *Create Template*. Choose *Import zip*, and select one of the zip files from the 'mailchimp' folder. Follow the steps and click *Save and Exit* when done.

Note: In the campaign builder the template will show up in *Saved templates*.
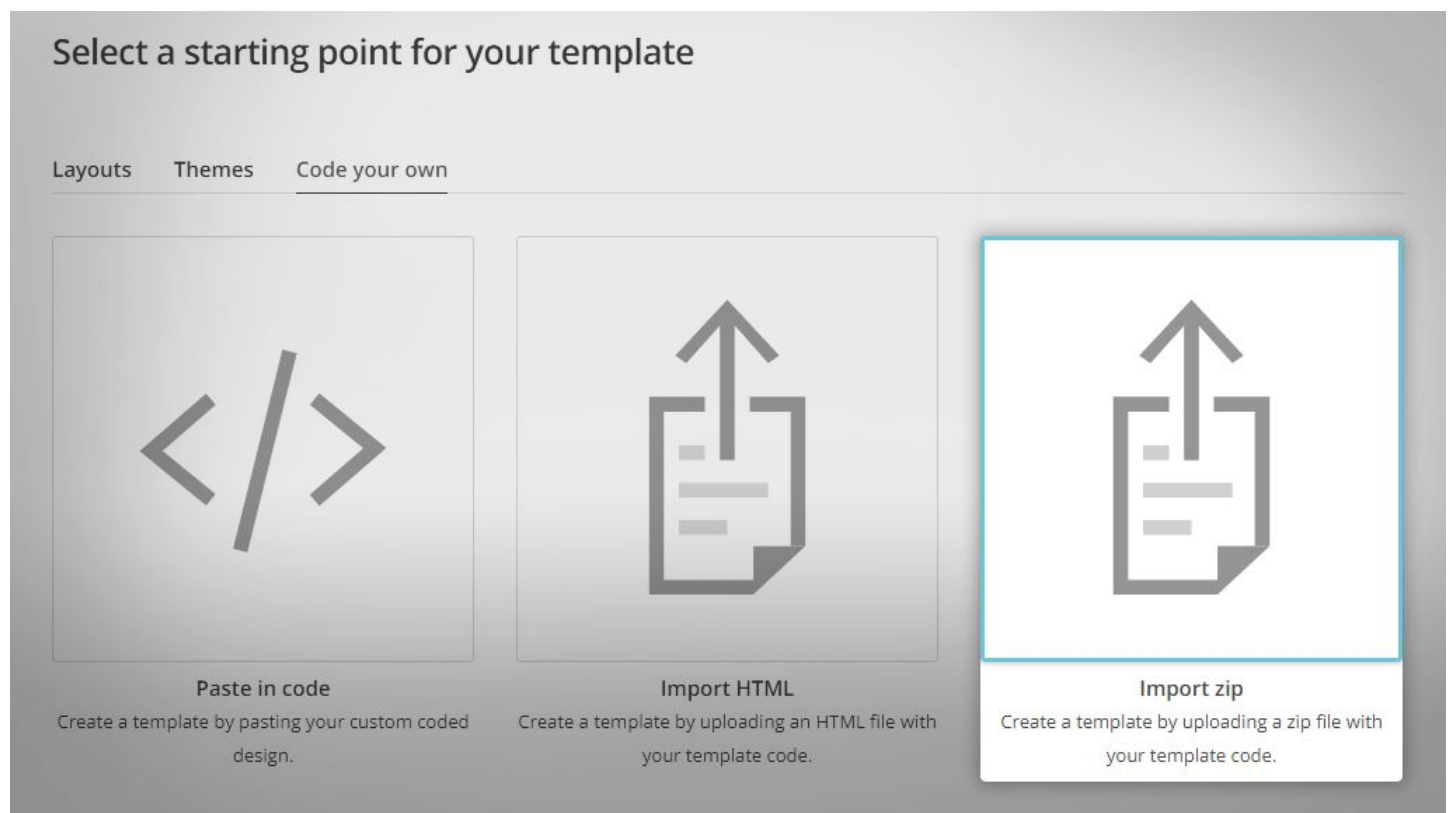
# How to customize the theme?

You can customize colors, background images and font sizes either after uploading the template by clicking Edit Design and using the available options; or directly from the campaign builder by clicking *Design*.
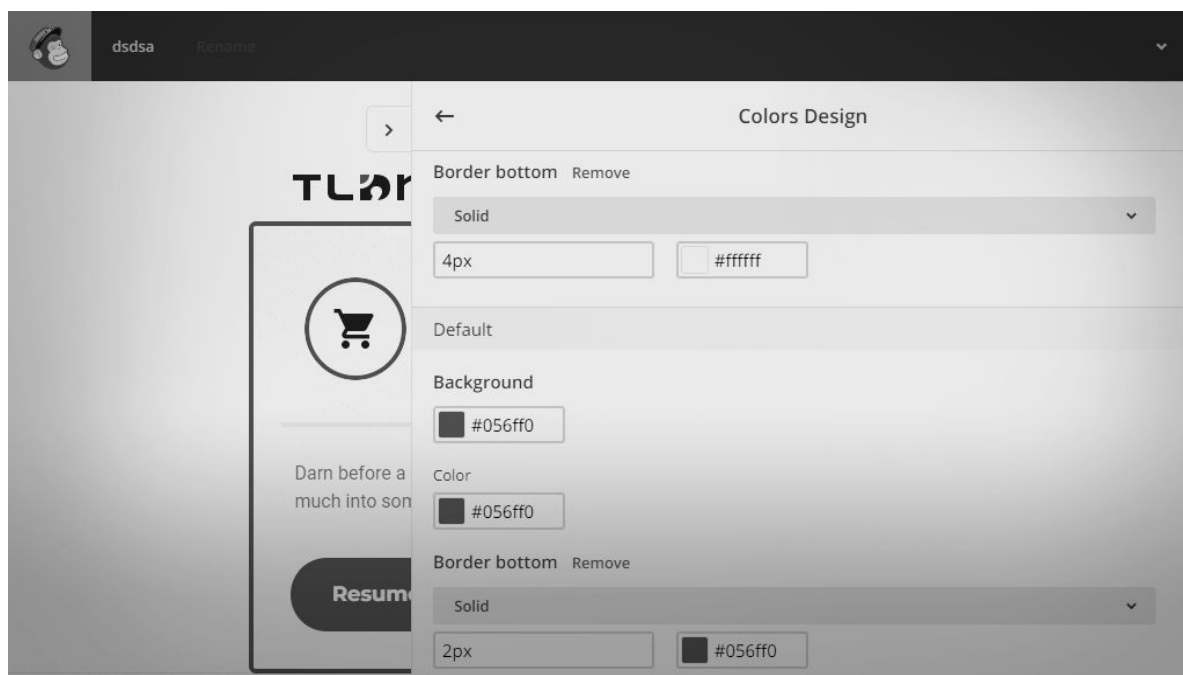


# How to add/remove blocks in the all-in-one version?

To create an email design with this version you'll need to use the *Campaign Builder*. Meaning you'll need to setup a campaign with your saved template. Once done, use the section' dropdown menu to add/remove/hide/rearrange blocks.
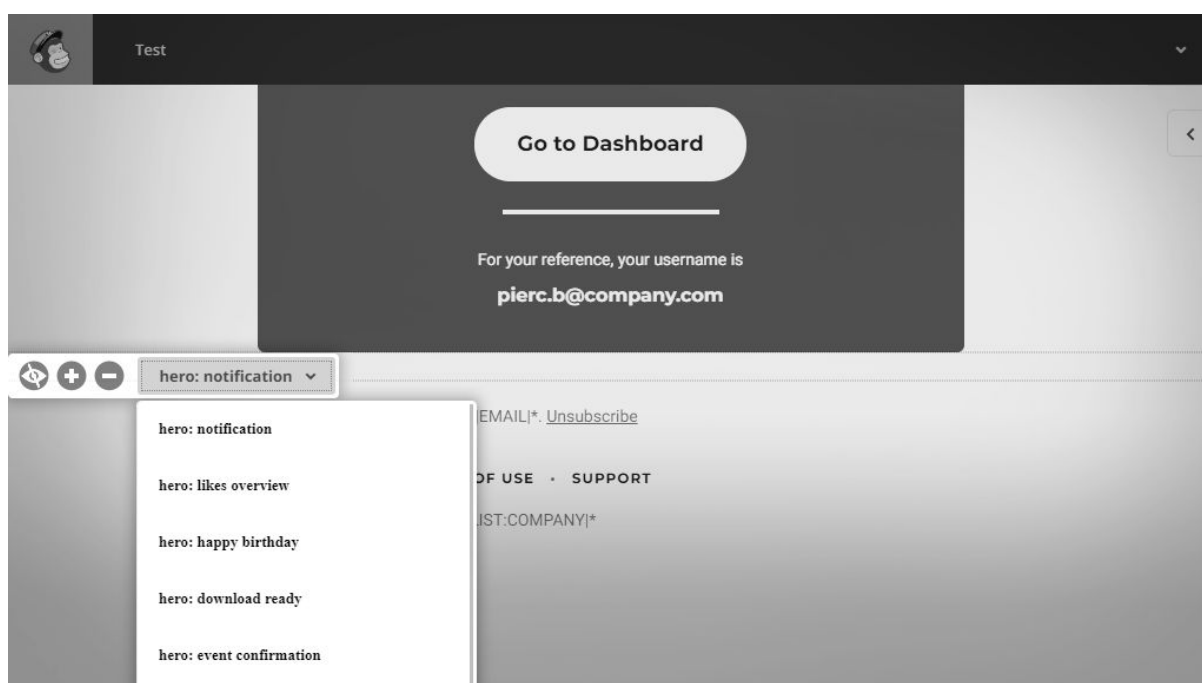
## Can the GIF icon color be customized via the builder?

No, it can't.  The GIF icons can only be customized via Adobe Photoshop CC. See more details below.

## Extra Information

- Import a ZIP File to Create a Campaign
  https://kb.mailchimp.com/campaigns/ways-to-build/import-a-zip-file-to-create-a-campaign

- Use the Content Manager
  https://kb.mailchimp.com/campaigns/images-videos-files/use-the-content-manager

- Use the CSS Inliner
  https://kb.mailchimp.com/campaigns/ways-to-build/use-the-css-inliner

# Mailster Template Guide

Mailster is an easy to use Email Newsletter Plugin for WordPress.

Note: Some hidden elements are visible in the editor to make editing easier (preview text, invoice labels, …).
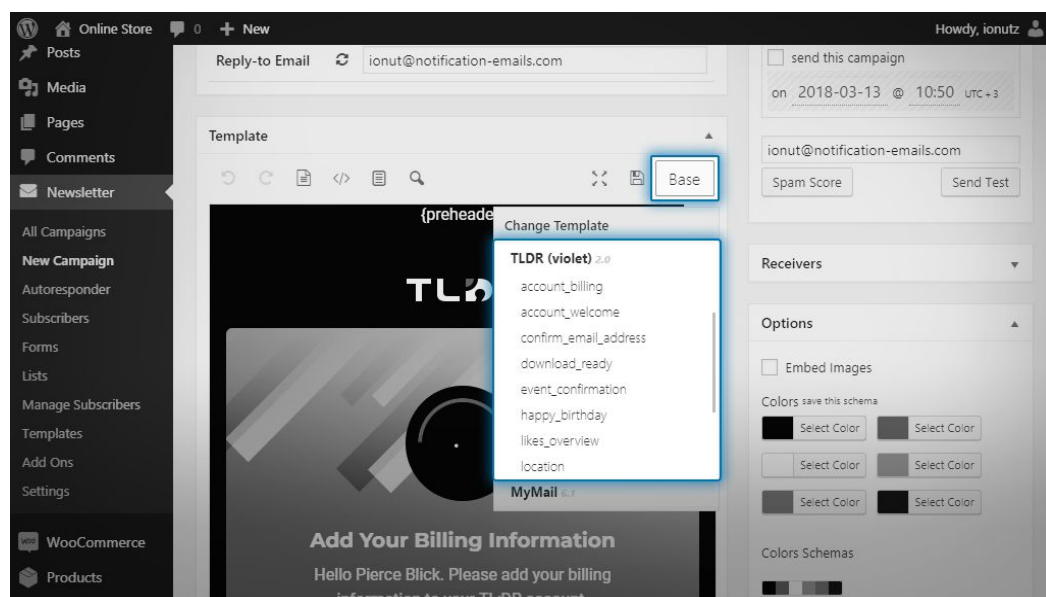
## How to upload a template?

Use the WordPress navigation to go to *Newsletter*, then *Templates*. Click *Add New* and upload one of the Mailster templates (e.g. mailster_blue.zip).
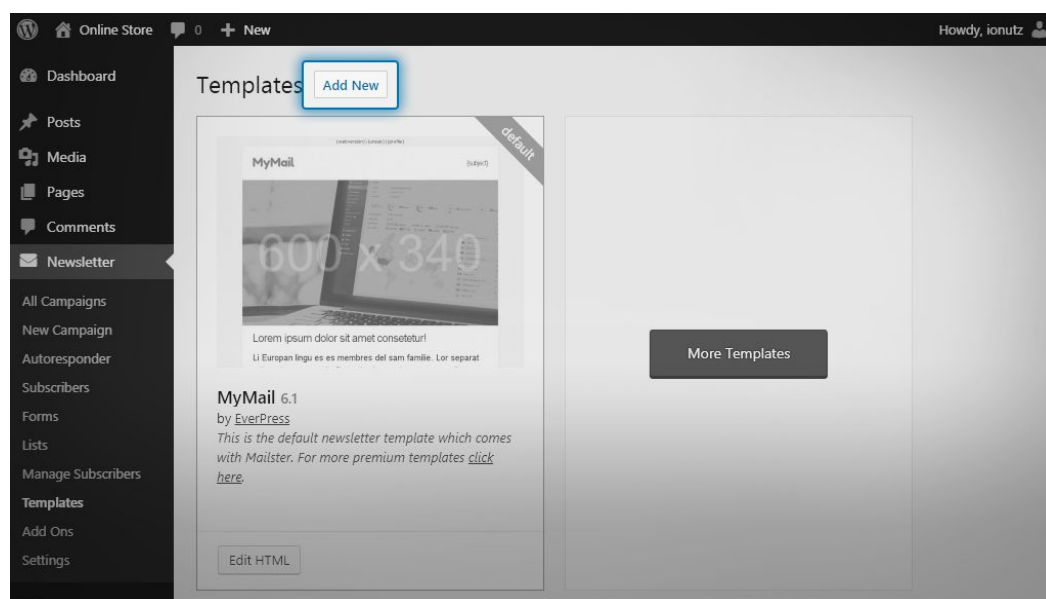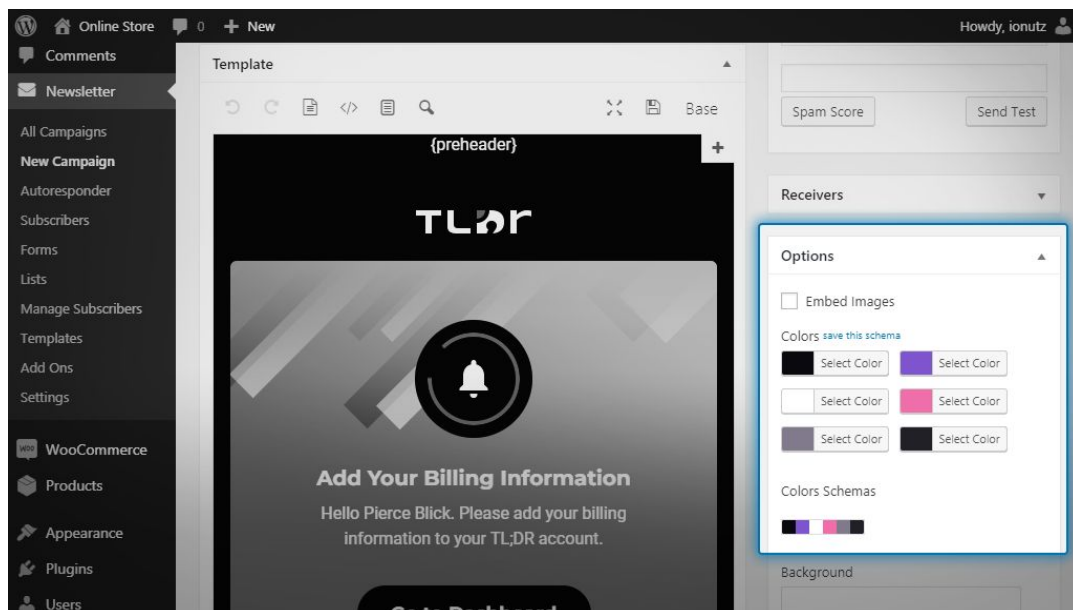


## How to switch between examples?

Click *Base* in the editor's panel and select one of the items from the list.
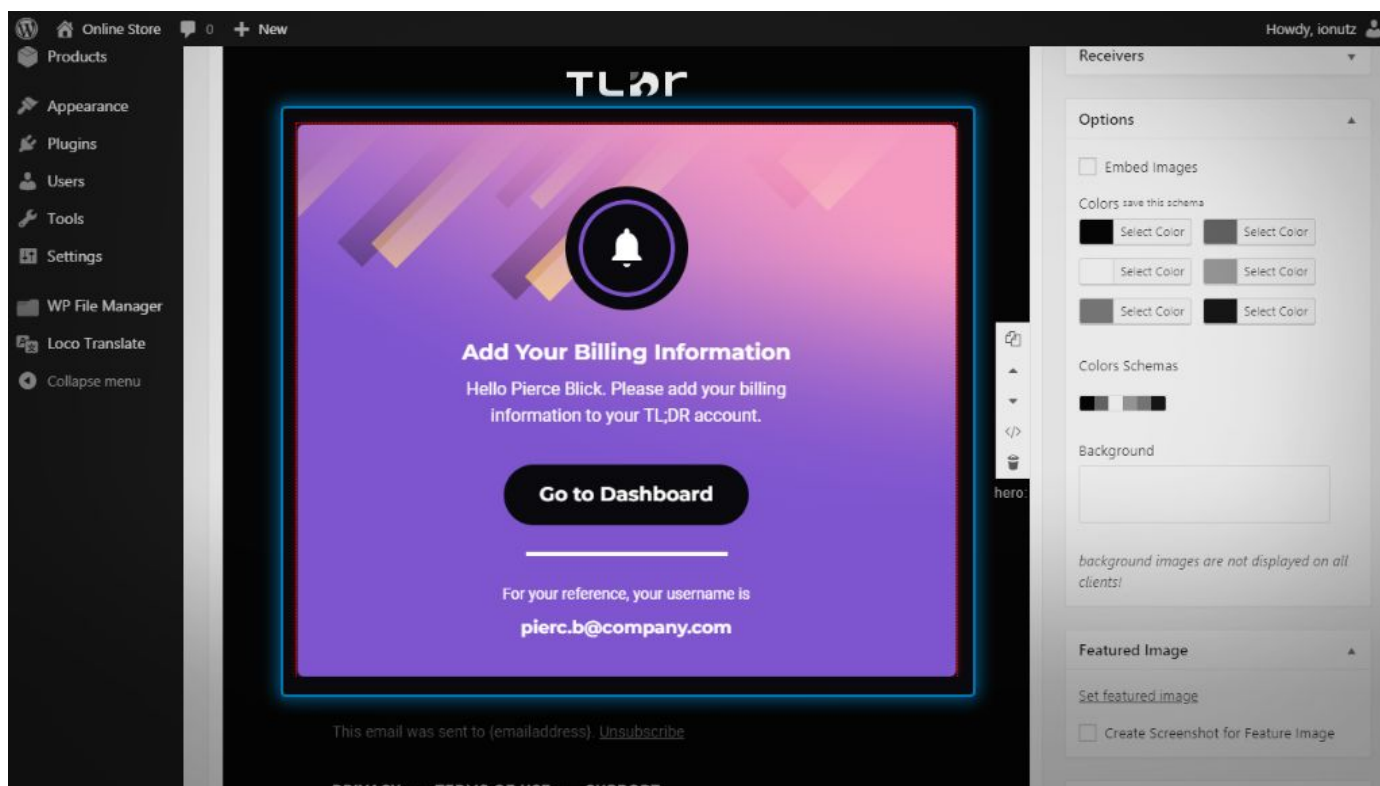
# How to customize colors?

Use the available attributes from the *Options* panel to update colors.



# How to customize background images?

To update a background image simply click on the section. The option dialog should appear. On desktop, these type of sections display a red border when hovering.

## Can the GIF icon color be customized via the builder?

No, it can't.  The GIF icons can only be customized via Adobe Photoshop CC. See [more details](#) below.

## Extra Information

- Plugin Homepage
  [https://mailster.co/](https://mailster.co/)

- Mailster Knowledge Base
  [https://kb.mailster.co/](https://kb.mailster.co/)

# Campaign Monitor Custom Template Builder

Build mobile-friendly transactional emails directly from Campaign Monitor.
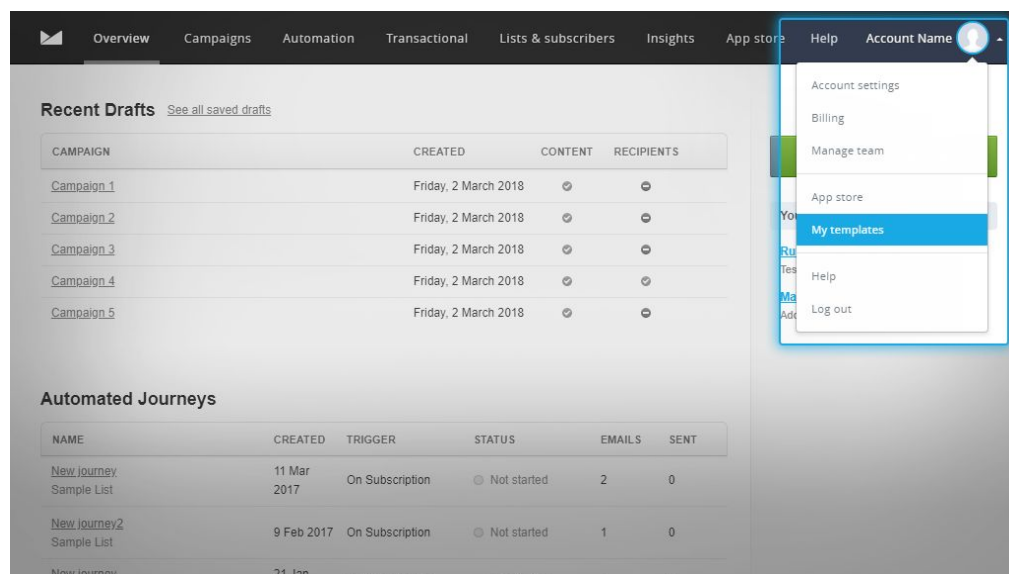
Note: Some hidden elements are visible in the editor to make editing easier (preview text, invoice labels, …).

## Why are there so many files?

Apart from the reusable all-in-one version, pre-built demos are also included in the folder.

## How to upload a template?

Select *My templates* in the account menu.



Click on *Create a new template*. Choose *Upload your own HTML*.
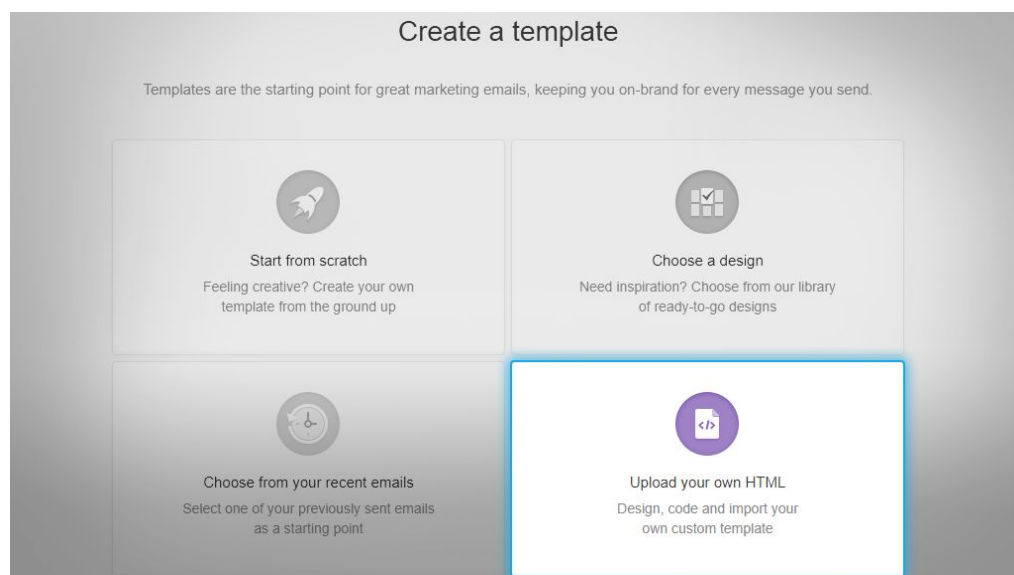
Select the required files from the 'campaignmonitor' folder. Click *Add template* when done.

## Extra Information

- Import custom email templates
  https://help.campaignmonitor.com/import-custom-coded-email-templates#import-custom-email-templates

- Campaign Monitor Template Language
  https://www.campaignmonitor.com/create/

# PSD Files and Custom Icon Colors

An overview of the included assets and what to expect.

Typeface used for headings and buttons is *Montserrat* (bold/700), default text is *Roboto* (regular/400). Note: All files require Adobe Photoshop CC.

Google's Font Library
https://fonts.google.com/specimen/Montserrat
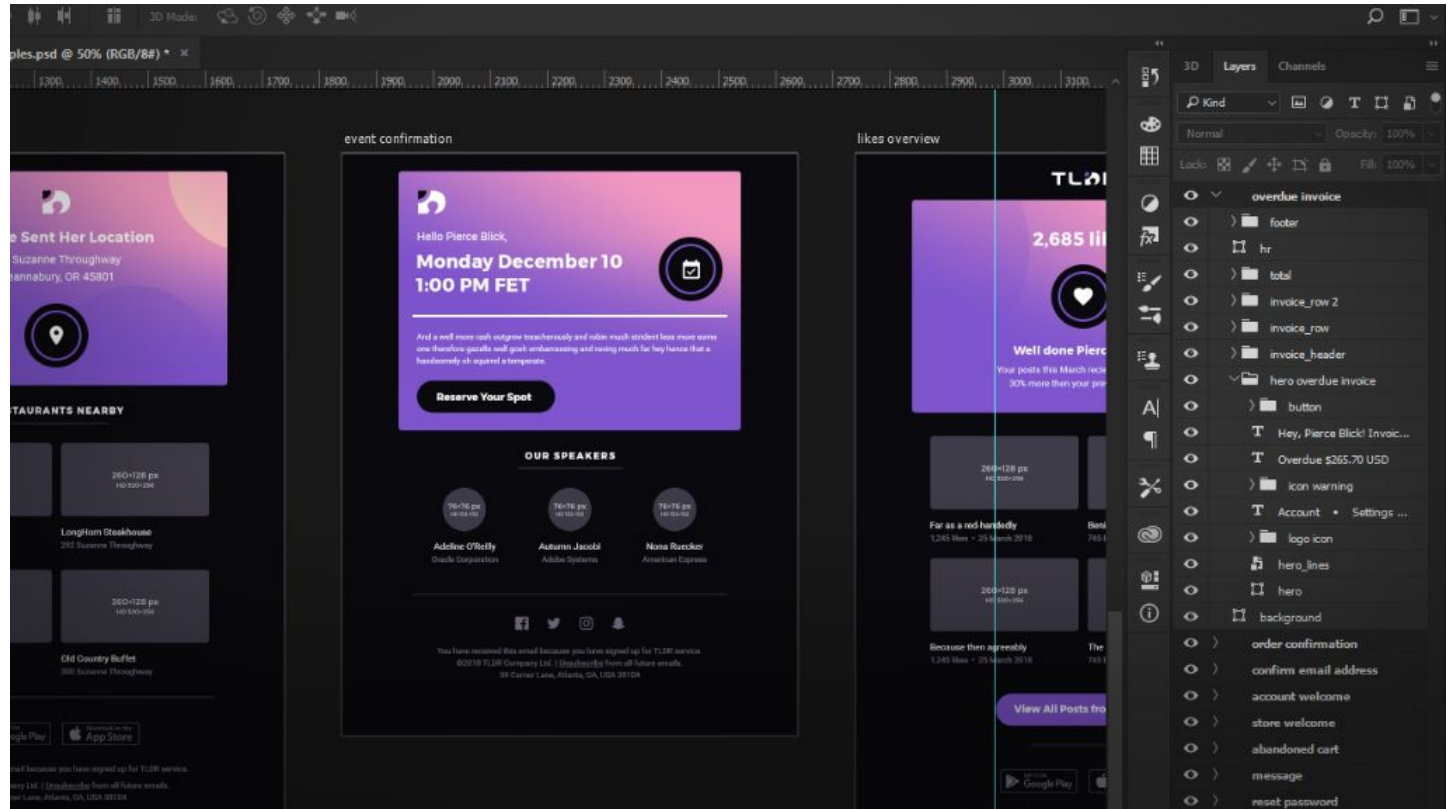https://fonts.google.com/specimen/Roboto

Google's Material Icons
https://material.io/icons/

## Artboards

All designs are included as artboards in email_examples.psd. Graphic elements have been properly grouped and labeled for easy edits.

# GIF animations

The icons are based on Google's Material Icons. Reveals and animations are made by using a combinations of keyframe, masks and gradients. Use one of the lighter versions as a starter base.
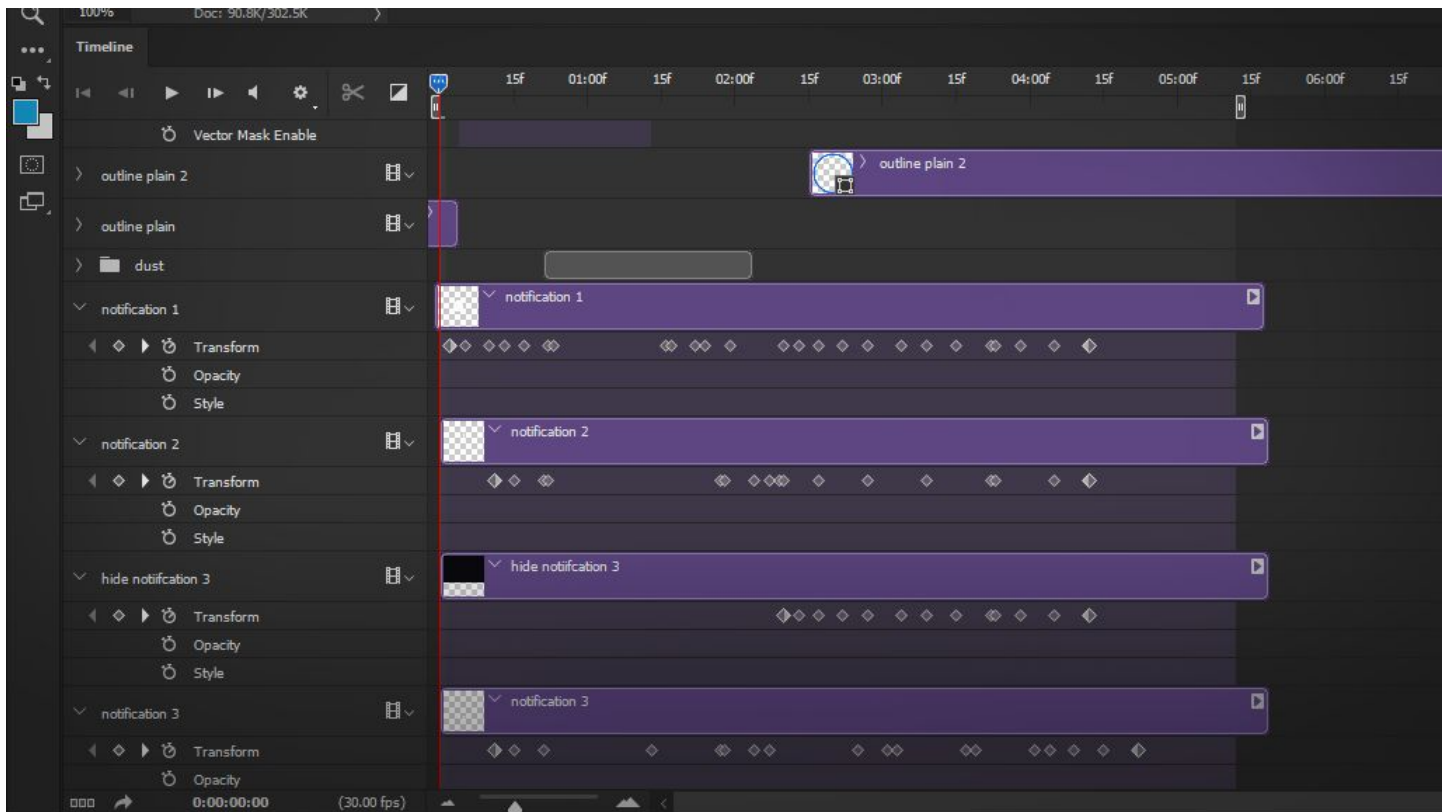


If you don't have the time to make the color customization yourself, you can hire me to do it for you. I can customize all 14 icons with the colors of you choice for an additional $10 USD. Payment upfront via PayPal, delivery within 1 business day.

For additional icons follow the contact [instructions](#) below to request an offer. My hourly rate is $50 USD.

# Email Framework

A quick overview, grid specs, typography and utilities.

I use a responsive custom-built framework with a hybrid fallback for Gmail and other similar email clients.

The hybrid coding technique requires the use of ghost tables for Outlook clients. If you're not familiar with this technique you can find out more by visiting
https://litmus.com/blog/understanding-responsive-and-hybrid-email-design

## Overview

I use the *.o_* prefix to ensure the framework doesn't affect existing styling options, like an online builder's own css.  The naming convention is pretty straightforward *.o_{property}-{size|color|}*.

Solid background colors are styled like this *.o_bg-{dark|white|default}*. Text works the same way, with *.o_text-{color}*. Borders  *.o_b-{muted|white}*, or border bottom *.o_bb-{muted|white}*.  Use the *background="imageURL"* attribute on table cells to add background images.
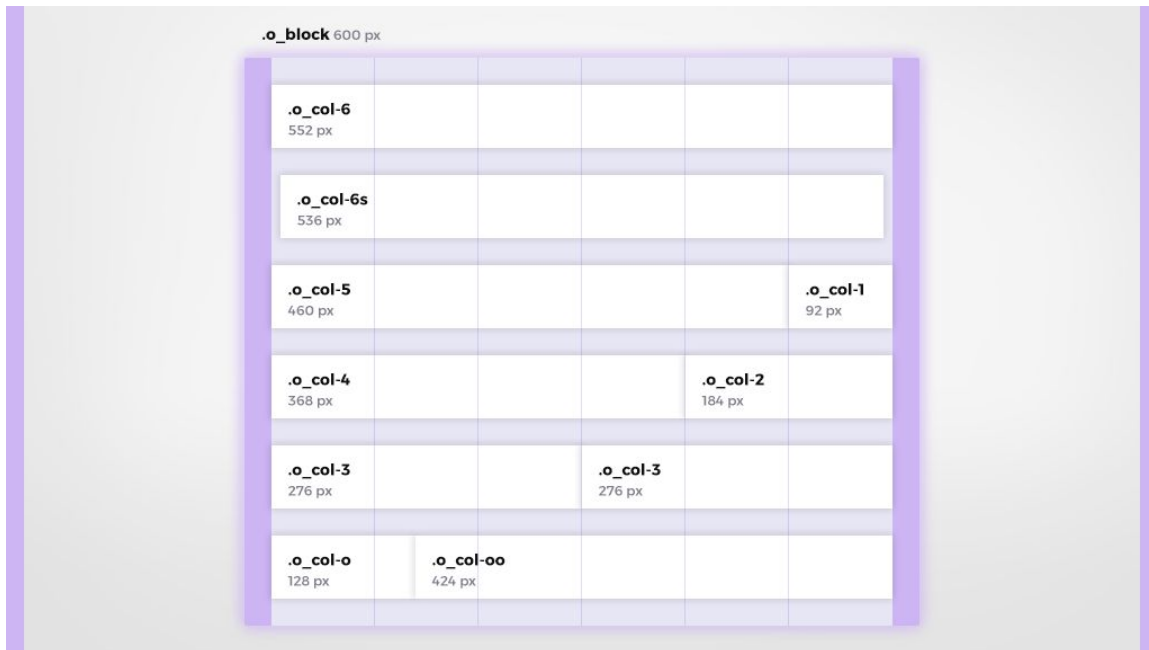
The framework does not support image backgrounds in Outlook. A workaround would be using VML
https://www.emailonacid.com/blog/article/email-development/emailology_vector_markup_language_and_backgrounds

## Grid System

The overall content width is 600px *.o_block*, with an extra 8px to accommodate hero sections that have a 4px border. Padding is 24px on left and right.

The grid is based on a six-column system of 92px. Check *.o_col-{o|oo}* for custom width sizes. Padding is independent from the column width, and can vary from small to large.

These columns are enough to make the layout mobile-friendly, meaning: the columns with stack one above the other depending on screen size and alignment options.

.o_block 600 px

.o_col-6
552 px

.o_col-6s
536 px

.o_col-5
460 px

.o_col-1
92 px

.o_col-4
368 px

.o_col-2
184 px

.o_col-3
276 px

.o_col-3
276 px

.o_col-o
128 px

.o_col-oo
424 px

For a more polished mobile layout use the small grid *.o_col-xs-{1|2|3|4}*. These get triggered on displays smaller than 633px.

.o_col-xs-3
75%

.o_col-xs-1
25%

.o_col-xs-2
50%

.o_col-xs-2
50%

.o_col-xs-1
25%

.o_col-xs-1
25%

.o_col-xs-1
25%

.o_col-xs-1
25%
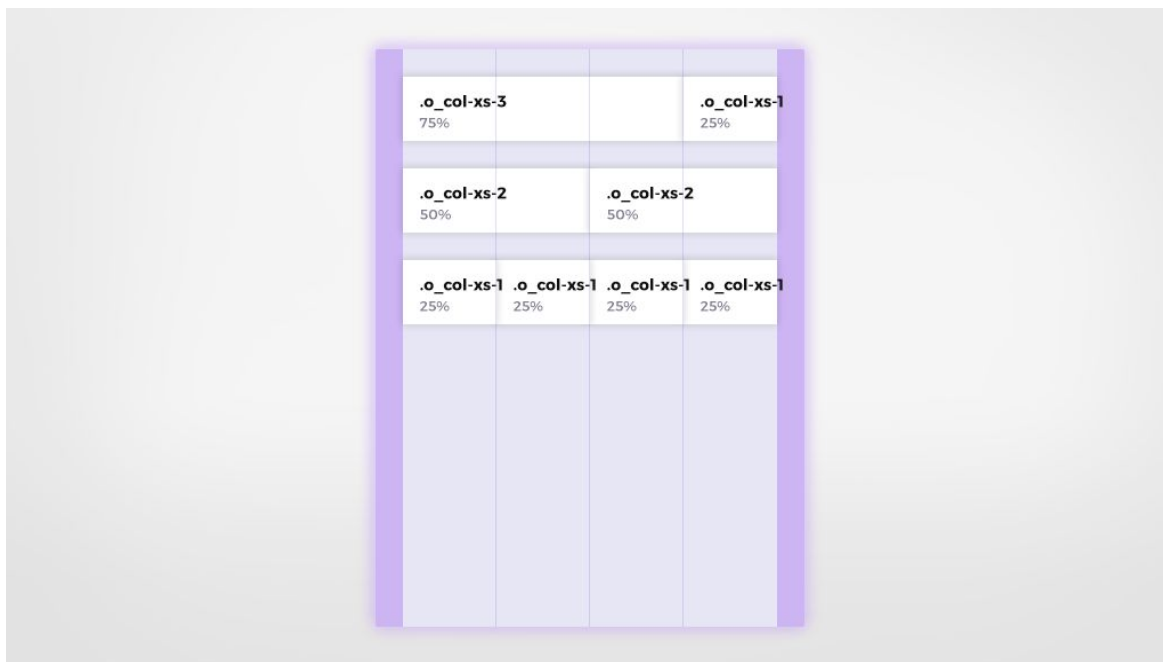
## Utilities

Overall there are 5 types of sizes used for spacing: *xxs*, *xs*, normal, *md* and *lg*. The default *normal* classes don't require any attributes. So, for example, the normal text size is just *.o_text*.

Spacing options include horizontal and vertical padding *.o_p{x|y|t|b}-{xs|md|normal|lg}*.
Margin classes only cover top and bottom spacing *.o_m{t|b}-{xs|md|normal|lg}*.

To hide content use .o_hide. Use *.o_hide-xs* to hide elements on mobile devices and *.o_hide-lg* on desktop.

The typography covers headings 1 through 4, with .o_text-{*xxs*|*xs*|normal|*mediu*|*lg*} for regular text. Other options include *.o_linethrough* and *.o_nowrap*, and *.o_underline* for links.
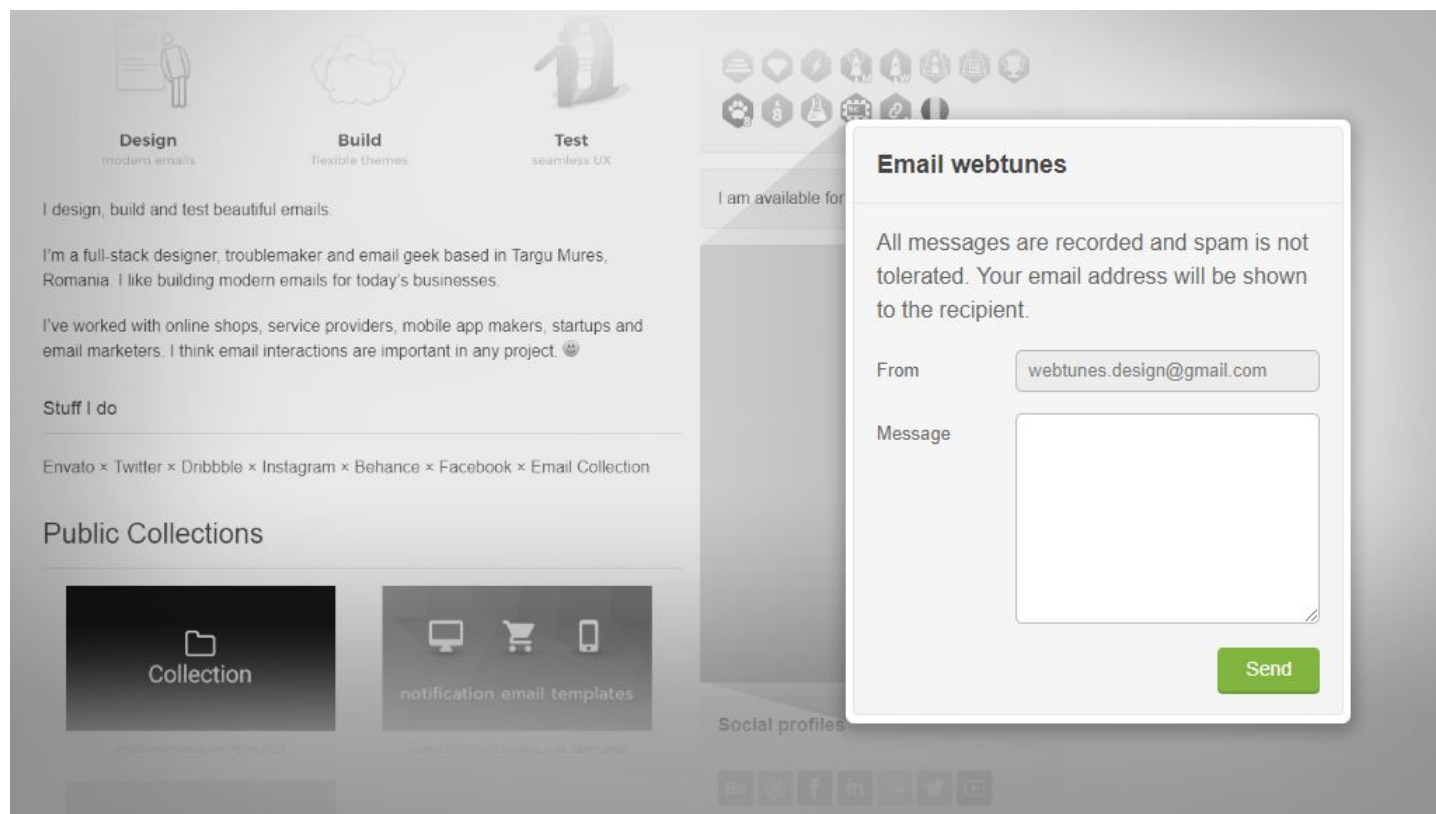
You can set the typeface by using .o_text-{sans|headline}. The webfont are added in the general @media screen query.

## Boilerplate

```
<!doctype html>
<html lang="en" xmlns:v="urn:schemas-microsoft-com:vml" xmlns:o="urn:schemas-microsoft-com:office:office">
  <head>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8">
    <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
    <meta name="format-detection" content="telephone=no">
    <meta name="format-detection" content="date=no">
    <meta name="format-detection" content="address=no">
    <meta name="format-detection" content="email=no">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <meta name="x-apple-disable-message-reformatting">
    <meta charset="utf-8">
    <title>Title</title>
    <style type="text/css">
        // Stylesheet
    </style>
    <!-- endbuild -->
    <!--[if (gte mso 9)|(IE)]>
    <xml>
     <o:OfficeDocumentSettings>
      <o:AllowPNG/>
      <o:PixelsPerInch>96</o:PixelsPerInch>
     </o:OfficeDocumentSettings>
    </xml>
    <style type="text/css">
        .o_of { float: left; }
      .o_ereset a, .o_esec .o_inline { vertical-align: middle; }
    </style>
    <![endif]-->
  </head>
  <body class="o_ebody">
    <table class="o_esec" role="presentation" width="100%" cellspacing="0" cellpadding="0" border="0">
      <tbody>
        <tr>
          <td class="o_ereset">
            // Content
          </td>
        </tr>
      </tbody>
    </table>
  </body>
</html>
```

# How to Contact Support

Save time by using the official Envato Market contact form.

You can find the form on my profile page https://themeforest.net/user/webtunes

Response time might take up to 1 business day, but I usually answer right away.
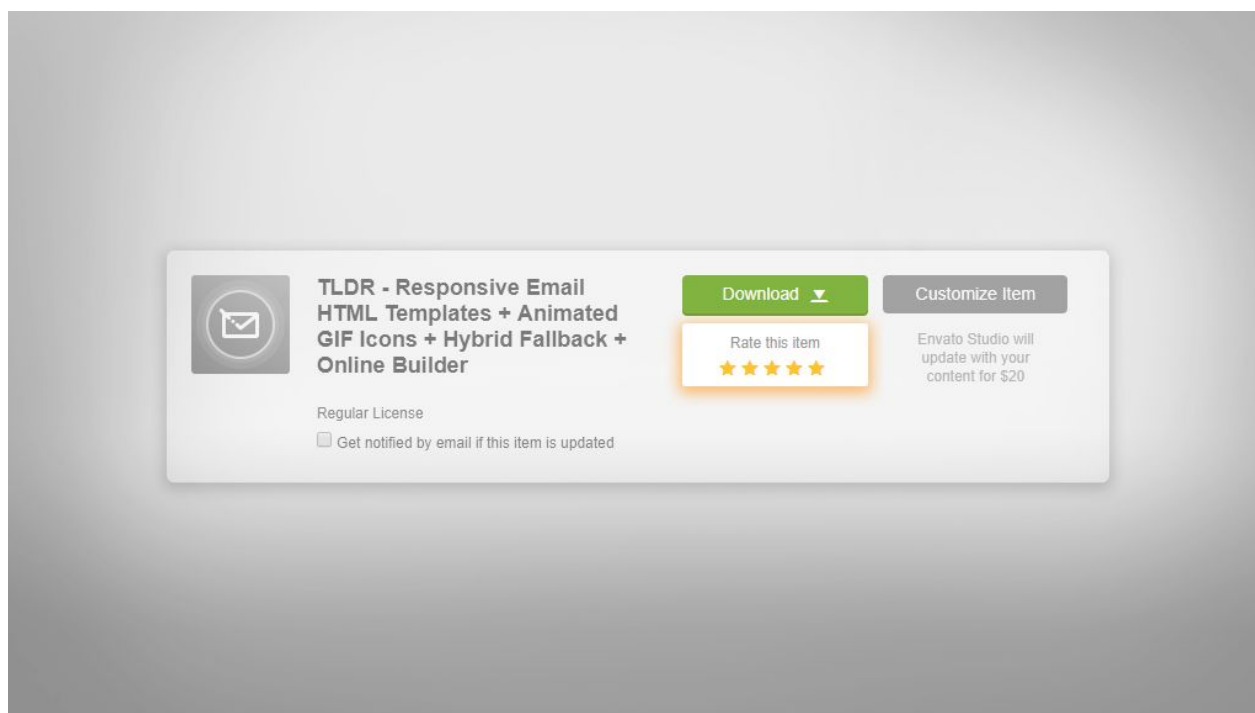I'm based in Romania, EET (UTC+2),  so please mind the time difference.

# License Certificate

This item is license under the EnvatoMarket Standard License

For more information about the different types visit https://themeforest.net/licenses/standard

# Give Feedback

Thank you, to all of my wonderful customers, I really appreciate your support and business!



If you like my work or if you just thought my item was helpful, leave a 5 star rating and a short blurb on what you like the most about it. It means the world to me!

# Demo Image

Credit for the photos used in the online examples goes to

Man in Nike shoes photo by Joseph Barrientos - https://unsplash.com/photos/4qSb_FWhHKs
Woman Handbag photo by London Scout - https://unsplash.com/photos/4o23nx9hH6o
Restaurant photo by Shangyou Shi - https://unsplash.com/photos/VdRex9AiBOc
Boho Chic photo by rawpixel -  https://unsplash.com/photos/fd4-GBModdk
Reading newspaper in a café photo by Rob Bye - https://unsplash.com/photos/4UGlx_OXqgs
Bread at a Bakery photo by Roman Kraft - https://unsplash.com/photos/P8zDQz8Y2Vc
Hamlet & Ghost Drinks photo by David Straight - https://unsplash.com/photos/VZY6o3Q0EEI
The Perfect Cupcake photo by Brooke Lark - https://unsplash.com/photos/pGM4sjt_BdQ
Man before graffitied wall photo by Ayo Ogunseinde - https://unsplash.com/photos/sibVwORYqs0
Busy night in Hongkong photo by Florian Wehde - https://unsplash.com/photos/GQU7xqofNMU
Vacationers on a sunny beach photo by Dan Gold - https://unsplash.com/photos/_mmd-LgBPrs
Backpacking in a busy city photo by Steven Lewis - https://unsplash.com/photos/r4He4Btlsro
Ignitie photo by Liam Pozz - https://unsplash.com/photos/HZvGtncWvyQ
Wonder for the wander photo by Eunice Lituañas - https://unsplash.com/photos/bpxgyD4YYt4