Guidelines for preparing psds for html build

- PSDs must be layered and editable, not flattened

- Where text will be html text (ie. not images) use only websafe fonts (http://www.codestyle.org/css/font-family/sampler-CombinedResults.shtml for a guide to websafe fonts and creating backup font stacks)

- No negative line heights

- No anti-aliasing on fonts used – i.e. no SHARP, SMOOTH or CRISP

- No tracking (reducing spacing between individual letters)

- Round number font sizes (i.e. 12px, not 12.66px)

- Allow room for text expansion (hotmail vertically, Outlook horizontally)
  - Consider future copy changes and how this will affect the alignment of buttons, pods, borders etc and design/layout with this in mind

- Text in solid colour background if possible – i.e. not over background images/gradients etc.