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**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.