|  |  |
| --- | --- |
|  | Kronos Incorporated  Marketing Web Services Group |
| 3/17/2014 | **RESPONSIVE HTML EMAILS > Design Best Practices Guidelines** |
|  | **Email clients we support:**   |  |  |  | | --- | --- | --- | | Android 2.3 - (vertical)  Android 2.3 - (horizontal)  Android 4 - (vertical)  Android 4 - (horizontal)  Android Gmail 2.2 - (vertical)  Android Gmail 2.2 - (horizontal)  iPad 5.0 - (vertical)  iPad 5.0 - (horizontal)  iPad Gmail - (vertical)  iPad Gmail - (horizontal)  iPhone 4S (iOS 5) - (vertical)  iPhone 4S (iOS 5) - (horizontal)  iPhone 4S (iOS 6) - (vertical)  iPhone 4S (iOS 6) - (horizontal) iPhone 5 (iOS 6.1) - (vertical)  iPhone 5 (iOS 6.1) - (horizontal)  Kindle Fire 2.3 - (vertical) | Kindle Fire 2.3 - (horizontal) AOL - Chrome 18 (Win)  AOL - Firefox 12 (Win)  AOL - IE 8 (Win)  AOL - IE 9 (Win)  Gmail - Chrome 18 (Win)  Gmail - Firefox 12 (Win)  Gmail - Firefox 3.6 (Win)  Gmail - IE 8 (Win)  Gmail - IE 9 (Win)  Gmail - Safari 5 (Win) Outlook.com - Chrome 18 (Win)  Outlook.com - Firefox 12 (Win)  Outlook.com - IE 8 (Win)  Outlook.com - IE 9 (Win)  Outlook.com - Safari 5 (Win)  Yahoo! - Chrome 18 (Win) Yahoo! - Firefox 12 (Win) Yahoo! - Firefox 3.6 (Win) | Yahoo! - IE 8 (Win)  Yahoo! - IE 9 (Win) Apple Mail 4  Apple Mail 5  Apple Mail 6  Entourage 2004 Entourage 2008  Live Mail  Lotus Notes 8  Lotus Notes 8.5  Outlook 2003  Outlook 2007  Outlook 2010  Outlook 2013  Outlook Express  Thunderbird 13  Windows Mail |   **Devices & email clients that don’t support media queries:**   * Gmail mobile app (all platforms) * All blackberry * Microsoft Windows mobile 6.1 * Microsoft Windows phone 7 & 8 * Microsoft Surface * Samsung Galaxy S3+ * Microsoft Outlook Exchange 3rd party App * Yahoo mobile app (all platforms)   **Screen view port breakpoints:**   * **A width less than 480px** for the iPhone and smaller smart phones. * **A width between 481px** and 640px for medium sized Android devices * **A default dimension of 580px** for tablets, web, and desktop email clients   **Layout and design best practice guidelines:**   * **Email dimension** - max width 580 pixels. * **Email mastheads** - 580 pixels wide, height is variable, file size should not exceed 50KB, format is either gif or jpg (no png files) * **Fonts** - The minimum font size displayed on iPhones is 13 pixels. Keep this in mind when styling text, because anything smaller will be upscaled and could break your layout. Alternately, you can [override this behavior](http://www.campaignmonitor.com/blog/post/3339/save-your-layout-by-overriding-the-minimum-font-size-on-the-iphone-and/) in your style sheet (do so with care). * **Links and buttons** (**Call-to-action)** – A call-to-action should be placed in the top 3rd of the email. Each email should have at least 1 text and 1 image call-to-action. Image buttons should have a minimum target area of 44 × 44 pixels, as per Apple guidelines. Nothing is more unusable than clouds of tiny links on touchscreen devices. * **Headline** - All emails should have a html text headline for those who have images turned off. * **Images** - Hide extraneous or large graphic elements for mobile. Imagemaps are NOT recommended because they're not compatible with all email clients. Animated gifs will only display the first frame in Outlook 2007 and 2010. |