

Mailchimp Design Guide | Quick Reference

March/2021

Mailchimp max email template width (TIP: copy existing template from [here](#) to help you get started)

Mailchimp's templates are 600 pixels wide, so it's best to size your images with that max width in mind.

Image format

When you save images, use PNG or JPG format. You can use PNG format if you need to retain transparency, but JPG is recommended because mobile devices may automatically change settings depending upon time of day (Night Mode etc.).

Save images in RGB color profile, not CMYK

Web images should be saved with the RGB color profile. CMYK, which is used for print, doesn't render accurately online and can sometimes break your embedded image.

Image alt and link title text

It's a good idea to add alt text to your images and title text to your links. Alt text is essential for accessibility and for viewers who might have trouble downloading your images.

Optimizing for HD and Retina Displays

Most smartphones, tablets, and laptops HD or retina displays, This means that some low-resolution images may appear blurry on these displays. To make sure your images appear clearly on all screens, use a higher resolution photo in an Image content block and Mailchimp will constrain the dimensions. (See examples of approximate image width below.)

Optimize file size and image width for email template

It's best to avoid overly large images, both in file size and pixel dimensions. Stay within a maximum file size of 1MB for images. 72 dpi is generally standard for the web. (See examples of approximate image width below.)

Design Assets (all assets are in Mailchimp)

Primary logo



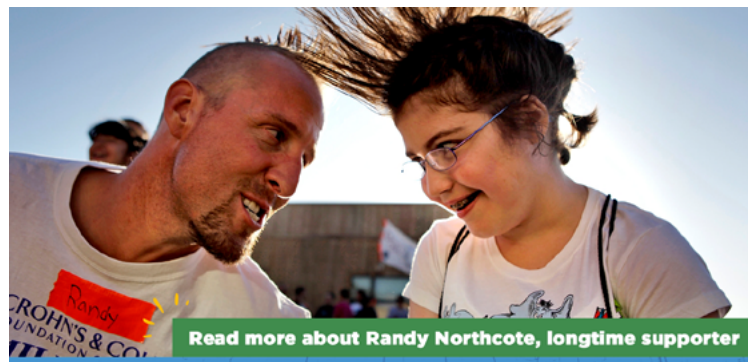
Approximate width: 1200px, MC will constrain to 600px

Content divider









Approximate width: 1200px, MC will constrain to 600px

Full width image



Approximate width: 1200px and height: 550px, MC will constrain to 600px

Background Colors

	html: #ffffff
	html: #408d4e
	html: #5e2f7d
	html: #0b4f7c
	html: #c72127
	html: #428bc6
	html: #d1863e

Font, size & line spacing

 html: #202020

Font size: header 20px, body, 16px

Line height: Slight, Spacing: Normal

Font: Arial/Helvetica

Two column image split

Dimensions: 960x640

Two column image, text split

Dimensions: 960px, height depends on text.

Full width button (image)

Dimensions: 1200x200.



TPT Email Check List

Complete prior to sending out emails to ensure we send out the best email campaign!

- Identify email lead staff member: _____
- Lead completes [email/design request form](#) (make sure you include separate design requests for specific images or graphics) Is an email signature graphic needed?
- Lead completes [email list request form](#) or pulls list on their own.
- Add to the Communications Calendar.
- Lead has a pre-meeting with appropriate people/departments or outlines in email needs for the email and when to send and any deadlines in between.

Who are the involved individuals and their roles:

Email Review Checklist

- Send test to appropriate staff.
- All links are correct and work.
- Works well on computer and mobile.
- Images within email load quickly.
- Review for spelling and punctuation.
- Reviewed by whoever is the main contact for the email being sent out.
- Reviewed by someone on Comm, preferably Jessica.
- Reviewed and approved by Department supervisor and CEO.
- Needs Lou Approval? Y N ; Add email or screenshot of approval in the campaign folder.
- Fill out the To, From, Subject, and kickbacks to go to the field at the top of the email.
- Double check the footer to be sure it is updated and all links are in working order.
- Include all TPT staff in eblast, so everyone in the organization is aware of what is being communicated and why in case they receive a call or question from our camp community. Annual Giving Manager can assist.
- One week after the email has been sent, Staff Lead will log analytics on the analytics spreadsheet and share stats with pertinent parties. saved here: [W:\Communications\Stats for Communications](#)
- After email is sent, add action to Campsite. (Program Team only.)

Development Only

- After email is sent, add appeal or action to RE. Work with Annual Giving Manager on this.
- Annual Giving Manager works on unsubscribes monthly/quarterly.