

Email body format guidelines

Write all emails in Connect Composer in Source View only. If you are creating a new email, add the [Global Property: GammaSnippet](#) to the Connect Composer file so that the snippet always opens in Source View. Opening a file or saving it in WYSIWYG view breaks the HTML.

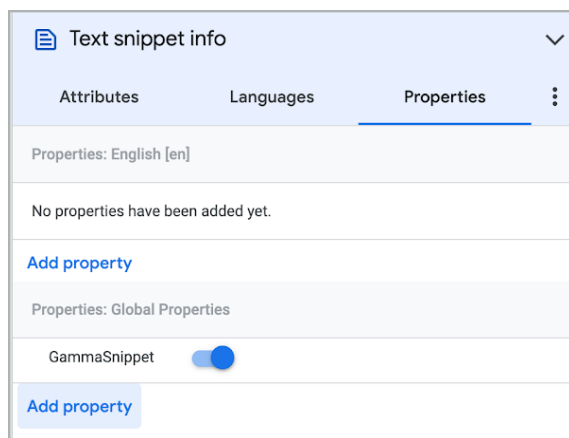
Body snippet formatting

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GammaSnippet global property

Connect Composer email body text snippets require specialized HTML code. This code disappears when viewed in WYSIWYG mode. Saving the snippet in WYSIWYG mode deletes the specialized code from the saved version. To avoid losing the required HTML code, apply the GammaSnippet Global Property to the snippet.

1. From the snippet in Connect Composer, open the **Properties** tab.
2. Under **Properties: Global Properties**, click **Add Property**.
3. From the **Select Property** list, click **GammaSnippet**.
4. Turn on the GammaSnippet property.



Top heading and margin styles

Follow these steps to develop the email's top heading and margins:

Note: The code in steps 1–4 is entered into the email's header and the tags are closed in the footer. These steps are already completed when using the [Universal Gamma Header](#) and [Footer](#) snippets.

In the email header HTML code:

1. Make the first HTML lines of an email:

```
<!DOCTYPE html>
<html xmlns:v="urn:schemas-microsoft-com:vml" dir="ltr" lang="en"
style="margin:0; padding:0">
<head>
```

2. Add the email's meta tag.

The meta tag contains the content type and the charset. Use this exact code:

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
```

3. Close the head tag and begin the body of the email. Use this code:

```
</head>
<body>
```

In the email footer HTML code:

4. Close the body and HTML tags at the end of the email.

```
</body>
</html>
```

In the email body HTML code

5. Add the title of the email.

The email title should be descriptive, less than 55 characters in length, and summarize the email without repeating the subject line or headline.

```
<title>Test email title</title>
```

6. Make the first part of the email body an H2 heading. The H2 tag also contains the margin (24px) and formatting of this email paragraph.

```
<h2 style="Margin:0;Margin-bottom:8px;color:#3C4043;font-family:Google
Sans,Helvetica,Arial,sans-serif;font-size:24px;font-weight:700;line-
height:30px!important;margin:0;margin-bottom:24px;margin-top:24px;padding:0;word-
wrap:normal">FIRST H2 HEADING</h2>
```

Inline styles

Format all styles [inline](#) . Use the following spacing and style guidelines:

Character type	Typeface	Weight	Text size	Line height	Paragraph spacing	HEX color
Headline	Google Sans	Bold	32px [D] 24px [M]	40px [D] 32px [M]	0	#3C4043

Character type	Typeface	Weight	Text size	Line height	Paragraph spacing	HEX color
Subhead	Google Sans	Regular	16px	24px	0	#3C4043
Button text	Google Sans	Medium	14px	24px	0	#FFFFFF
Body text	Roboto	Regular	14px	24px	+16px	#3C4043
Body text link	Roboto	Regular	-	-	-	#1A73E8
Sign-off	Google Sans	Bold	14px	24px	+8px	#3C4043
Support links	Google Sans	Medium	14px	18px	0	#1A73E8
Footer	Roboto	Regular	12px	16px	0	#959CA5

In Source mode, use these inline style tags for the main message:

- `<h2 lang="en" style="color:#3C4043; font-family:Google Sans,Helvetica,Arial,sans-serif; font-size:24px; font-weight:700; line-height:32px!important; margin:0; margin-bottom:24px; margin-top:24px; padding:0; word-wrap:normal;">H2 HEADINGS</h2>`
- `<h3 style="color:#3C4043; font-family:Google Sans,Helvetica,Arial,sans-serif; font-size:16px; font-weight:700; line-height:24px!important; margin:0; margin-bottom:8px; margin-top:20px; padding:0; word-wrap:normal;">H3 HEADINGS</h3>`
- `<p style="color:#3C4043; font-family:Roboto,Helvetica,Arial,sans-serif; font-size:14px; font-weight:400; line-height:24px; margin:0; margin-bottom:16px; padding:0;">PARAGRAPHS</p>`
- `<ul style="color:#3C4043; font-size:14px; line-height:24px;"><li style="color:#3C4043; font-family:Roboto,Helvetica,Arial,sans-serif; font-size:14px; line-height:24px;">UNORDERED LIST AND 1ST LINE ITEM`
- `<ol style="color:#3C4043; font-size:14px; line-height:24px;"><li style="color:#3C4043; font-family:Roboto,Helvetica,Arial,sans-serif; font-size:14px; line-height:24px;">ORDERED LIST AND LINE ITEM 1`
- `LINKS`

In Source mode, use these inline style tags for the sign-off:

- `<p style="color:#3C4043; font-family:Google Sans,Helvetica,Arial,sans-serif; font-size:14px; font-weight:700; line-height:24px; margin:0; margin-bottom:0px!important; margin-top:8px; padding:0;">Regards,</p>`

- `<p style="color:#3C4043; font-family:Google Sans,Helvetica,Arial,sans-serif; font-size:14px; font-weight:700; line-height:24px; margin:0; margin-bottom:0px!important; padding:0;">The Google Workspace Team</p>`
 - The Gmail client turns any email address or domain into a clickable link. To prevent this from happening with personalization signal placeholders like `${domain_name}` or `${admin_user_id}`, put `<a>` tags around the placeholder:


```
<a style="color:inherit; text-decoration:none;">PLACEHOLDER</a>
```

 Example: `${domain_name}`
 - Avoid left and right text alignment styles, i.e., `text-align:right` or `text-align:left`. When emails are localized, those styles aren't reversed for RTL languages (ar, iw). `text-align:center` is OK.

Buttons

Connect Composer buttons do not work in Gamma emails.

Use the table code below for buttons. The button appears in the Connect Composer interface with squared corners, but it renders in Gamma with rounded corners.

```
<table class="button radius" role="presentation" style="Margin:9px 0 24px 0;border-collapse:collapse;border-spacing:0;margin:9px 0 24px 0;padding:0;vertical-align:top;width:auto;margin-left:auto;margin-right:auto;">
  <tbody>
    <tr style="padding:0;vertical-align:top">
      <td style="-moz-hyphens:none;-webkit-hyphens:none;Margin:0;border-collapse:collapse!important;color:#3C4043;font-family:Roboto,Helvetica,Arial,sans-serif;font-size:14px;font-weight:400;hyphens:none;line-height:inherit;margin:0;padding:0;vertical-align:top;word-wrap:keep-all">
        <table style="border-collapse:collapse;border-spacing:0;padding:0;vertical-align:top;width:100%">
          <tbody>
            <tr style="padding:0;vertical-align:top">
              <td style="-moz-hyphens:none;-webkit-hyphens:none;Margin:0;background:#1A73E8;border:none;border-collapse:collapse!important;border-radius:3px;color:#fff;font-family:Roboto,Helvetica,Arial,sans-serif;font-size:14px;font-weight:400;hyphens:none;line-height:inherit;margin:0;padding:0;vertical-align:top;word-wrap:keep-all"><a href="https://button_link.com" style="Margin:0;border:0 solid #1A73E8;border-radius:3px;color:#fff;display:inline-block;font-family:Roboto,Helvetica,Arial,sans-serif;font-size:14px;font-weight:500;line-height:24px;margin:0;padding:8px 16px 8px 16px;text-decoration:none">BUTTON TEXT</a></td>
            </tr>
          </tbody>
        </table>
      </td>
    </tr>
  </tbody>
</table>
```

```
</tbody>
</table>
```

Tables

If the table is not a data table, ensure you label it as `role="presentation"`. Add this role to all tables that are not data tables, including the HTML button tables.

Sample table HTML code:

```
<table class="accountinfo" role="presentation"
style="align:center;background:#f3f3f3;border-collapse:collapse;border-
spacing:0;margin-bottom:12px;padding:0;text-align:inherit!important;vertical-
align:top;width:100%">
  <tbody>
    <tr style="padding:0;vertical-align:top">
      <th class="accountinfo"
style="Margin:0;color:#3C4043;font-family:Roboto,Helvetica,Arial,sans-
serif;font-size:14px;font-weight:inherit;line-height:inherit;margin:0;padding:16px
32px 0 32px">
        <h3 class="accountinfo"
style="Margin:0;Margin-bottom:8px;color:#3C4043;font-family:Google
Sans,Helvetica,Arial,sans-serif;font-size:16px;font-weight:700;line-
height:26px!important;margin:0;margin-bottom:12px;margin-
top:0!important;padding:0;text-align:center;word-wrap:normal">Your Google Workspace
account</h3>
      </th>
      </tr>
      <tr style="padding:0;vertical-align:top">
        <td class="accountinfo"
style="-moz-hyphens:none;-webkit-hyphens:none;Margin:0;border-
collapse:collapse!important;color:#3C4043;font-family:Roboto,Helvetica,Arial,sans-
serif;font-size:14px;font-weight:400;hyphens:none;line-
height:inherit;margin:0;padding:0 32px 0 32px;vertical-align:top;word-wrap:keep-
all">
          <p class="accountinfo" style="Margin:0;Margin-
bottom:16px;color:#3C4043;font-family:Roboto,Helvetica,Arial,sans-serif;font-
size:14px;font-weight:400;line-height:20px;margin:0;margin-
bottom:0;padding:0">Username:</p>
          <p class="accountinfo"
style="Margin:0;Margin-bottom:16px;color:#3C4043;font-
family:Roboto,Helvetica,Arial,sans-serif;font-size:14px;font-weight:400;line-
height:20px;margin:0;margin-bottom:16px;padding:0"><a class="noclick"
style="Margin:0;color:inherit;font-family:inherit;font-
weight:inherit;line-height:inherit;margin:0;margin-bottom:inherit;margin-
top:inherit;padding:0;text-decoration:none">${admin_user_id}</a></p>
        </td>
      </tr>
    </tbody>
</table>
```

Images

- Images in emails cannot be added directly with image snippets. Instead, they must be added via *gstatic* URL. Here are the steps to create the URL:
 1. Save the image as an image snippet in an appropriate sub-folder of the [Google Workspace email](#) folder.
 2. Insert the image into [Erin's test article](#) and publish the article.
This article is non-browsable and non-searchable, so it's okay to publish it even if it contains content that has not yet launched.
 3. View the published article and right-click the image.
 4. From the menu, click **Copy Image Address**.
 5. Return to the email and paste the image URL into the `` code.
- Images should be in .png format with a resolution that is twice the sized used in the creative so that the quality remains high on retina-display devices. For example: if a hero image in the creative is 600x250px the email version should be 1200x500px. Best practice is for an email image width of 560 - 600px and height can be "auto".
- Do not include alt text for decorative images that don't convey important info. Decorative images include logos, icons, stock images, and invisible graphics that are not crucial to the email's message.
- By default, use `alt=""` for all decorative images, which instructs the screen reader to skip over them.
- Include accurate and descriptive alt text for critical, informative, or actionable images.
- Alt text is especially important for images that contain copy in them (and nowhere else in the email), as these words will not be recognized by a screen reader. Your creative team should determine which images require alt text, and will include the alt text copy in the [accessibility intake doc](#) that they share with you.

Build template code based on these precedents:

- [Small, embedded icon](#)
- [Small icon with hanging indent](#) (actually a table)
- [Larger images](#)

Links and UTM codes

Do not use the `title="xxxx"` tag with links, because screen readers break their reading patterning to read titles, which causes navigation and flow issues. Clearly define the purpose of the link in the CTA button copy or hyperlinked anchor text.

Check links in emails to ensure that they're current. Also, check to make sure:

- All language tags should be removed, in other words, `&hl=en` or `&hl=en`
- All links to Help Center articles or topics should include UTM codes for referral tracking. For `utm_source`, use the email body Connect Composer ID #; for `utm_medium`, use `email`:

```
<a href="https://support.google.com/help_center/topic_or_answer/RW_ID?utm_source=email_body_RW_ID&amp;utm_medium=email" style="color:#1A73E8; text-
```

```
decoration:none">
```

```
Example: <a href="https://support.google.com/a/answer/60216?utm_source=12345&utm_medium=email" style="color:#1A73E8; text-decoration:none">
```

- A link to a Help Center article or topic *should not* contain a trailing slash (/) after the ID number:

```
Good: https://support.google.com/a/answer/60216?utm_source=12345&utm_medium=email
```

```
Bad: https://support.google.com/a/answer/60216/?utm_source=12345&utm_medium=email
```

- Links *do not* need target tags, for example, `target="_blank"`. In email clients they automatically open in new windows.
- For signing in to the Google Admin console, use this URL: <https://admin.google.com>

```
<a href="https://admin.google.com" style="color:#1A73E8; text-decoration:none">
```

Accessibility considerations

These email format guidelines have been updated according to the latest rules and recommendations of the a11y email support team. For specific requirements and production steps, see [Development of accessible emails](#). For more information on email accessibility, go to these resources:

- [Email accessibility training](#)
- [Email accessibility requirements](#)
- [Email accessibility checklist](#)
- [Color contrast checker](#)

If you have questions about email accessibility, you can contact a11y-email-support@google.com.

Sample email template

To see an example of correct email HTML, go to our [sample email template](#) .

Non-accessible Email HTML Code

Currently, the use of conditional text and escape codes are not supported by our plain text email conversion method. Because a plain text version of the emails is an accessibility requirement, we discourage the use of these types of HTML code. However, if the use of conditional text or escape codes are required by the PM, you can remove it in the plain text version and work with the PM and Gamma Engineer to determine which variables to use in the plain text version.

The plain text generator turns bracketed Freemaker text (`[#freemaker] [/#freemaker]`) into variables. You must carefully remove the Freemaker text and variable formatting before publishing the plain text version.

Conditional text with if-then-else expressions

Allow more personalization in a email with if-then-else expressions through Freemarker syntax.

For example:

```
[#if Region?? && Region == "EMEA"] Google Ireland Ltd, Gordon House, Barrow Street, Dublin 4, Ireland. [#elseif Region?? && Region == "APAC"] Google Asia Pacific Pte. Ltd., 8 Marina View, #30-01, Asia Square 1, Singapore 018960 [#else] Google LLC&nbsp;1600 Amphitheatre Parkway, Mountain View, CA 94043[/#if]
```

Notes:

- In Source mode, add `[#ftl]` to the beginning of snippet.
- [See Composer snippets where we're doing this](#) .
- See the Gamma Help Center: [Conditional logic statements with Freemarker syntax](#).

(Very rare) Escape codes for personalization signal placeholder

Because of [HTML Sanitization in Gamma](#) , in [very rare cases](#) (so far only [once](#)), you may need to add escape codes around a personalization signal placeholder:

```
[#escape x as x?html]${admin_password}[/#escape]
```
