

## **Newsletter Guidelines**

## 1. Style Guide

## Colours

Main Background: White



#ffffff R:255 G:255 B:255

Tagline and Title: Red



#c00202 R:192 G:2 B:2 Box Background: Light Grey



#eeeeee R:238 G:238 B:238

#### Text: Grey



Fonts

Tagline: Tahoma 22px Main Title: Tahoma 18px Subtitle: Tahoma 12 px Text: Lucida 12px

#### **Banner Size**

Standard banner size: **350 to 755px** Note: Width always needs to be the same to exactly fit into the newsletter frame.





## **Images Size**

If you have 2 boxes in a row: Crop the image to a 3:2 format.



Resize the picture size to **154 to 232px**.

Note: Image size needs to be exactly the same for each box, otherwise boxes will not be aligned.

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### **Best Practices for Images**

- To ensure that newsletter is loaded fast resize all images before upload using the following website: <u>http://www.picresize.com</u>
- For any special colours, effects, frames or to add text to the images use: <u>http://www.pixlr.com</u> (Pixlr Express)
- Rename images to Mailchimp to the below format before uploading: (eventsname\_monthyear) Example: MumbaiMarathon\_Jan2014)
- Images must be uploaded in PNG or JPG format. Do not use PDF format.
- Spam filter alert: Images should not be wider than 600 to 80



## 2. Edit Newsletter

#### How to edit text

Click on the **Edit Block** and insert the text on the right. Change text font, size and colour according to the Style Guide. All articles should have the same size. If you want to insert a read more button use the following code:

\* | IFNOT: ARCHIVE\_PAGE | \* Read More

\*|END:IF|\*



# How to replace an image

Click on Replace.

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					179/000 wm x		
< В.	ack	Recipients > Setup > Template	> Design	> Confirm			Next >



Upload or drag image and click **Upload**. Be sure that you have reduced image size before upload.



Click on **Edit** and make sure that all images have same format and setting as per Style Guide.





## 3. Test Newsletter

Mailchimp allows you to send a test mail to 6 email addresses at a time and you can send 12 tests per campaign and 24 tests per 24 hour period - whichever comes first. If you regularly need to send more tests than Mailchimp allows, you can create a test list. Just create a new list and import your testing email addresses. This will also help you test out merge tags.

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## 4. Send Newsletter

When all editing is done click the **Next** button.





Click Edit and select the List to send the newsletter, edit the Subject Line if necessary and click send.



#### Click on Send Now





Wait for the High Fives, your newsletter has been sent out! Go to your Mailchimp Inbox, you will receive a notification if there were any errors sending the newsletter.



Check **Campaigns** and you will see the statistics on how many people have opened the newsletter.