

# Email Template Styling

## HEADER GRAPHIC

Size: 600x79 px  
(supplied)

## BANNER IMAGE

Size: 600 px width  
height will vary  
(see photo guidelines)

## H1

Georgia Pro Bold  
Font Size: 20–30 px  
Line Height: 1.0  
Color: 005BBB

## INTRO

Georgia Pro Italic  
Font Size: 16–18 px  
Line Height: 1.5  
Color: 005BBB

## H2

Georgia Pro Bold  
Font Size: 14–16 px  
Line Height: 1.0  
Color: 005BBB

## PARAGRAPH

Arial Regular  
Font Size: 11–14 px  
Line Height: 1.5  
Text Color: 666666  
Bullet Color: 005BBB  
Link URL Color: 005BBB

## H3

Arial Regular  
Font Size: 16 px  
Line Height: 1.0  
Color: 005BBB

## FOOTER GRAPHIC

Size: 600x79 px  
(supplied)



BANNER  
IMAGE

### H1: Head level 1

*Intro copy: Est, a lacinia ligula metus non lorem. Vivamus consequat sagittis nibh ndrerit porttitor, felis tellus porta neque, eu viverra nisl tellus vel neque. Donec eleifend nisi eros, et blandit diam vehicula et.*

### H2: Head level 2

Body Copy: Integer vitae molestie dolor, eget bibendum neque. Cras molestie, nisi at luctus vehicula, nibh tellus euismod eros, eget suscipit eros augue ut magna. Nunc dapibus porta congue. Sus- pendisse cursus lorem sit amet nisl gravida mollis. Nam auctor, sem et lacinia finibus, lacus libero tincidunt est, a lacinia ligula metus non lorem. Vivamus consequat sagittis nibh, sit amet sagittis tortor laoreet sed. Donec ut nibh non nunc dapibus accumsan in non justo. Nullam tincidunt, purus vitae hendrerit porttitor, felis tellus porta neque, eu viverra nisl tellus vel neque. Donec eleifend nisi eros, et [University at Buffalo](#) blandit diam vehicula et.

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• IF YOU PLAN TO ATTEND, RSVP BY SEPT. 13, 2016.

RSVP

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### A NOTE ON ACCESSIBILITY:

Because promotional emails must meet the accessibility standards set by the Americans with Disabilities Act, the images they include, such as photographs, illustrations, logos and other graphic elements, should be accompanied by accessible alternatives. “Alt text” is brief but detailed wording added to an image tag that allows people using screen-reading applications to understand what the image is meant to convey.