

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

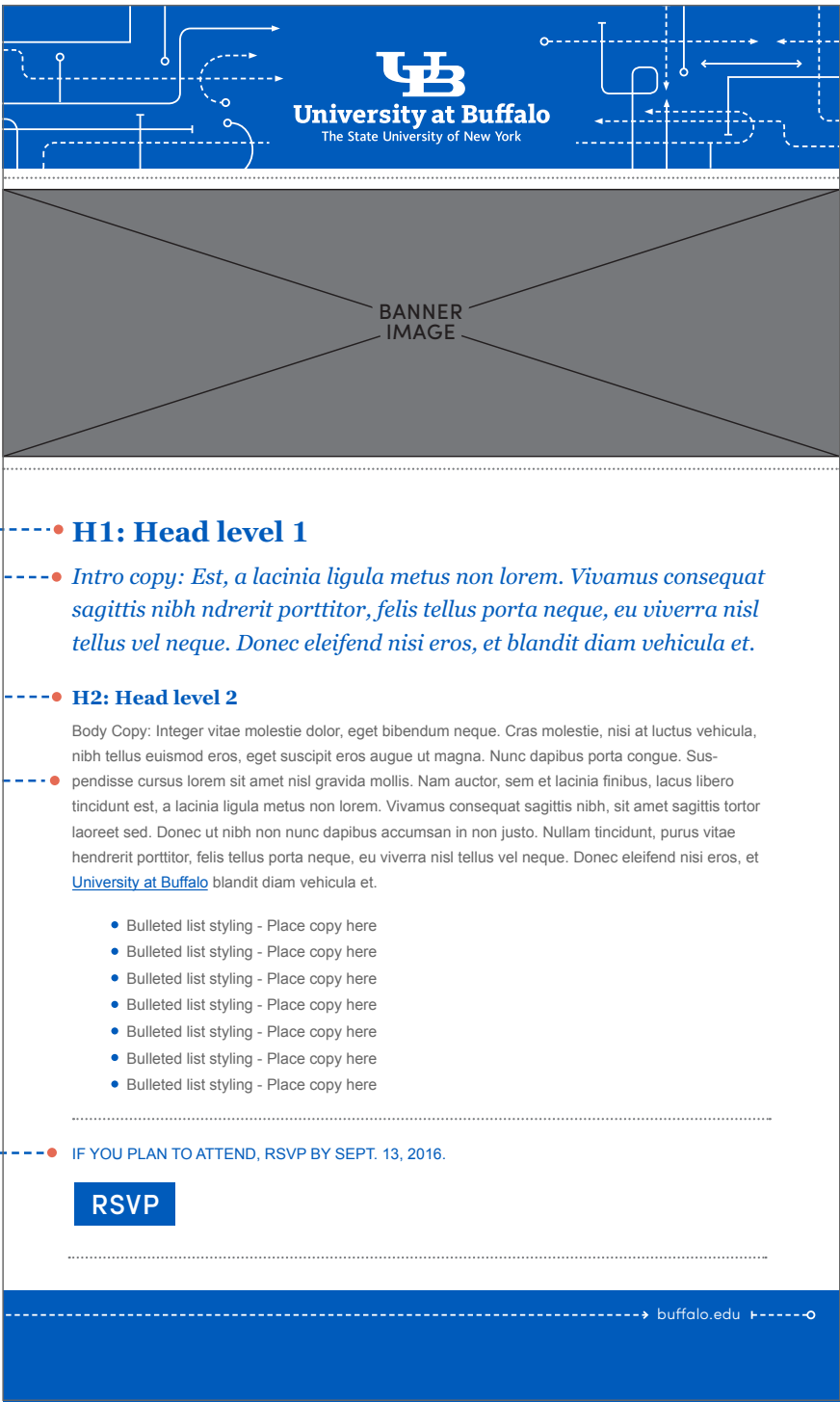
Arial Regular
Font Size: 11-14 px
Line Height: 1.5
Text Color: 666666
Bullet Color: 005BBB
Link URL Color: 005BBB

H3

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

FOOTER GRAPHIC

Size: 600x79 px
(supplied)



H1: Head level 1

Intro copy: *Est, a lacinia ligula metus non lorem. Vivamus consequat sagittis nibh ndreri 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. Suspendisse 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

buffalo.edu

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.