

HTML Email Template Reference Sheet

Here is a guide to tags, attributes, properties, and values you can use in your HTML Email template. HTML tags are in red, CSS Properties are in blue.

HTML Tags to Know	
<code><h1></code> to <code><h4></code>	Headings 1 through 4, in pairs <code><h1></h1></code>
<code><p></p></code>	Paragraph tag. Includes “leading” (space after) automatically. Has some defaults (left-aligned)
<code><div></div></code>	Creates a box with no description. Must add CSS attributes to define its appearance.
<code></code>	Useful for changing the appearance of a few words or a sentence.
<code><table></code> <code><tr><td></td></tr></code> <code></table></code>	Table tag set. Each has attributes of their own. <code><table></code> and <code><td></code> accept the <code>style</code> attribute so you can embed CSS properties and values.
<code></code>	Image tag, needs <code>alt</code> and <code>border</code> attributes; sometimes add <code>width</code> and/or <code>height</code>
<code><a></code>	Used to create hyperlinks; needs <code>href</code> and <code>target</code>

CSS Properties and Sample Values	
<code>background-color: #*****;</code>	Sets the page background (using the <code><body></code> tag)
<code>color: #*****;</code>	Sets the font color
<code>border: ___ px #***** solid;</code>	Sets border around the edges of the table, div or other tag
<code>margin: [top] [right] [bottom] [left];</code>	Sets space outside of <code><div></code> or other tags
<code>font-family: [Arial], [Helvetica], sans-serif;</code>	Sets font group: Serif (with) or sans-serif (without) ‘feet’
<code>font-size: ___ px; (or pt or em, etc.)</code>	Sets size and measurement type
<code>font-weight: normal/bold;</code>	Sets basic appearance
<code>font-style: normal/italic/oblique;</code>	Sets basic appearance
<code>text-decoration: none/underline;</code>	Sets basic appearance
<code>text-align: left/center/right;</code>	Aligns the text within the “box”

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