LinkedIn Email Guidelines

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ABOUT

Our company's mission is to connect the world's professionals to make them more productive and successful. In our marketing and communication materials, we want to inspire those professionals to expand their vision of all they can achieve.

These guidelines will help you do that – and show you how to work with approved agencies* to create great email assets, that align to our new email (and brand) guidelines.

When creating new email assets and/or modules, please adhere to the following steps:

1. Share email guidelines with external agency *
2. Review initial design brief with jeangrey@linkedin.com
3. Submit final design brief to COR review (go/COR)
4. Work with agency to incorporate ANY required changes
5. Share final HTML (or asset) files with jeangrey@linkedin.com for final compatibility testing

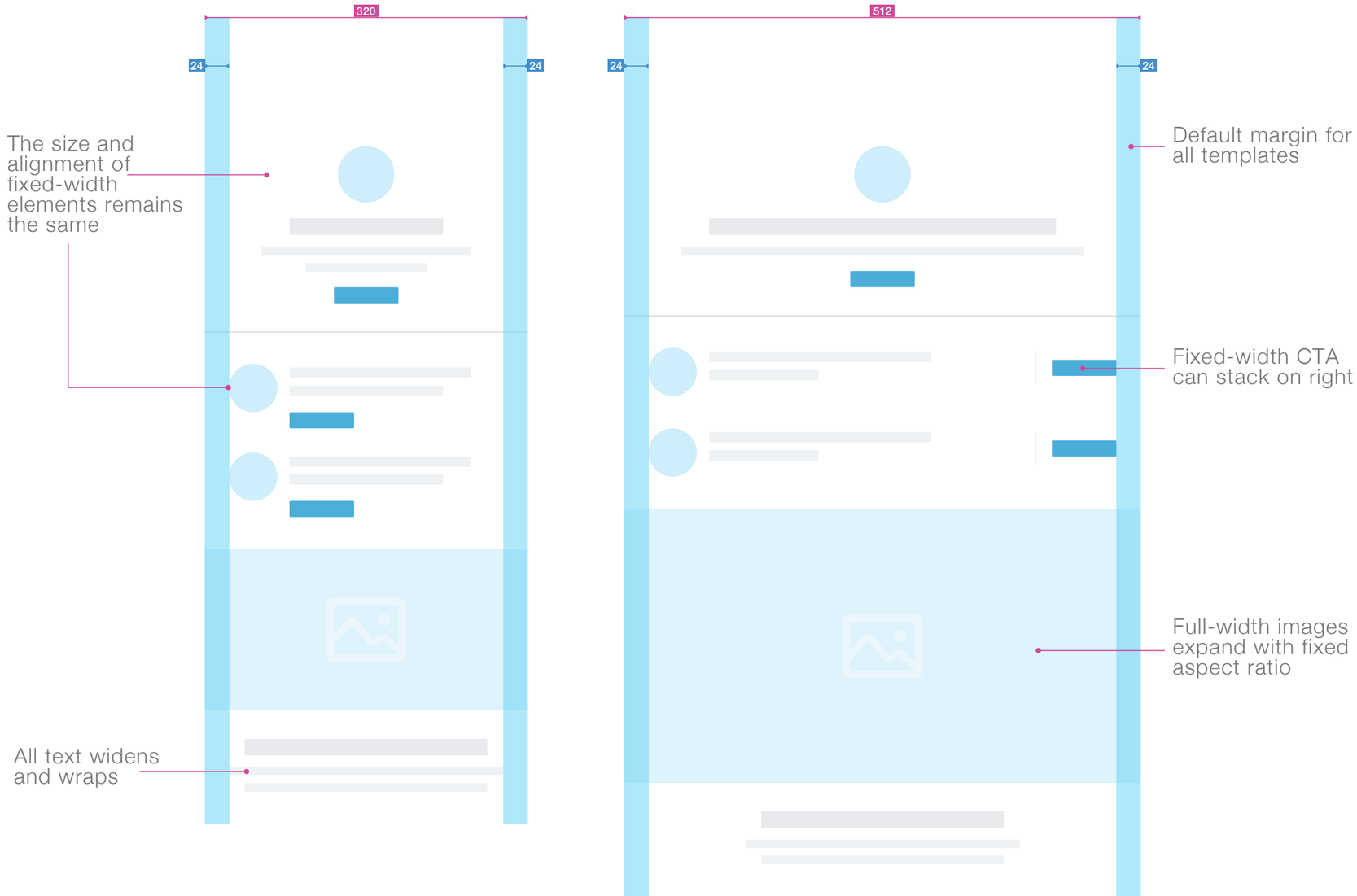
NOTE: New module requests should not be for one-off needs, only those that can be re-purposed should be approved.

*** A list of approved agencies can be found at go/agencylist**

‘Mobile first’ and responsive design

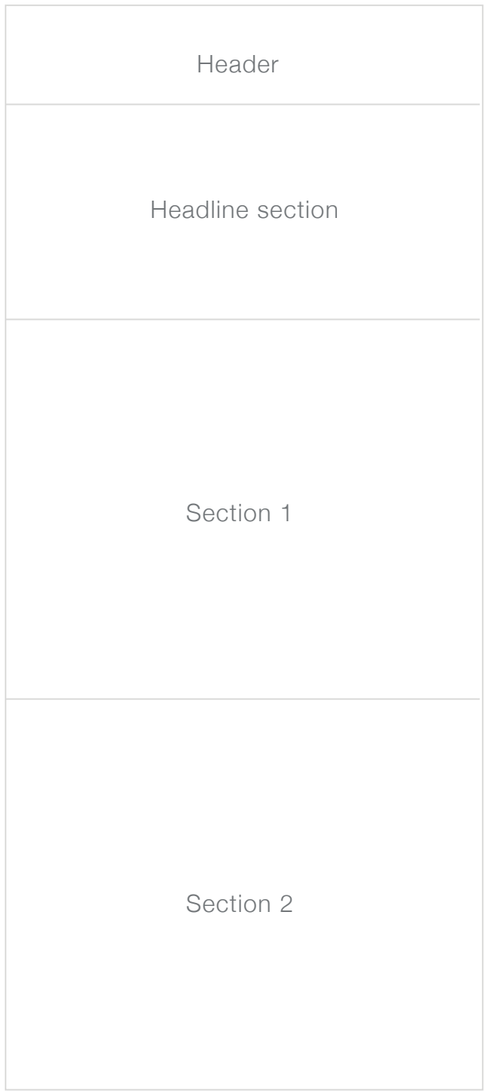
RESPONSIVE TEMPLATE

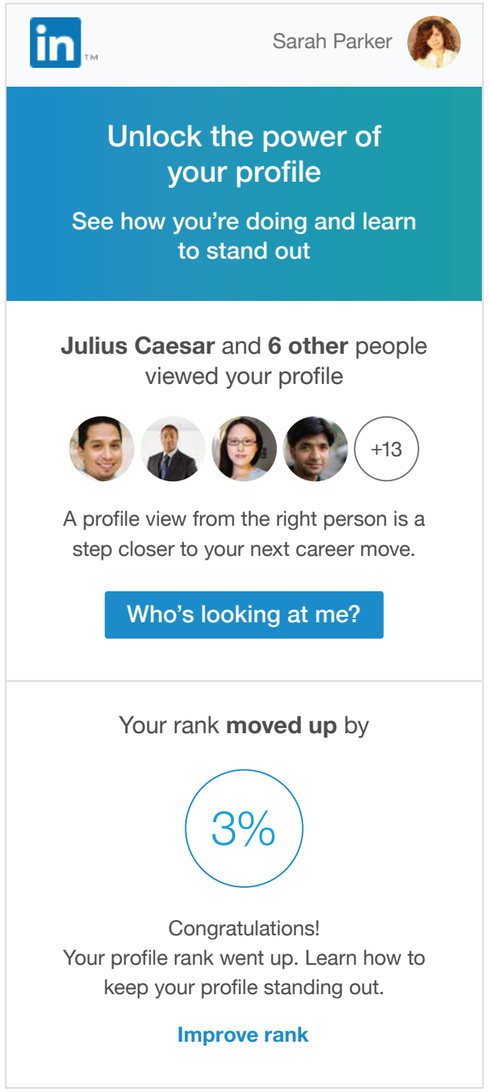
The new design language works best with a single column layout. It gives emails the affordance of a content feed, which people are used to seeing. By using a single column and typographical design elements, we provide an experience optimized for reading. The same affordance is carried on to the desktop view which is as wide as a portrait reading experience on a tablet. Choosing a mobile first approaches ensures that new emails look best on mobile. This is important because 60% members see emails on mobile. It also helps designers to decide the the single typography, sizes, proportions, etc. that works on all view ports. The responsive logic in emails is fluid, which means that size, gutter, margins, paddings and proportions remain the same when changing from mobile to desktop. The below example demonstrates the responsive behaviour in detail.



CONTENT SECTIONS

Sections are the building blocks for any new email design. Sections are separated by full bleed border. A section can contain anything with common context.





Commenting & Markup

||| TABLE BLOCKS

Full width table modules are commented with “|||“ and must be stacked before/after similar modules.

```
<!-- ||| FOOTER TABLE START ||| -->
<table width="100%" border="0" align="center"
cellpadding="0" cellspacing="0">
    <tr>
      <td align="center">footer</td>
    </tr>
</table>
<!-- ||| FOOTER TABLE END ||| -->
```

/// TABLE ROW BLOCKS

Table row modules commented with “///“ can be stacked in any order or completely removed from the containing table.

This allows the producer to copy the entire section and move it from one place to another, above or below any other module that starts/ends with “///“.

```
<!-- /// PREHEADER ROW END /// -->


<!-- /// 1 UNIVERSAL HEADER ROW START /// -->

    <tr>
      <td class="padt10m padb10m" align="center"
style="background-color: white; padding-top: 15px;
padding-bottom: 15px;">
        <table width="85%" border="0" align=
"center" cellpadding="0" cellspacing="0">
    <tr>
```

* TABLE DATA

Table data cells commented with “*“ are mainly placed in the template for quick wayfinding for editing.

```
<!-- / HEADLINE ROW START / -->
<tr>

    <!-- * HEADLINE START * -->
  <td class="h1m" style="padding-top: 10px;
font-size: 24px; font-family: Helvetica Neue,
Arial, sans-serif; color: white; text-align:
center;">How to Advertise on LinkedIn</td>
    <!-- * HEADLINE END * -->

</tr>
<!-- / HEADLINE ROW END / -->
```

COMMENT SYNTAX: DESCRIPTIONS

<!-- /// 1 UNIVERSAL HEADER ROW START /// -->

<!-- /// 2 EMAIL LOCKUPS DEFAULT ROW START /// -->

<!-- /// 3 EMAIL LOCKUPS SPLASH ROW START /// -->

Notes

Notes

Descriptions are derived from the Template Brief.

MEDIA QUERIES

@media only screen and {max-width:480px}

This media query covers the vast majority of Android devices and all iPhone models in applications that support them.

Class names are deliberately named based on what they do and single purpose.

```
@media only screen and (max-width: 480px) {
.w100m, .column50, .column33, .column25,
.column75, .column66 { width: 100% !important;}
.w90m { width: 90% !important;}
.w85m { width: 85% !important;}
.expandm { width: 100% !important; display: block
 !important; }
.resizem { width: 100% !important; height: auto
!important; }
.hidem { display: none !important; }
.h1m { font-size: 20px !important;}
.h2m { font-size: 14px !important;}
.centerm { text-align: center !important; }
.leftm { text-align: left !important; }

.padt0m { padding-top: 0px !important; }
.padt5m { padding-top: 5px !important; }
.padt10m { padding-top: 10px !important; }
.padt20m { padding-top: 20px !important; }
.padt30m { padding-top: 30px !important; }
.padb5m { padding-bottom: 5px !important;}
.padb10m { padding-bottom: 10px !important;}
.padb20m { padding-bottom: 20px !important;}
.padb30m { padding-bottom: 30px !important;}
}
```

MEDIA QUERIES

@media only screen and {max-width:512px}

Makes email fluid between mobile device size to desktop in email applications that support them.

Styling in this query focuses on padding and resizing, but does not manipulate text sizes or introduce new content.

```
@media only screen and (max-width: 512px) {
.w100 { width: 100% !important;}
.w90 { width: 90% !important;}
.w85 { width: 85% !important; }
.minwidth { min-width: 100% !important;}
.hide { display: none !important; }
.resize { width: 100% !important; height: auto
!important; }
.resize img { width: 100% !important; height:
auto !important; }
.expand { width: 100% !important; display: block
!important; }
.height0 { height: 0 !important; }
.column50 { width: 50%; }
.column33 { width: 33.33%; }
.column25 { width: 25%; }
.column75 { width: 75%; }
.column66 { width: 66%; }

.center { text-align: center !important; }
.borderr0 { border-right: 0px !important; }

.padt0 { padding-top: 0px !important; }
.padt5 { padding-top: 5px !important; }
.padt10 { padding-top: 10px !important; }
.padt20 { padding-top: 20px !important; }
.padt30 { padding-top: 30px !important; }
.padb0 { padding-bottom: 0px !important;}
.padb5 { padding-bottom: 5px !important;}
.padb10 { padding-bottom: 10px !important;}
.padb20 { padding-bottom: 20px !important;}
.padb30 { padding-bottom: 30px !important;}
}
```

TECHNIQUES

Background-images

Background-images require exact dimensions of the module, as they are not supported everywhere leading to a 520x250px image that has some extra spacing around it.

The background-color is for image loading.

And add the image url to both the <td> and the MSO code so it works for all the email clients.

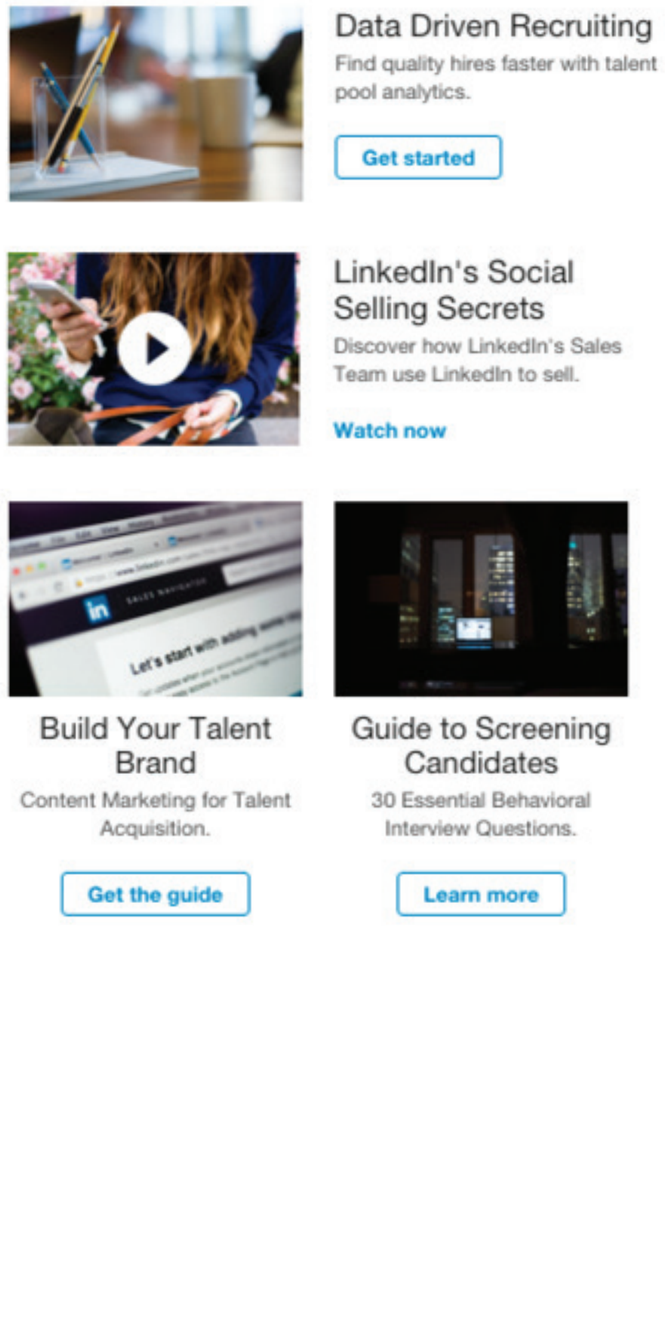
```
<!-- ** BACKGROUND IMAGE ** 520x250 -->
<td background="background.jpg" align=
"center" style="background-size: cover;
background-position: center; background-repeat:
no-repeat; background-color: #0070a1;">
<!--[if gte mso 9]>
<v:rect xmlns:v="urn:schemas-microsoft-com:vml"
fill="true" stroke="false" style="width: 512px;
height: 250px; float: center;">
<v:fill type="frame" src="background.jpg"
color="#0070a1" />
<v:textbox inset="0,0,0,0">
<![endif]-->
```

IMAGE SIZES

Thumbnail (Body) images

Thumbnail images are set to a 2:3 ratio on desktop and mobile so they don't get too large on the mobile rendering of the responsive html.

NOTE: Images are set to full-bleed on mobile devices



Module Overview

UNIVERSAL HEADER

Universal Security Header

This includes member details on top right which mitigates phishing and provides personalized experience.

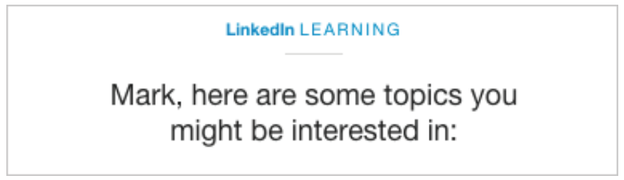
This must be the default header for all Linkedin emails that our members recieve regularly from LinkedIn.

EMAIL LOCKUPS

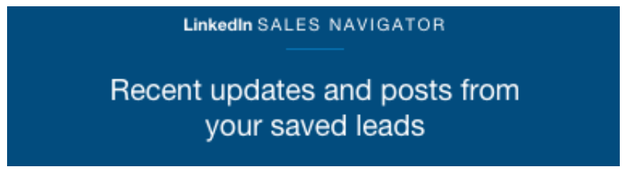
Branding Bars

Email lockups, also called ‘branding bars’ are an all-text version of our full logo lockup. Styled live text, rather than an image, is used to ensure that it loads quickly on a slow connection or image load failure.

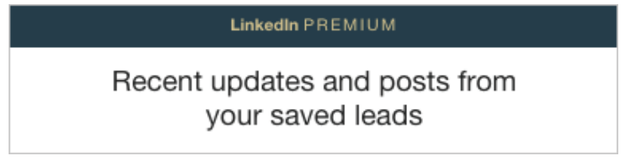
They are used to clearly signal that an email is coming from a specific LinkedIn product. The standard LinkedIn security header cannont be modified for this purpose, hence the need for a small, scalable branding element in email.



Default



Splash



Highlight

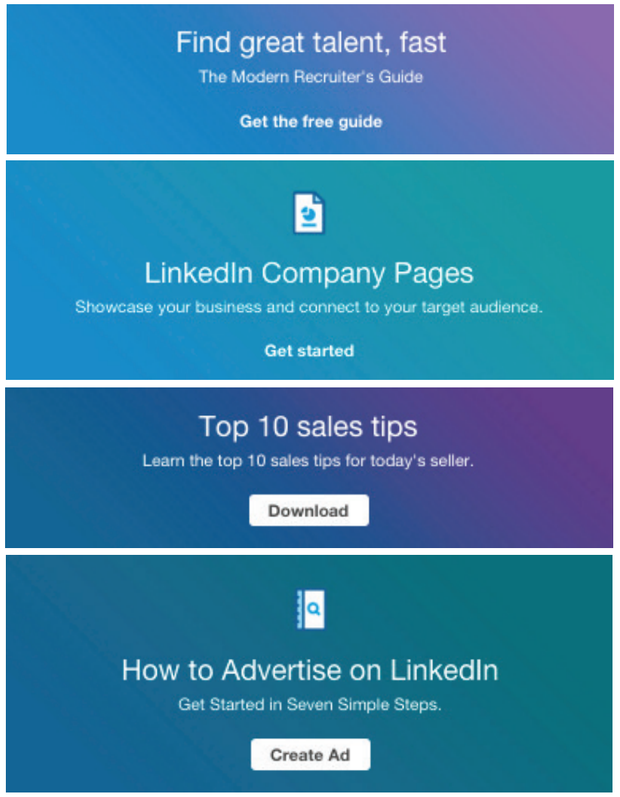
MODULE OVERVIEW

BANNERS - CENTERED

The banner module is used to clearly communicate the key message of an email. It is the primary real estate of an email creative, and is a great way to draw the readers in to learn more.

The ‘banner’ module(s) can include **headline** text, **sub-headline** info, a supporting background image | gradient, a square (icon) entity and a call-to-action (CTA) **button / text link**.

When selecting background photos, make sure that white or dark text will meet our accessibility standards (WCAG AA 4.5:1 contrast ratio).

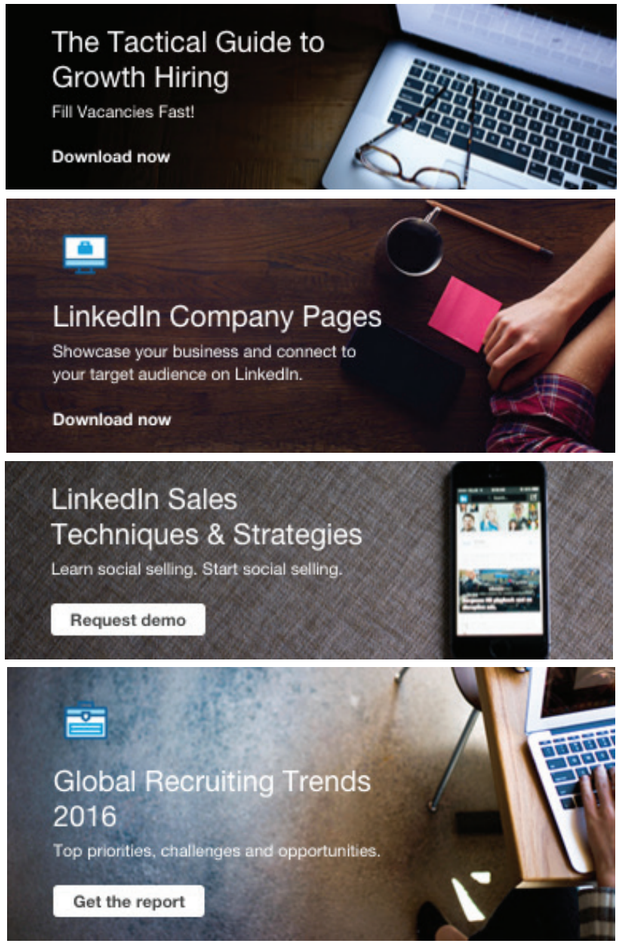


BANNERS - LEFT ALIGNED

The banner module is used to clearly communicate the key message of an email. It is the primary real estate of an email creative, and is a great way to draw the readers in to learn more.

The ‘banner’ module(s) can include **headline** text, **sub-headline** info, a supporting background image | gradient, a square (icon) entity and a call-to-action (CTA) **button / text link**.

When selecting background photos, make sure that white or dark text will meet our accessibility standards (WCAG AA 4.5:1 contrast ratio).

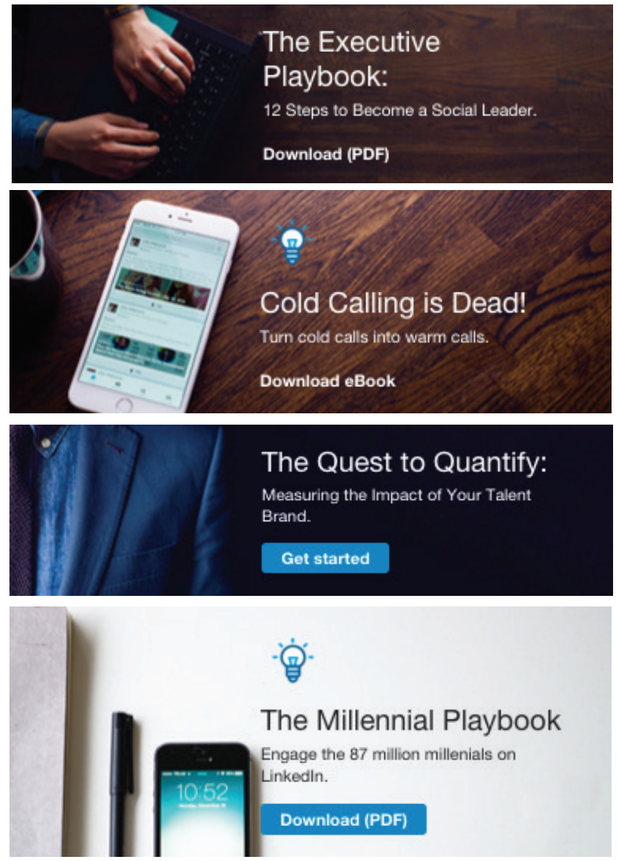


BANNERS - RIGHT ALIGNED

The banner module is used to clearly communicate the key message of an email. It is the primary real estate of an email creative, and is a great way to draw the readers in to learn more.

The ‘banner’ module(s) can include **headline** text, **sub-headline** info, a supporting background image | gradient, a square (icon) entity and a call-to-action (CTA) **button / text link**.

When selecting background photos, make sure that white or dark text will meet our accessibility standards (WCAG AA 4.5:1 contrast ratio).

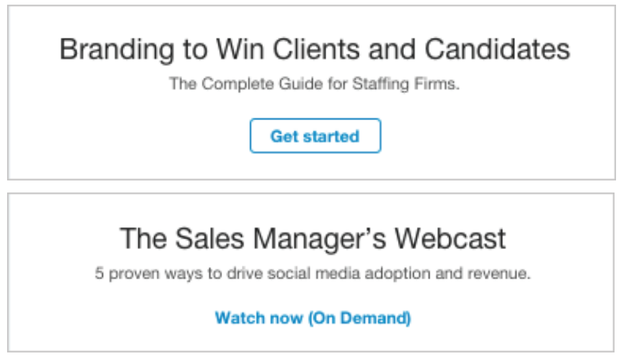


MODULE OVERVIEW

SUB-BANNERS - CENTERED

The **sub-banner** module allows you to incorporate a secondary / tertiary message in your email creative, and divide the content into bitesize sections which are easy to digest.

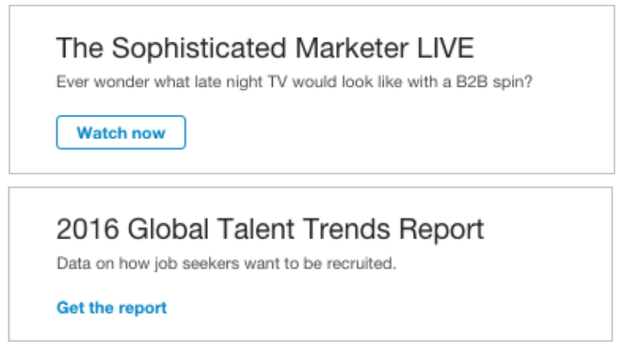
The ‘sub-banner’ module(s) can include **headline** text, **sub-headline** info and a call-to-action (CTA) **button / text link**.



SUB-BANNERS - LEFT-ALIGNED

The **sub-banner** module allows you to incorporate a secondary / tertiary message in your email creative, and divide the content into bitesize sections which are easy to digest.

The ‘sub-banner’ module(s) can include **headline** text, **sub-headline** info and a call-to-action (CTA) **button / text link**.



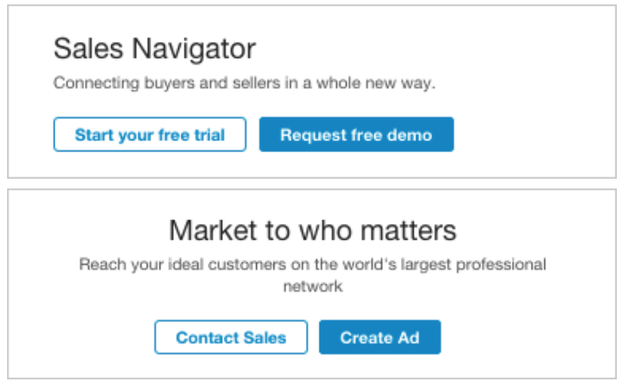
SUB-BANNERS - GROUPED BUTTONS

The **sub-banner** component allows you to incorporate a secondary / tertiary message in your email creative, and divide the content into bitesize sections which are easy to digest.

The ‘Grouped Button’ module allows you to show users up to two of the most important actions to take on the email.

Always remember, the blue primary button button should represent the single most important action on the email, and as such, only one should appear in a given section | viewpoint at any time.

Combinations of buttons may be used as follows:



DO
Pair primary and secondary buttons together (primary always on right)

DO
Pair secondary buttons from the same set together

DO
Pair primary and tertiary buttons together (primary always on right)

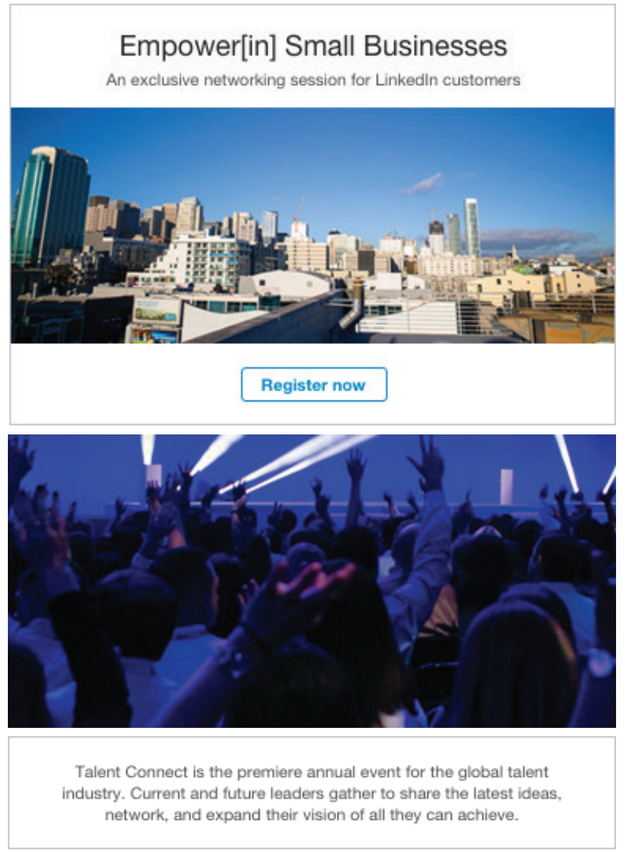
DO
Pair secondary and tertiary buttons

DO
Pair tertiary buttons together

BODY - CENTERED

The **body** module allows you to deliver the bulk of the content, providing context to the key CTA delivered in the banner and/or sub-banner.

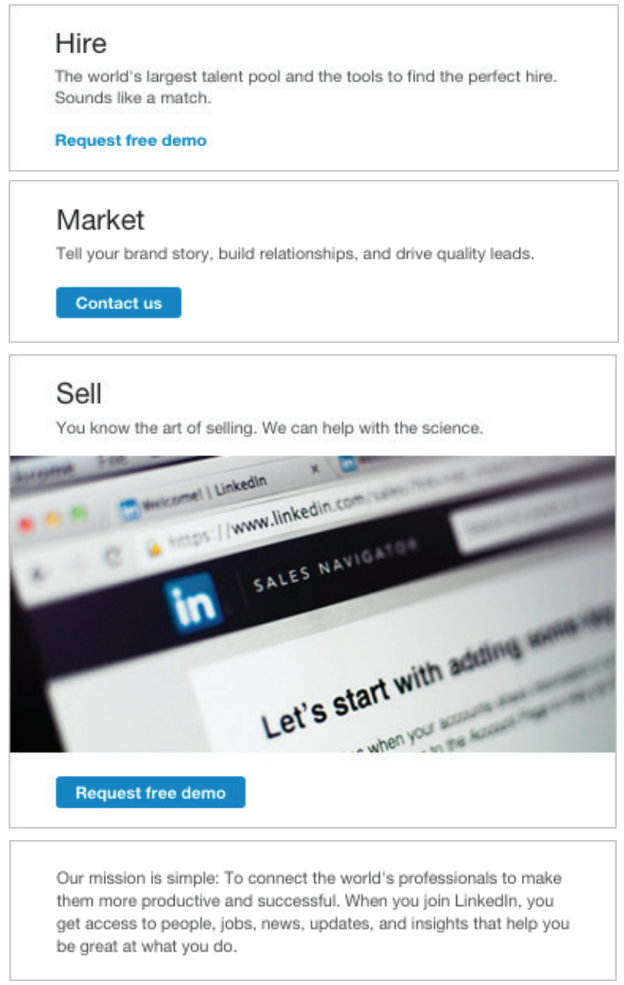
The ‘Body’ modules can include **headline** text, **sub-headline** info, a supporting image and a call-to-action (CTA) **button / text link**. You also have the option to include ONLY an image or text on their own.



BODY - LEFT-ALIGNED

The **body** module allows you to deliver the bulk of the content, providing context to the key CTA delivered in the banner and/or sub-banner.

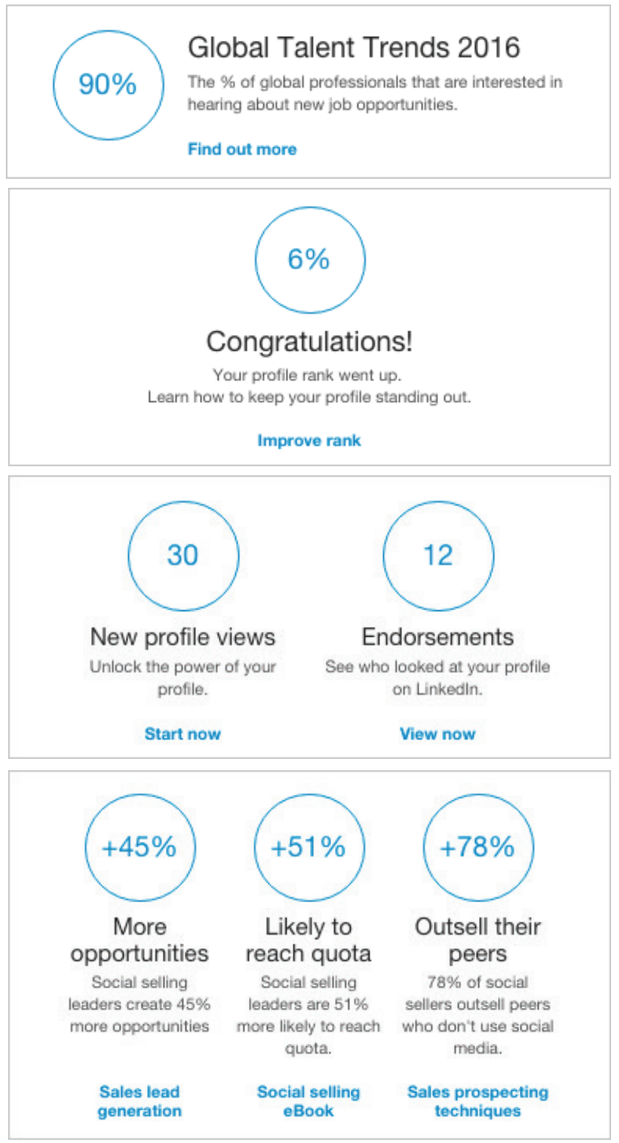
The ‘Body’ modules can include **headline** text, **sub-headline** info, a supporting image and a call-to-action (CTA) **button / text link**. You also have the option to include ONLY an image or text on their own.



BASIC LIST - STATISTICS

Basic Lists are essential in displaying a group of related information.

The ‘Statistics’ module(s) allow you to highlight important stats, and include **headline** text, **sub-headline** info, a supporting statistic and a call-to-action (CTA) **text link**.

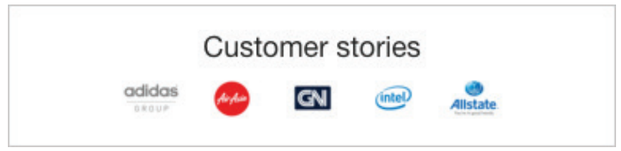


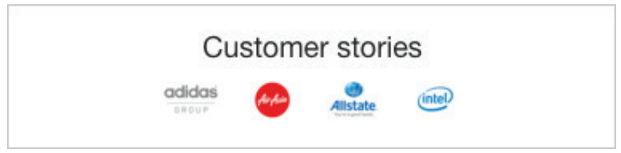
BASIC LIST - LOGO

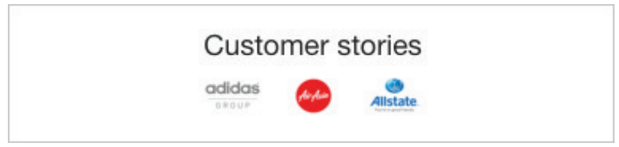
Basic Lists are essential in displaying a group of related information.

The ‘Logo’ module(s) allow you to highlightkey customer acounts, and include **headline** text, and a supporting company logo.

NOTE: Always use sqares to spotlight other entities (i.e. customer logos).







BASIC LIST - SPEAKER

Basic Lists are essential in displaying a group of related information.

The ‘Speaker’ module allows you to highlight important speaker information for live | on-demand events, and include **speaker text**, and a supporting **profile image**

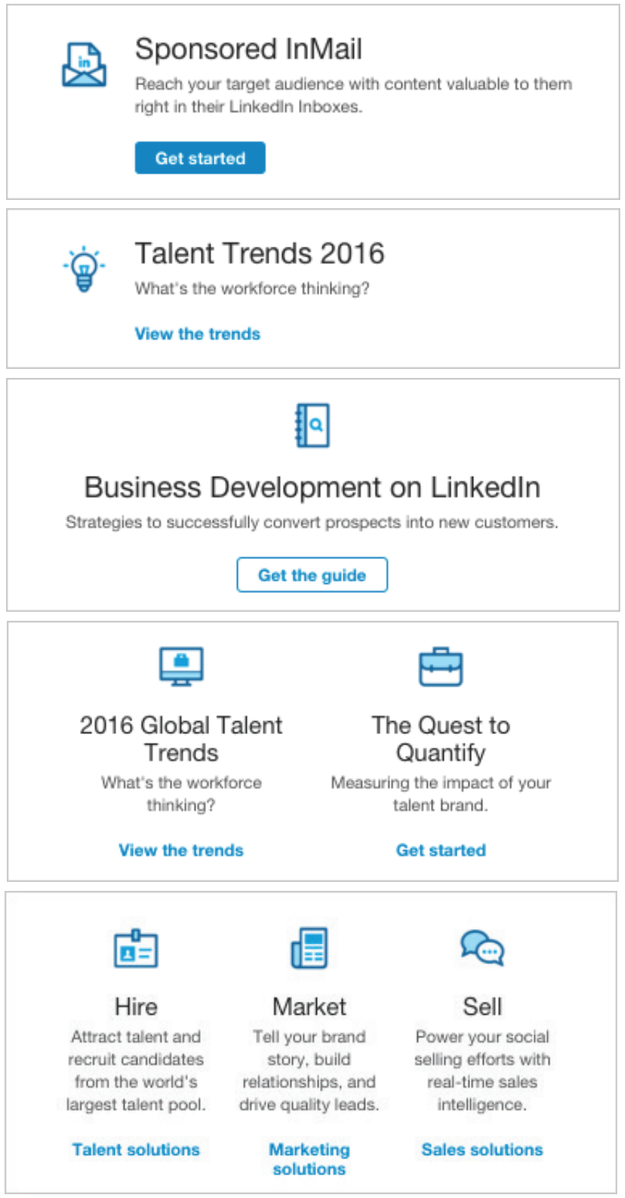
NOTE: Always use circles for people entities (i.e. profile images).

MODULE OVERVIEW

BASIC LIST - VALUE PROP

Basic Lists are essential in displaying a group of related information.

The ‘Value Prop’ module(s) allows you to bring together substantial amounts of content and display it all consistently and responsively. These modules can include **headline** text, **sub-headline** info, a supporting (icon) **square entity** and a call-to-action (CTA) **button / text link**.



MODULE OVERVIEW

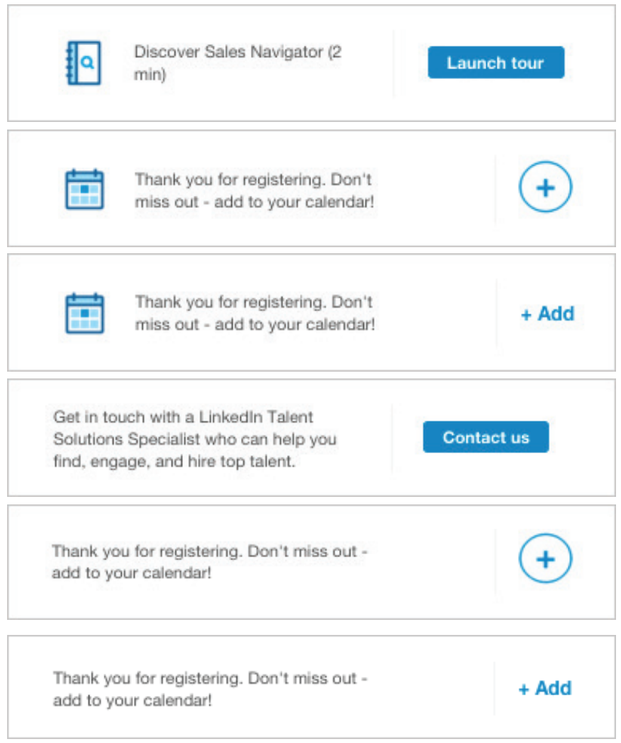
BASIC LIST - CTA

Basic Lists are essential in displaying a group of related information. Use these modules for highlighting call-to-actions.

The ‘CTA’ module allows you to incorporate (user required) actions into your lists and include basic **text** info, a supporting (icon) **square entity** and a fixed length **call-to-action** (CTA).

ONLY prefer these modules if CTA is small. Always consider the CTA from i18n view point.

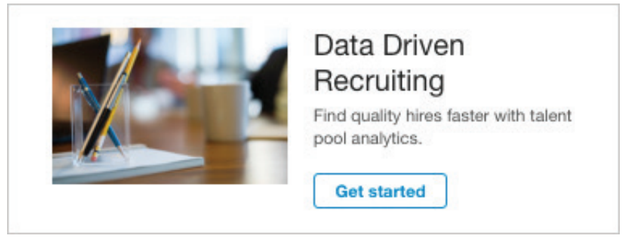
NOTE: List actions are set to stack on mobile devices.

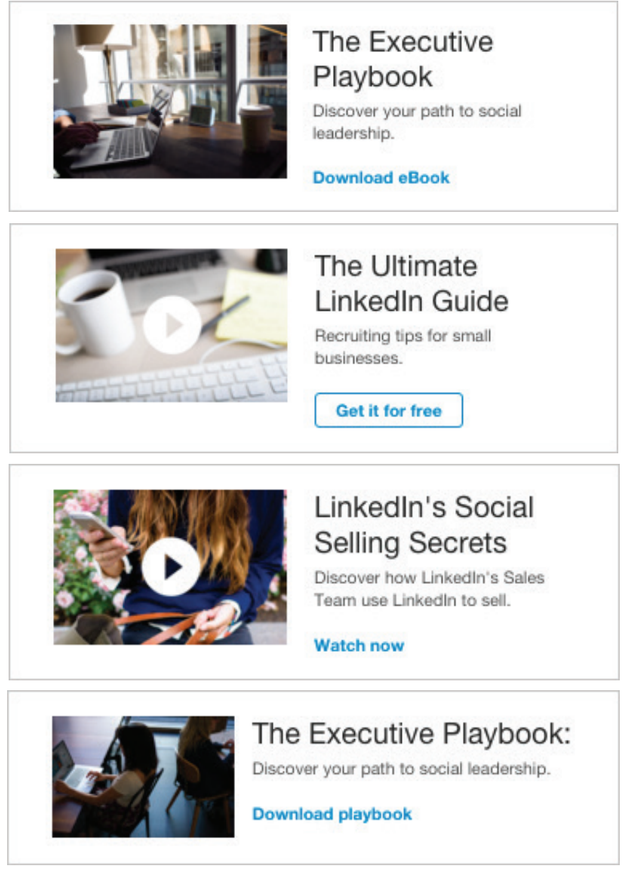


BASIC CARD - RESOURCE (LEFT:RIGHT)

Basic Cards are essential in displaying a group of related information. They can include **headline** text, **sub-headline** info, a call-to-action (CTA) **button / text link** and a supporting image.

NOTE: On mobile devices, all images render in full bleed.

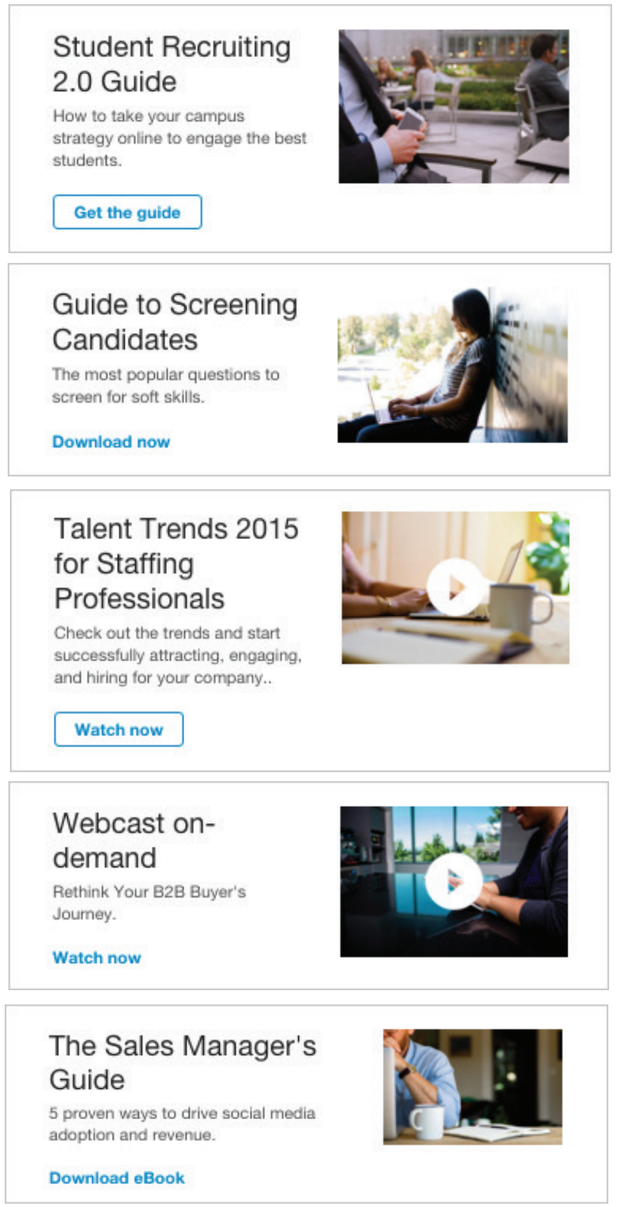




BASIC CARD - RESOURCE (RIGHT: LEFT)

Basic Cards are essential in displaying a group of related information. They can include **headline** text, **sub-headline** info, a call-to-action (CTA) **button / text link** and a supporting image.

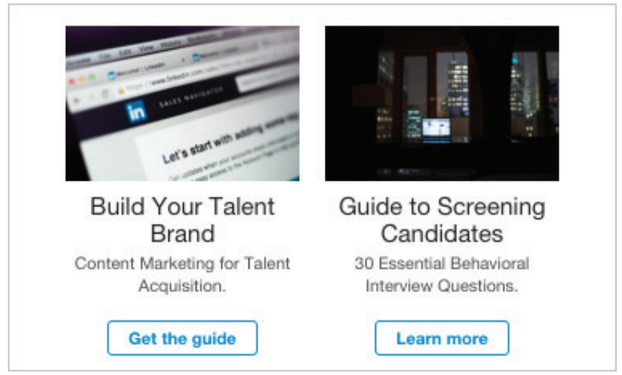
NOTE: On mobile devices, all images render in full bleed.



BASIC CARD - RESOURCE (CENTERED)

Basic Cards are essential in displaying a group of related information. They can include **headline** text, **sub-headline** info, a call-to-action (CTA) **button / text link** and a supporting image.

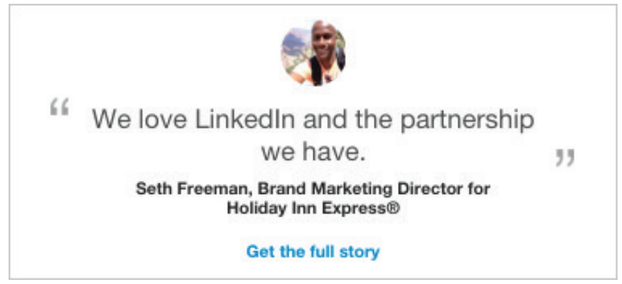
NOTE: On mobile devices, the image renders in full bleed.



BASIC CARD - TESTIMONIAL

Basic Cards are essential in displaying a group of related information.

The ‘Testimonial’ module allows you to share important customer testimonies | quotes, and can include **quotation** text, **customer details** info, a call-to-action (CTA) **button / text link** and a supporting image.



SECTION DIVIDERS

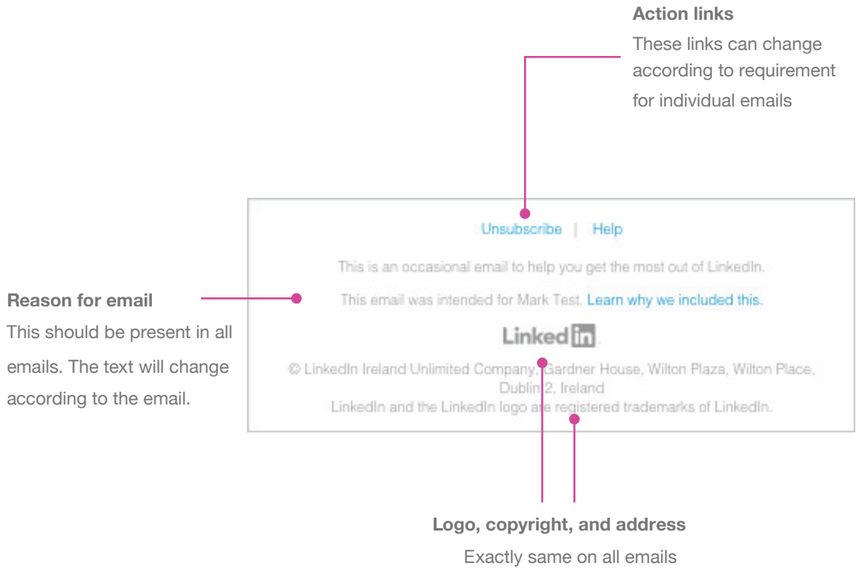
Section and **In-section dividers** are used to separate modules (sections) with common context.

Typographic dividers are space separated bullets used as a minimal separator for centered content.

UNIVERSAL FOOTER

The universal footer consists of 4 elements: actions, reason for email, logo, and copyright/address.

This must be the default header for all Linkedin emails that our members recieve regularly from LinkedIn.



LINKS

Here are some additional resources and references you may need.

Email Assets

Master template (HTML)

Brand Assets

Logo files
Color palette

Creative Sources

Inkwell – microsite platform

Product Patterns & Guidelines

Art Deco

Policies

Logo/trademark/name policies

If you need access to these resources, please work directly with your marketing or LinkedIn contact.