



LinkedIn Email Guidelines



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.

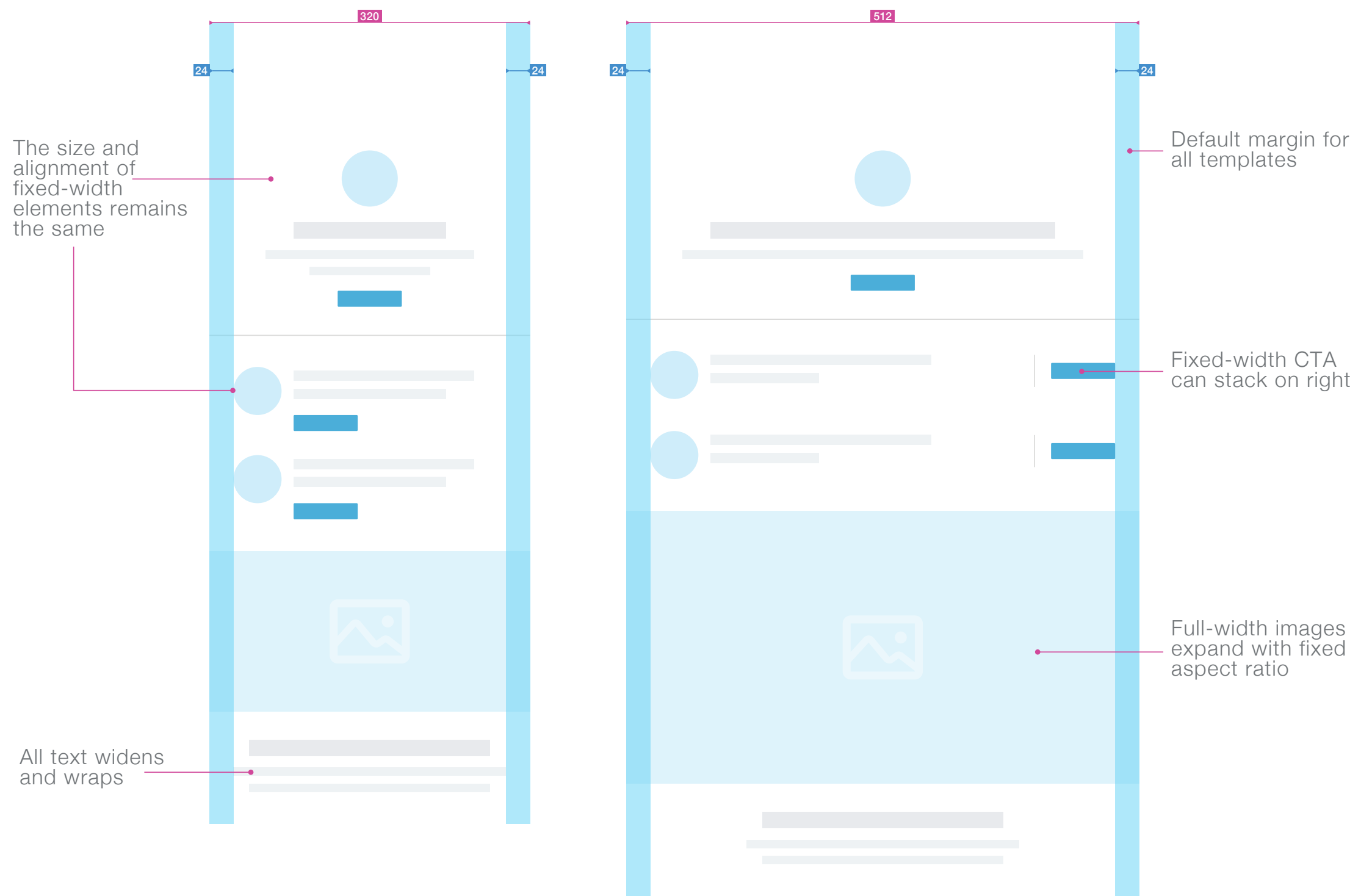
* A list of approved agencies can be found at [go/agencylist](#)

'Mobile first' and responsive design



GENERAL RESPONSIVE TEMPLATE

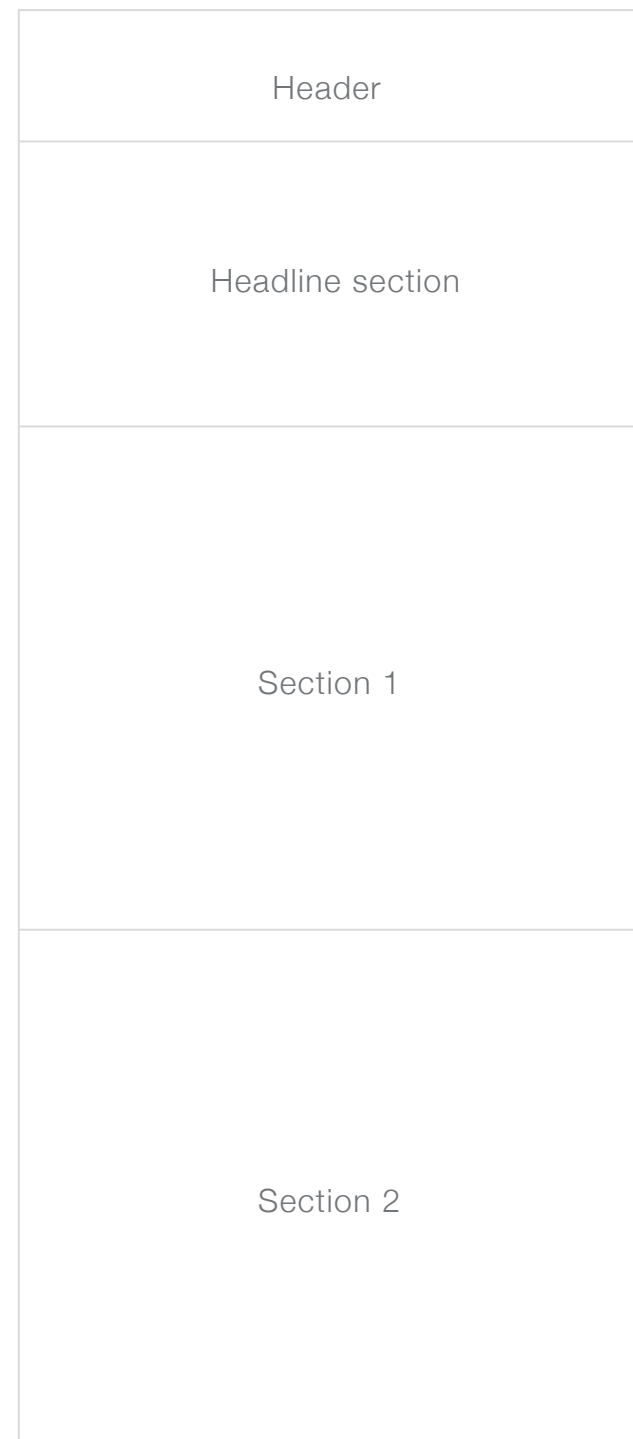
The new design language works best with a single column layout. It gives emails the affordance of a content feed, which people are used to seeing. By using a single column and typographical design elements, we provide an experience optimized for reading. The same affordance is carried on to the desktop 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.





GENERAL 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.



in Sarah Parker

Unlock the power of your profile

See how you're doing and learn to stand out

Julius Caesar and 6 other people viewed your profile

+13

A profile view from the right person is a step closer to your next career move.

Who's looking at me?

Your rank moved up by

3%

Congratulations! Your profile rank went up. Learn how to keep your profile standing out.

Improve rank

Commenting & Markup



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 ||| -->
```




COMMENTING & MARKUP

/// 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>
```



COMMENTING & MARKUP

* 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

Descriptions are derived from the Template Brief.



STYLES

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;}  
}
```



STYLES

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;}  
}
```



STYLES 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



Data Driven Recruiting

Find quality hires faster with talent pool analytics.

[Get started](#)



LinkedIn's Social Selling Secrets

Discover how LinkedIn's Sales Team use LinkedIn to sell.

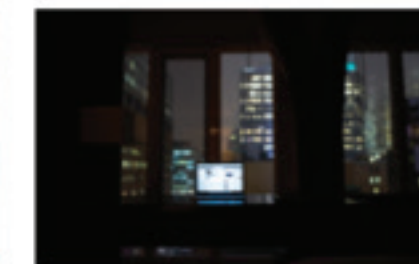
[Watch now](#)



Build Your Talent Brand

Content Marketing for Talent Acquisition.

[Get the guide](#)



Guide to Screening Candidates

30 Essential Behavioral Interview Questions.

[Learn more](#)

Module Overview



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 receive regularly from LinkedIn.





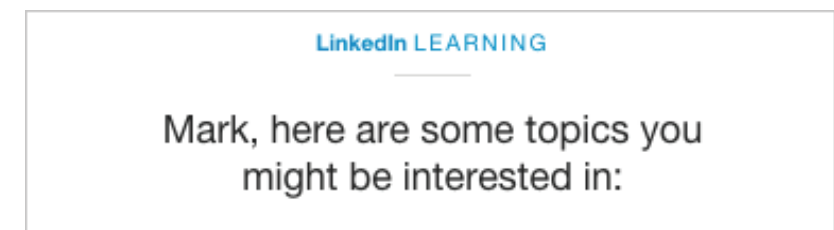
MODULE OVERVIEW

EMAIL LOCKUPS

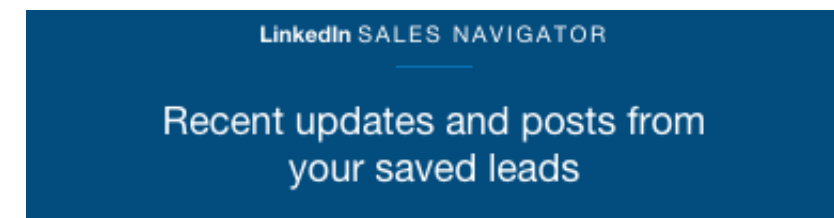
Branding Bars

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.

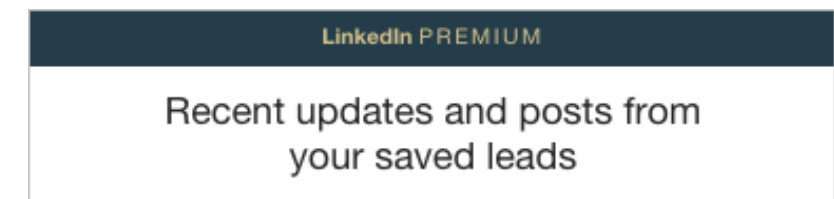
They are used to clearly signal that an email is coming from a specific LinkedIn product. The standard LinkedIn security header cannot be modified for this purpose, hence the need for a small, scalable branding element in email.



Default



Splash



Highlight



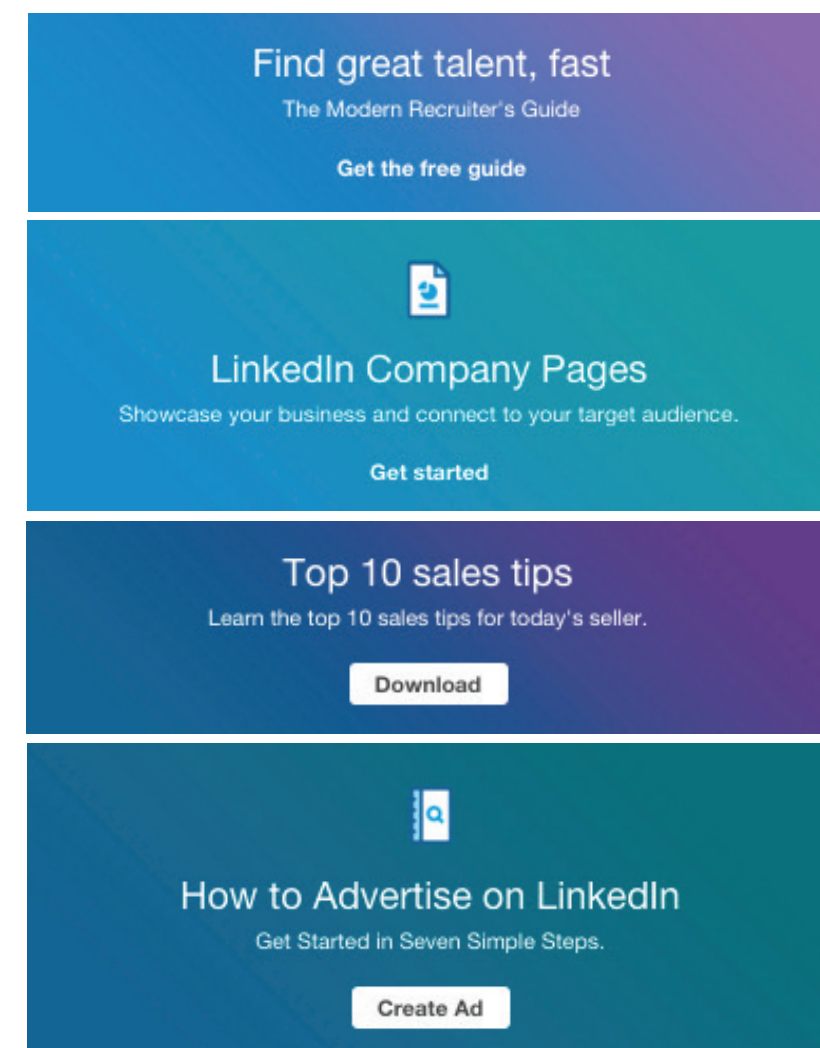
MODULE OVERVIEW

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).



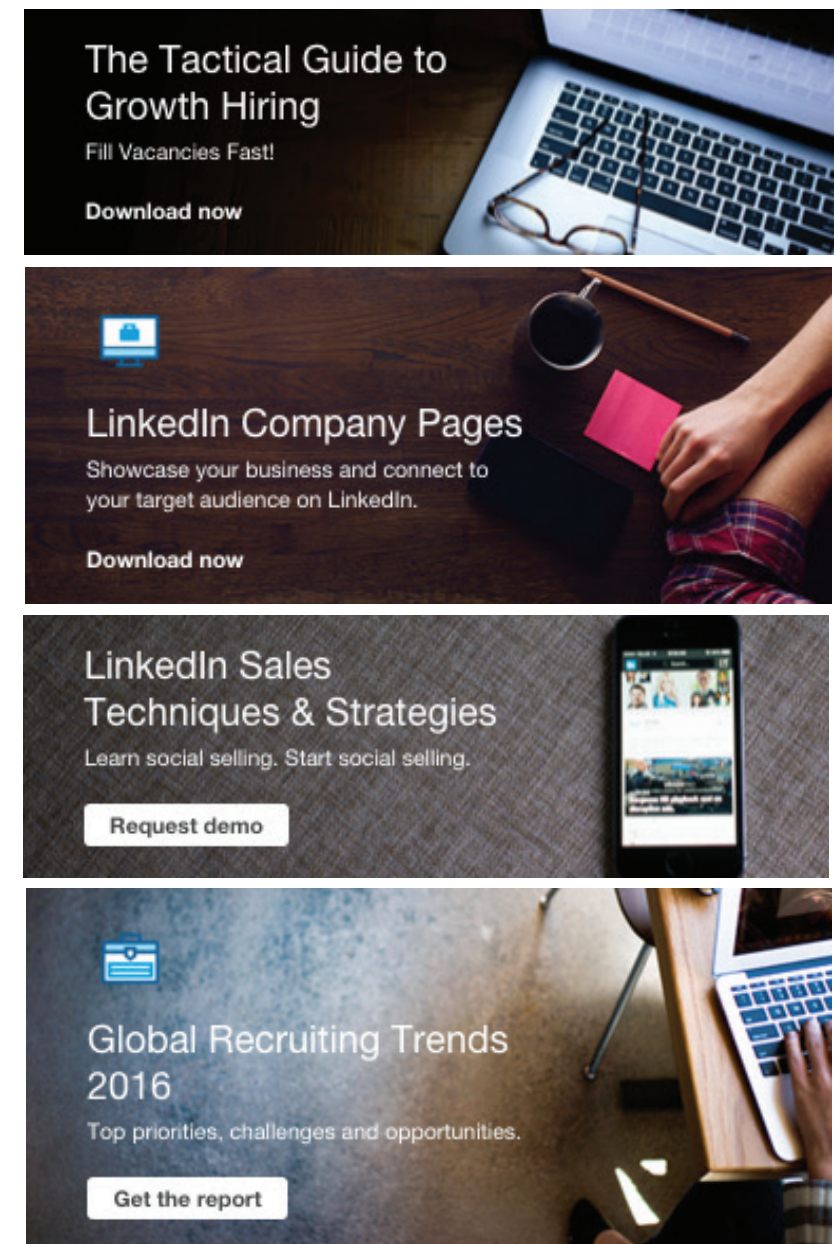


MODULE OVERVIEW
BANNERS - LEFT ALIGNED

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).



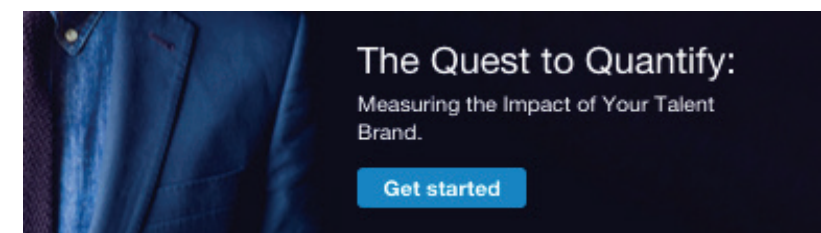
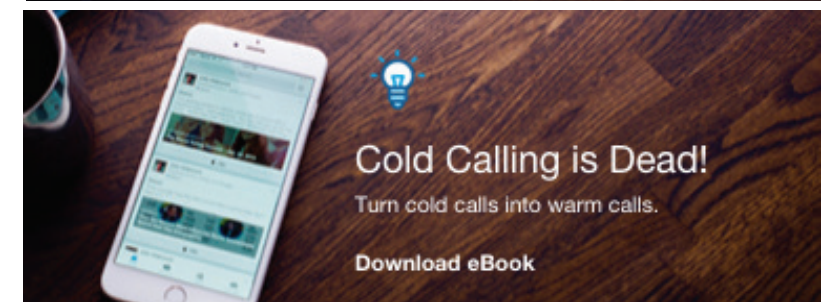
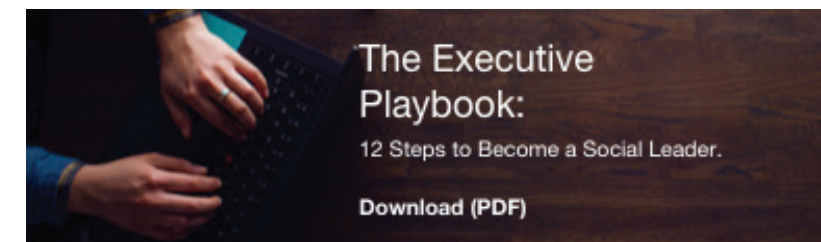


MODULE OVERVIEW
BANNERS - RIGHT ALIGNED

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**.

Branding to Win Clients and Candidates

The Complete Guide for Staffing Firms.

[Get started](#)

The Sales Manager's Webcast

5 proven ways to drive social media adoption and revenue.

[Watch now \(On Demand\)](#)



MODULE OVERVIEW

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**.

The Sophisticated Marketer LIVE

Ever wonder what late night TV would look like with a B2B spin?

[Watch now](#)

2016 Global Talent Trends Report

Data on how job seekers want to be recruited.

[Get the report](#)



MODULE OVERVIEW

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 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

Sales Navigator

Connecting buyers and sellers in a whole new way.

Start your free trial

Request free demo

Market to who matters

Reach your ideal customers on the world's largest professional network

Contact Sales

Create Ad




MODULE OVERVIEW

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.

Empower[in] Small Businesses
An exclusive networking session for LinkedIn customers



[Register now](#)



Talent Connect is the premiere annual event for the global talent industry. Current and future leaders gather to share the latest ideas, network, and expand their vision of all they can achieve.



MODULE OVERVIEW
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.

Hire

The world's largest talent pool and the tools to find the perfect hire. Sounds like a match.

[Request free demo](#)

Market

Tell your brand story, build relationships, and drive quality leads.

[Contact us](#)

Sell

You know the art of selling. We can help with the science.



[Request free demo](#)

Our mission is simple: To connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do.



MODULE OVERVIEW

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**.

The image displays four examples of LinkedIn Basic List Statistics modules, each enclosed in a light blue border. The first module features a large blue circle with '90%' on the left, followed by the headline 'Global Talent Trends 2016', a sub-headline 'The % of global professionals that are interested in hearing about new job opportunities.', and a 'Find out more' CTA link. The second module has a large blue circle with '6%' at the top, a 'Congratulations!' headline, a sub-headline 'Your profile rank went up.', a supporting sentence 'Learn how to keep your profile standing out.', and an 'Improve rank' CTA link. The third module is split into two columns: the left column has a large blue circle with '30', a 'New profile views' headline, a sub-headline 'Unlock the power of your profile.', and a 'Start now' CTA link; the right column has a large blue circle with '12', an 'Endorsements' headline, a sub-headline 'See who looked at your profile on LinkedIn.', and a 'View now' CTA link. The fourth module contains three columns: the first has a large blue circle with '+45%', a 'More opportunities' headline, a sub-headline 'Social selling leaders create 45% more opportunities', and a 'Sales lead generation' CTA link; the second has a large blue circle with '+51%', a 'Likely to reach quota' headline, a sub-headline 'Social selling leaders are 51% more likely to reach quota.', and a 'Social selling eBook' CTA link; the third has a large blue circle with '+78%', a 'Outsell their peers' headline, a sub-headline '78% of social sellers outsell peers who don't use social media.', and a 'Sales prospecting techniques' CTA link.



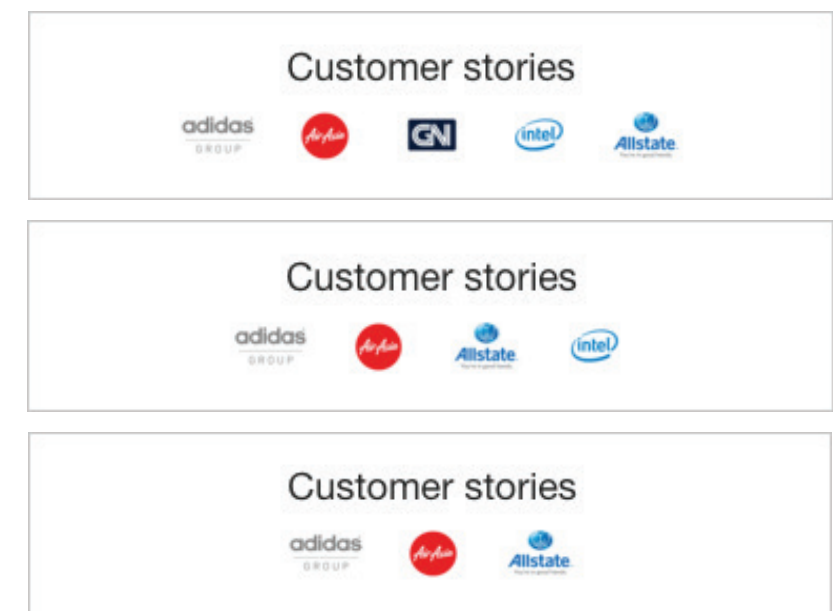
MODULE OVERVIEW

BASIC LIST - LOGO

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

The 'Logo' module(s) allow you to highlight key customer accounts, and include **headline** text, and a supporting company logo.

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



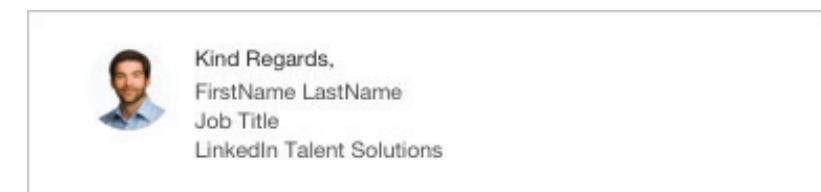


MODULE OVERVIEW
BASIC LIST - SPEAKER

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**.



Sponsored InMail

Reach your target audience with content valuable to them right in their LinkedIn Inboxes.


[Get started](#)



Talent Trends 2016

What's the workforce thinking?



[View the trends](#)






Business Development on LinkedIn

Strategies to successfully convert prospects into new customers.

[Get the guide](#)

 <h3>2016 Global Talent Trends</h3> <p>What's the workforce thinking?</p> <p>View the trends</p>	 <h3>The Quest to Quantify</h3> <p>Measuring the impact of your talent brand.</p> <p>Get started</p>
---	---

 <h3>Hire</h3> <p>Attract talent and recruit candidates from the world's largest talent pool.</p> <p>Talent solutions</p>	 <h3>Market</h3> <p>Tell your brand story, build relationships, and drive quality leads.</p> <p>Marketing solutions</p>	 <h3>Sell</h3> <p>Power your social selling efforts with real-time sales intelligence.</p> <p>Sales solutions</p>
--	--	--






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.

	Discover Sales Navigator (2 min)	Launch tour
	Thank you for registering. Don't miss out - add to your calendar!	+
	Thank you for registering. Don't miss out - add to your calendar!	+ Add
	Get in touch with a LinkedIn Talent Solutions Specialist who can help you find, engage, and hire top talent.	Contact us
	Thank you for registering. Don't miss out - add to your calendar!	+
	Thank you for registering. Don't miss out - add to your calendar!	+ Add




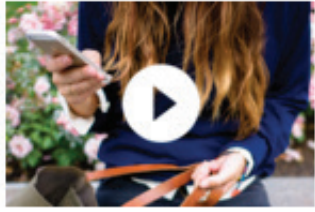



MODULE OVERVIEW

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.

	<p>Data Driven Recruiting Find quality hires faster with talent pool analytics.</p> <p>Get started</p>
	<p>The Executive Playbook Discover your path to social leadership.</p> <p>Download eBook</p>
	<p>The Ultimate LinkedIn Guide Recruiting tips for small businesses.</p> <p>Get it for free</p>
	<p>LinkedIn's Social Selling Secrets Discover how LinkedIn's Sales Team use LinkedIn to sell.</p> <p>Watch now</p>
	<p>The Executive Playbook: Discover your path to social leadership.</p> <p>Download playbook</p>








MODULE OVERVIEW

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.

<p>Student Recruiting 2.0 Guide</p> <p>How to take your campus strategy online to engage the best students.</p> <p>Get the guide</p>	
<p>Guide to Screening Candidates</p> <p>The most popular questions to screen for soft skills.</p> <p>Download now</p>	
<p>Talent Trends 2015 for Staffing Professionals</p> <p>Check out the trends and start successfully attracting, engaging, and hiring for your company..</p> <p>Watch now</p>	
<p>Webcast on-demand</p> <p>Rethink Your B2B Buyer's Journey.</p> <p>Watch now</p>	
<p>The Sales Manager's Guide</p> <p>5 proven ways to drive social media adoption and revenue.</p> <p>Download eBook</p>	











MODULE OVERVIEW

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.

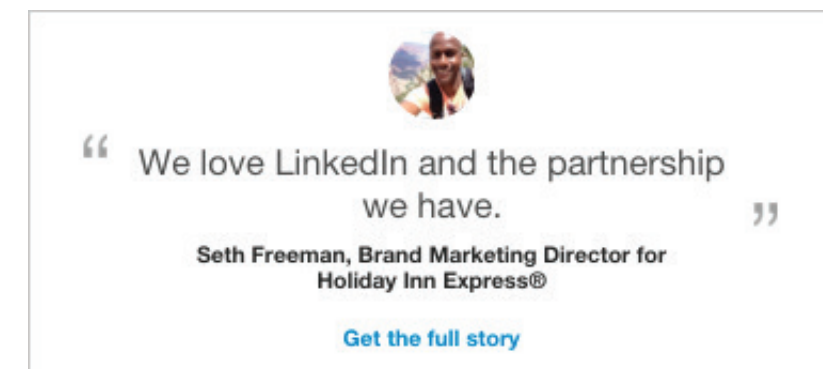
 <p>Build Your Talent Brand Content Marketing for Talent Acquisition.</p> Get the guide	 <p>Guide to Screening Candidates 30 Essential Behavioral Interview Questions.</p> Learn more
 <p>The Executive Playbook 12 Steps to Become a Social Leader.</p> Download (PDF)	 <p>Content Marketing Tactical Plan A plan for driving brand awareness and revenue.</p> Download (PDF)
 <p>The Sales Manager's Webcast 5 proven ways to drive social media adoption and revenue.</p> Watch now	 <p>LinkedIn's Social Selling Secrets Discover how LinkedIn's Sales Team use LinkedIn to sell.</p> Watch now
 <p>LinkedIn Sponsored Updates Create and sponsor content, set up campaigns, and measure performance.</p> Watch now	 <p>The Sophisticated Marketer LIVE Ever wonder what late night TV would look like with a B2B marketing spin?</p> Watch now



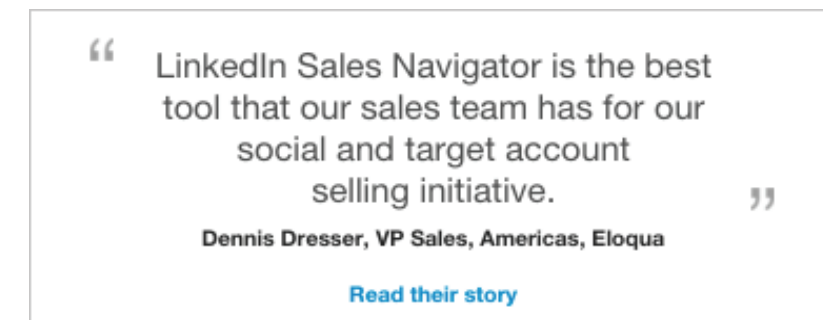
MODULE OVERVIEW
BASIC CARD - TESTIMONIAL

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.



A testimonial card featuring a circular profile picture of Seth Freeman at the top center. Below the image is a quote in black text: "We love LinkedIn and the partnership we have." The quote is enclosed in double quotation marks. Underneath the quote is the name and title: "Seth Freeman, Brand Marketing Director for Holiday Inn Express®". At the bottom of the card is a blue text link: "Get the full story".



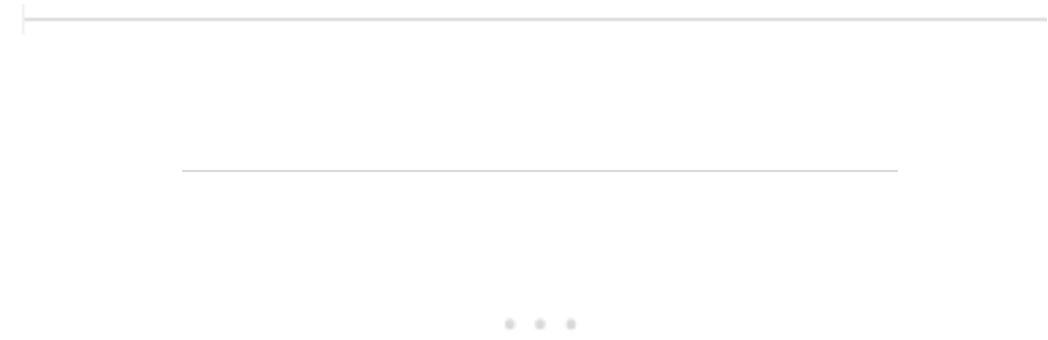
A testimonial card featuring a quote in black text: "LinkedIn Sales Navigator is the best tool that our sales team has for our social and target account selling initiative." The quote is enclosed in double quotation marks. Below the quote is the name and title: "Dennis Dresser, VP Sales, Americas, Eloqua". At the bottom of the card is a blue text link: "Read their story".



MODULE OVERVIEW
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.

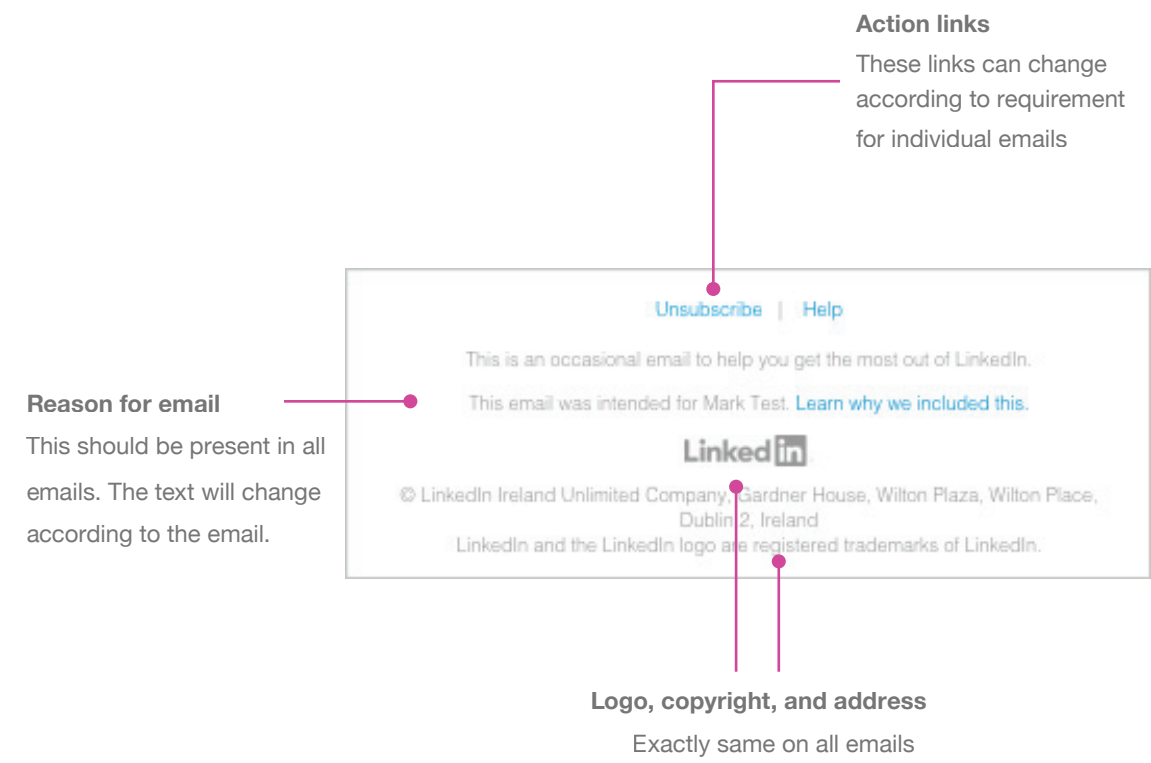




MODULE OVERVIEW UNIVERSAL FOOTER

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 receive regularly from LinkedIn.





RESOURCES
LINKS

Here are some additional resources and references you may need.

Email Assets

[Master template \(HTML\)](#)

Brand Assets

[Logo files](#)
[Color palette](#)

Product Patterns & Guidelines

[Art Deco](#)

Creative Sources

[Inkwell – microsite platform](#)

Policies

[Logo/trademark/name policies](#)

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