



**EmailCiti**  
Data • Content • Distribution

## Email Creative Guidelines

1. Need the .psd or .ai formatted files
2. Keep image file sizes small. (Recommended less than 50 KB Maximum 80 KB)
3. HTML file size should be of standard. (Recommended less than 25 KB Maximum 35 KB)
4. Avoid using big images in the email.
5. Minimum font size for main body copy is 10 point.
6. The best image format is the .JPG format in the email.
7. Avoid using Bigger and Bolder fonts in the message.
8. Avoid using more colourful fonts (Especially bold red) in the message.
9. Creative must be maximum width between 600-650 pixels.
10. Do not use Java, Javascript, VBScript, forms, frames, ActiveX, animated GIFs, Flash, or embedded video.
11. The email shot should include a text beside images (Ratio for text to image should be 50%/50%).