



DocCheck[®] bMail – Composition Guidelines

Design and Layout

- The layout can either be programmed responsively or alternatively have a maximum width of 700px.
- Layout alignment must be centered.
- Standard web fonts must be used; integration of external fonts is not possible.

HTML Programming

- The file must be UTF-8 encoded and UTF-8 must be set as encoding in HTML.
- Images must be inserted into the template with relative paths.
- DIV and P tags should be avoided, because they are poorly supported.
- No use of inherited styles in the body (e.g. color, font-size as well as font-family or line-height).
- It is recommended to use inline styles (e.g.: `Test` for a blue text section with a font size of 11 pixels).

CSS

- CSS in the head section should be kept to a minimum.
- There are no general CSS instructions to use (without ID or class), no wildcard either.
- Do not use CSS classes starting with dc-.
- It is recommended to use tables with fixed heights and widths instead of margin and padding.
- Avoid background images; the color can alternatively be stored as fallback.
- For more information, please visit <http://www.campaignmonitor.com/css/>

Specifics

The use of square brackets should be avoided; please also avoid CSS selectors in this notation: `[class="test-class"]`.

At all places where square brackets are absolutely necessary, they can be enclosed with two codes (`[literal]` and `[/literal]`). Here is an example with Microsoft Office:

Before: `<!--[if gte mso 9](IE)>`

After: `[literal]<!--[if gte mso 9](IE)>[/literal]`



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Medical Services

Note

Especially when using Outlook and Lotus Notes, display problems can always occur, which cannot be completely resolved with absolute certainty. Even if the mail is optimised for one program, it can still lead to misrepresentations in another program. If required, we can also provide you with a link to the mailshot for approval or we can send a test mail to a free mail address.

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