

# html help guide

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## 1. Font Style: How to set font styles

### **Bold, *Italic*, Underline**

You can set the font to bold, italic, and underline using the tags `<B>` and `</B>`, `<I>` and `</I>`, and `<U>` and `</U>`.

#### Examples:

Please visit `<B>Acme</B>`. >>>

Please visit `<I>Acme</I>`. >>>

Please visit `<U>Acme</U>`. >>>

#### Results:

Please visit **Acme**.

Please visit *Acme*.

Please visit Acme.

### **Combinations**

You can easily combine the tags together for one text section. Be sure to nest them correctly.

#### Example:

```
<B><U><I>Please visit Acme</I></U></B>
```

#### Result:

**Please visit Acme**

## 2. Font Properties: How to set font properties

### **Font Face, Color, Size**

Setting the font face, color, and size using the `<FONT>` and `</FONT>` tags

We'll change the font face to "Times New Roman", the color to "Red", and the size to "4".

#### Example:

```
<FONT face="Times">Please visit Acme.</FONT>
```

#### Result:

Please visit Acme.

#### Example:

```
<FONT color="#FF0000">This text is Red.</FONT> This is normal.
```

#### Result:

This text is Red. This is normal.

#### Example:

```
<FONT size="4">This text is bigger,</FONT> and this is back to normal.
```

#### Result:

This text is bigger, and this is back to normal.

### **HTML Color Codes:**

HTML colors are identified by "hexadecimal codes", which correspond to the 16 million or so possible colors. You can view other colors and their corresponding codes at the following website: [http://en.wikipedia.org/wiki/Websafe\\_colors](http://en.wikipedia.org/wiki/Websafe_colors)

## 3. Font Style & Properties: Combining them together

### Combinations

You can combine the various font attributes (i.e. face, color, size) into one font tag in order to make several changes to the text at once. You can also include the font properties anywhere within or outside the font tags.

#### Example:

```
<FONT FACE="Times New Roman" color="#336600"><B><I>Please visit Acme.</I></B></FONT>
```

#### Result:

*Please visit ACME.*

#### Example:

```
<B>This is bold, but also <FONT color="#FF0000">red</FONT> and <FONT color="#336600">green</FONT> and <FONT color="#0000FF">blue</FONT>.</B>
```

#### Result:

**This is bold, but also red and green and blue.**

## 4. Hyperlinks: Creating links within your text

### Links

You can create hyperlinks to websites/files within any sections of your text. Keep in mind that only the links in the predefined link section of an "offer" can be tracked. You can also link directly to a file (i.e. .pdf, .doc, .xls) that is hosted on a web server. There are 2 important parts to set in a link tag:

```
<A href="URL">Link text</A>
```

**URL:** this is the absolute location of the page/file you are linking to.

**Link text:** this is the text that will appear to the user to click on. You can have as much data in here as you want.

#### Example:

(Link to Webpage)

Click here: `<A href="http://www.acme.com">Acme</A>`

#### Result:

Click here: [Acme](http://www.acme.com)

#### Example:

(Link to File)

Click here for the `<A href="http://www.acme.com/docs/downloads/integration-setupguide.pdf">PDF document</A>` describing our integration setup.

#### Result:

Click here for the [PDF document](http://www.acme.com/docs/downloads/integration-setupguide.pdf) describing our integration.

#### Example:

(Link to Email Address)

Send and email to: `<A href="mailto:support@acme.com">support@acme.com</A>`

#### Result:

Send and email to: [support@acme.com](mailto:support@acme.com)

## 5. Images: How to insert images into emails

### Inserting images

You can create new offers/items to easily upload your images into the template email campaigns. However, you can also directly insert a hosted image without using an "offer" section. For this to work properly you'll need to have 1) the images hosted online on a web server, 2) the absolute URL (location path) of the page/file you are linking to.

Example:

```
<IMG src="http://www.acme.com/images/acme-logo.gif">
```

Result:

The logo for ACME, consisting of the word "ACME" in a bold, red, serif font.

## 6. Lists: How to create a bulleted list

### Unordered bulleted list

You can create a bulleted list with the following HTML tags.

Example:

```
<UL>
  <LI>Item one</LI>
  <LI>Item two</LI>
  <LI>Item three</LI>
</UL>
```

Result:

- Item one
- Item two
- Item three

## 7. Alignment: How to customize alignment

### Custom alignment

You can customize alignment settings for various sections of your template.

Example:

```
<DIV align="right">August 2005</DIV>
```

Result:

August 2005

Example:

```
<CENTER>Acme Newsletter</CENTER>
```

Result:

Acme Newsletter