

# ✓ Your 5-Minute Pre-Send Font Check

Use this checklist before sending any email campaign.

Never assume your email looks the same everywhere.

Test it. Verify it. Send it right the first time.

## Email & Device Compatibility

✓ Preview across key clients:

Gmail • Outlook • Apple Mail • Android

✓ Use only email-safe fonts:

Arial • Verdana • Georgia • Trebuchet MS

→ Pre-installed on most devices. No loading issues. Always render correctly.

💡 Why it matters:

- Outlook replaces unsupported fonts with Times New Roman
- Gmail blocks web fonts → falls back to default
- One wrong font can undo hours of design work and damage your brand perception instantly.

Bottom line: You don't write the code. The platform does.

Your job? Choose wisely and test the result.

## Readability & Accessibility


✓ Body text: 16–18px (*minimum 14px*)

✓ Headings: 22–28px

✓ Line height: 1.4–1.6 for comfortable reading

✓ High color contrast: Aim for at least 4.5:1 (text vs background)

✓ Avoid ultra-thin fonts, especially in dark mode (widely used on iPhones)

 70% of U.S. users read email on mobile

→ Always test in Apple Mail (iOS) and Gmail (Android)

## Brand Consistency

✓ Limit to 1–2 fonts max

→ One for headings, one for body

✓ Match font to brand vibe:

- *Professional*: Arial, Verdana
- *Classic*: Georgia, Times New Roman
- *Modern*: Trebuchet MS, Tahoma

✓ Use the closest supported alternative if your brand font isn't email-safe

(e.g., *Arial instead of Helvetica*)

🎨 *Pro tip:* Compensate with brand colors, logo, and tone of voice.

## ✅ Final Verification

Before hitting send:

- Send test emails to yourself and the team
- Check all links, images, and alt text
- Confirm fallback fonts render correctly
- Verify appearance on mobile, desktop, and accessibility modes (dark/high contrast)
- Double-check brand consistency and readability

⚠️ **Every broken font costs you opens, clicks & trust**

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