The Dark Side of the Inbox: Optimizing Email for the Dark Mode Experience

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Reminders

We'll send a recording within one day of the webinar.

Submit questions through the Chat field. If we don't get to your question, we'll follow up directly.

Special offer:

Free 30 Minute Consultation

(For the first 3 people to email sales@whereoware.com)

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CHRIS GROUGE
Lead Digital Marketer

Smart growth through digital marketing strategy and activation

Our Services

CUSTOMER ACQUISITION, RETENTION, AND MAXIMIZATION

Increase nurture and conversions through proven, data-optimized multi channel campaigns.

E-COMMERCE

Sell more online through modern, feature-rich e-commerce websites and optimized customer experiences.

DIGITAL MARKETING OPTIMIZATION

360-degree digital strategy to acquire new customers, reduce churn, and increase customer lifetime value.
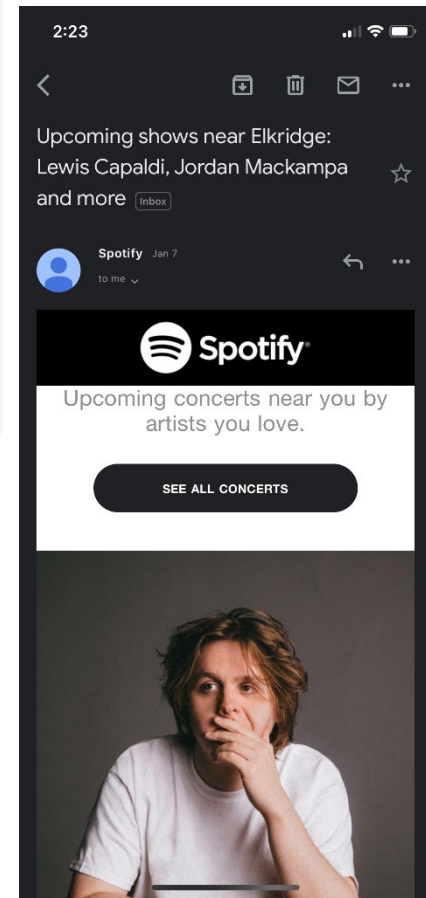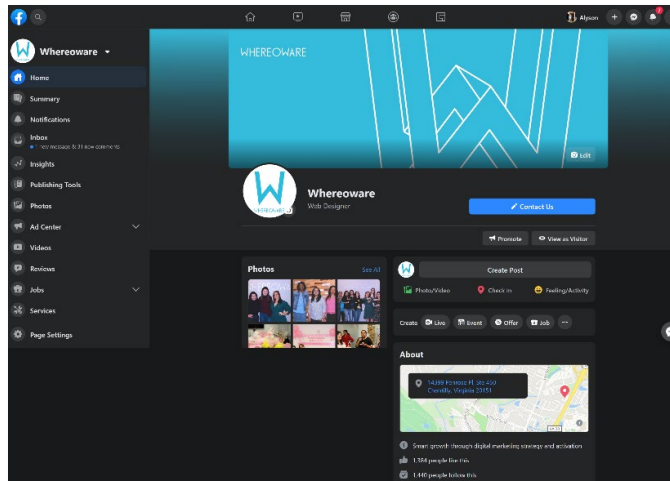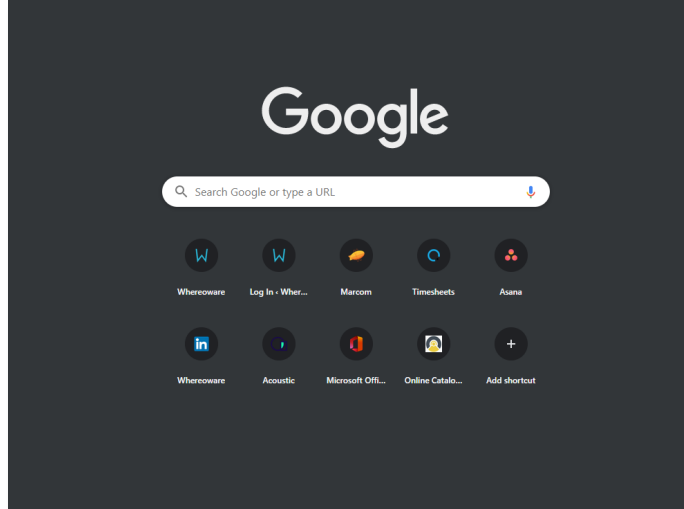
Agenda

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Dark Mode

Reversed color scheme utilizing light-colored typography, UI elements, and iconography on dark backgrounds.

– Litmus

Why the Growing Preference?

- Personal preference

- Conserves battery life

- Allows users to adjust brightness/contrast

- Reduces eye strain

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Dark mode improves **accessibility** and **readability**

"Low vision users—specifically those with cataracts and similar afflictions—actually perform better with darker interfaces.
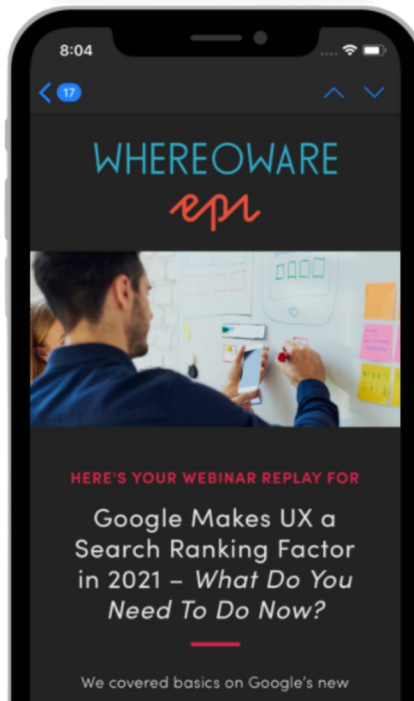
– Nielsen Norman Group
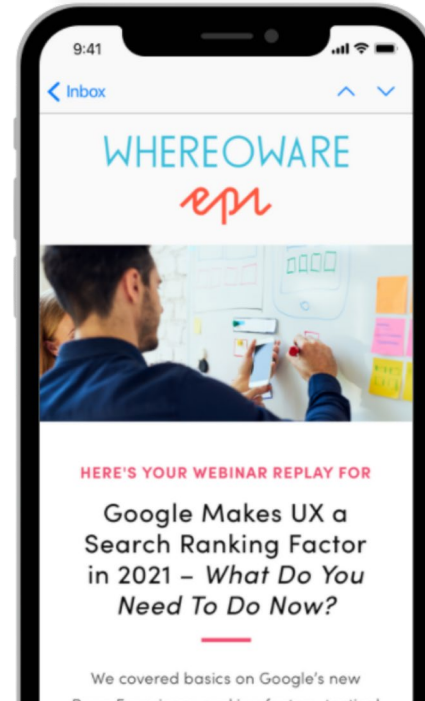
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Considerations
and Limitations

# Not a "Dark" Design or Separate Send

One Email,
Two Reading
Environments

Dark Mode

8:04

17

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HERE'S YOUR WEBINAR REPLAY FOR

Google Makes UX a
Search Ranking Factor
in 2021 – *What Do You
Need To Do Now?*

We covered basics on Google's new

Light Mode

9:41

Inbox

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HERE'S YOUR WEBINAR REPLAY FOR

Google Makes UX a
Search Ranking Factor
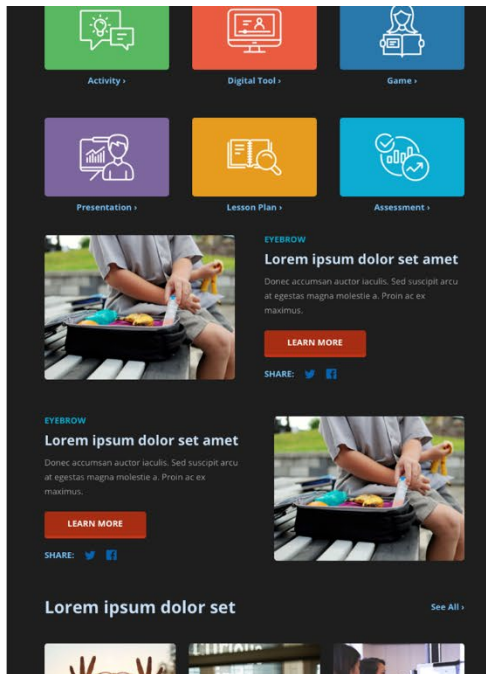in 2021 – *What Do You
Need To Do Now?*

We covered basics on Google's new

Considerations

- Still experimental

- Rendering differences between clients

- Requires more testing
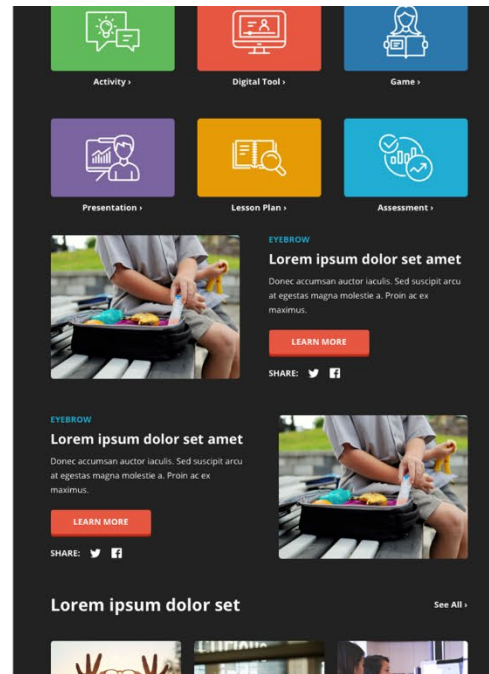
What Dark Mode Support Can You Expect?

1. None!

2. Partial or Full Color Inversion

3. Custom Dark Mode,
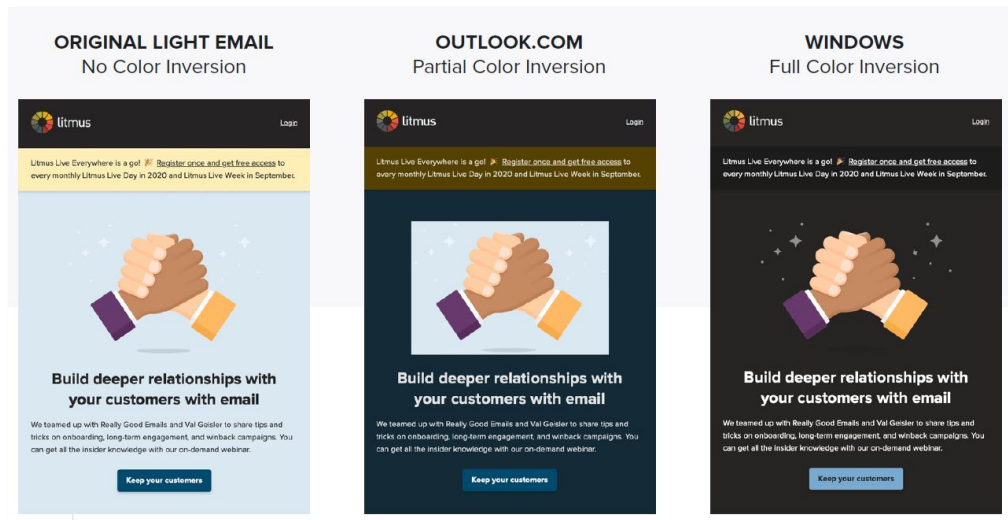   through HTML meta tags, CSS
   targets, and updated properties

Image Source: Litmus, *Ultimate Guide to Dark Mode Email*, page 7

No Universal Adoption

- Apple Mail is 100% controllable

- Outlook.com and Outlook App have partial support

- Outlook on Windows and Gmail on iOS have no support

Dark Mode email client support chart (as of July 2020)

Email Client	HTML Treatment in Dark Mode	@media	(data-ogsc)	Quirks
Apple Mail (MacOS)	No change*	✓ Yes	✗ No	*Pure white (#ffffff) BGs will be inverted if <meta> is present
iPhone / iPad (iOS 13)	No change*	✓ Yes	✗ No	*Pure white (#ffffff) BGs will be inverted if <meta> is present
Hey.com	No change	✓ Yes	✗ No	
Outlook.com	Partial invert	? Partial*	? Partial**	*Some BG colors will be darkened **Image swap works!
Outlook 2019 (MacOS)	Partial invert	? Partial*	✗ No	*Some BG colors will be darkened
Outlook 2019 (WinOS)	Full invert	✗ No	✗ No	
Outlook app (iOS)	Partial invert	? Partial*	✗ No	*Some BG colors will be darkened
Outlook app (Android)	Partial invert	✗ No	? Partial*	*Some BG colors will be darkened
Gmail app (iOS)	Full invert	✗ No	✗ No	
Gmail app (Android)	Partial invert	✗ No	✗ No	

Chart Source: Litmus

Designing for Dark Mode

Dark Mode Applies to All Design Elements

- Colors (primary, secondary, and primary color variants)

- Surfaces (backgrounds and components)

- Content (typography and iconography)

- Imagery (logos and images)

Color Palettes

- Create a standard color palette and dark mode equivalent
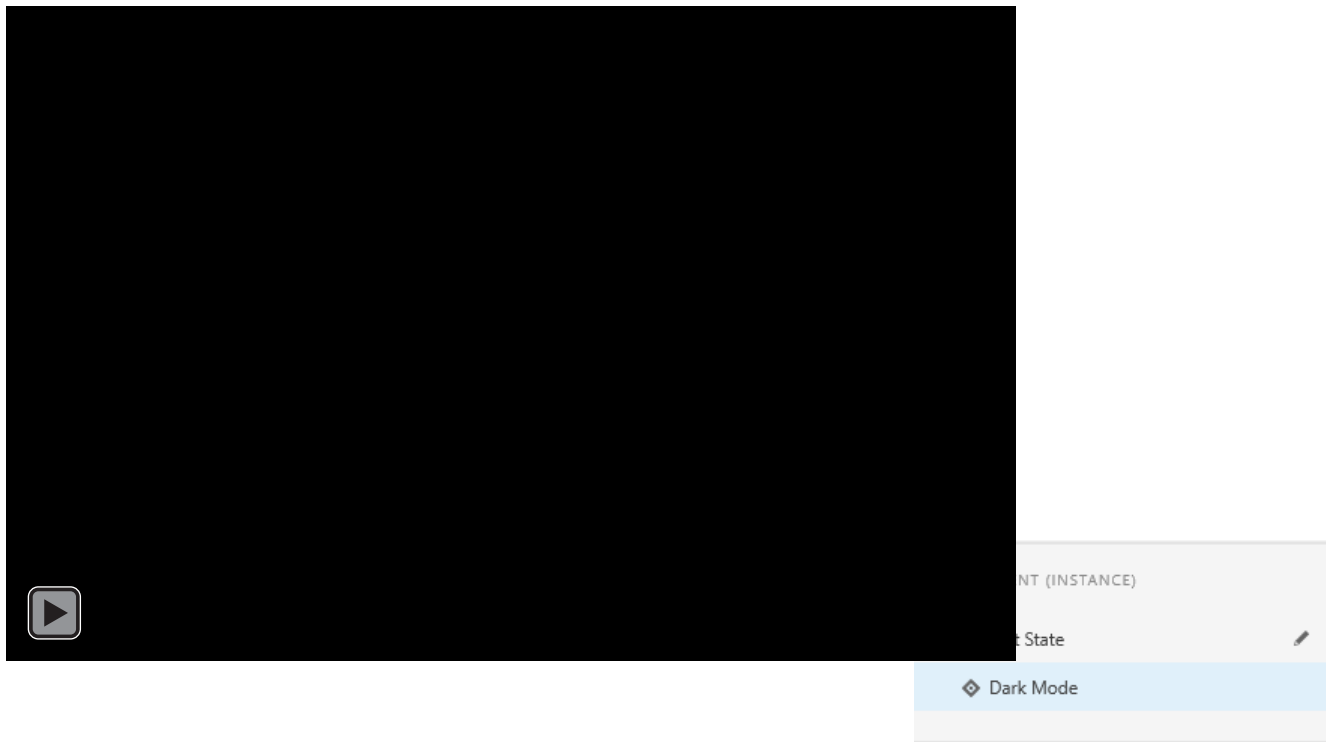
- Helps designers and developers

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*Image courtesy of: Material Design

Optimize Images

- Use pngs / transparent images

- Ensure transparent images aren't lost in the background

- Make all image backgrounds the same size

- Use a white logo or add a stroke

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*Images courtesy of: Litmus
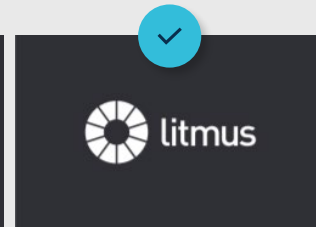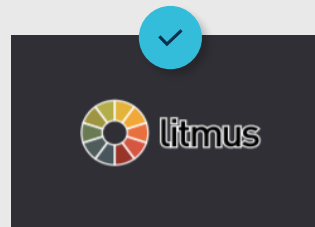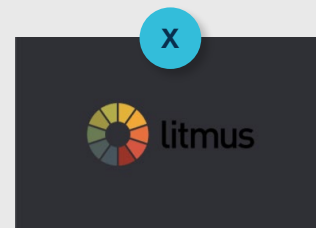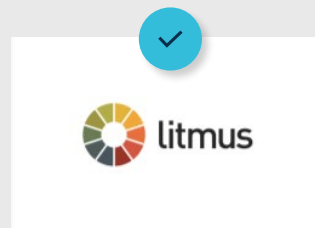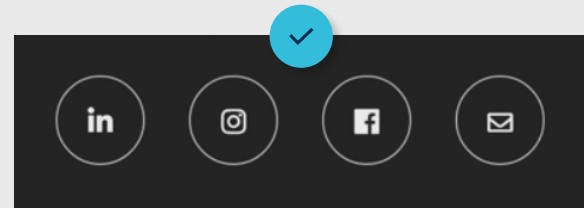
Heaviest Lift? Design Every Component in 2 States

Hint:
Adobe XD makes it easy to apply on a component level using dark mode feature

NT (INSTANCE)

t State

◈ Dark Mode

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Building for
Dark Mode

MEET SHARE MY LESSON

Built by educators, for educators, Share My Lesson provides professional development resources.

1. Email Strategy Audit

2. Master Template

3. Dark Mode
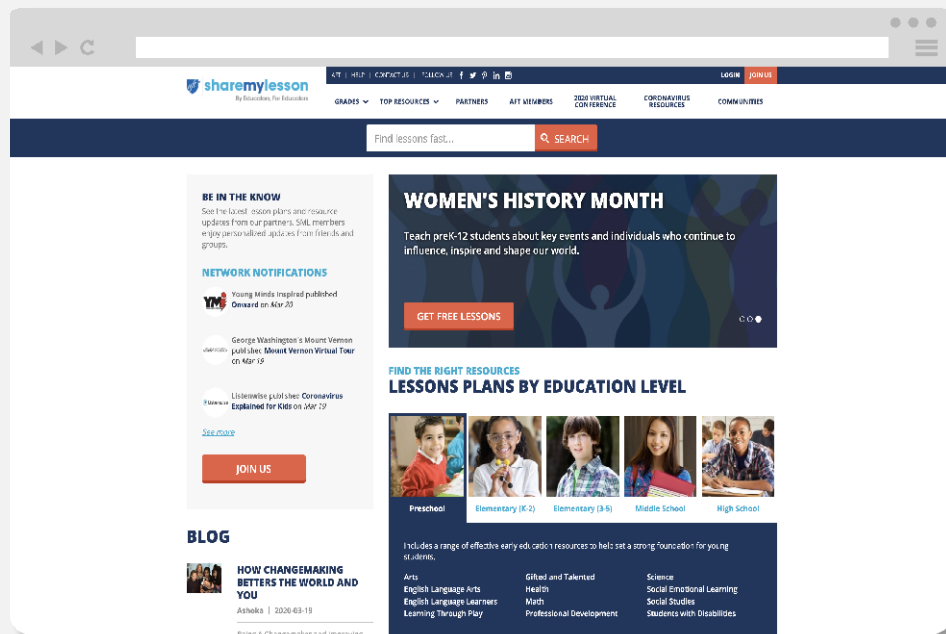
Step 1 – Add Metadata to the Document

- Affects the whole template

- Specifies compatibility for one or more color schemes

- "light dark" indicates the first scheme is preferred, but the second scheme is acceptable if the user prefers it.

```
<!-- Enable Dark Mode in email client user agents -->
<meta name="color-scheme" content="light dark">
<meta name="supported-color-schemes" content="light dark">
```

Step 2 – Add Color Scheme Property to :Root

- Tells the client which color themes the document supports.

- Allows the client to activate special variants of the user agent stylesheet.

```
/* Enable Dark Mode in email client user agents */
:root {
    color-scheme: light dark;
    supported-color-schemes: light dark;
}
```

Step 3 – Create Media Query With Dark Mode Styles

- Changes from client to client

- When a user sets their system or app to use a dark color theme, apply the styles listed within the media query.

- Target aspects of your template to display a certain way when dark mode is supported.

```css
/* Media query for creating DM specific styles */
@media (prefers-color-scheme: dark) {

  .dark-mode-bg {
    background-color: #222222 !important;
  }

  .dark-mode-show {
    display: block !important;
  }

  .dark-mode-hide {
    display: none !important;
  }
}
```

```html
</style>
<style type="text/css">
@media (prefers-color-scheme: dark) {

  .txt--h1,
  .txt--h2,
  .txt--h3,
  .txt--h4,
  .txt--body,
  .txt--product,
  .txt--link,
  .txt--link a,
  .dark-mode-white,
  .dark-mode-white a,
  .txt-footer--body {
    color: #ffffff !important;
  }

  .dark-mode--dark-blue {
    color: #1c355e !important;
  }

  .dark-mode--light-blue {
    color: #0eadd3 !important;
  }

  .dark-mode-bg {
    background-color: #222222 !important;
  }

  .dark-mode-preserve {
    color: inherit !important;
  }

  .dark-mode-show {
    display: block !important;
  }

  .dark-mode-hide {
    display: none !important;
  }
}
```

index.html

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AUTHOR | 2019.10.25

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Our Favorite Workarounds

Workarounds

- Use light gray and dark gray instead of pure colors, like white #ffffff and black #000000

- Group elements together that share the same style changes

- Target email clients that have partial inverts with [data-ogsc]

```css
@media (prefers-color-scheme: dark) {

  .darkmode-bg--222222,
  [data-ogsc] .darkmode-bg--222222 {
    background-color: #222222 !important;
  }

  .darkmode-color--eaeaea,
  [data-ogsc] .darkmode-color--eaeaea {
    color: #eaeaea !important;
  }
}
```
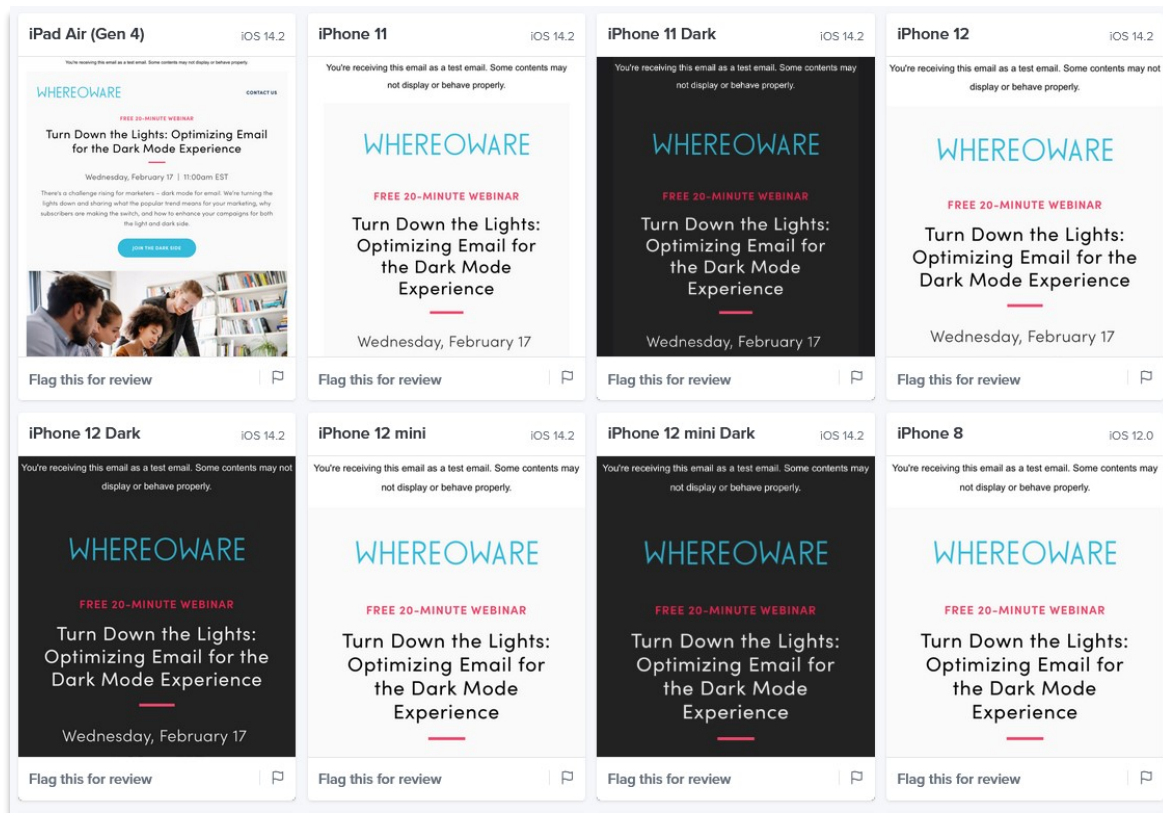
Test Dark Mode

Need Help with Your Digital Marketing Strategy or Execution?

GET A FREE CONSULTATION WITH A DIGITAL EXPERT.

Contact sales@whereoware.com
and reference today's webinar

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