



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

- 1 What Dark Mode Is
- 2 Dark Mode Considerations and Limitations
- 3 Designing for Dark Mode
- 4 Building for Dark Mode
- 5 Our Favorite Workarounds

Dark Mode

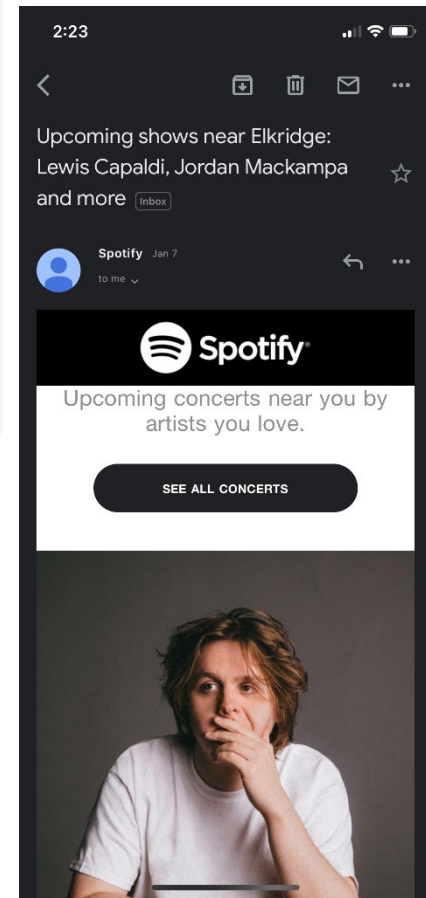
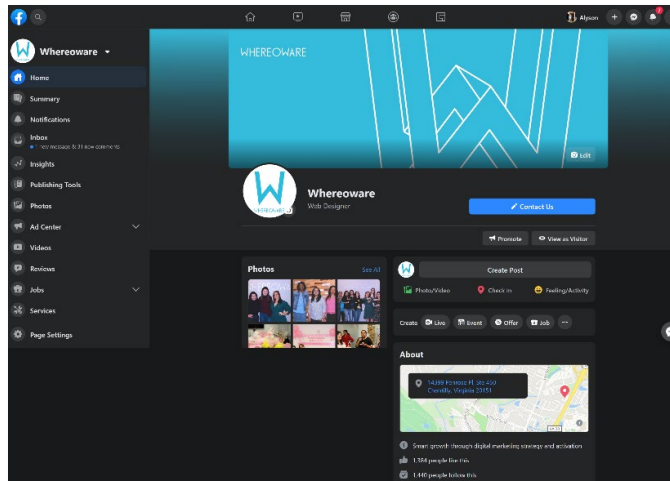
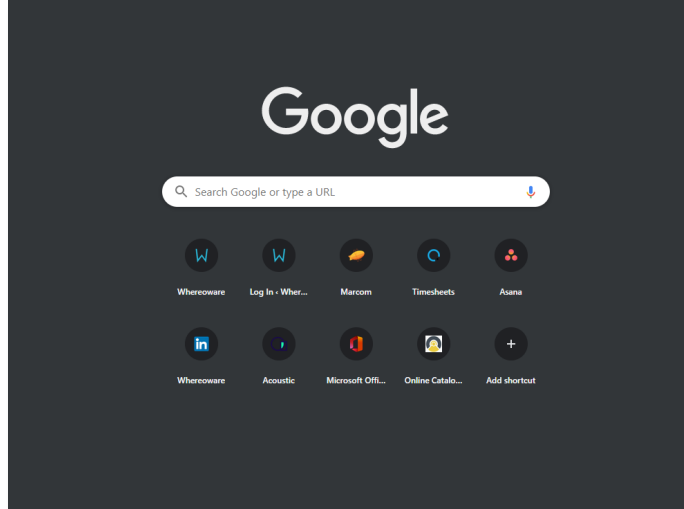
Reversed color scheme utilizing light-colored typography, UI elements, and iconography on dark backgrounds.

- 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

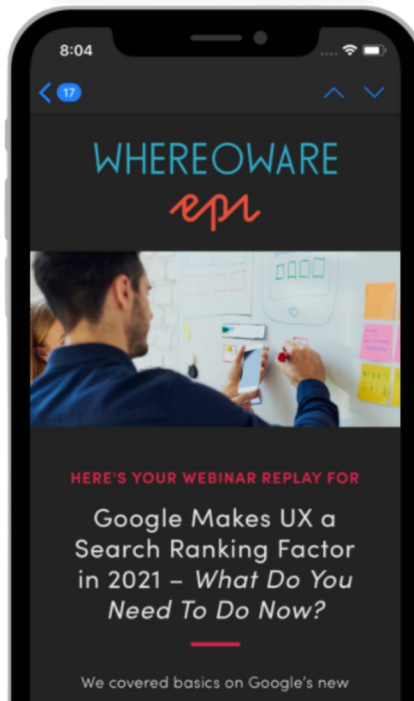
Considerations and Limitations



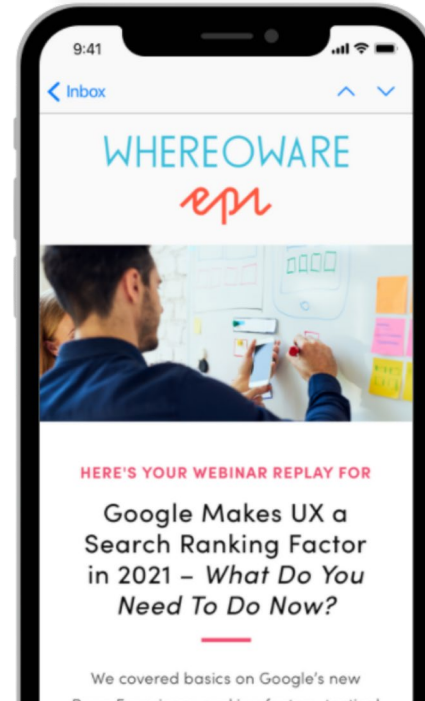
Not a “Dark” Design or Separate Send

One Email,
Two Reading
Environments

Dark Mode



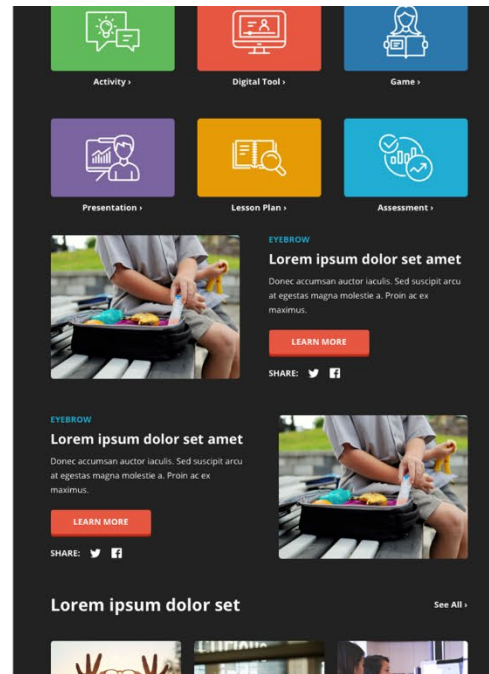
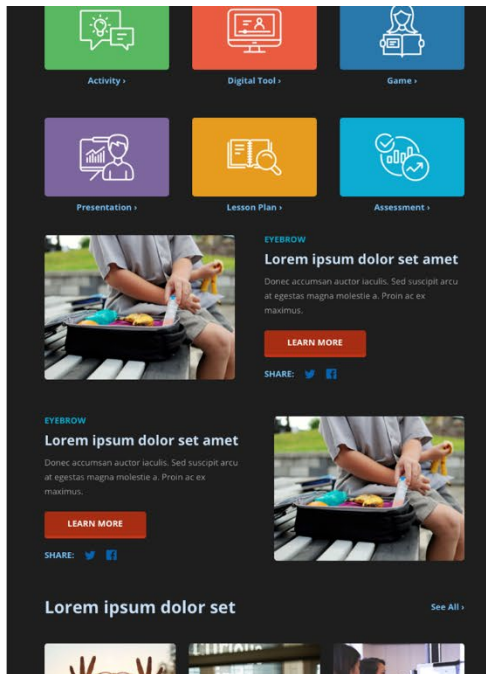
Light Mode



Considerations

- Still experimental
- Rendering differences between clients
- Requires more testing

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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

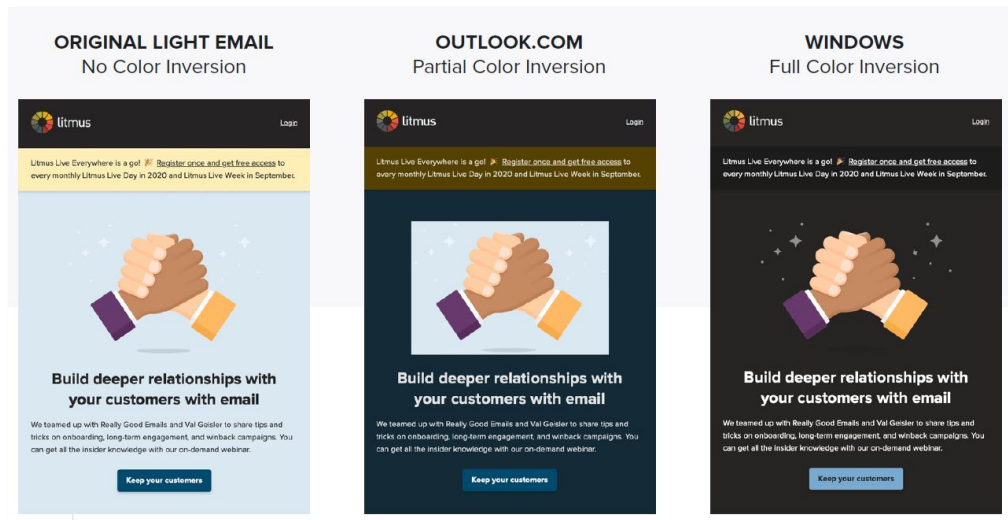


Image Source: Litmus, *Ultimate Guide to Dark Mode Email*, page 7

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)



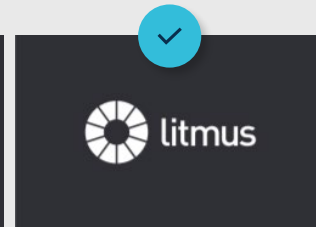
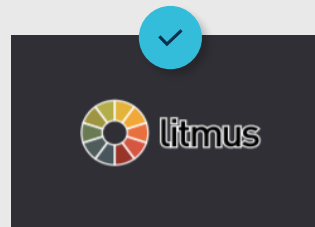
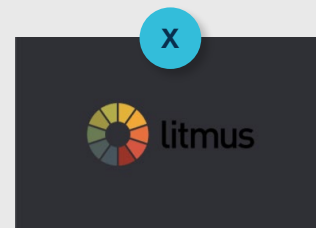
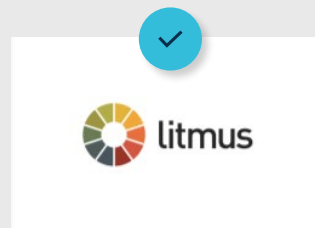
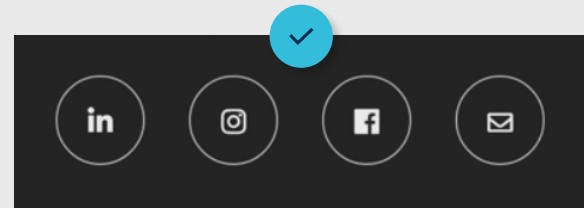
Color Palettes

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

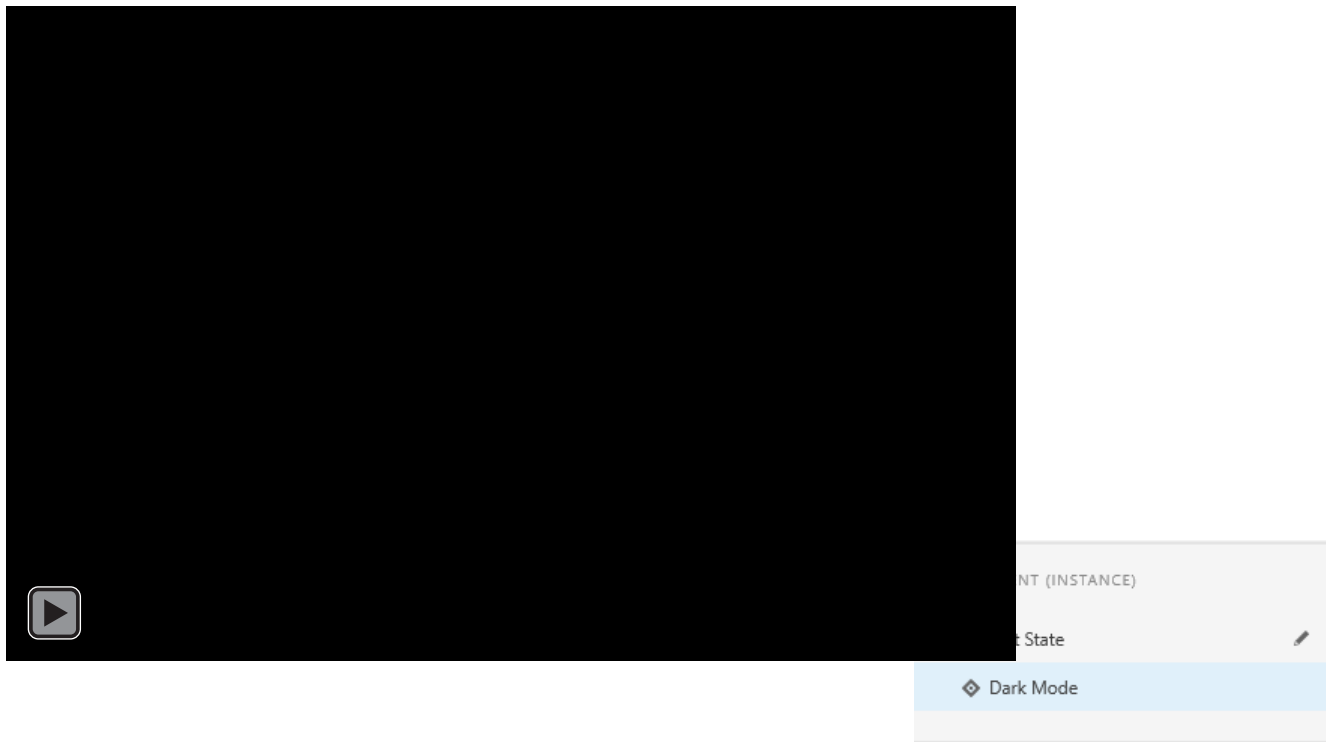
1	2
Primary 500 #6200EE	Primary 200 #BB86FC
Primary Variant 700 #3700B3	Primary Variant 700 #3700B3
Secondary 200 #03DAC6	Secondary 200 #03DAC6
Secondary Variant 900 #018786	200 #03DAC6
Background #FFFFFF	Background #121212
Surface #FFFFFF	Surface #121212
Error #B00020	Error #CF6679
On Primary #FFFFFF	On Primary #000000
On Secondary #000000	On Secondary #000000
On Background #000000	On Background #FFFFFF
On Surface #000000	On Surface #FFFFFF
On Error #FFFFFF	On Error #000000

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



Heaviest Lift? Design Every Component in 2 States



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

Building for Dark Mode

```
defaultProps = {
  'default',
  deAvatar: false,
},

userDetailsCardOnHover = showOnHover(UserDetailsCard);

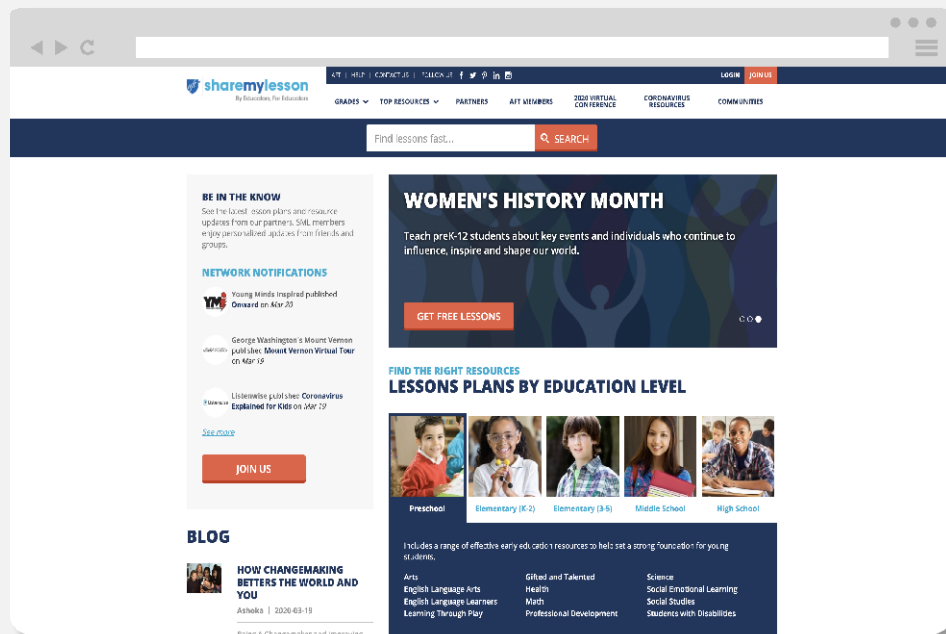
userLink = ({
  // ...
},
  secondaryLink,
  // ...
),
  className={styles.container}-
  // ...
  includeAvatar={
    // ...
    user={user}
    delay={CARD_HOVER_DELAY}
    wrapperClassName={styles.avatarContainer}
    // ...
    <Avatar user={user} />
    // ...
  )
  // ...
  className={classNames(
    styles.linkContainer,
    inline && styles.inlineContainer
  )}
  // ...
  <Avatar alt={showAvatar} user={user} delay={CARD_HOVER_DELAY} />
  // ...
  <Link
    to={{ pathname: buildDarkUrl(user) }}
    className={classNames(styles.name, {
      [styles.ait]: type === 'alt',
      [styles.centerName]: !secondaryLink,
      [styles.inlineLink]: inline,
    })}
  >
    {children || user.name}
  </Link>
  {!secondaryLink
    ? null
    : <
      href={secondaryLink.href}
      className={classNames(styles.name, {
        [styles.ait]: type === 'alt',
        [styles.secondaryLink]: secondaryLink,
      })}
    >
      {secondaryLink.label}
```

```
139     title="Facebook"
140     target="_blank"
141     rel="noopener noreferrer"
142     href={trackUrl(url)}
143   >
144     Instagram
145   </a>
146 </li>
147 </ul>
148 </div>
149 );
150 }
151
152 renderWhatsNewLinks() {
153   return (
154     <div className={styles}
155       <h4 className={styles}
156         <ul className={styles}
157           {this.renderWhatsNewLinks()}
158           {this.renderWhatsNewLinks()}
159           {this.renderWhatsNewLinks()}
160           {this.renderWhatsNewLinks()}
161           {this.renderWhatsNewLinks()}
162           {this.renderWhatsNewLinks()}
163           {this.renderWhatsNewLinks()}
164           {this.renderWhatsNewLinks()}
165         </ul>
166       </div>
167     );
168   }
169
170 renderWhatsNewItem(title, url) {
171   return (
172     <li className={styles.footer}
173       <a
174         href={trackUrl(url)}
175         target="_blank"
176         rel="noopener noreferrer"
177       >
178         {title}
179       </a>
180     </li>
181   );
182 }
183
184 renderFooterSub() {
185   return (
186     <div className={styles.footerSub}>
187       <Link to="/" title="Home - Unsplash" />
188       <Icon
189         type="Logo"
190         className={styles.footerSubLogo}
191       />
192       </Link>
193       <span className={styles.footerSlogan}>
194       </div>
195     );
196   }
197
198 render() {
199   return (
200     <footer className={styles.footerGlobal}>
201       <div className="container">
```

MEET SHARE MY LESSON

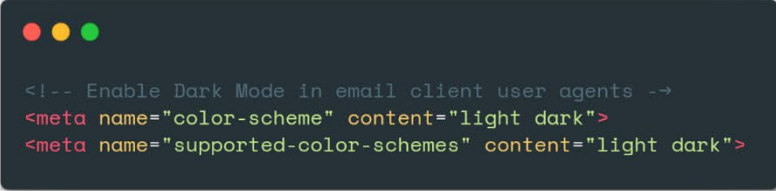
Built by educators, for educators, Share My Lesson provides professional development resources.

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.

```
/* 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;
  }
}
```

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer dignissim metus est.

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Donec accumsan auctor iaculis. Sed suscipit arcu at egestas magna molestie maximus ultrices justo.

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AUTHOR | 2019.10.25

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[Activity >](#)[Digital Tool >](#)[Game >](#)

index.html x

```
202 </style>
203 <style type="text/css">
204 @media (prefers-color-scheme: dark) {
205
206     .txt--h1,
207     .txt--h2,
208     .txt--h3,
209     .txt--h4,
210     .txt--body,
211     .txt--product,
212     .txt--link,
213     .txt--link a,
214     .dark-mode-white,
215     .dark-mode-white a,
216     .txt-footer--body {
217         color: #ffffff !important;
218     }
219
220     .dark-mode--dark-blue {
221         color: #1c355e !important;
222     }
223
224     .dark-mode--light-blue {
225         color: #0eadd3 !important;
226     }
227
228     .dark-mode-bg {
229         background-color: #222222 !important;
230     }
231
232     .dark-mode-preserve {
233         color: inherit !important;
234     }
235
236     .dark-mode-show {
237         display: block !important;
238     }
239
240     .dark-mode-hide {
241         display: none !important;
242     }
243 }
```


Our Favorite Workarounds

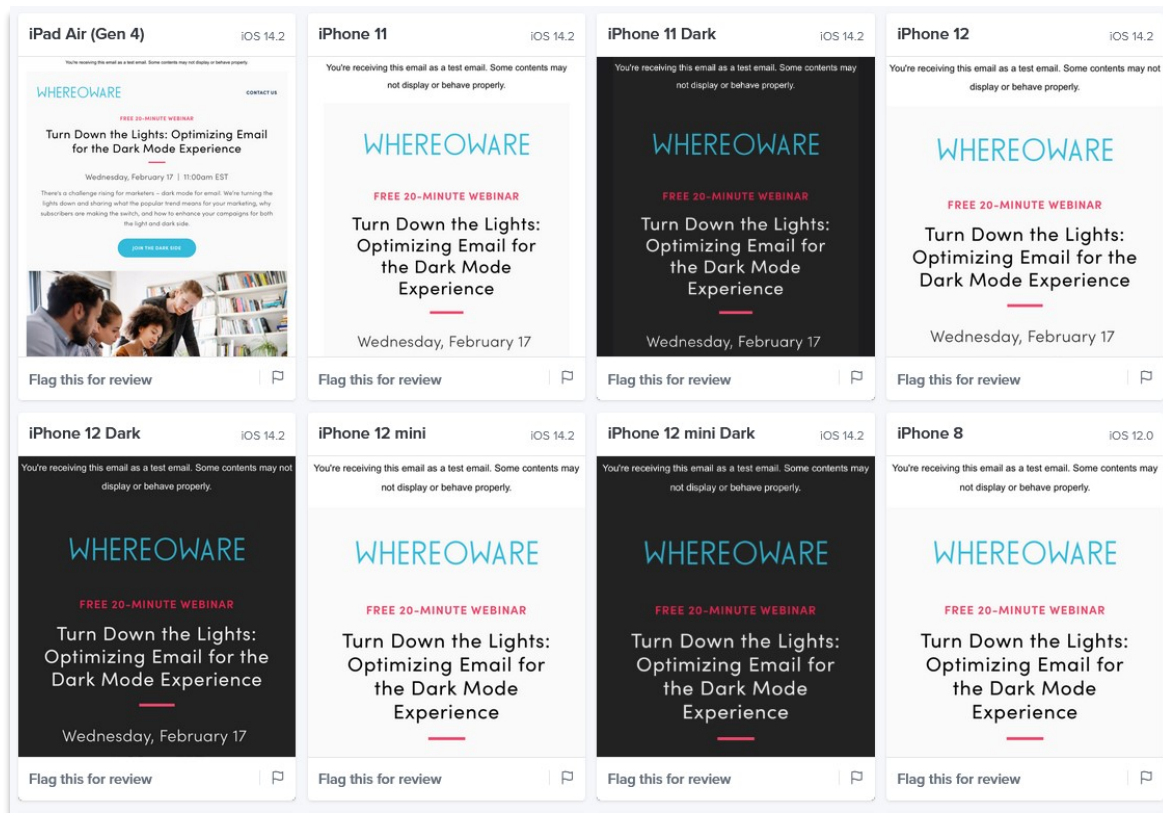


Workarounds

- 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]

```
@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



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