

# How to Create Dark-Mode Friendly Emails

Intermediate | Tech



**Ruwanthi Somatilake**  
WSO2



# About me

Senior Designer - Website, WS02



- Email design and developing
- Front and website design and development
- User behavior analysis (Email/Website)
- UX Research



# Objectives

What's going on here?

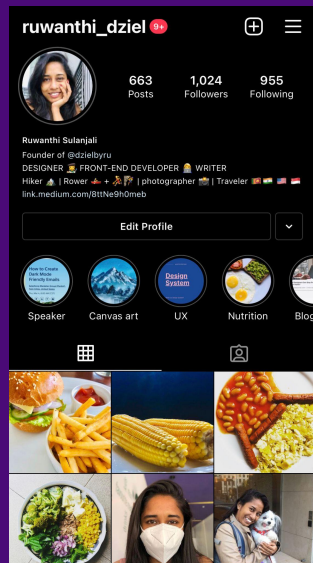
Agenda
What is dark mode?
Why should you consider dark mode?
How to improve your emails for dark mode?



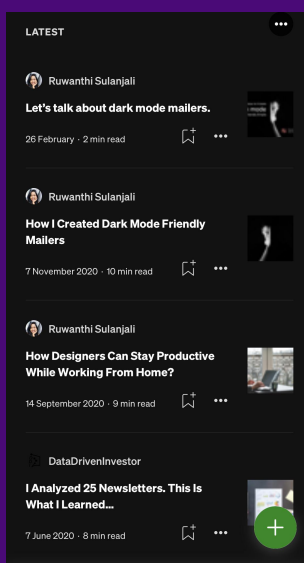
# What is dark mode?



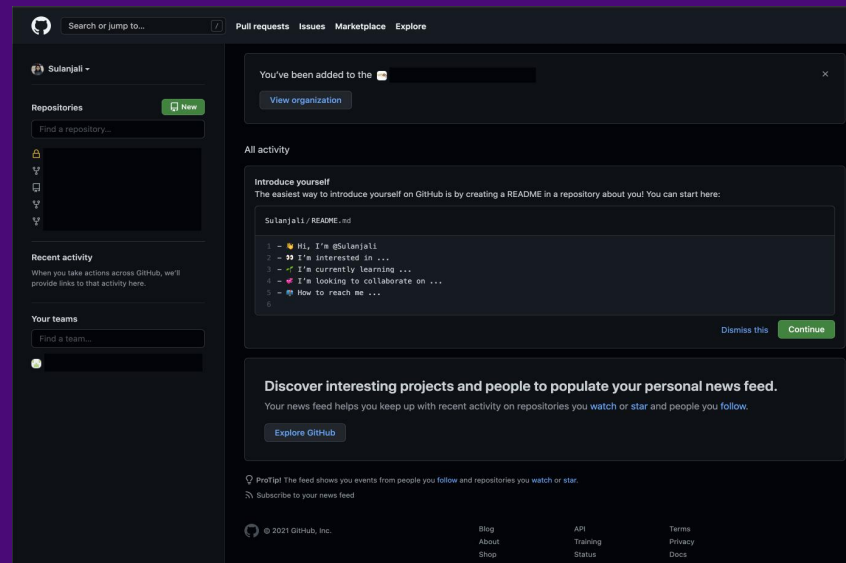
Twitter



Instagram



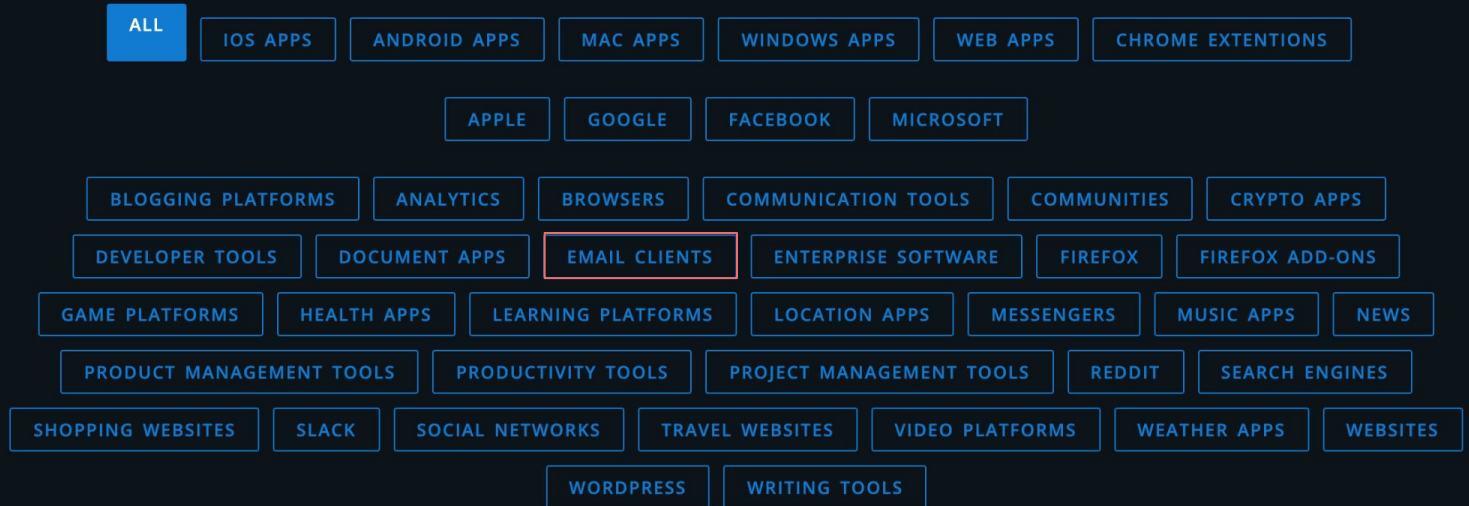
Medium



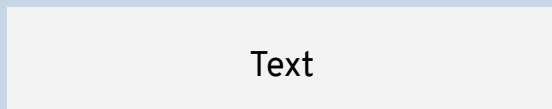
GitHub

# DARK MODE LIST

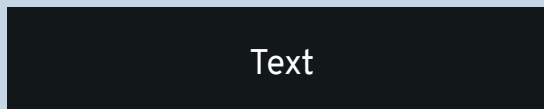
A List of 300 Apps That Support Dark Mode



# New Trend | Hot Topic



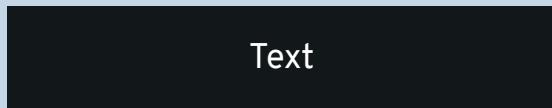
Light background - Dark text



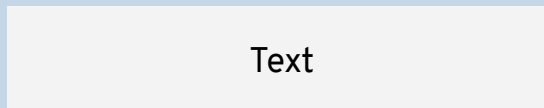
Dark background - Light text

Do all email clients act in the same way? **NO**

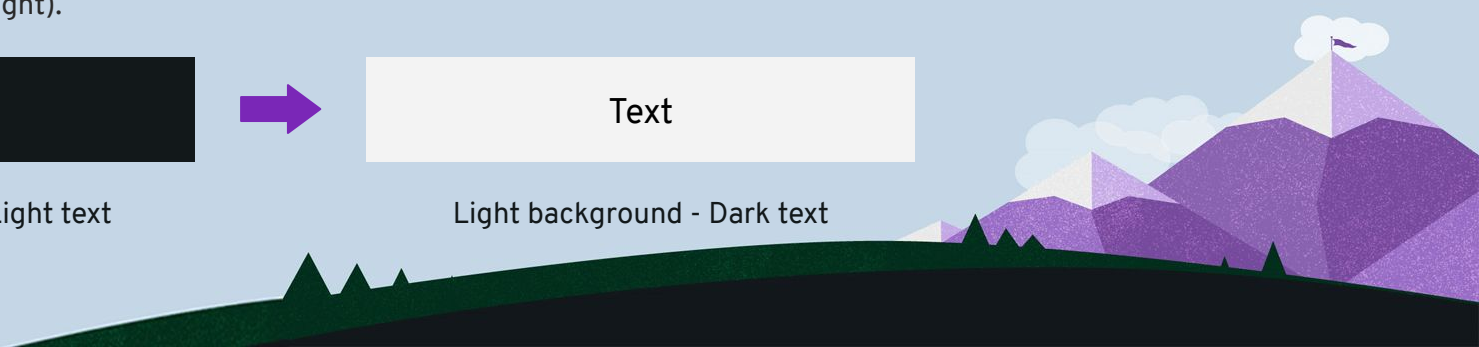
In addition to identifying the area with the light background and turning it into the dark background, some email clients do the opposite as well (dark into light).



Dark background - Light text



Light background - Dark text



# What email clients support dark mode?



Gmail (Android, iOS)

*Webmail*

Webmail



Outlook  
Android, iOS)

Outlook 2019  
(Mac, Windows)

Outlook.com



Hey.com



Apple mail



# Why should you consider dark mode?



“

More than **55%** of emails might be opened with **dark mode**.  
Once **Gmail** follows the dark theme, emails that might be  
opened with dark mode enabled will increase to **83%**”

Source - <https://sidemail.io/articles/dark-mode-in-html-email/>

”



# Why we should consider dark mode?

## 1. People love dark mode

- Based on my study, I found that overall **88.2%** of people love dark mode.

Do you like Dark mode?

2020 **81.9%**

Do you (still) like Dark mode?

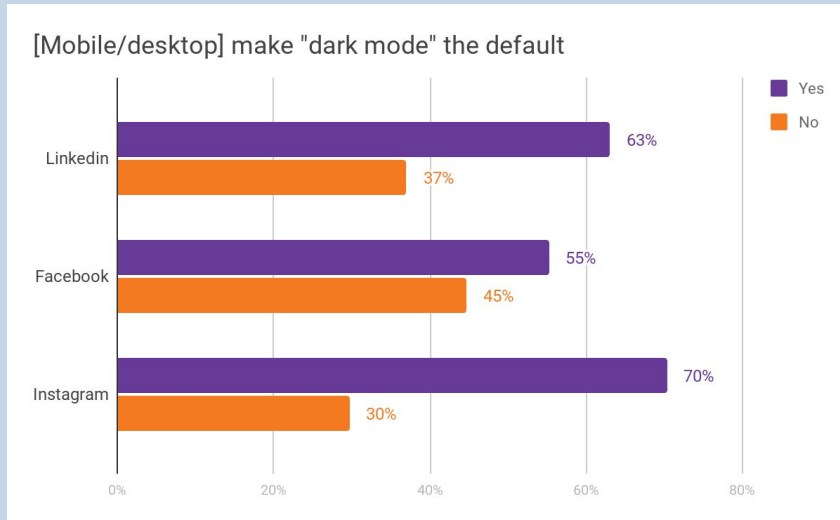
2021 **88.2%**

## Why do people prefer the dark mode themes that much?

- It's **easy on the eyes** because it reduces screen brightness
- Most of the **developers** work on darker interfaces (**92%** users prefer dark in their code editor)
- It helps to improve **content readability**
- Dark mode helps improve **battery life**



## 2. The majority of people make dark mode the default setting



Based on my study, I found that overall **57%** of people changed their mobile and desktop appearance into dark mode.

*[Android Authority 2020 research](#) found that **81.9%** user preferred dark mode on their phones.*

# Expectation



# Reality



# Light mode | Dark mode emails





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## TRAINING AND CERTIFICATION

### 3. Mailers look messy and it affects company branding

#### Most of the time I;

- Ignore the messy emails
- Unsubscribe from my email list
- Stop opening future emails from them or delete mailers without opening
- Mark as spam

Based on my study, I found that overall **38%** of users *switch the device setting* when reading mailers in dark mode (This is bad user experience (UX)).

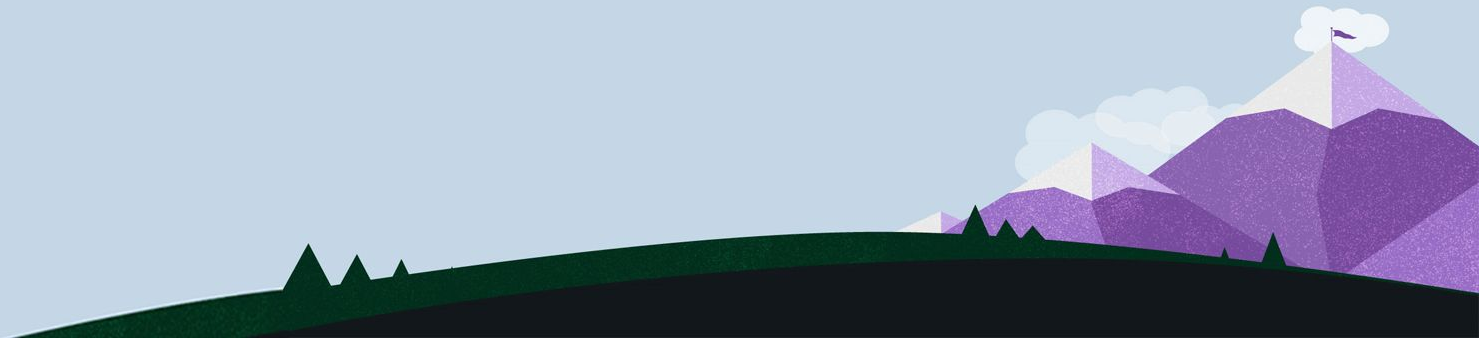




## 4. Email clients respond differently

Here's how each email client works

1. **No color changes:** iOS mail, Apple mail, Hey.com
2. **Fully inverted:** Gmail iOS app, Outlook 2019 for Windows
3. **Partially inverted:** Gmail Android app, Outlook Android app, Outlook iOS app, Outlook 2019 for macOS, Outlook.com

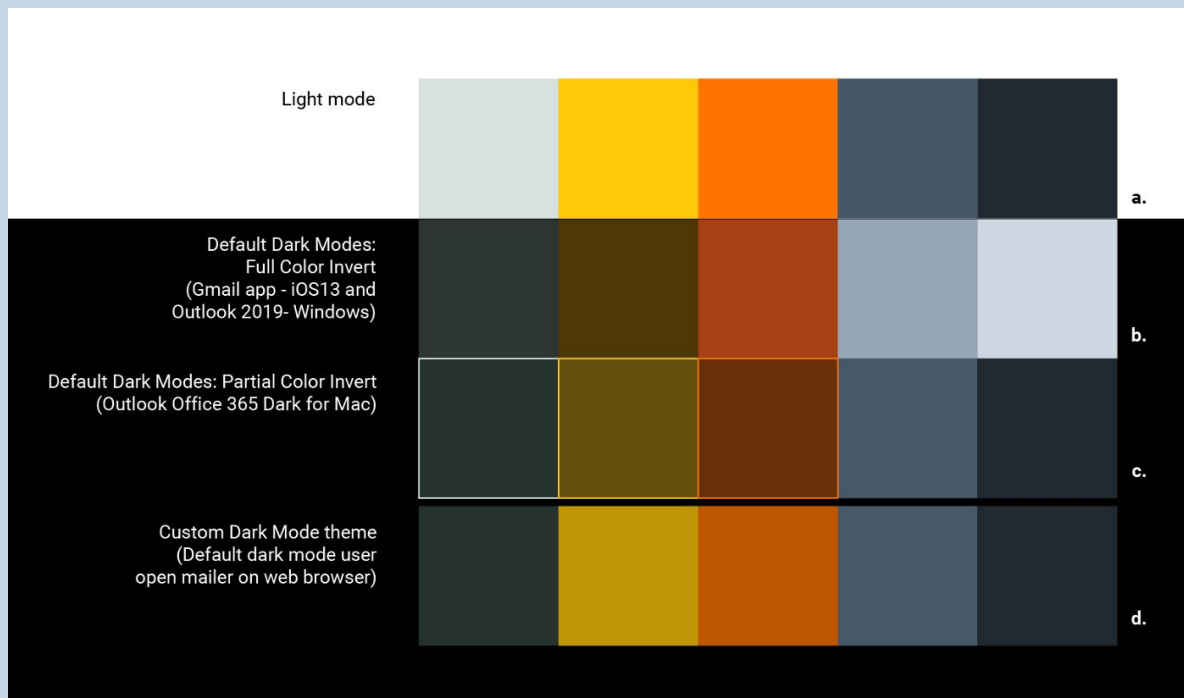




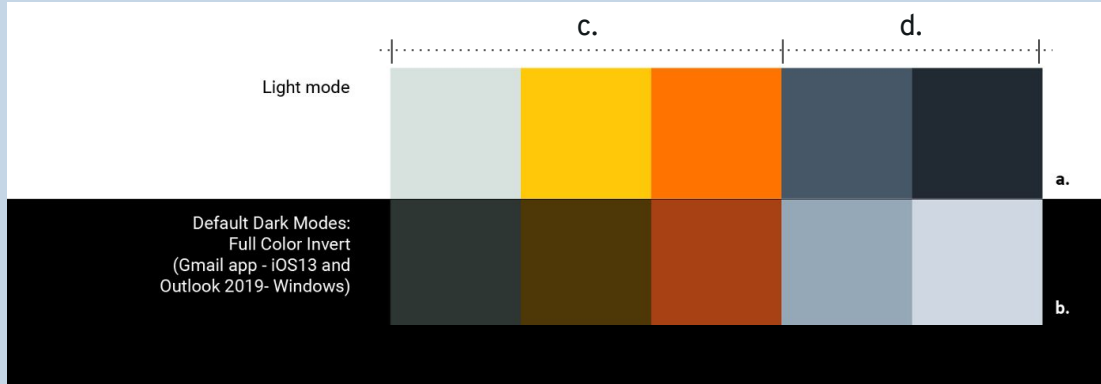
# How to improve your emails for dark mode

# Color experiment

How dark mode rendering affects our company branding



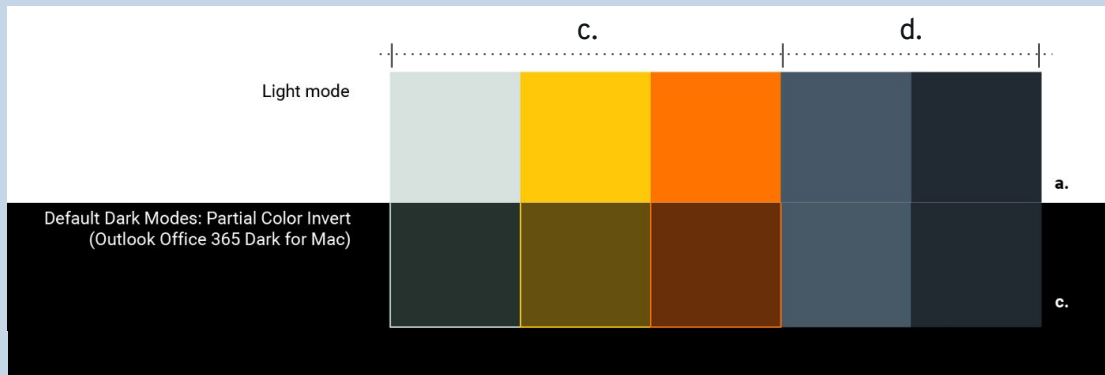
## How dark mode rendering affects our company branding



Color invert - Fully



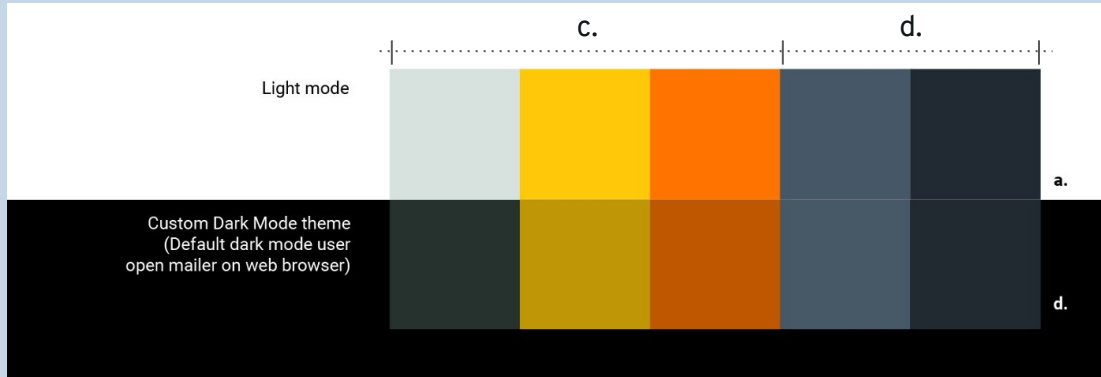
## How dark mode rendering affects our company branding



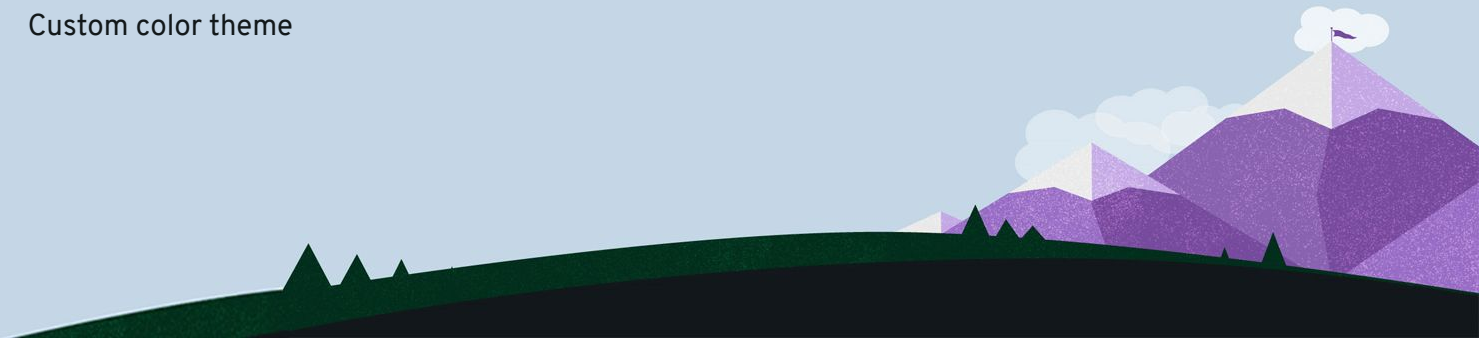
Color invert - Partially



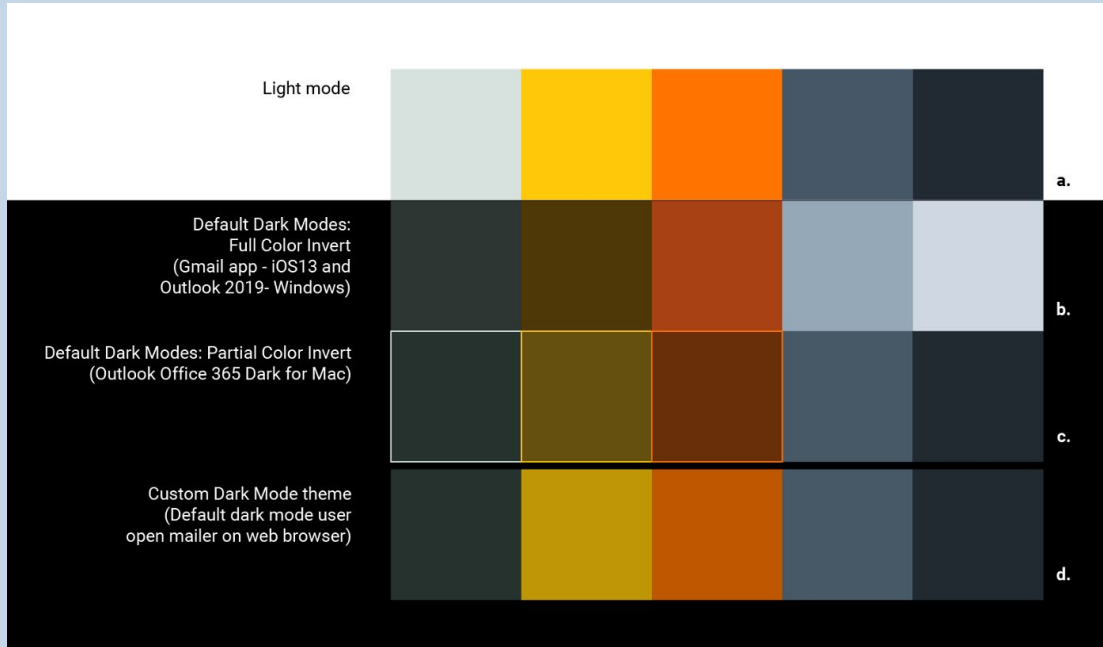
## How dark mode rendering affects our company branding



Custom color theme



## How dark mode rendering affects our company branding

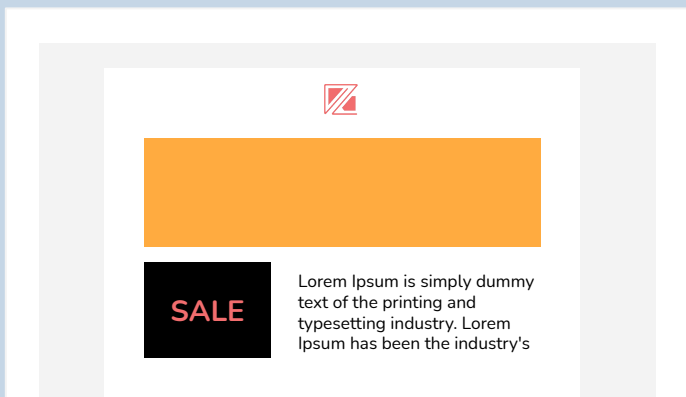


# 1. No color changes

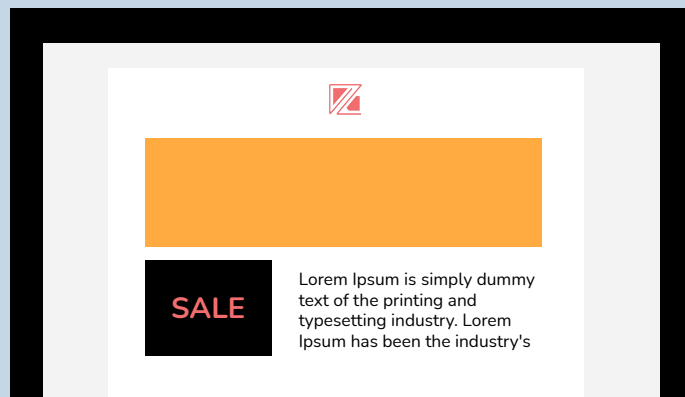
iOS mail, Apple mail, Hey.com

In this version, whether the app is in light mode or dark mode your email doesn't change.

**We can't force them to change it.**



Light mode



Dark mode



# No color changes



General Search

Appearance:   
Light Dark Auto

Accent colour:

Highlight colour: Blue

Sidebar icon size: Medium

Automatically hide and show the menu bar

Show scroll bars:  Automatically based on mouse or trackpad  
 When scrolling  
 Always

Click in the scroll bar to:  Jump to the next page  
 Jump to the spot that's clicked

Default web browser: Google Chrome

Ask to keep changes when closing documents  
 Close windows when quitting an app  
When selected, open documents and windows will not be restored when you re-open an app.

Recent items: 10 Documents, Apps and Servers

Allow Handoff between this Mac and your iCloud devices

Use font smoothing when available

Oct 27, 2020, 3:08 PM

## NEWSLETTER - SEPTEMBER 2020

*This is a monthly newsletter related to WSO2 and tech in general.  
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20, business and government developments have emphasized the pivotal role APIs play in driving  
prise digital operations. To survive and thrive in this digital age, businesses must not only change  
ay they operate, but they must also change the way they think. APIs are key to this winning strategy.

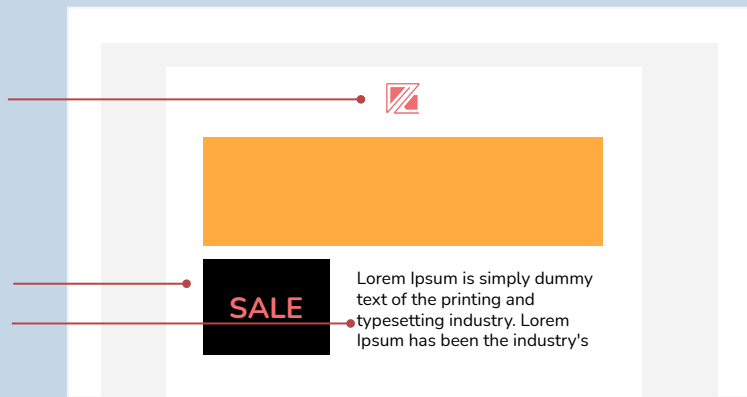
month, we are featuring **WSO2 API Manager's latest release** and **our open healthcare solution**.

### roducing: WSO2 API Manager 3.2

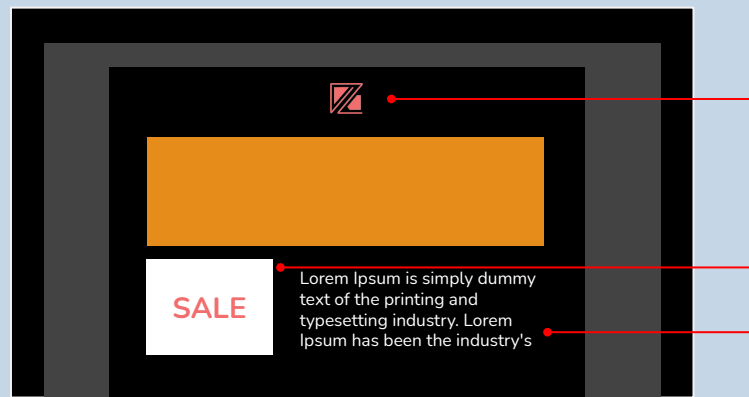
- strategy - group 2,331
- Chat +
- Rooms +
- Meet

## 2. Fully inverted colors

Gmail iOS app, Outlook 2019 for Windows



Light mode



Dark mode

Also, they won't let us change the colors and switch the logo.  
(Can't customized)

# Fully inverted colors



1:55

4G



FaceTime



Podcasts



Calculator



Watch



Files



Shortcuts



Translate



Extras



AppleS...



Clips



Numbers



Pages



iMovie



iTunes U



Gmail



Instagram



Messenger



PickMe



SoundCloud



WhatsApp



ComBank Digital



WSO2



11:16

4G



Mail



Calendar



Photos



Camera



Maps



Clock



Weather



Home



Notes



Reminders



App Store



iTunes Store



Books



Health



Wallet



Settings



## 2. Fully inverted colors → Logo



Light mode



Drop shadow



Outline



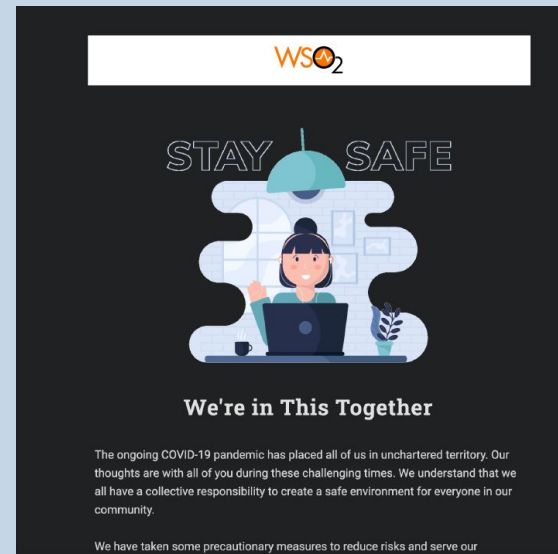
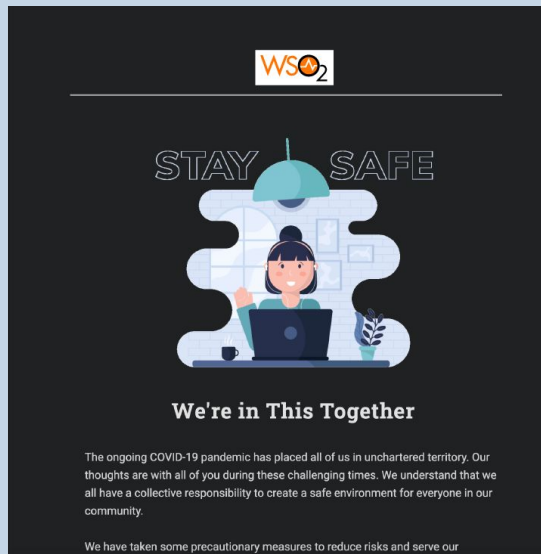
Background color

**Tip** – We can use a white background as well. But make sure to add some extra spacing (3px width space). Otherwise, mailer does not look nice in the dark mode.





Background color



1. Save full area as an image with white background
2. Save 1px white image and add it as background image and repeat it

CODE

```
<td style="background-image: url( http://wso2.cachefly.net/wso2/sites/all/2021/images/test1.png );  
background-repeat: repeat;">
```



## 2. Fully inverted colors → Images



Light mode

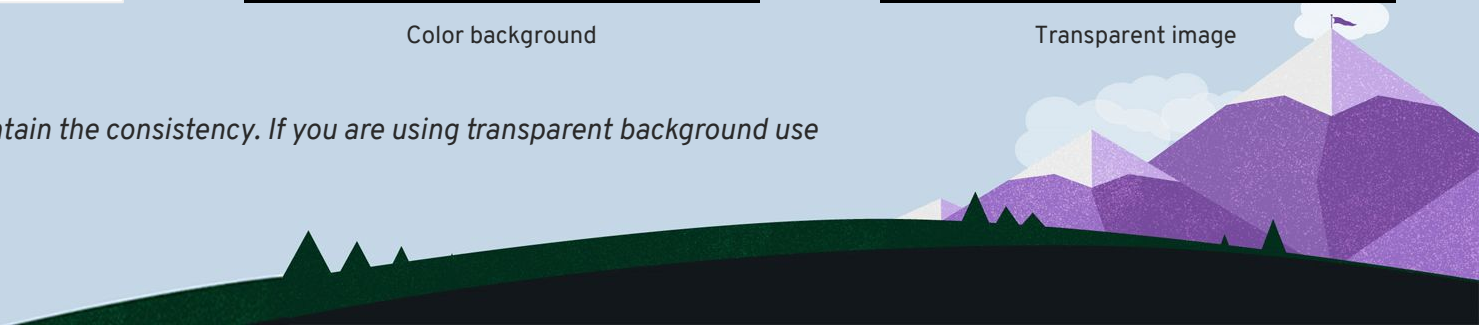


Color background



Transparent image

**Tip** – Always make sure to maintain the consistency. If you are using transparent background use that throughout the layout.



a. Light mode

b. Dark mode - **Before** optimize mailers

c. Dark mode - **After** optimize mailers

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NEWSLETTER - MARCH 2020

STAY SAFE



**We're in This Together**

The ongoing COVID-19 pandemic has placed all of us in uncharted territory. Our thoughts are with all of you during these challenging times. We understand that we all have a collective responsibility to create a safe environment for everyone in our community.

We have taken some precautionary measures to reduce risks and serve our

Having trouble viewing this email? | [View online](#)



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NEWSLETTER - MARCH 2020

STAY SAFE

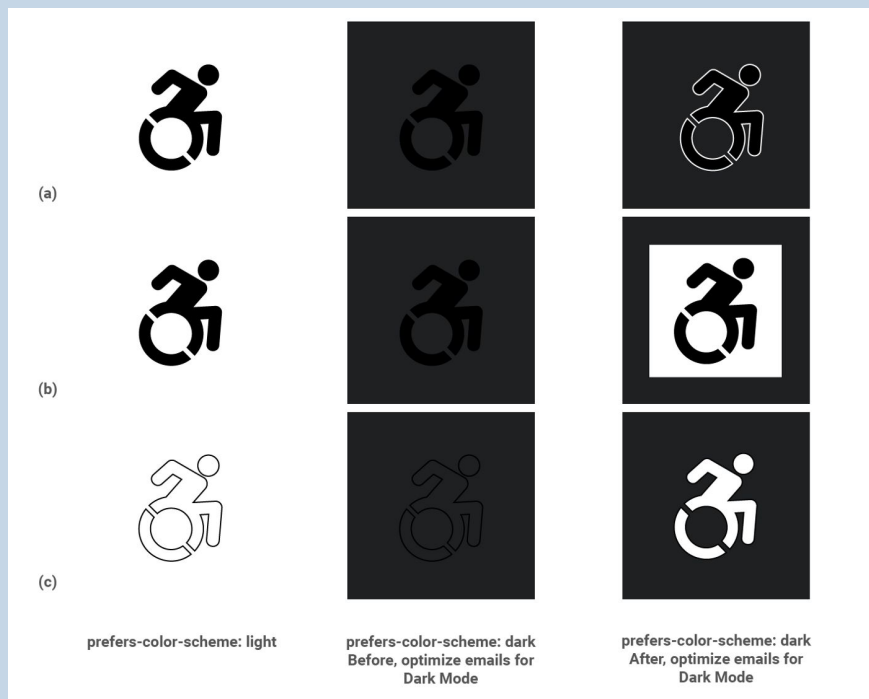


**We're in This Together**

The ongoing COVID-19 pandemic has placed all of us in uncharted territory. Our thoughts are with all of you during these challenging times. We understand that we all have a collective responsibility to create a safe environment for everyone in our community.

We have taken some precautionary measures to reduce risks and serve our

## 2. Fully inverted colors → Icons



Light mode

Dark mode

(c) Outline icon



Fill the icon background

(a)(b) Full black icon



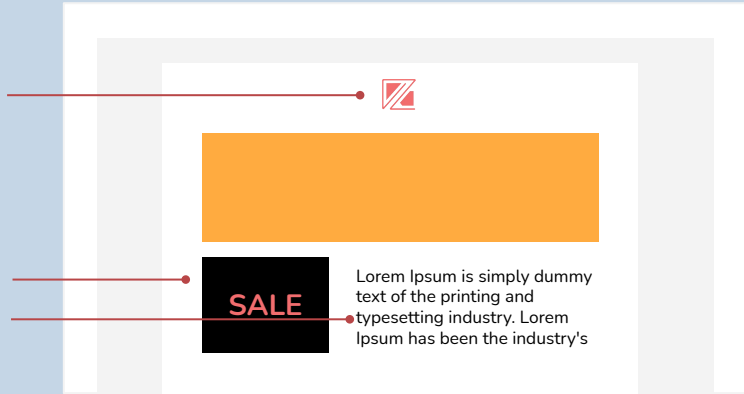
Add white outline(a) or white background to full icon (b)

*Tip – Don't use pure white (#ffffff) as a background color because it will be too bright and a bit hard on the user's eyes. Alternatively, you can use an off-white like #f2f2f2 instead*

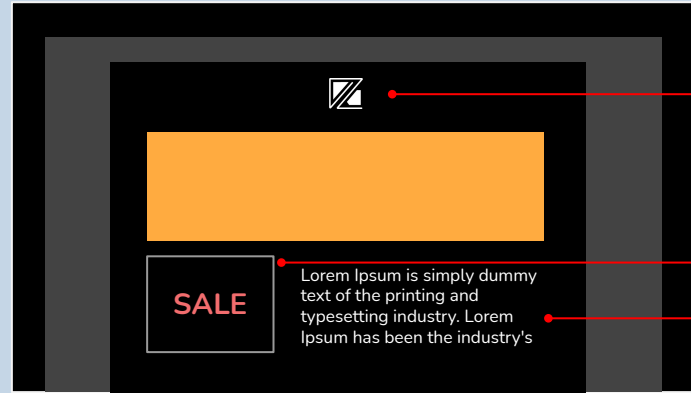
# 3. Partially inverted colors

Here, it only detects light backgrounds and dark text and inverts it into dark backgrounds and white text. It keeps the dark background as it is.

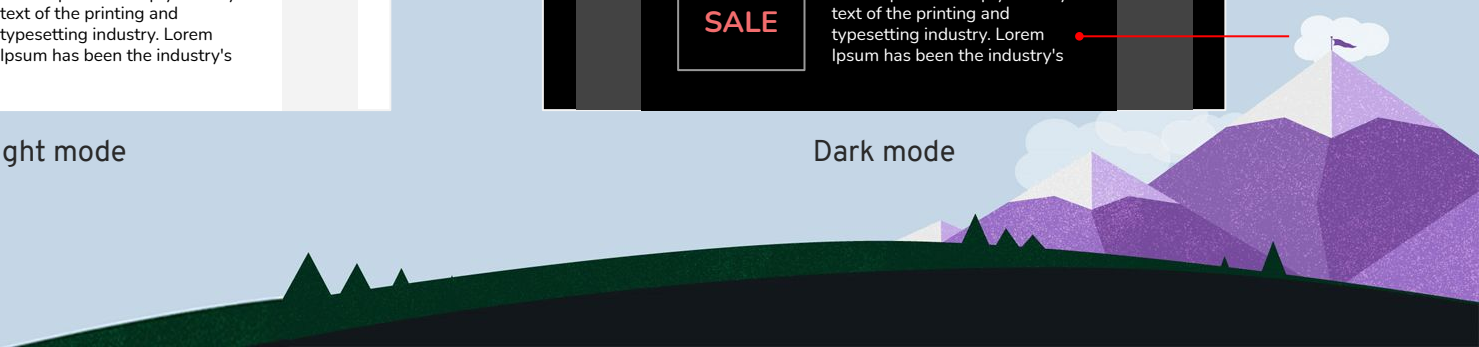
Gmail Android app, Outlook Android app, Outlook iOS app, Outlook 2019 for macOS, Outlook.com



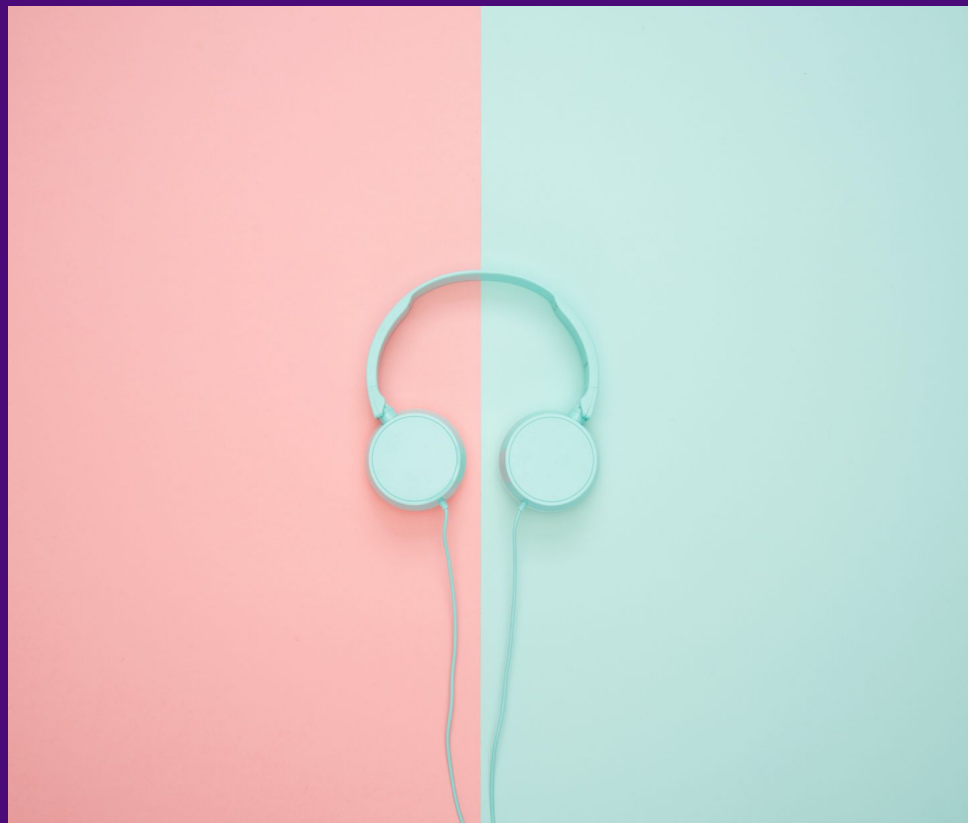
Light mode



Dark mode



# Partially inverted colors







# Let's customize the dark mode theme (email hack)

`prefers-color-scheme: dark`

# Customize the dark mode theme





General Search

Appearance: Light Dark Auto

Accent colour: [Color Selection]

Highlight colour: Blue

Sidebar icon size: Medium

Automatically hide and show the menu bar

Show scroll bars:
 

- Automatically based on mouse or trackpad
- When scrolling
- Always

Click in the scroll bar to:
 

- Jump to the next page
- Jump to the spot that's clicked

Default web browser: Google Chrome

Ask to keep changes when closing documents

Close windows when quitting an app

When selected, open documents and windows will not be restored when you re-open an app.

Recent items: 10 Documents, Apps and Servers

Allow Handoff between this Mac and your iCloud devices

Use font smoothing when available

## ML Proof - Webinar:

WSO2 Webinars <response@wso2.com>  
 To: ruwanthis1@outlook.com



Regulations can be a blessing in disguise. For the healthcare industry, the Interoperability and Patient Access final rule (CMS-9115-F) aims to enable better access to health information for patients, improve interoperability, and unleash innovation via FHIR APIs. [This article](#) explores these steps for achieving compliance and discusses what to look for when selecting a technology vendor. We also published a [whitepaper](#) on how WSO2 can support and address CMS-9115-F.

### PICKS FOR THIS MONTH

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A governance solution helps medium- and large-scale organizations keep track of their digital assets. It brings in a unified view of all the assets across all the teams. This whitepaper explores how WSO2 Digital Assets Governance addresses digital asset metadata catalog needs and delivers the governance requirements of an IBM-powered integration ecosystem. [Read more](#)

## 6 DevSecOps Metrics for DevOps and Security Teams to Share

More often than not, DevOps and Security teams have fundamentally different goals, creating a conceptual divide between the teams. By establishing shared goals, your organization's security and DevOps teams can reinforce each other's success rather than working at cross-purposes. Here are 6 metrics both teams can share in order to improve outcomes and reduce the tensions that tend to separate the teams. [Link](#)

## The Ultimate Guide to Cybersecurity

# How email clients support default dark mode style

Email client **supports** “*prefers-color-scheme: dark*”

- Apple Mail – iPhone + iPad
- Outlook – macOS
- Outlook.com – webmail
- Mozilla Thunderbird – Windows 10
- Spark – macOS, iOS 13, Android 9

Email client **DOES NOT support** “*prefers-color-scheme: dark*”

- Outlook – iOS 13, Android 10, Windows 10
- Gmail – Android 10, iOS 13, webmail
- Apple Mail – macOS
- Yahoo! – webmail



# How we can improve the default dark mode style

## #1 We should enable the dark mode for email clients

First, we should add meta tags as follows into your mailer <head> tag

### CODE

```
<meta name="color-scheme" content=" light dark">  
<meta name="supported-color-schemes" content=" light dark">
```



## #2 Add “prefers-color-scheme: dark” media query

You have to add “prefers-color-scheme: dark” as a media query into your mailer `<style>` tag.

We need to give a better experience to default dark mode users who support prefers-color-scheme. Therefore we can change the email colors and logos using the following media query.

### CODE

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



## #3 Add CSS styling into the media query

### CODE

```
<style>
@media (prefers-color-scheme: dark)
{
  .darkmode {background-color: #202123 !important;}
  .darkLogo {display: none !important;}
  .lightLogo {overflow: visible !important; display: block !important; width: auto
!important; max-width: inherit !important; float: none !important; max-height: inherit
!important; visibility: inherit !important; }
  P, h2, span, li {color: #d2d2d2 !important;}
  .link:hover {color: #ffffff !important}
}
</style>
```

## #3 Add CSS styling into the media query

### CODE

This email is optimized for display on mobile phones. Social Media Today is a product of

[Washington, DC 20037](#). We value your privacy. We won't share your email address with anyone else without your permission.

[Unsubscribe now](#). See our full [privacy policy](#).

```
</style>
```

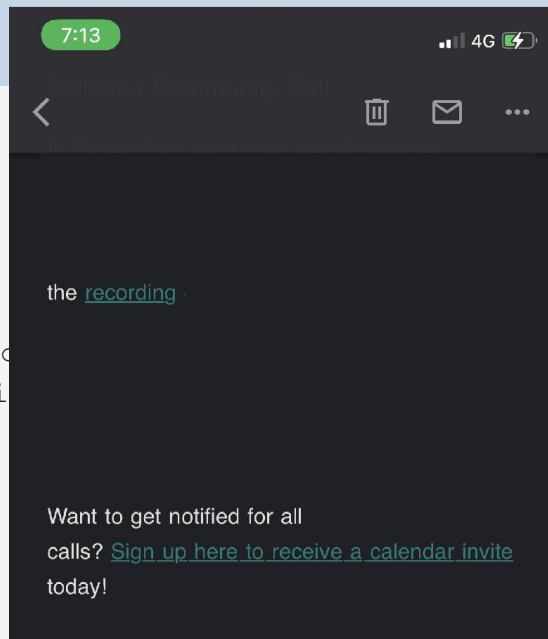
```
ortant;}
```

```
display: bloc
```

```
at: none !i
```

```
}
```

```
};}
```



## #3 Add CSS styling into the media query

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[Unsubscribe](#) | [View online](#) | [Privacy Policy](#)

Email not displaying correctly? [View it in your browser.](#)



## #3 Add CSS styling into the media query

### CODE

```
<style>
@media (prefers-color-scheme: dark)
{
  .darkmode {background-color: #202123 !important;}
  .darkLogo {display: none !important;}
  .lightLogo {overflow: visible !important; display: block !important; width: auto
!important; max-width: inherit !important; float: none !important; max-height: inherit
!important; visibility: inherit !important; }
  P, h2, span, li {color: #d2d2d2 !important;}
  .link:hover {color: #ffffff !important}
}
</style>
```

*Tip – I've avoided pure white (#ffffff) as the text color and pure black (#000000) as the background color because I've found that it's a bit harder on our eyes and it's nice to keep colors between not too bright or not too dim. However, I've used pure white (#ffffff) as a hover effect to the text link. It helps to grab the user's attention to the links.*





## #4 Add styles to the email body

First, you should add a “darkmode” class into the HTML <body> tag as follows.

### CODE

```
<body class="darkmode"  
  
  style="font-family: 'Roboto', Helvetica,sans-serif; -webkit-text-size-adjust: 100%;  
  -ms-text-size-adjust: 100%; height: 100% !important; width: 100% !important; margin:  
  0;padding: 0;" data-gr-c-s-loaded="true"  
  
  bgcolor="#FAFAFA">  
  
</body>
```

**Tip** – Here, don’t include “background-color” inside the style. You have to make sure to take it out from the style. Otherwise, the mailer won’t show the changes.

Then you can work on the logos. Here you can see how “.darklogo” and “.lightlogo” classes have been inserted. This appears in your dark mode vs. light mode logos.

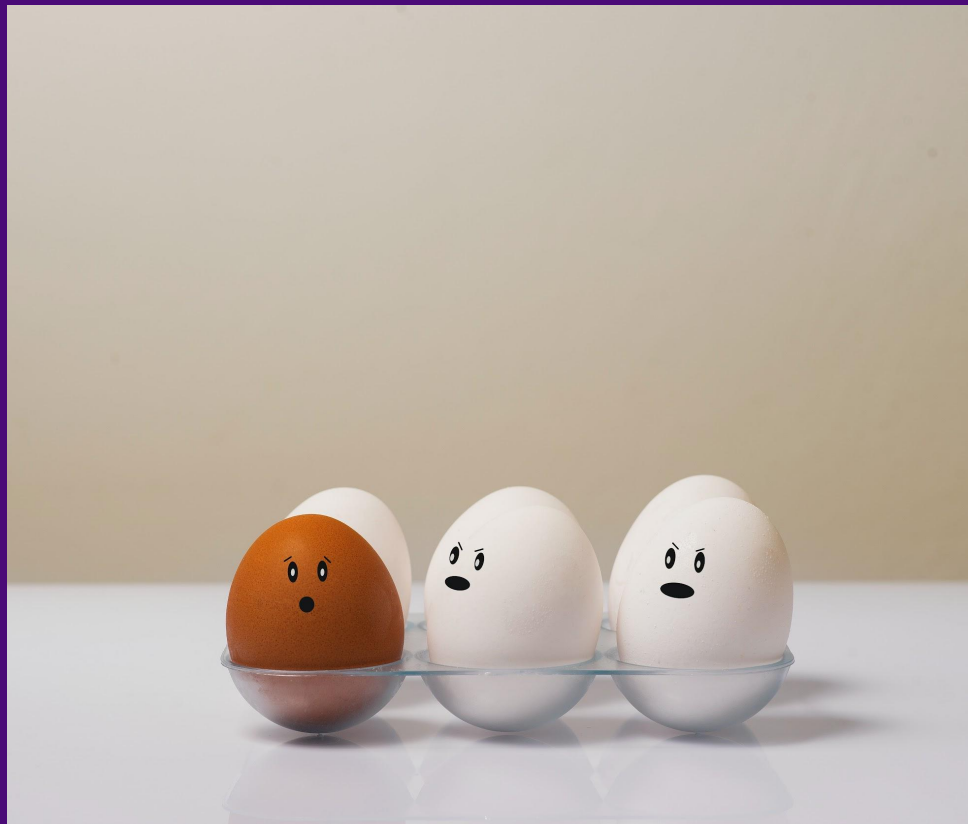
#### CODE

```
<tr>
<td>
<a href="https://wso2.com/" style="text-decoration:none;" target="_blank">

</a>
<div align="center" class="lightLogo"
style="visibility:hidden; width:0px; max-width:0px; max-height:0px; display:none; overflow:hidden;
float:left; line-height:0px;">

</div>
</td>
</tr>
```

# Customize the dark mode theme







- Compose
- Mail
  - engineering - g... 14,723
  - infra 9,602
  - Legion-group
  - Ik-Club
  - Marketing 38
  - Mars-dev-group 1,927
  - Meap-Sales 24,942
  - Mkt - Test
  - news - group
  - Operation 1
- Chat
  - Surani Bandara  
You: <Forrester campaign on...
  - Uzma Alimudeen  
You: uz i sent test mail for m...
  - Iwantha Lekamge  
You: Oh 12 ta ape meeti g ek...
  - Niroshika Priyadarshani  
You: 😊
  - Ishara Naotunna  
https://docs.google.com/do...
  - Daneshia Unantenne  
You: i just filled. i'm ofz dane...
  - Indraraj Weerawansa
- Rooms

As a transformation enabler, APIs represent key business capabilities that you can rapidly reconfigure to serve new customers, reach new markets, and create new value. To help you through this journey, we've identified five aspects that will help transform your business and technology. Join our webinar featuring a guest presentation by Forrester as we deep dive into how APIs drive innovation, new digital business models, and technology requirements. [Register now](#)

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Sincerely,  
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1 of 25,309

General Search

Appearance: Light Dark Auto

Accent colour: [Color Selection]

Highlight colour: Blue

Sidebar icon size: Medium

Automatically hide and show the menu bar

Show scroll bars:
 

- Automatically based on mouse or trackpad
- When scrolling
- Always

Click in the scroll bar to:
 

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 When scrolling  
 Always

Click in the scroll bar to:  Jump to the next page  
 Jump to the spot that's clicked

Default web browser:

Ask to keep changes when closing documents  
 Close windows when quitting an app  
When selected, open documents and windows will not be restored when you re-open an app.

Recent items:  Documents, Apps and Servers

Allow Handoff between this Mac and your iCloud devices

Use font smoothing when available

171 of 2,845

WSO2

## NEWSLETTER - SEPTEMBER 2020

*This is a monthly newsletter related to WSO2 and tech in general.  
Not a subscriber yet? [Sign up here](#)*

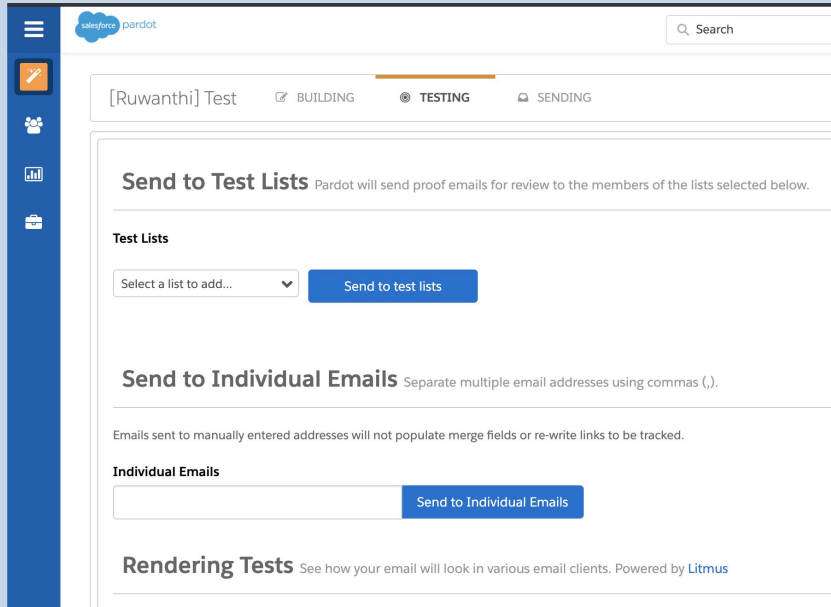
20, business and government developments have emphasized the pivotal role APIs play in driving  
prise digital operations. To survive and thrive in this digital age, businesses must not only change  
ay they operate, but they must also change the way they think. APIs are key to this winning strategy.

month, we are featuring **WSO2 API Manager's latest release** and **our open healthcare solution**.

### roducing: WSO2 API Manager 3.2

WSO2 API M...

## #5 Always test your emails



The screenshot shows the Pardot interface for testing an email campaign. The top navigation bar includes the Salesforce Pardot logo, a search bar, and tabs for BUILDING, TESTING (selected), and SENDING. The main content area is titled "[Ruwanthi] Test" and contains three sections:

- Send to Test Lists**: A section with the subtext "Pardot will send proof emails for review to the members of the lists selected below." It features a dropdown menu labeled "Select a list to add..." and a blue button labeled "Send to test lists".
- Send to Individual Emails**: A section with the subtext "Separate multiple email addresses using commas (,)." Below this, a note states "Emails sent to manually entered addresses will not populate merge fields or re-write links to be tracked." It includes a text input field and a blue button labeled "Send to Individual Emails".
- Rendering Tests**: A section with the subtext "See how your email will look in various email clients. Powered by Litmus".

- You have to **always test** your mailers before sending it out.
- Also, you must do the **AB testings** because email clients are changing, and every time it affects the user experience.



Email Clients Subject Line Preview Spam Analysis

### DESKTOP EMAIL CLIENTS



Outlook 2007



Outlook 2010



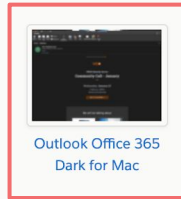
Outlook 2013



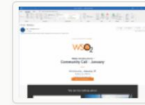
Outlook 2016 for Windows



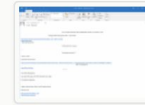
Outlook 2019 for Windows



Outlook Office 365 Dark for Mac



Outlook Office 365 for Windows



Plain Text



Thunderbird (Latest)

### WEB EMAIL CLIENTS



AOL Mail (Explorer)



AOL Mail (Firefox)



Gmail (Android)



Gmail (Chrome)



Gmail (Explorer)



Gmail (Firefox)



Office 365 (Chrome)



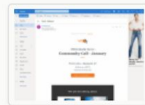
Office 365 (Explorer)



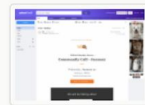
Office 365 (Firefox)



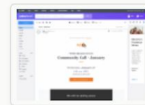
Outlook.com (Explorer)



Outlook.com (Firefox)



Yahoo! Mail (Explorer)



Yahoo! Mail (Firefox)

### MOBILE EMAIL CLIENTS

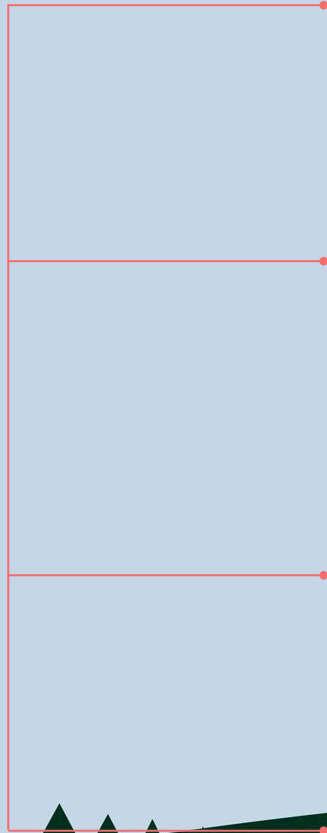


Test your mailers  
before hit the send  
button





Pardot Report Breakdown by Client



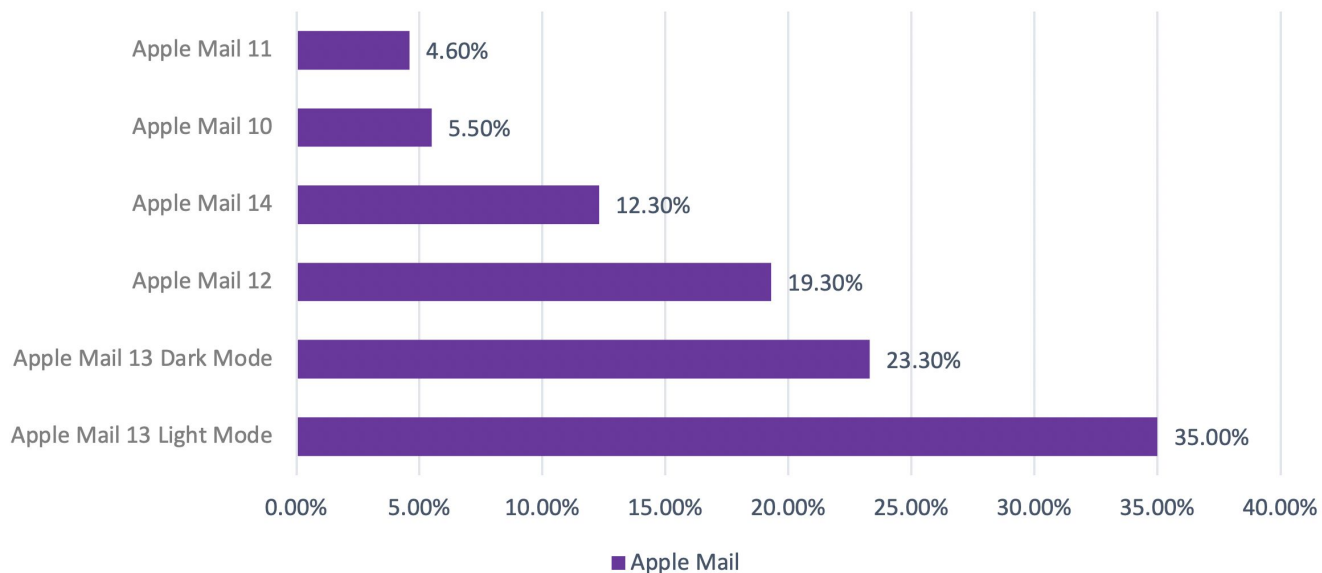
*Tip – Always analyze users behavior and improve your mailers*

EMAIL CLIENT	POPULARITY
Via Gmail's Image Cache	100
<b>Outlook</b>	
Outlook 2016	100
Outlook 2016 Pro	100
Outlook 2013	100
Outlook 2010	100
Outlook 2000-2003	100
<b>Apple Mail</b>	
Apple Mail 14 Light Mode	90
Apple Mail 14 Dark Mode	90
Apple Mail 13 Light Mode	10
Apple Mail 12	100
Apple Mail 13 Dark Mode	100
Apple Mail 11	10
<b>Apple iPhone</b>	
iOS 14 Light Mode	90
iOS 14 Dark Mode	90
iOS 15 Dark Mode	100
iOS 7	100
iOS 13 Light Mode	100
iOS 13 Dark Mode	100
iOS 12	100
iOS 15 Light Mode	100
iOS 14	100
<b>Apple Mail Privacy</b>	
Via Apple's Image Cache Dark Mode	90
Via Apple's Image Cache Light Mode	90

Of those using Apple Mail, **23.3%** are using **Dark Mode** and **35%** are using **Light Mode**.

Dark Mode email client breakdown detected by Pardot report, October 22 – December 22, 2020 (Average HTML opens per month, 9129)

## Apple Mail



### Apple Mail

Dark **23.3%**

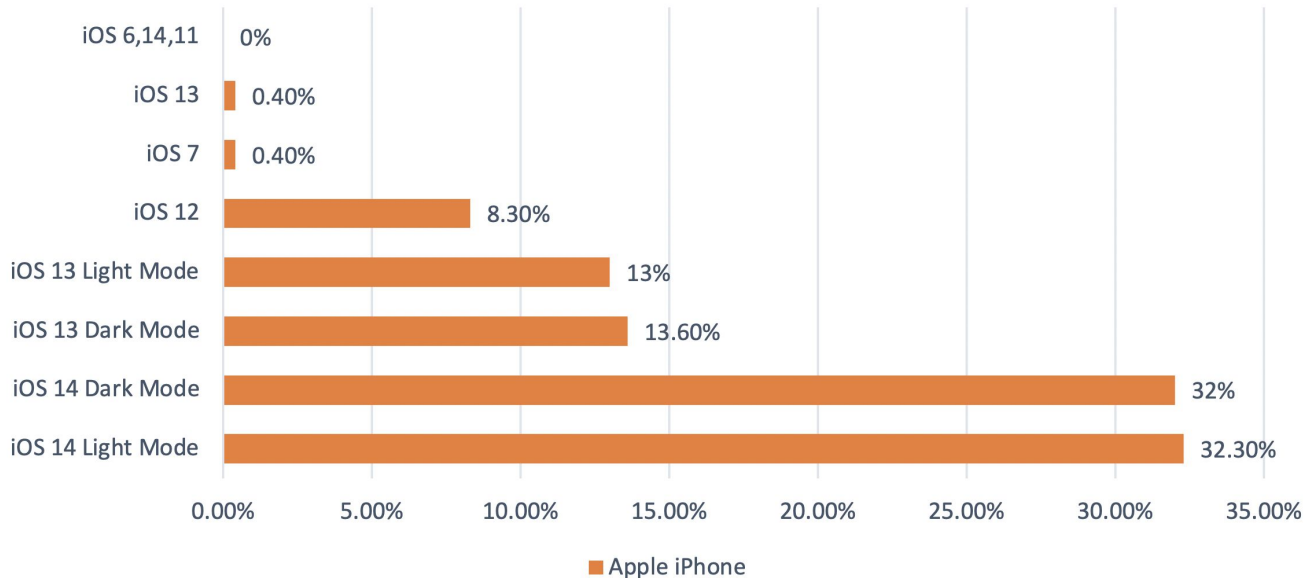
Light **35%**



Of those using Apple iPhone, **45.6%** are using **Dark Mode** and **45.3%** are using **Light Mode**.

Dark Mode email client breakdown detected by Pardot report, October 22 – December 22, 2020 (Average HTML opens per month, 9129)

### Apple iPhone



### Apple iPhone

**Dark** 45.6%

**Light** 45.3%



“

Some people **want it** to happen, some **wish it** would happen, others **make it** happen”

- Michael Jordan

”

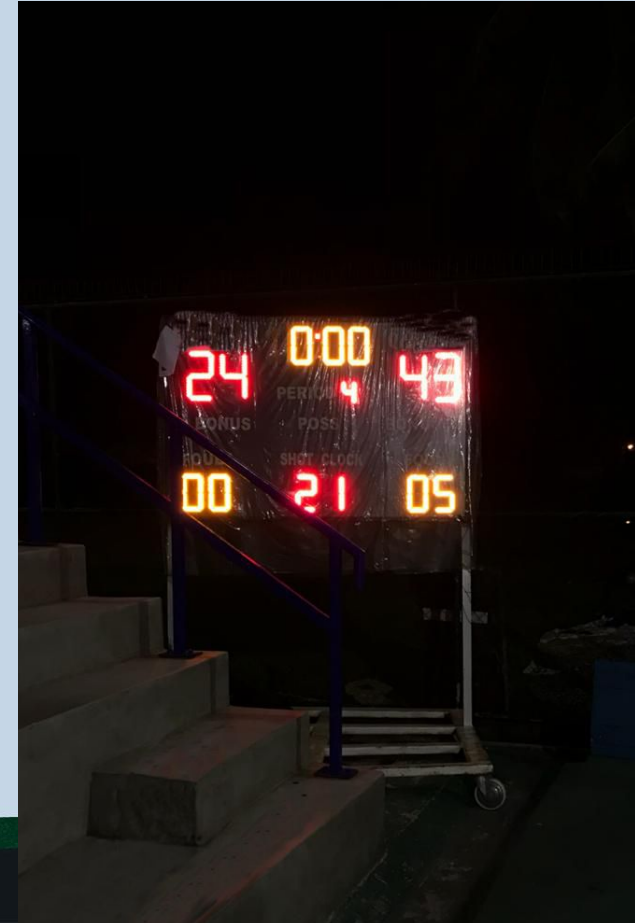




# Summary



- Dark mode is a **trending feature** that most email clients have started supporting.
- The majority of **people love dark mode** and have set it as their **default mode**. Therefore we have to give a better experience while they are reading emails in dark mode.
- As email designers/ developers, we only have to focus on the **logo, images, icons, colors** (text and background), and **custom code** (use “prefers-color-scheme: dark” media query).
- Always test your mailers (AB test, user behavior analysis).



# References

1. How I create dark mode friendly mailers - <https://ruwanthisulanjali.medium.com/how-i-created-dark-mode-friendly-mailers-d40e15e2a5f5>
2. How email clients handle dark mode email rendering - <https://sidemail.io/articles/dark-mode-in-html-email/>
3. Email bug - Gmail's dark mode - <https://github.com/hteumeuleu/email-bugs/issues/68>
4. Apple human interface guide - <https://developer.apple.com/design/human-interface-guidelines/ios/visual-design/dark-mode/>
5. Material design - <https://material.io/design/color/dark-theme.html>





# Have a question?

Drop me a line and I'll gladly answer!



# Thanks for listening!



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or hit me up at [rsulanjali89@gmail.com](mailto:rsulanjali89@gmail.com)

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