

HTML How-To Guide

(Basic HTML text commands)

This guide has been prepared to help you manage some common HTML text formatting issues encountered when creating customised HTML emails, such as:

- Making text bold
- Making text italic
- Making text underlined
- Changing the size of text
- Changing the type of text
- Changing the colour of text
- Inserting a line break



These commands can also be used for text on HTML web pages.

Helpful notes:

(1) For HTML commands the beginning of each command is denoted using a letter, or word, within 'less than' and 'greater than' brackets with no spaces, such as `` for bold. To close the command and end the effect the forward-slash character is inserted as follows, ``.

(2) The term 'font' is often used interchangeably with the term 'text'. However, font refers to the type of font (the style) whereas text refers to the actual words regardless of which font is used.

Making Text Bold

To make text appear bold, use `` and `` around the text.

For example:

Make `this text look bold`

will look like:

Make **this text look bold**

Making Text Italic

To make text appear italic, use `<i>` and `</i>` around the text.

For example:

Make `<i>this text look italic</i>`

will look like:

Make *this text look italic*

Making Text Underlined

To make text appear underlined use `<u>` and `</u>` around the text.

NOTE: This will **not** make the text an active link. It will just be underlined.

For example:

```
Make <u>this text look underlined</u>
```

will look like:

Make this text look underlined

Using Two Commands at Once

You can easily use two commands for the same text, just make sure you begin and end both.

Example:

```
<b><i>This text is bold and italic</i></b>
```

will look like:

This text is bold and italic

If you do use multiple commands make a point of not getting the command tags out of order. Follow this rule: Always set the beginning and end tags at the same time, always placing them on the farthest end of the item being affected.

Changing the Size of Text

To change the size of text, select the number that corresponds to the size text you want to use `` is small (equivalent to point size 8, depending on the font selected). `` is larger than size 1, equivalent to around 10 point font. `` is larger than font size 2, equivalent to around 12 point font.

Font sizes usually go from 1 (smallest) to 7 (largest).

Note: This 'font size' is different to the point-sizes of each individual font.

You can also use the command `` to make the font look one-size smaller than the preceding text, `` to make the text look 2-sizes bigger than the preceding text. Note: The `-` or `+` command is relative to the preceding font.

Remember to close the command with ``.

For example:

```
Make text <font size="+2">look bigger</font> or <font size="-2">look smaller</font>
```

will look like:

Make text look bigger or look smaller

Changing the Type of Text (the font)

There are a few different fonts you can use. Times New Roman is usually set as the default for all browsers. The most common ones used in emails and on websites are:

- Times New Roman: `` and `` to close
- Arial: use `` and `` to close
- Verdana: use `` and `` to close
- Garamond: use `` and `` to close

For example:

Make ``this font garamond``

will look like:

Make this font Garamond

Note: the difference in text size in the line above is due to the different fonts used. Each font is displayed in 11-point size.

Note about browsers: The web browser (or computer) on which your reader is viewing your email will only display the fonts it has installed on it. If you choose to include a fancy or uncommon font in your email, chances are the readers computer will not be able to display it – and will display that particular text in its default font (possibly Times New Roman).

Changing the Colour of Text

There are many different Web-safe colors that you can use in your template. Web colours are denoted by a 6-digit hexadecimal code.

To make text appear in a certain color, use the color code you desire inside the brackets as follows: ``.

For example:

Make ``this text red in colour``

Note: FF0000 is the hexadecimal code for red

will look like:

Make this text red in colour

Hexadecimal codes for other common colours are:

000000 = black

FFFFFF = white

009933 = mid green

99CCFF = light blue

For more colours refer to an HTML colour code chart, such as at this web link:

http://en.wikipedia.org/wiki/Web_colors

Inserting a Line Break

There are two basic line breaks in HTML. Use
 to break to the next line or <p> to skip a line, such as when starting a new paragraph.

For example:

```
Line 1<br>Line 2<p>Line 3
```

will look like:

Line 1

Line 2

Line 3

GENERAL NOTE:

If you are using a pre-designed HTML email template, such as is available from an Email Service Provider, many of the options explained in this guide will either have been incorporated into the template, or will be available as simple point-and-click choices (such as changing the font size). However, by understanding these basics you will be better prepared to achieve the result you desire.

About Solutions Found

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For more information:

Website : www.solutionsfound.com.au

Telephone : 1300 854 208 (Toll free within Australia)

Email : info@solutionsfound.com.au

Solutions Found Pty Ltd
ABN 13 115 279 402

