

# DESIGNING FOR DARK MODE



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October 22, 2020

#darktober



# DARKTOBER

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# INTRODUCTIONS



**Monica Hoyer**

Marketing Director, Email on Acid  
Monica will be your host and moderator. She brings more than two decades of experience in email marketing to the table.

@MonicaFRHoyer



**Ed Ball**

Email Developer, Email on Acid  
Ed is our lead, in-house developer. He has developed emails for the U.S. military and Fortune 500 companies. Ed loves pushing the possibilities of email.

@eballforever



**Anne Tomlin**

Founder, Emails Y'all  
Anne has been developing emails since 2010. She's created email campaigns for brands including Famous Footwear and Chipotle.

@pompeii79



**Annett Forcier**

Founder, Email Boutique  
Annett's agency prides itself in creating outstanding email experiences for brands such as Tupperware and Lululemon.

@The\_Annett



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# DARK MODE BY THE NUMBERS

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## 95% PREFER DARK MODE

According to a survey by **Polar**, 95% of respondents prefer **the dark mode theme**.



## 82% USE DARK MODE ON THEIR PHONE

According to a survey by Android Authority, **82% of respondents use dark mode on their phones**. 10% said sometimes they use it, and 8% said no.



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iPhone is #1 with 36% market share

Apple Mail is #3 with 11% market share

Combined market share: 47%

If 50% of Apple Mail & iOS users apply dark mode:

**23.5%** market share

2.5% from the #2 market share spot

If 25% of Apple Mail & iOS users apply dark mode:

**11.75%** market share

.75% more than the #3 market share spot

6.75% more market share than Yahoo Mail.

[EmailClientMarketShare.com](http://EmailClientMarketShare.com)



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# WE CANNOT AFFORD TO IGNORE DARK MODE

- Is dark mode considered in the design process?
  - Do stakeholders sign off on dark mode mockup?
  - Is there a design mock-up or module in the design system in place?
- Are the style guides and brand guidelines up to date?
  - Does dark mode go along with the brand colors?
  - What about a black logo on a dark background?
- Are all team members aware of the limitations and inconsistency of the feature?
  - Are alternatives and fallbacks in place before development starts?





"Accessibility is better addressed in the earliest stages of design and development rather than being dealt with as an afterthought so that design or code needs to be retroactively changed."



# ACCESSIBILITY – ROOM FOR IMPROVEMENT

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- Accessibility is not considered enough
- Brand guidelines often do not include accessibility standards
- Accessibility is often not tested for
- Alt tags are not on the copy deck





# DARK MODE AND ACCESSIBILITY

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👎 Bad for accessibility

Bad Contrast

Contrast Ratio: 1.19 : 1

👍 Good for accessibility

Good Contrast

Contrast Ratio: 4.71 : 1

Bad Contrast

Contrast Ratio: 2.39 : 1

Good Contrast

Contrast Ratio: 9.46 : 1

Bad Contrast

Contrast Ratio: 4.22 : 1

Good Contrast

Contrast Ratio: 15.04 : 1



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# DARK MODE CLIENT 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<br>**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        |   |

Credit: [@AliceLiCode](#)



EMAILCLIENTMARKETSHARE.COM

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# EASIEST SOLUTIONS

ARTICLE.

**Bold Italic**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley.

SEE WHAT'S NEW

We are sending you this email as you have signed up on our website to be the first to know when we launch new products or announce new sales.

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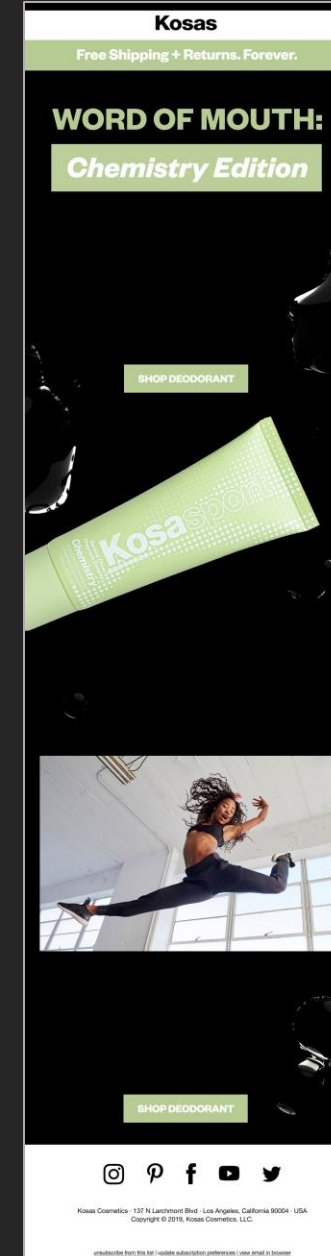
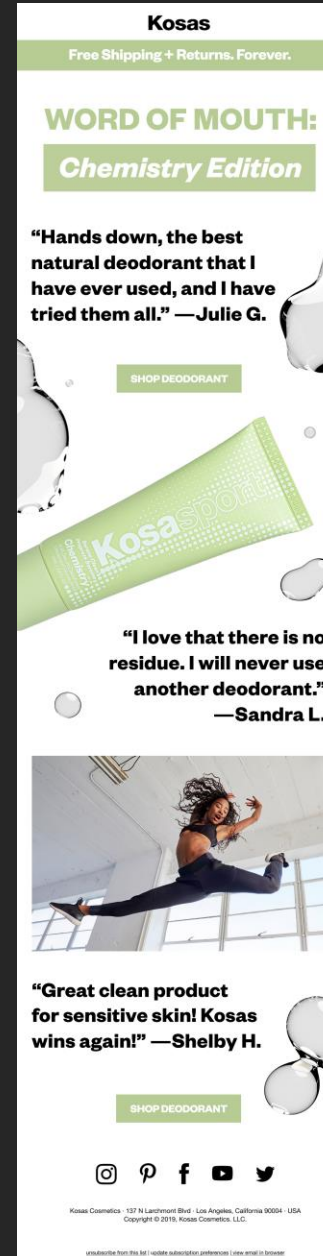


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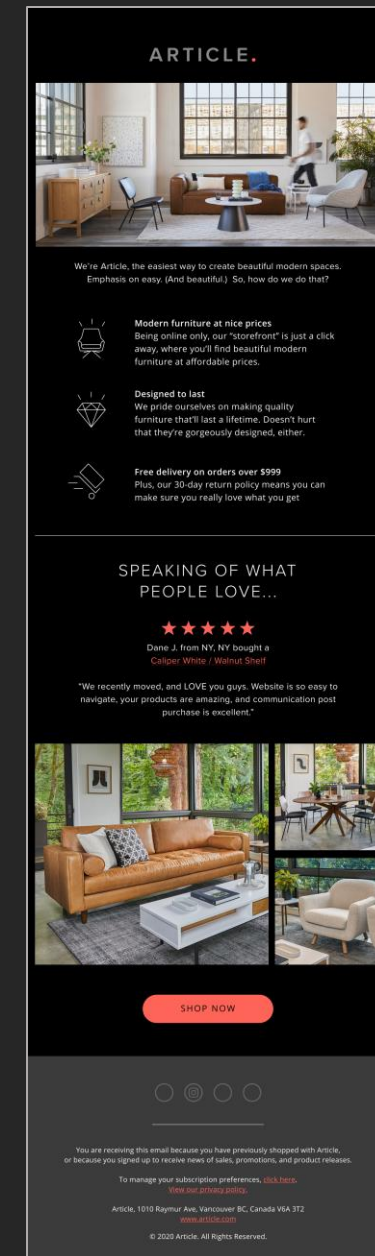
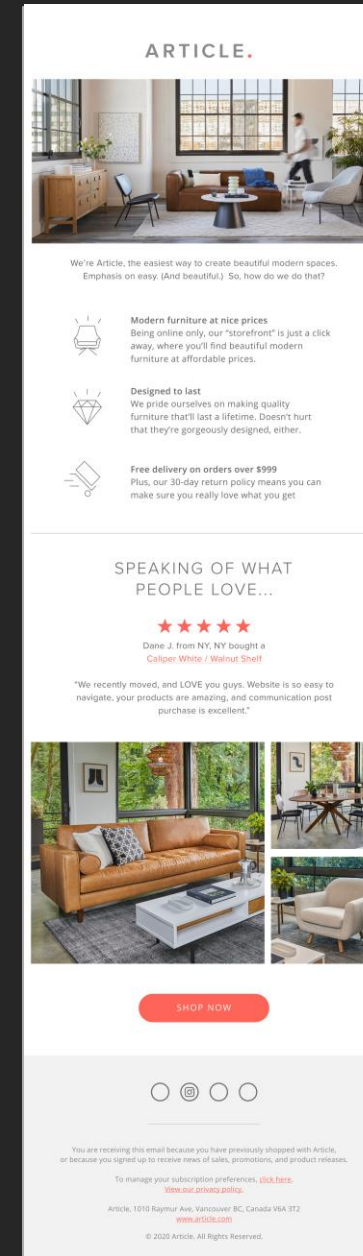
# PHOTOSHOP DESIGN MOCKUP

- A reversed lversion of the logo is needed
- Some visuals need a background
- Footer icons are rendered in one layer
- A reversed version of the social media icons is needed



# IDEAL FIGMA DESIGN

- Art boards can be presented next to each other
- Elements are easy to export
- Icon colors can be adjusted
- Background colors can easily be added or removed





## Now you can rule the roost.

Discover all the things you can do with your online account.

Hey there,

We're just dropping by to give you a bird's eye view of your online account with Perch.

With your account login, you can:

- View your loan details
- Make, schedule or push a payment
- Quickly apply for future loans
- Chat with a member of our flock

Click the button below to check out your account and get familiar with the power of Perch Loans.

Best,  
The Perch Loans Team

[View Account](#)



### Let's stay in touch.

Text PERCH to XXX-XXX to receive marketing text alerts.



[PerchLoans.com](#)

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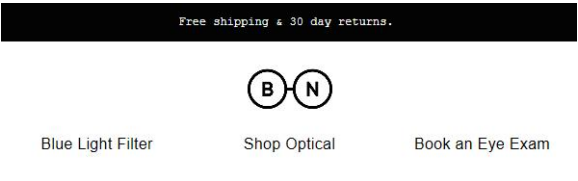
© 2020 Perch Loans. All rights reserved.



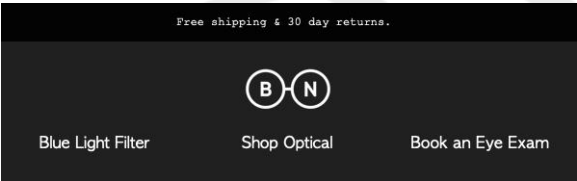
ANNE TOMLIN, EMAILS Y'ALL

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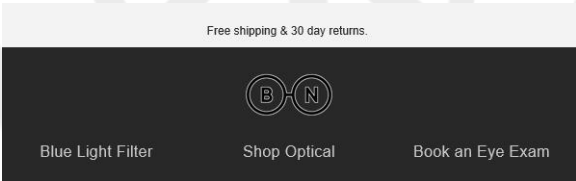
# LOGOs in Dark Mode



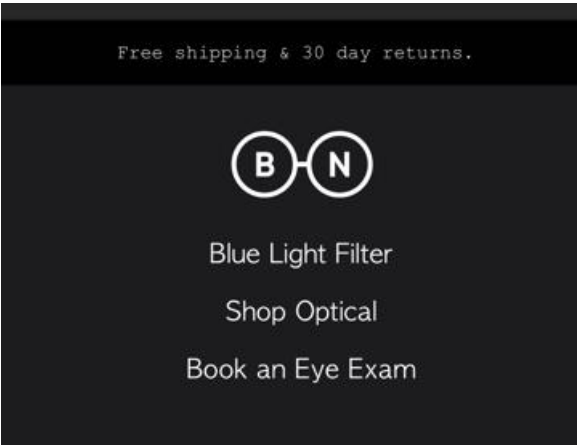
Apple Mail – light mode



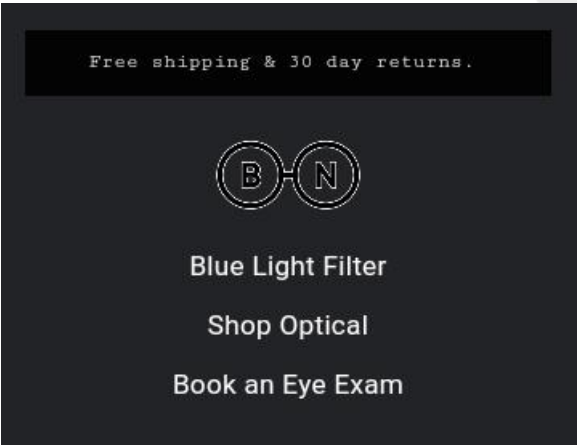
Apple Mail – dark mode  
Outlook 365- dark mode (mac iOS)



Outlook 365- dark mode Win10



iPhone - Dark



Gmail Dark (Android)



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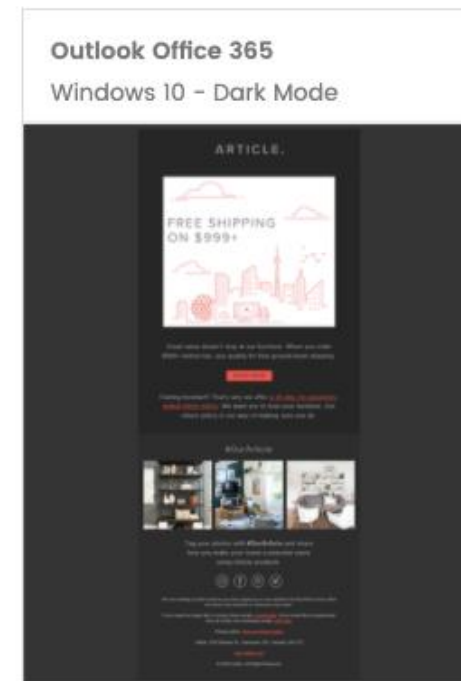
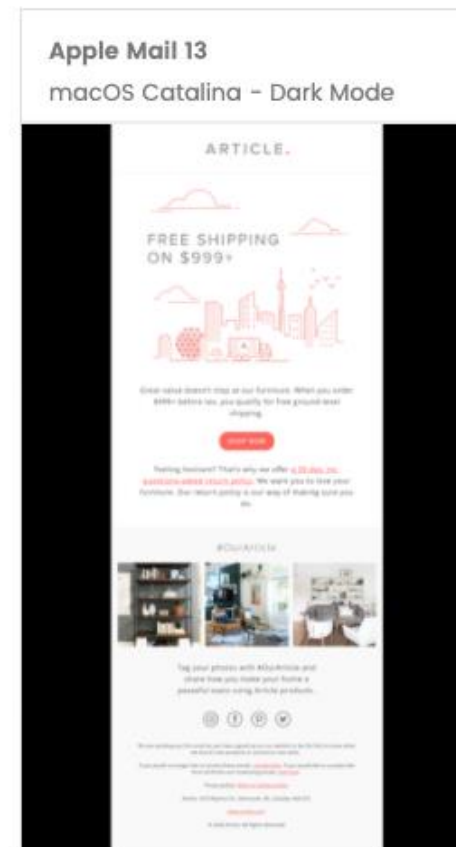
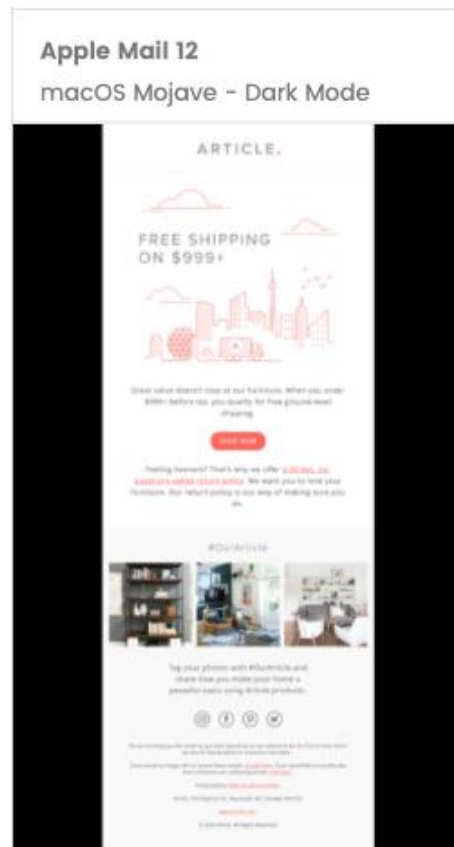


# Hacking THE DARK MODE

Style="

background-color:#e6d7c0;

background-image: linear-  
gradient(#e6d7c0,#e6d7c0);"



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# CAUTION

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- Forcing background should not be used to break the dark mode of the entire email
- Ideal for Button background colors
- Logo and footer backgrounds
- Font color might still swap to white



# QUESTIONS





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TWITTER CHAT  
OCT 28 at 11am ET



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