

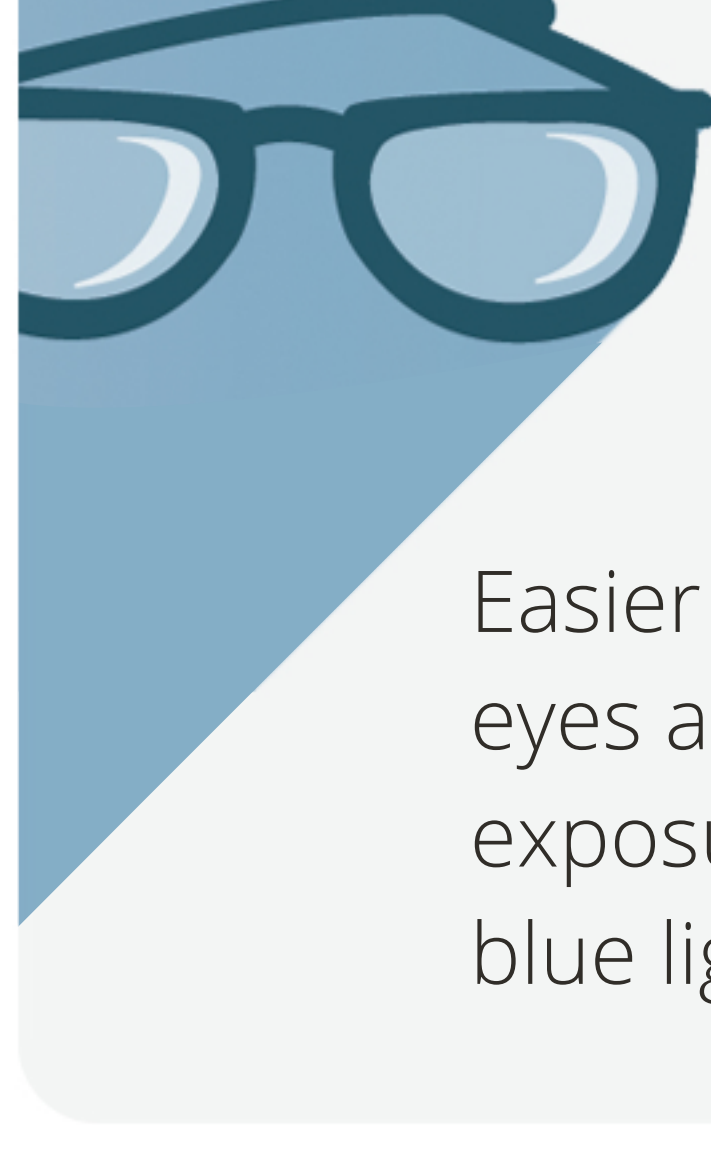


ActionRocket's Guide to Dark Mode

What is Dark Mode?

Dark Mode was designed to make it easier to read content on your screen in dark environments, for example at night or in dark rooms.

Four key benefits



01


Easier on the eyes and cuts exposure to blue light.



02

Saves battery power.

03



Reaching the mainstream.

04

Brand competitor advantage.




Why is it important?

Messaging might get lost.

Users expect their emails to work.

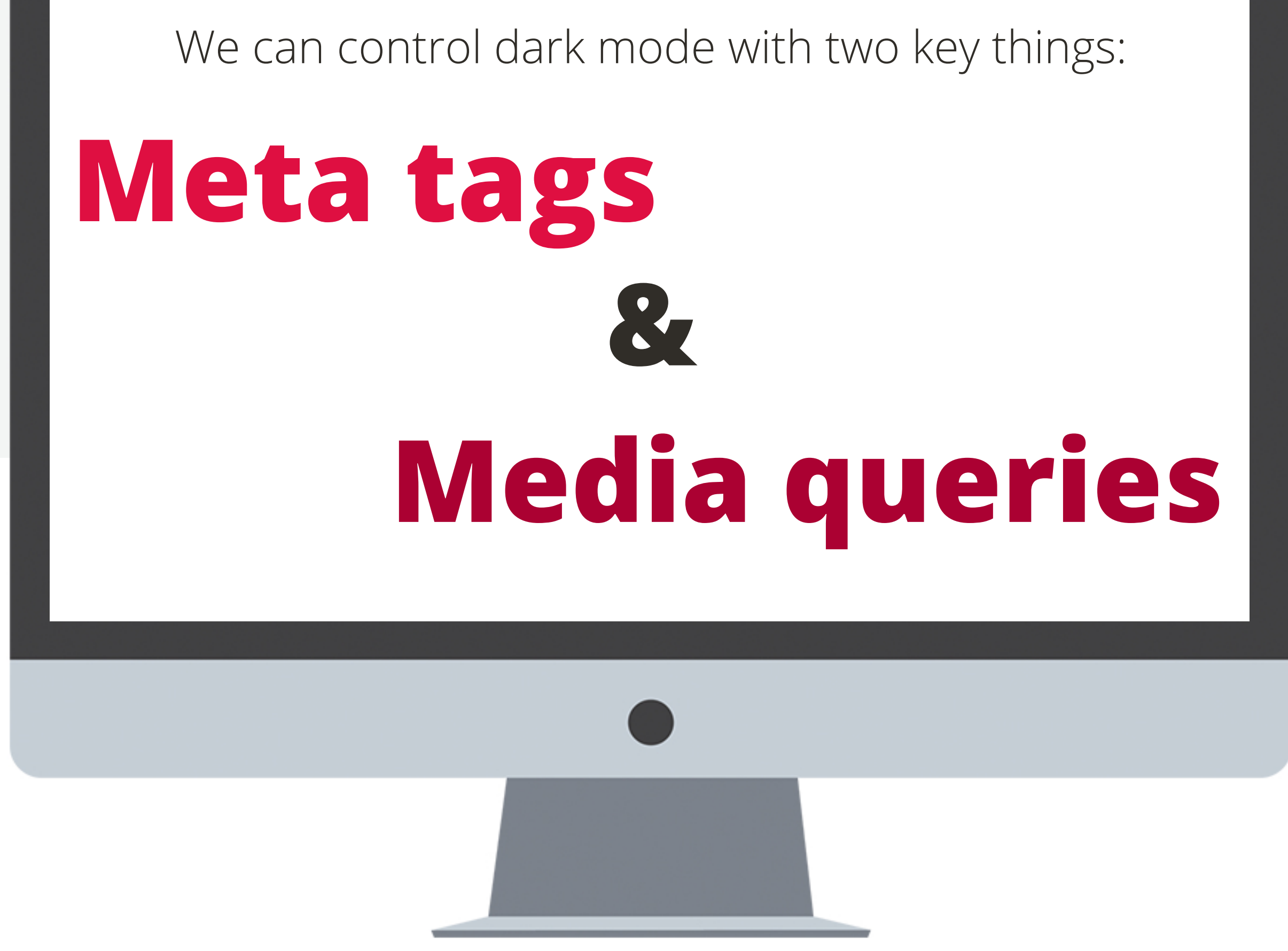
Interruption to brand identity.









[Read more on this here](#)

We can control dark mode with two key things:

Meta tags & Media queries



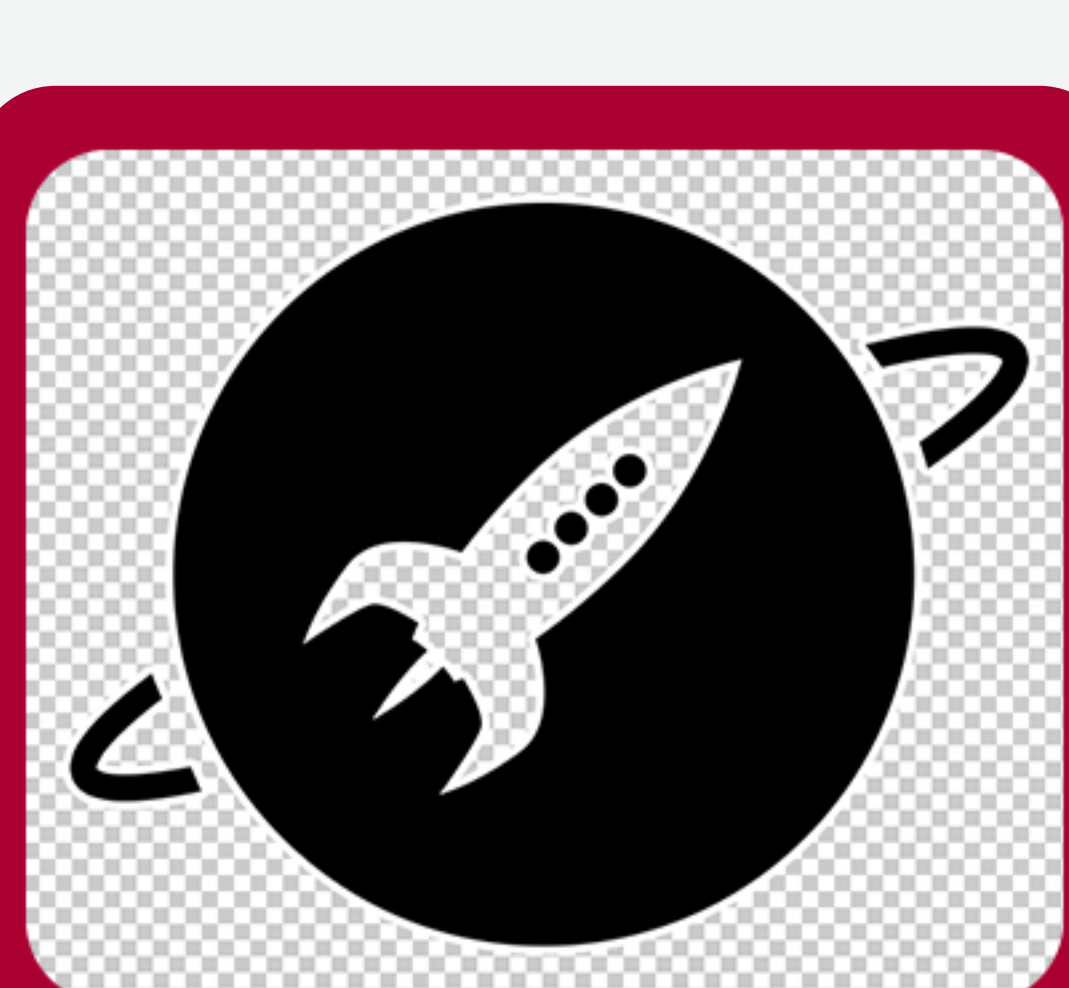
Dark Mode support

 Apple Mail	 Outlook iOS
 Outlook Mac OS	 Outlook.com
 Windows 10 Mail	 Gmail iOS



However adding a large block of Dark Mode CSS will increase the weight of your email code.

Things to consider...




Saving out images



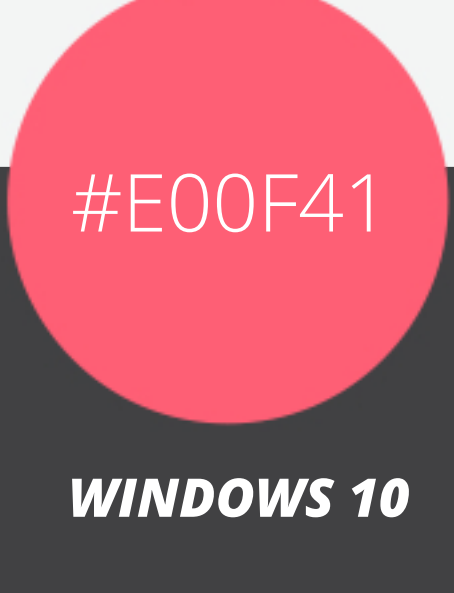
Transparent pngs are best!

Background images

Remember webtext on top of a background image will change colour.



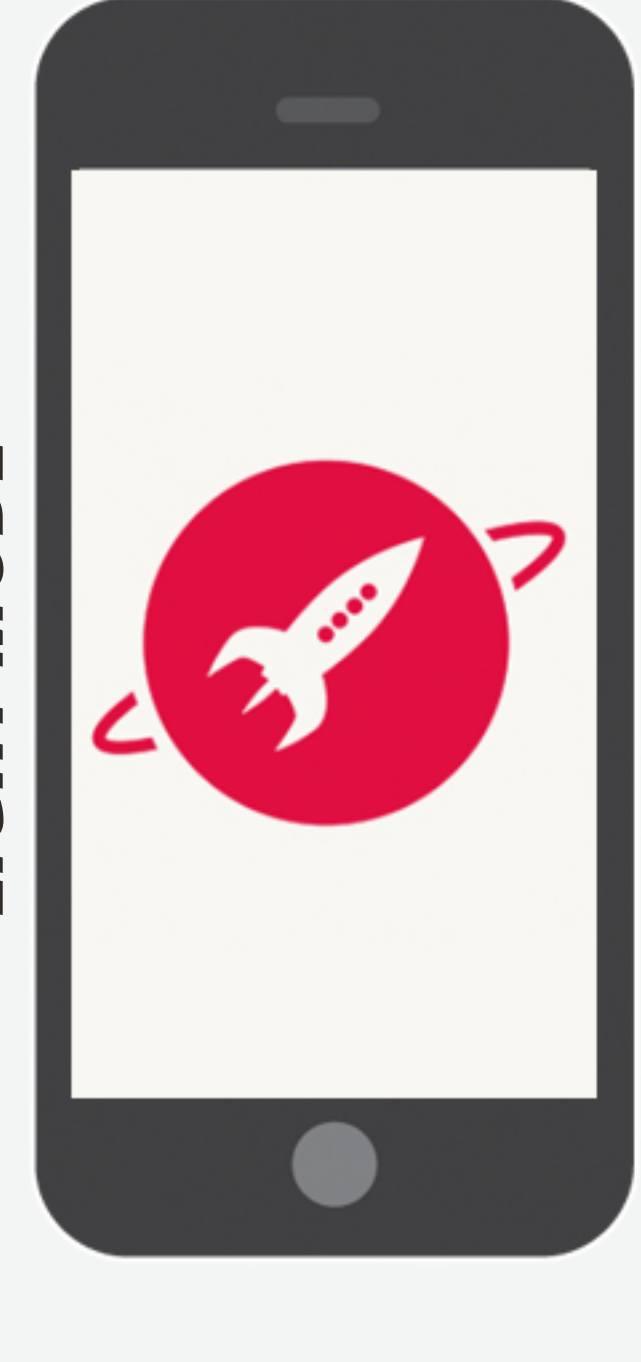
Variations in colour

 #E00F41 <i>LIGHT MODE</i>	 #E00F41 <i>OUTLOOK.COM</i>	 #E00F41 <i>WINDOWS 10</i>
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Inconsistency in colours between certain email clients.

Transparent gifs

LIGHT MODE



VS



DARK MODE

Transparent animated gifs aren't truly transparent.

[Read more on this here](#)



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