MAISON KELSÉ

EDM TEMPLATES

Email newsletter layouts, sizes and rules for every Maison Kelsé send.

EMAIL SPECIFICATIONS

ITEM	SPECIFICATION
Width	640 px fixed, height flexible (480 px minimum)
Header	Horizontal logo, deep wine, 280 px wide, centred
Hero image	640 x 660 px JPG, under 250 KB
Headline	Jost Light 40 px (Arial fallback), deep wine
Body	Jost Regular 16 px, line height 150%, grey #6D6E71
Button	Deep wine block, white Jost Medium 16 px, spaced capitals
Footer	Deep wine bar, rose text: website, Instagram, unsubscribe
Alt text	Write alt text for every image

TEMPLATE A: NEW SEASON

1 Header

Horizontal logo, centred, 30 px from the top.

2 Hero

One worn photo showing shoes, a woman and colour.

3 Headline + body

One idea, two lines at most.

4 Button

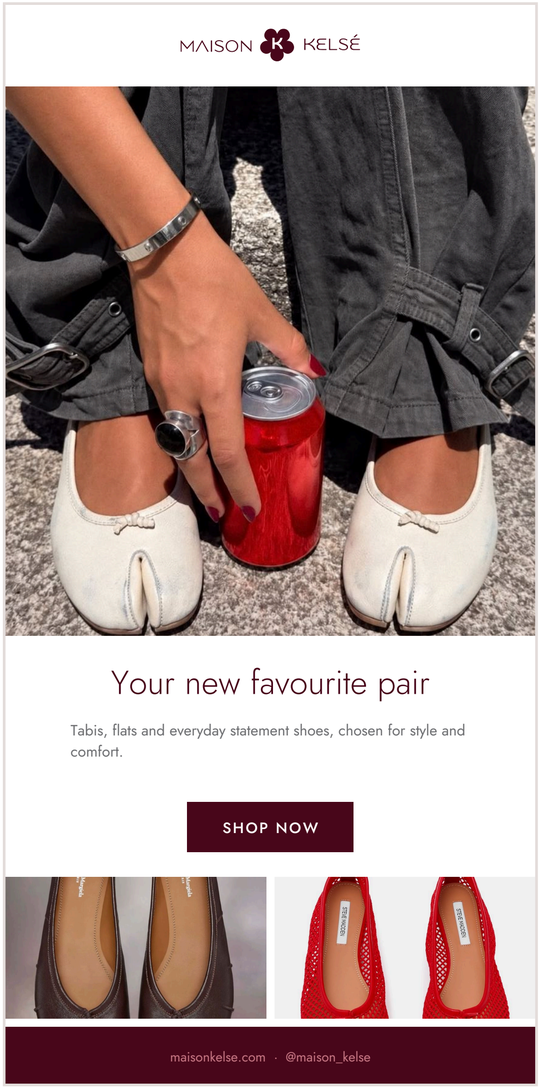
One action per email: SHOP NOW, SEE THE DROP.

5 Product row

Two product shots, 315 px each.

6 Footer

Deep wine bar with links.





Subject lines that work:

“Your Maison Kelsé order is on its way”

“Wrapped and ready, thank you”

“Your new favourite pair is coming”

SUBJECT LINES AND RULES

SUBJECT LINES

Keep under 45 characters.

Lead with the benefit.

One emoji at most, never in every send.

SENDING

One campaign email a week at most.

Send Tuesday to Thursday, 10am Accra time.

Test on phone first: most opens are mobile.

NEVER

Use all-caps sentences.

Use more than one button style.

Send images without alt text.

MAISON



KELSÉ

Questions? Contact the Maison Kelsé brand team.