

How to Brand Your Emails

LIKE AN INBOX PRO

If you're sending emails to customers, you want your messages to look good when they land in the inbox. Because when your emails look good, your business looks good too. Using an email provider like Constant Contact makes it easy to develop beautiful, branded emails.

FOLLOW THESE 6 STEPS TO DESIGN A WELL BRANDED EMAIL



1 Add Your Logo

Position your logo at the top of the emails you send out so it's one of the first things people see when they click open.

PRO TIP

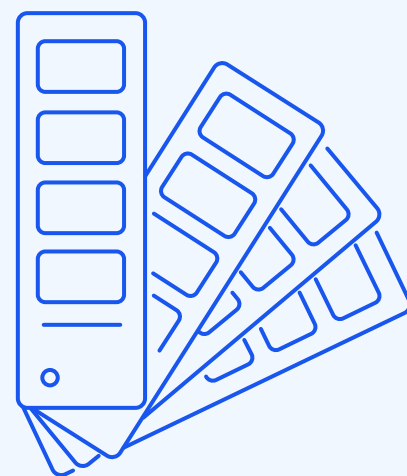
Upload and store your logo in your Constant Contact account for easy use.

2 Customize Your Colors

Match your email's colors with those used on your website or logo for an instantly recognizable look.

PRO TIP

Use tools like Digital Color Meter for Macs or Color Cop for PCs to make sure the RGB or Hex value of your colors are identical across your brand.



3 Use Consistent Fonts

When choosing fonts for your emails, keep things simple. Using too many different fonts can make your emails look messy and distract from your message.

PRO TIP

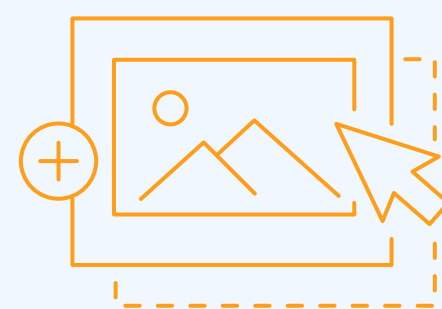
Try using the same one or two fonts across all of your channels. They should be recognizable without being over the top and distracting.

4 Add Visuals

Include an eye-catching image in each email that pulls the reader in. Choose photos that help people get to know, like, and trust your business—like photos of your staff, products, or loyal customers.

PRO TIP

Constant Contact customers can integrate their accounts with Facebook and Instagram to easily add photos to their emails.



5 Include Relevant Links

Encourage your audience to connect with you beyond the inbox. Include links and clickable call-to-actions that lead to destinations like your website, registration pages, and online store.

PRO TIP

Easily add clickable buttons that link to your various social media channels using Constant Contact.

6 Find Your Voice

Do your emails have a consistent voice that reflects the tone of your business? Finding your voice helps strengthen your brand and connect with readers.

PRO TIP

Try writing with the same tone that you would use when talking to your favorite customer.

