BASIC DESIGN GUIDE

A Guide to Email Design Basics

Pinpointe

Target. Deliver. Measure.
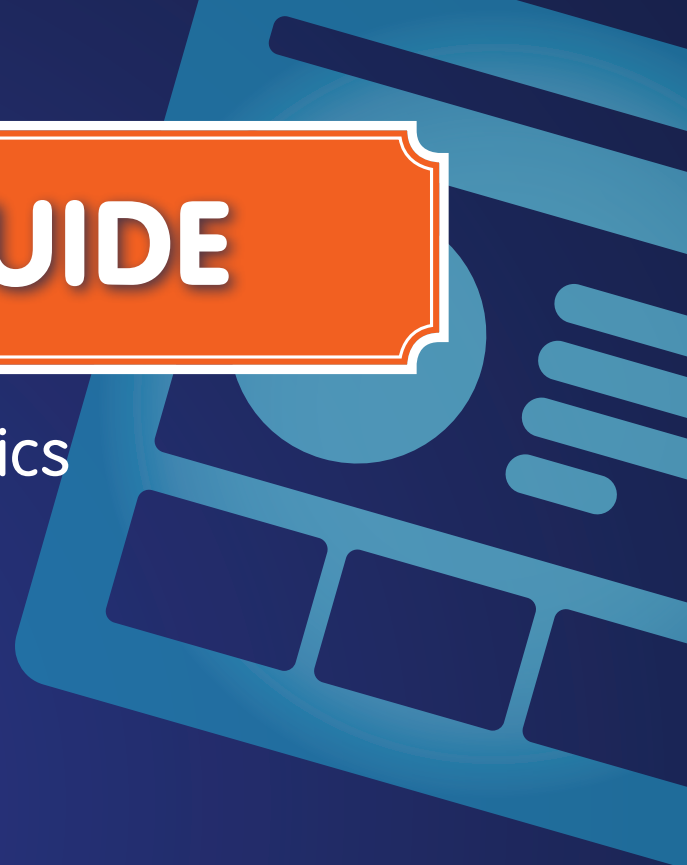
GETTING TO KNOW THE BASICS

You've worked hard on creating a captivating message for your email campaign. Now you need to compliment it with an engaging email design that looks professional and sends the right message about your company and the offer you're promoting. By understanding the basics components of what goes into effective design, you will gain insight into what's involved in creating an attractive and effective email design that encourages positive action.

BASIC COMPONENTS OF DESIGN

- Composition
- Images
- Color
- Typeface/Fonts
- Balance
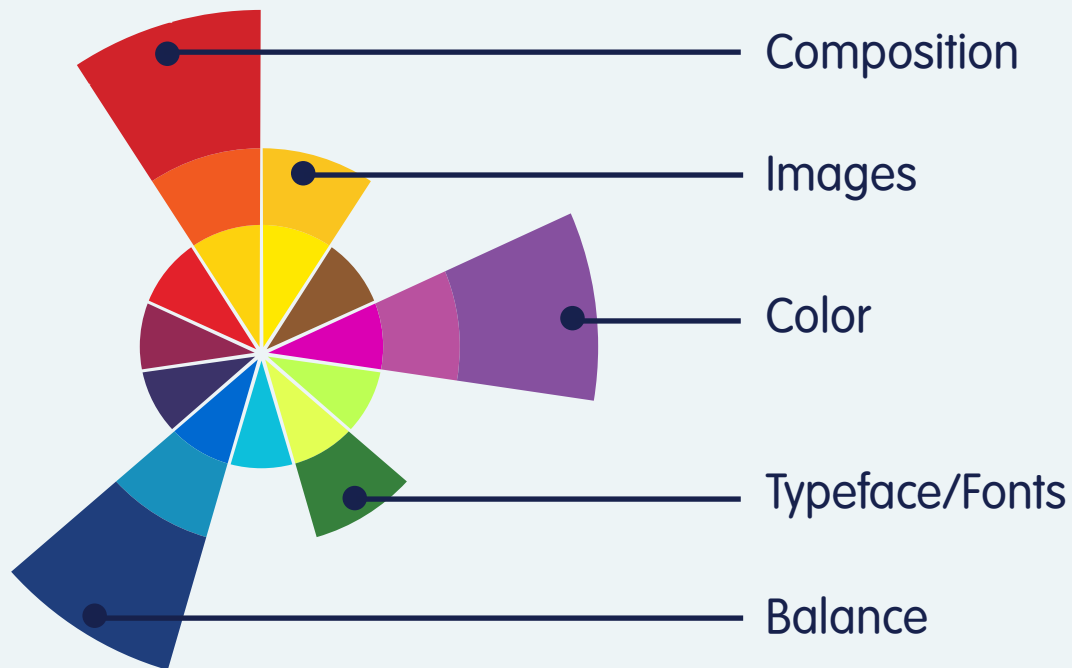
Each design component by itself evokes various emotions, yet together they create a greater message to the viewer. Keep this in mind when choosing the different elements for your design, as they will affect the outcome and the whole look and feel of your design.

*Read on to learn a few guidelines to follow.*
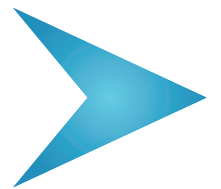
COMPOSITION

One of the first elements to consider is the shape and size of your design. In email marketing design, it's best to keep your emails no more than 550-600 pixels wide. This ensures that the majority of your subscribers will be able to see your email as intended.

The height of your email design will be determined by how much content you have. However, it's important to know that many recipients scan their emails in an email preview pane before they decide if they want to open it. A standard preview pane is around 300-400 pixels high, so make sure to include any important pieces of your email in this area — including a prominent call to action.

CLICK HERE
To learn more about the proper anatomy of marketing email design.
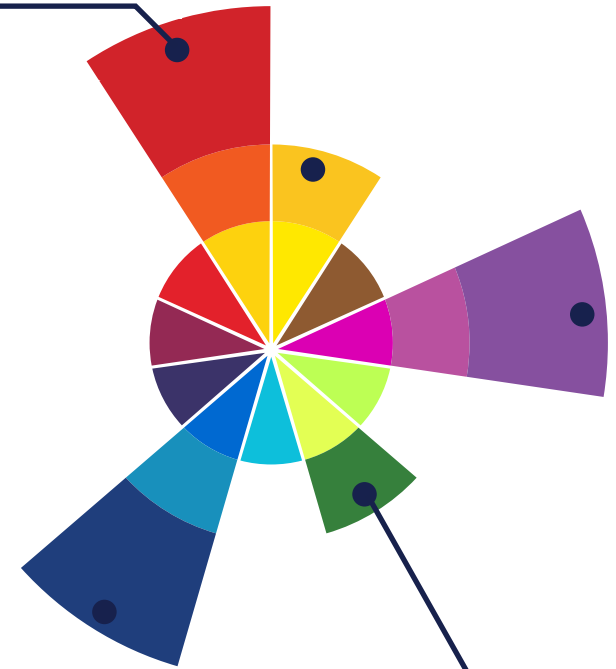
TYPEFACE/ FONTS

Typefaces can be categorized by 'display types' (heading or copy used for the brief introduction to the main copy) and 'text types' (main copy). The main difference between the two is the size. For an email, display types should be about 22 pixels and text types should be about 14 pixels. These sizes provide decent readability on both mobile phones and desktops.

Font Name
Arial
Comic Sans MS
Courier New
Georgia
Lucida Sans Unicode
Tahoma
Times New Roman

You also want to consider the font you use in your email. Most email marketing service providers offer about seven different font options. Choose a font that visually fits your message. For an example, don't use Comic Sans for a business email that is going to executives. Comic Sans is better suited for an email being sent from a daycare or toy store. A safe font to use is Arial, as it is easy to read and fits most designs.

One last note - NEVER use more than two different fonts in your design and always ensure that your font faces are consistent throughout your email design.

IMAGES

Your images should reinforce and clarify your message, but be used sparingly. Most email clients block images, so your design should not rely on images and should be able to stand alone without them. Since most your email messages will first be seen without your image(s), always provide descriptive alt-text when setting up your email design. This ensures the reader will at least have some idea of the image you are trying to portray.

Limited Time Offer - Click Here

Sample of Alt-Text

🖱 **CLICK HERE**
To find affordable images for your email designs.

In addition, avoid stock images that look like clip art. They present an unprofessional appearance and can downgrade the perception of your brand. Also avoid background images layered with text, as many email clients do not support background images.

BALANCE

A good design should show balance between its different elements and create a sense of harmony that visually attracts the recipient. Using a grid approach can help you create this sense of balance, as it acts like a guide for positioning text and images and gives your design order. The number of units within your grid is determined by the complexity of the elements included in your email design. Effective email design is typically fairly simple and should only require the use of a simple grid.
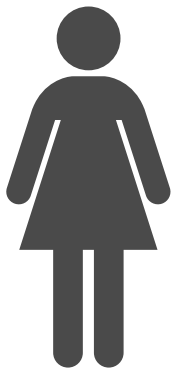
COLOR

In all forms of non-verbal communication, color is the most instantaneous method of conveying a message. There's actually a whole area of science dedicated to the psychology of color that has proven different color schemes appeal more to one type of audience than they do to another.

Color affects human behavior and stimulates all of the senses, so there is no better place to gauge the effectiveness of color than in an email design — where it is vital to communicate a motivating, positive and enticing message.
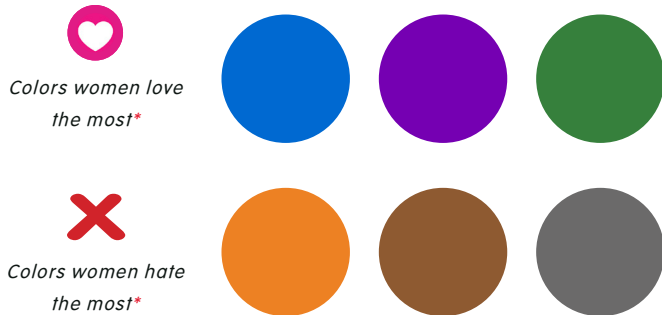
CLICK HERE

To learn more about the meaning of different colors and how they effect your email design.

TARGETING WOMEN

Colors women love the most*

Colors women hate the most*

TARGETING MEN

Colors men love the most*

Colors men hate the most*

Source: *https://blog.kissmetrics.com/how-colors-affect-conversions/*
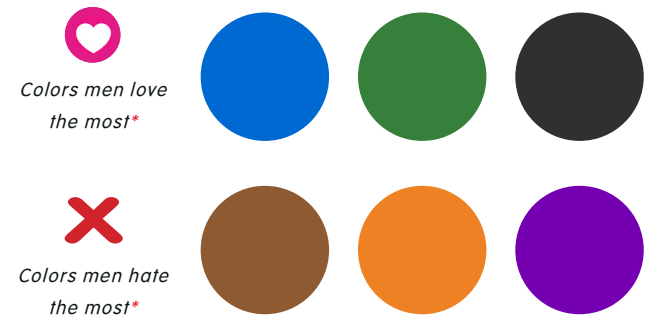
COMPOSITION

Email is 550 pixels wide, which is optimized for viewing on all devices.

TYPEFACE/FONT

Arial is used throughout the design, which is clean and easy to read.

IMAGES

There are only two images used - the company logo and a graph. Both support the message and if blocked, the message could still stand on its own.

COLOR

Most blues convey a sense of trust, loyalty, and understanding. Bight blue, in particular, conveys strength, dependability, coolness and green signifies growth — a perfect color combination for this particular marketing message. Plus both men and women like green and blue.

BALANCE

Design is symmetrically balanced.

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With a better understanding of the core graphic elements that go into designing an effective email, you increase your chances for conversion.

We encourage you to push yourself and try new design ideas that utilize the principals discussed in this book.

HAPPY DESIGNING!

NEED HELP WITH YOUR EMAIL DESIGN

Pinpointe can help. We have a design team that can transform your email campaigns into attention-getting communication. **Inquire Now**

ABOUT PINPOINTE

Pinpointe

Target. Deliver. Measure.

Pinpointe is a leading provider of on-demand email marketing automation software based in the heart of Silicon Valley, California. As former High Tech B2B marketers, we've been in your shoes. Our team has a passion for helping B2B marketing professionals communicate with existing customers, and target new prospects through behavioral targeting, improved segmentation and message personalization. Pinpointe offers top-notch resources like **informative webinars** and a **marketing tips blog** that help you to get the most out of your email marketing efforts and become a successful marketer.

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Phone: (800) 920-7227 or (408) 834-7577, Option #2

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