TouchBasePro 2025 Email Design Guide

Email design don'ts

Let's kick off with a few things we recommend avoiding in your email designs

- Image only email campaigns – not all email clients will automatically download images. If your campaign is made of entirely images you can create a poor user experience and lose readers.
- Overly complicated designs – yes, we all want a beautifully designed email campaign but there is also beauty in simplicity. Overly complicated designs are generally heavier in size and have a higher chance of breaking.
- No value add – you need to be providing some sort of value to your readers in your campaign. If you just push your product or service your database is going to start disengaging with your emails.
- Long blocks of text – even in a long form newsletter, you should never throw a wall of text at your readers. Most people scan emails and if they are met by a wall of text they are more likely to simply just close your email.
- Use of too many colours – too many colours in your email design will distract readers from your actual message and provide a poor user experience.
- Using a custom font – unless this font is saved as an image, most email clients won't accept a custom font and will default to a web safe font which could negatively affect your email design

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Email design don'ts

Let's kick off with a few things we recommend avoiding in your email designs

- Excessive use of emojis or emojis that can be misinterpreted – some spam filters will block email campaigns that contain too many emojis. You also need to be conscious of how an emoji will be interpreted by your readers 🍆 💦
- Overload your campaign with calls to action – including too many calls to action can overwhelm or confuse your readers on what they are supposed to do with your email.
- Hide your call to action – you need to make it very clear to your readers what action they need to take in your campaign.
- Design for desktop only – the number of email subscribers that read emails on their phone keeps increase every year which is why it is crucial that your campaigns be optimised for both desktop and mobile.
- Hide or not include an unsubscribe link – not only does this go against regulations such as POPIA and GDPR it's a horrible user experience. You should welcome unsubscribes and instead of focusing on avoiding them, find out why people are unsubscribing in the first place.

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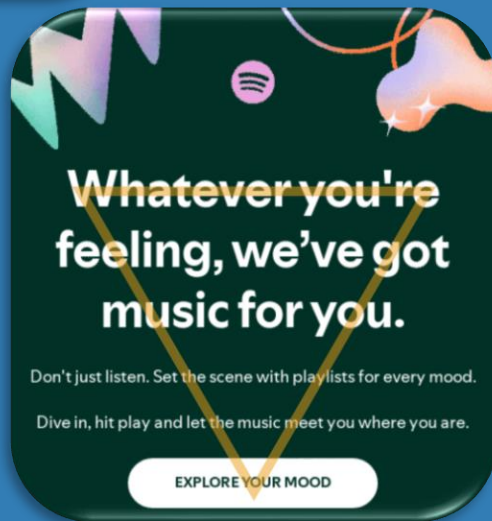# Common Email layouts

There are a few email layouts that we recommend that are shown help your emails perform and convert
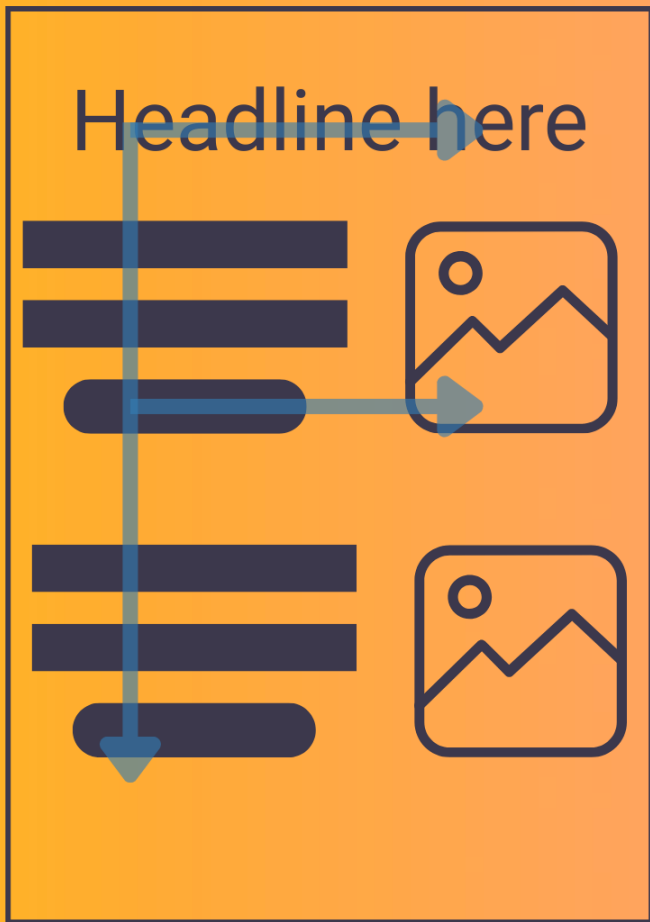
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The inverted triangle

This layout is a simple yet powerful way to structure email content for maximum impact. It helps guide readers' attention from the headline to the CTA, making emails more scannable and conversion-focused.

How it works:
1. Attention – start with a strong headline or eye-catching image to hook the reader.
2. Interest – provide a brief compelling message that builds curiosity.
3. Action – End with one clear call to action that stands out.

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The F layout

This is a common way users scan content, based on eye-tracking studies. Readers naturally follow an F-shaped pattern, meaning they:
- Read the top horizontal line (headline or first few words).
- Skim down the left side of the email, stopping at key points.
- Occasionally scan across when something catches their attention.

How to use this layout:
- Top horizontal section – put your most important message here.
- Left-side priority – keep all key points aligned to the left where the eyes naturally scan.
- Strategic CTA placement – place your CTA below the key content and ensure it stands out.

Long-form newsletters

Not every email needs to be short and snappy. Long-form newsletters can build deeper connections, provide more value, and keep subscribers engaged, when done right.

Best practices for these types of newsletters:
- Start strong with an attention-grabbing subject line and intro.
- Make it scannable with subheadings, bullet points and bold text.
- Keep one main focus or theme.
- Break up your text to make it easy to digest.
- Include a call to action.
- Monitor your audience engagement to see if your long-form newsletter is working or not.


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Imagery best practices

Emails without images? No thanks! Imagine a magazine with zero pictures. Social media with no photos. Billboards full of just... text. Boring, right? Your emails are no different! Images aren't just decoration, they tell a story, grab attention, and make your brand unforgettable.

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Imagery best practices

- Ensure you are using the correct image format and that your images are condensed. You want to maintain image quality whilst keeping your image size as small as possible to avoid making your emails heavy in size.
- Use compelling images that create desire and tell your story. For example, show your products in use, or happy customers.
- Be conscious of who your target market is. Your images need to resonate with your subscribers so try and be inclusive.
- Get creative with the shape of your images. You need to only use square or rectangular images, try different shapes or having images that don't have backgrounds to play with shape.

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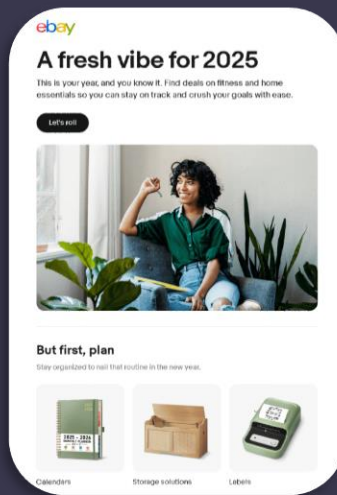
CTA best practices

Buttons or calls to actions are used in campaigns to drive action or tell your subscribers what you want them to do. It is crucial that your calls to action be clear. Here is some best practice advice to follow for your calls to actions in your campaigns.

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CTA best practices

- Be conscious of your button size. Your buttons need to be big enough to grab attention on both desktop and mobile. Too small and it will be missed, too big and it may look like it is part of the design and not an actual call to action.
- Give your buttons space. Ensure there is enough whitespace and padding around your buttons so that they stand out from the rest of your content.
- Use contrasting colours to make your button pop and stand out
- Use clear and action-driven copy with strong, direct verbs. For example: "Get Started", "Register Now"
- Create a sense of urgency where applicable. For example: "Don't miss out" or "Secure your spot"
- Keep it short. We generally recommend using 2-4 words on your calls to action.
- Position your buttons for maximum clicks. Your first CTA should appear above the fold and secondary buttons can be placed lower in the campaign.

Find your
weight loss plan

No matter what type of weight loss medication you're looking for, Noom has you covered.

Find your solution

Green Friday

Don't miss out on our biggest sale yet

SAVE UP TO 35%

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Email copy best practices

Your email copy plays a crucial role in the performance of your email campaigns. Reality is that most people just skim through their emails, so your copy needs to account for this. Here are some best practices for your email copy.

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Email copy best practices

- Get to the point, quickly. You need to hook your readers in the first 2 seconds of them opening your email. Avoid unnecessary intros and long-winded explanations.
- Use an engaging format. Make use of headings, bullet points and short paragraphs to make your content easy to scan and digest. Try and avoid big blocks of text.
- Write like a human. Believe it or not, your subscribers are human too so avoid jargon and make your sentences short and easy to read.
- Avoid making it about you. Your copy should speak to your subscriber not about you. Incorporate "you" more than "we" and focus on how your content will benefit the reader.
- Have one clear goal. Every email you send should have one clear purpose. Try not to clutter your email with too many calls to action.
- Create a conversation, try avoid making your emails too formal or too salesy. You want your emails to open a dialogue between you and your subscribers.

The power of colour

Colours can play a big role in influencing engagement and conversions by evoking emotions and guiding subscribers toward desired actions.

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Colour psychology & email engagement

- Colour can evoke emotions. Different colours are often associated with different things and can influence how a customer perceive your emails

- Build your brand identify. Most companies present their brand with the use of a few colours. By consistently using these colours you can establish a strong brand identity and make it easy for subscribers to instantly recognize you in an email.

- Colour can enhance readability. The colours that you use can help improve the overall visual appeal of your emails and make it easier for readers to process your content.

- Colour can help guide readers to take action. By strategically using colour you can highlight or emphasise certain areas of your campaign and encourage subscribers to interact.

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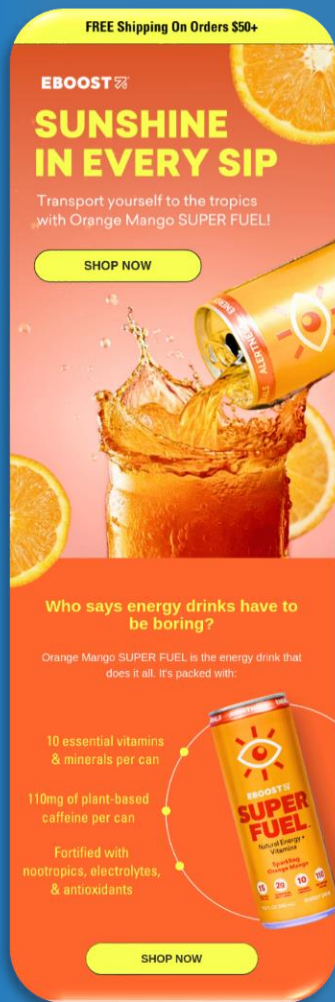
Colour psychology

Below shows the types of emotions that certain colours can evoke

BLACK:
Luxury
Power
Mystery

BLUE:
Trust
Security
Calm

GREEN:
Wealth
Relaxation
Growth

ORANGE:
Energy
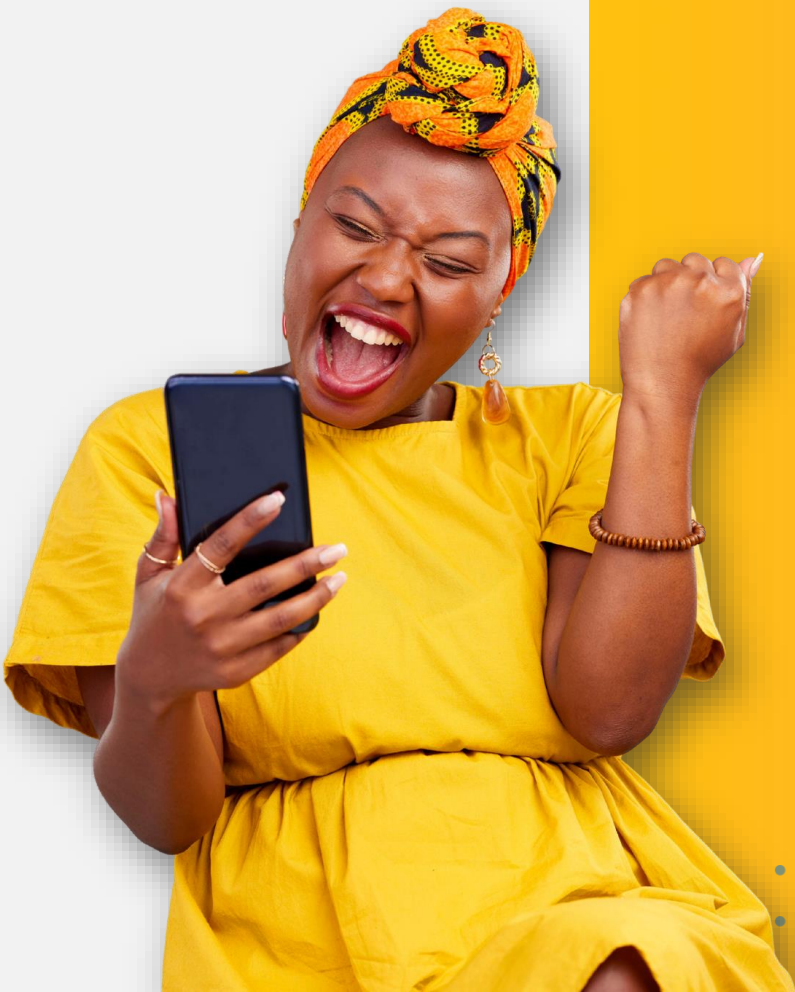Health
Enthusiasm

PINK:
Romance
Femininity
Compassion

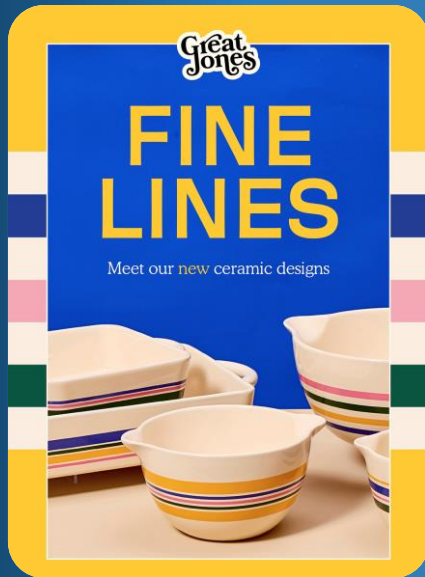**PURPLE**
Royalty
Fantasy
Ambition

RED:
Urgency
Strength
Passion

YELLOW:
Optimism
Creativity
Happiness

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Fun ways to brighten up your designs

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Bold typography and colours

Use bold and contrasting colours with some fun typrography, to make your email campaign design really pop.

FINE LINES

Meet our new ceramic designs

Ghia
FOR NIGHTS TO REMEMBER

Date night, the Ghia way. Everything you need to turn things up a notch this Valentine's Day— no reservation required.

GET GHIA

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Interactivity and gamification

Let your readers engage with your campaigns through fun, well thought out designs and gamification elements. This can be elements like surveys within your emails or spin and win gamification.

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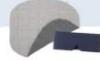
Collages and picture walls

This is a great way to incorporate a number of images into your campaign in a visually pleasing way.
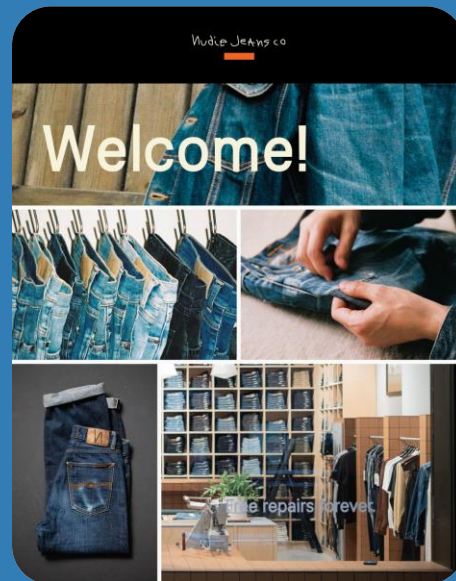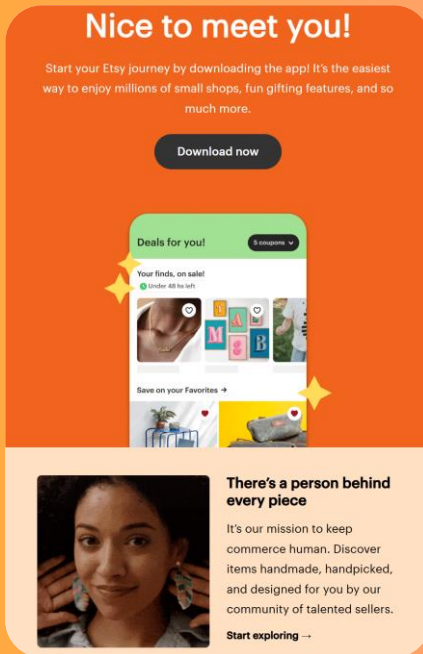
Colour blocking

This will add the fun element of colour into your campaigns while also making it easy to separate sections of your campaigns.

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Micro-animations

These small moving elements will add a layer of dimension into your campaigns and drive the readers eye towards the moving elements.

Reviews and client testimonials

Social proof helps you build rapport and foster trust with your readers which assists in getting your readers to convert into customers.

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Considerations

- **Email accessibility and inclusivity:** 15% of the world's population lives with some form of disability and this needs to be considered when designing your email campaigns. If your emails aren't readable, understandable, or usable by everyone, you're losing potential customers and engagement.
- **Dark mode compatibility:** Dark mode isn't just a trend, it's how millions of people prefer to read emails. If your emails aren't optimized for dark mode, they could look broken, unreadable, or just plain bad.
- **Email carbon footprint:** Every email sent has an environmental impact. While it might seem small, the collective carbon footprint of billions of emails adds up. How is how your can reduce your email cardon footprint:
    - Send fewer, more relevant emails
    - Compress images where possible and avoid sending unnecessary attachments
    - Keep your email list clean to avoid sending to inactive or dormant subscribers
    - Use an ESP that prioritising sustainability
    - Encourage unsubscribes. If someone doesn't want to receive your emails then you want them to unsubscribe to keep your list clean and subscriber base active.

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Considerations

- **Plain text emails:** Yes this entire document is encouraging email design but don't overlook the power of a plain text email. Plain text emails often have better deliverability, are easy to read and can create a more personal and authentic feel for your readers.
- **Test, test and test again:** No matter what always test your emails campaigns. Make sure you are looking at what your campaign looks like on a number of different devices and email clients. Your campaign could look perfect in your Gmail account but a subscriber reading your email on Outlook 2016 is likely going to see something very different.

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Thank you!

If you would like any additional information on TouchBasePro and how we can assist you with your email marketing, please contact Sophie
sophie@touchbasepro.com

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