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**Branding/Design**



## Today's lesson: Branding and design

Logo. Images. Copywriting. Tone. Colors. Fonts. Layout. These are all [components of your branding](#), and they need to be consistent and identifiable across all channels. Some studies actually show that improving your email and website fonts or styles can [reduce bounce rates by 92%](#).

Think about if you saw a sign outside for a restaurant, and you walked in to see a differently branded sign on the host stand. You might wonder if you're in the right place. The same can be said for your emails. When a reader opens one, ensure they know who it's from and why they are receiving this email.

Select images or illustrations that match those of your website.

Using the same image in both your email newsletter and the page your reader lands on after clicking the call-to-action button (CTA) helps orient them.

Tips and Takeaways:

- Choose and build consistent templates and layouts.
- Use the same font on both your emails and website.
- Stay consistent with your colors, images, and graphics.
- Write copy in a thoughtful, interesting, proud, bold, and human tone (we'll talk more about this tomorrow).
- Make sure your buttons and CTAs are catchy.
- Create unique content.

Maintaining a consistent brand across channels isn't super hard, but can impact your customers' familiarity and brand recognition in major ways. This makes it crucial to your email marketing success and customer retention strategy.

**Tomorrow's topic: Copywriting, tone of voice, and how to write click-worthy emails that convert.**

