

ANATOMY OF AN E-NEWSLETTER

Option to read email in browser

Header image that relates to website and/or includes logo

Engaging photo relating to article (ideally, featured image from blog article.

Paragraph to interest reader enough to lead them to read complete article on blog. Line height spacing increased from default. Includes link to article.

Second article has different layout for visual interest, but still has text link inside the paragraph, as well the button linking to article.

Informative tidbit stands out in alternative palette color. Can be used for a reminder, inspiring quote, etc.

Permanent information box with brief explanation of services, call to action, and contact information.

Social media and email buttons.

A physical address or PO box is required by law.



The client, a therapist/educator, wanted to draw parents and colleagues to her articles on her website, as well as educate and encourage them.

The design direction was driven by a balance between professionalism and warm engagement, underscoring the overwhelming message of “hope” to parents dealing with challenging and stressful situations.

I used a horizontal image here to fill the width of the newsletter. Note that it’s not too tall to interfere with the flow.

Short, to-the-point headline is in larger type, linked.

Another (bolder) link to article with call to action to “read more.” This full-width button one serves as both button and divider.

Since this layout is different from the first blurb, the photo chosen is vertical, not horizontal like the first article image.

Palette for newsletter started with the green on the client’s existing website. I added a brighter (but not too bright) blue/teal for contrast and to underscore that her expertise is with children and teens, without detracting from the professional mission. A corresponding darker tea is used for all text.

A personal and warm touch, with client’s own motto.

Easy opt-out link (also required by law.)