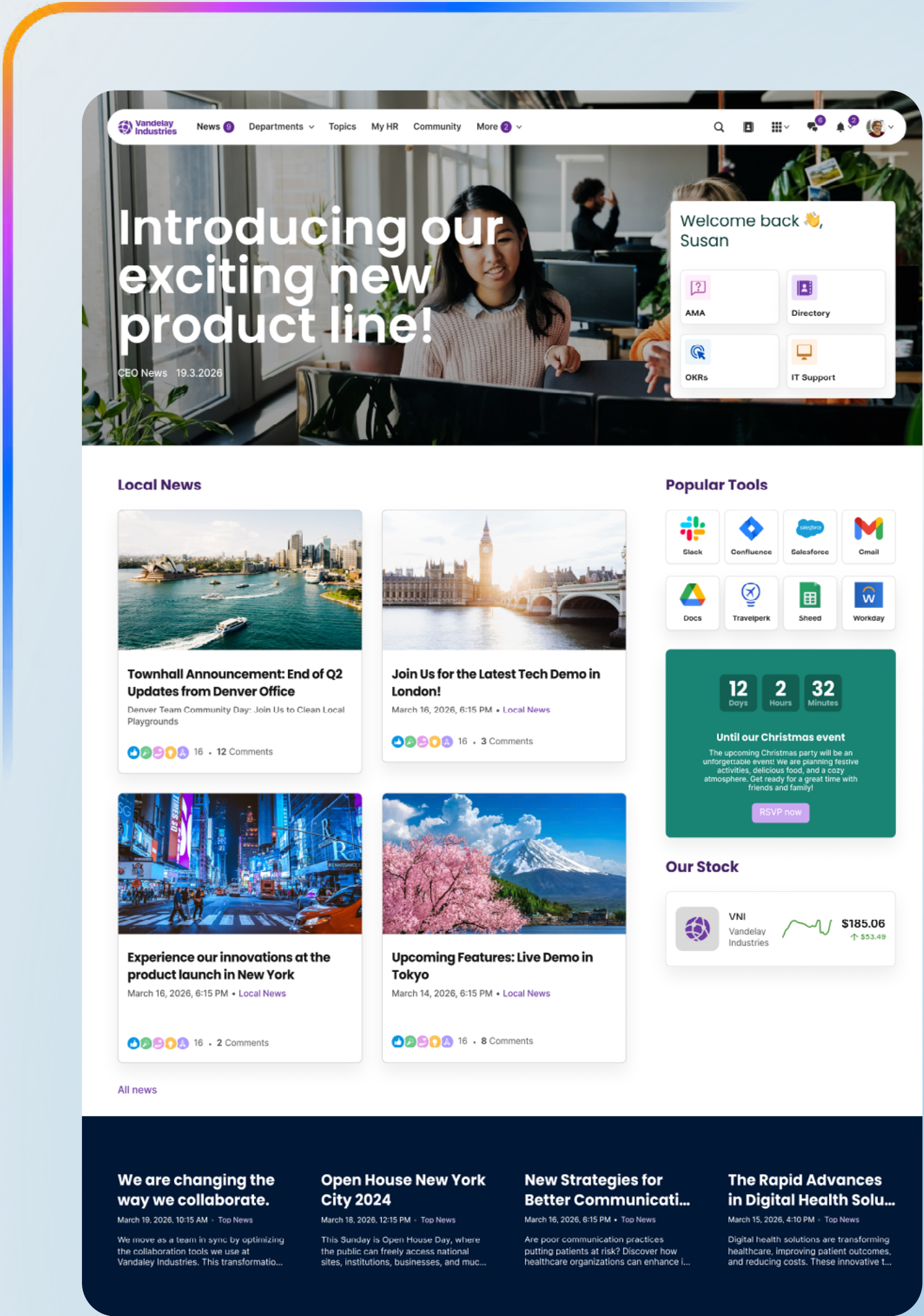




Intranet Lookbook

Design inspiration and best practices for a more engaging intranet, across 7 industries



Strategy decides what your intranet should do.
Design determines whether *employees actually use it*.

Your intranet can have the right content, the right tools, the right announcements — but none of it necessarily translates to adoption.

The culprit is rarely the content itself. It is the experience of finding, reading, and acting on that content.

At its best, an intranet page helps an employee find what they need in seconds. At its worst, it overwhelms them, and they close the tab to ask a colleague instead. This isn't a content problem. It's a perception problem — and **perception is governed by design**.

WHAT ACTUALLY MOVES THE NEEDLE

These three principles give you a clear lens for evaluating and improving any intranet, regardless of the platform you're on.

The principles that follow aren't theory or a creative brief. They're the foundation of how your intranet communicates *before a single word is read*.

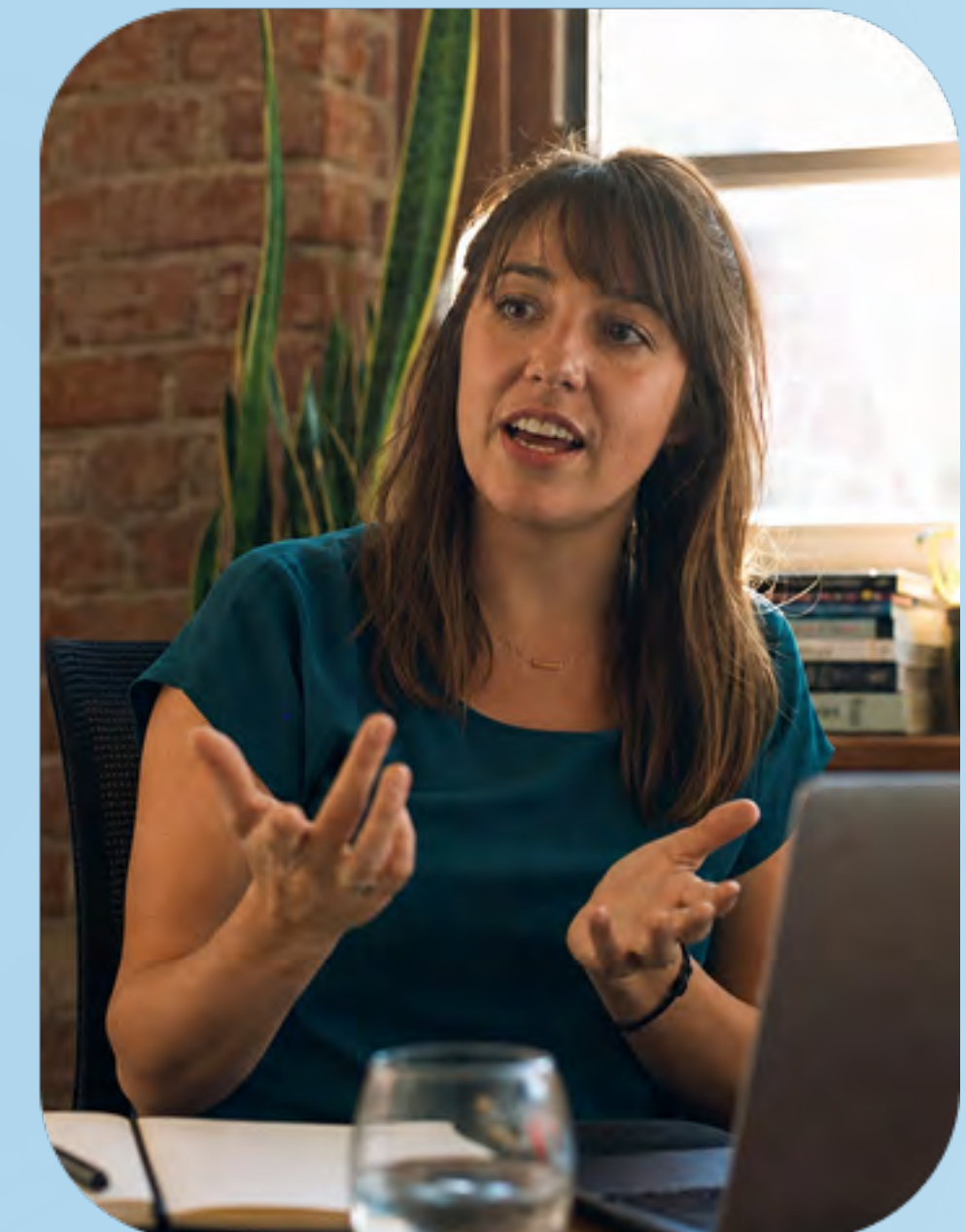


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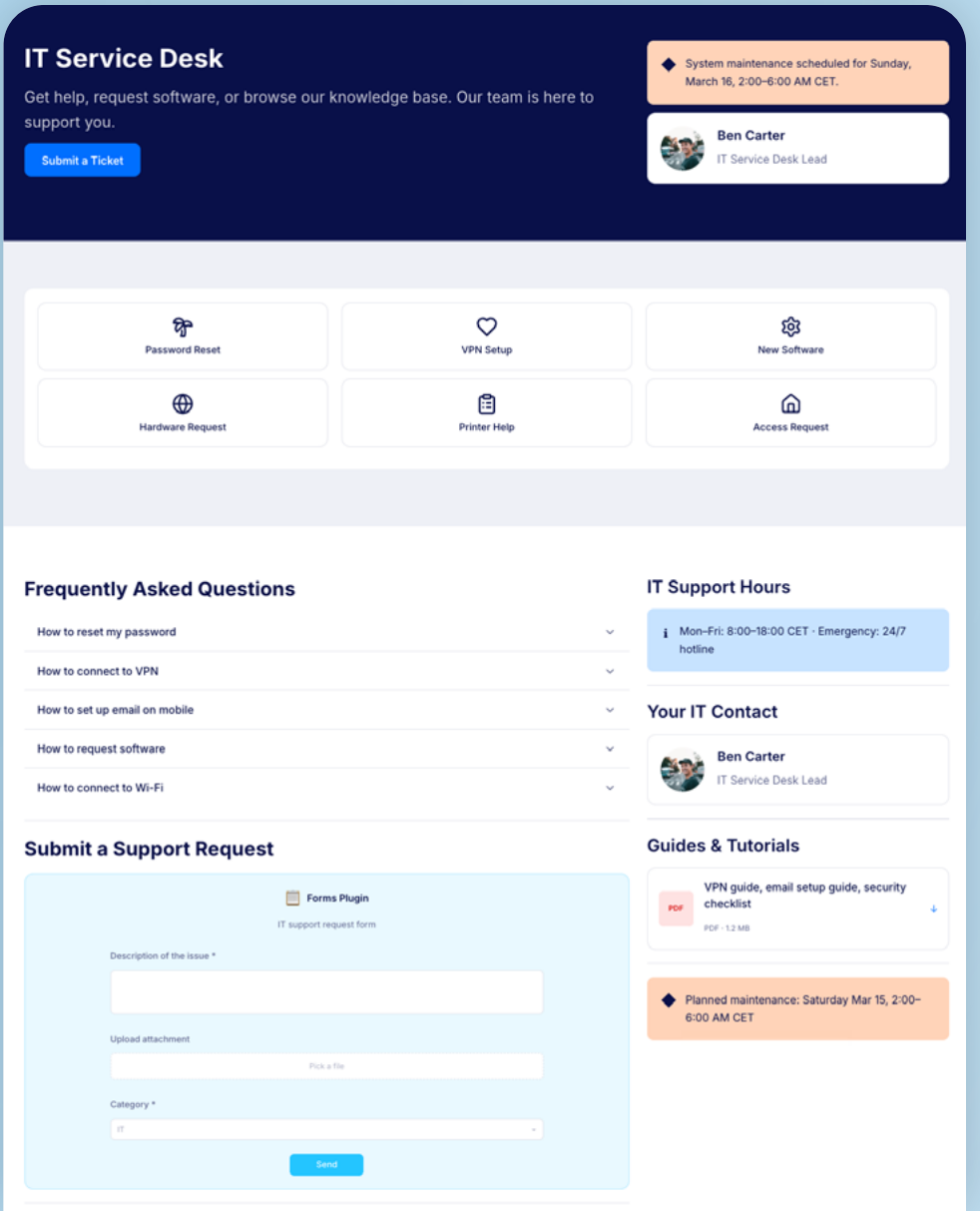
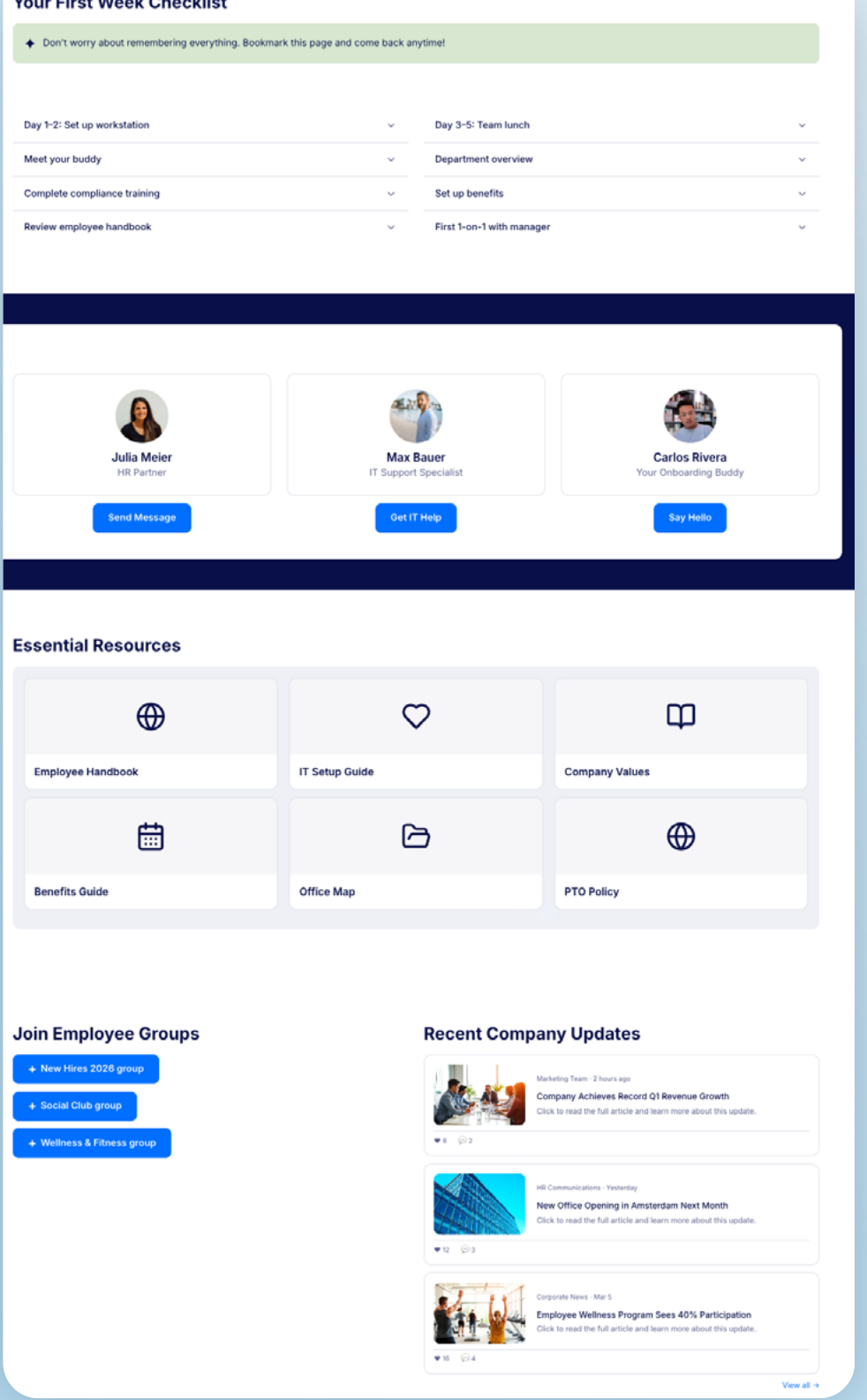
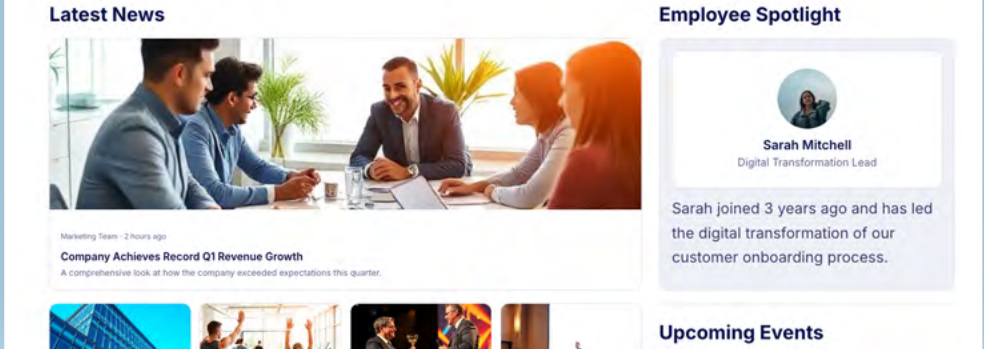
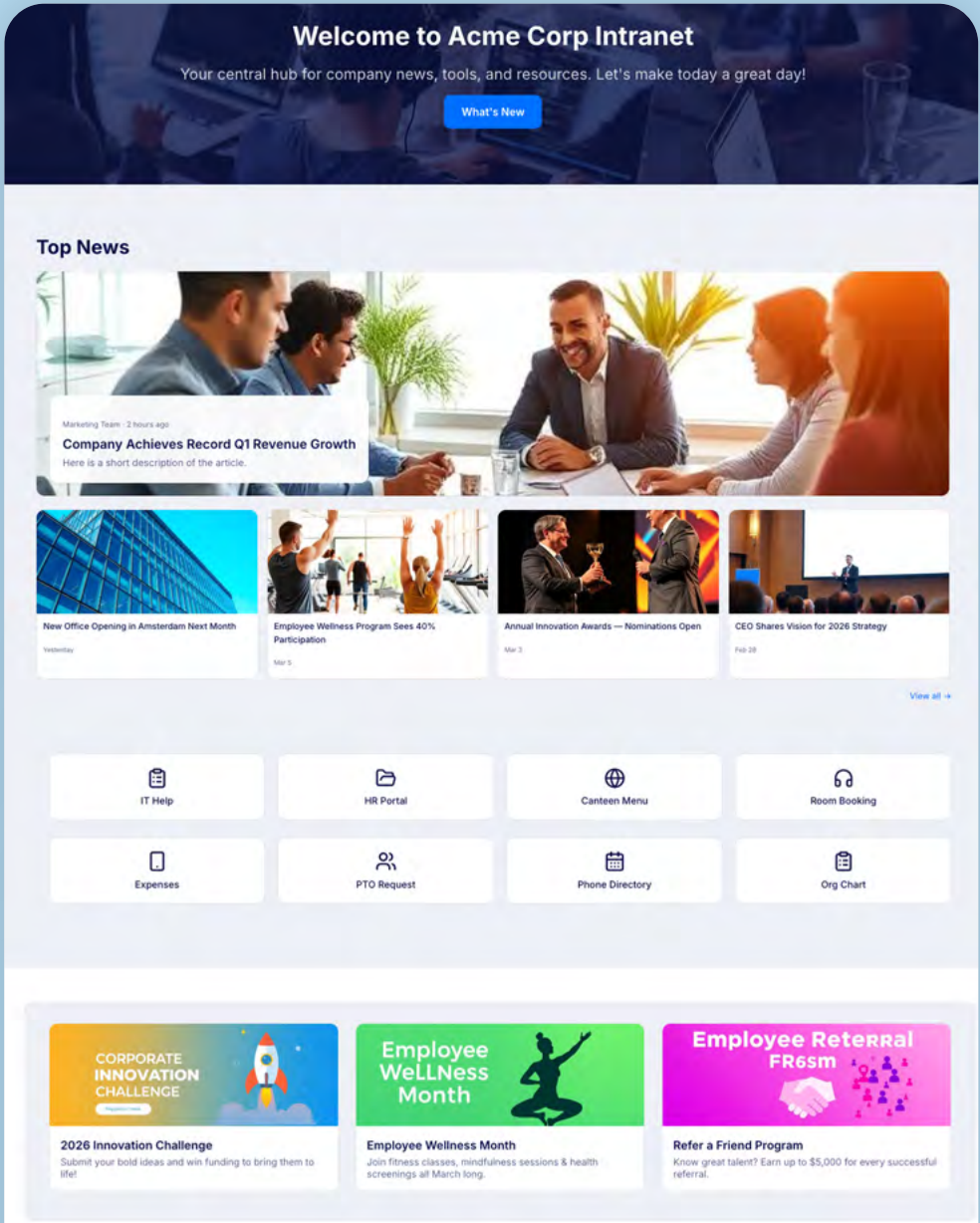
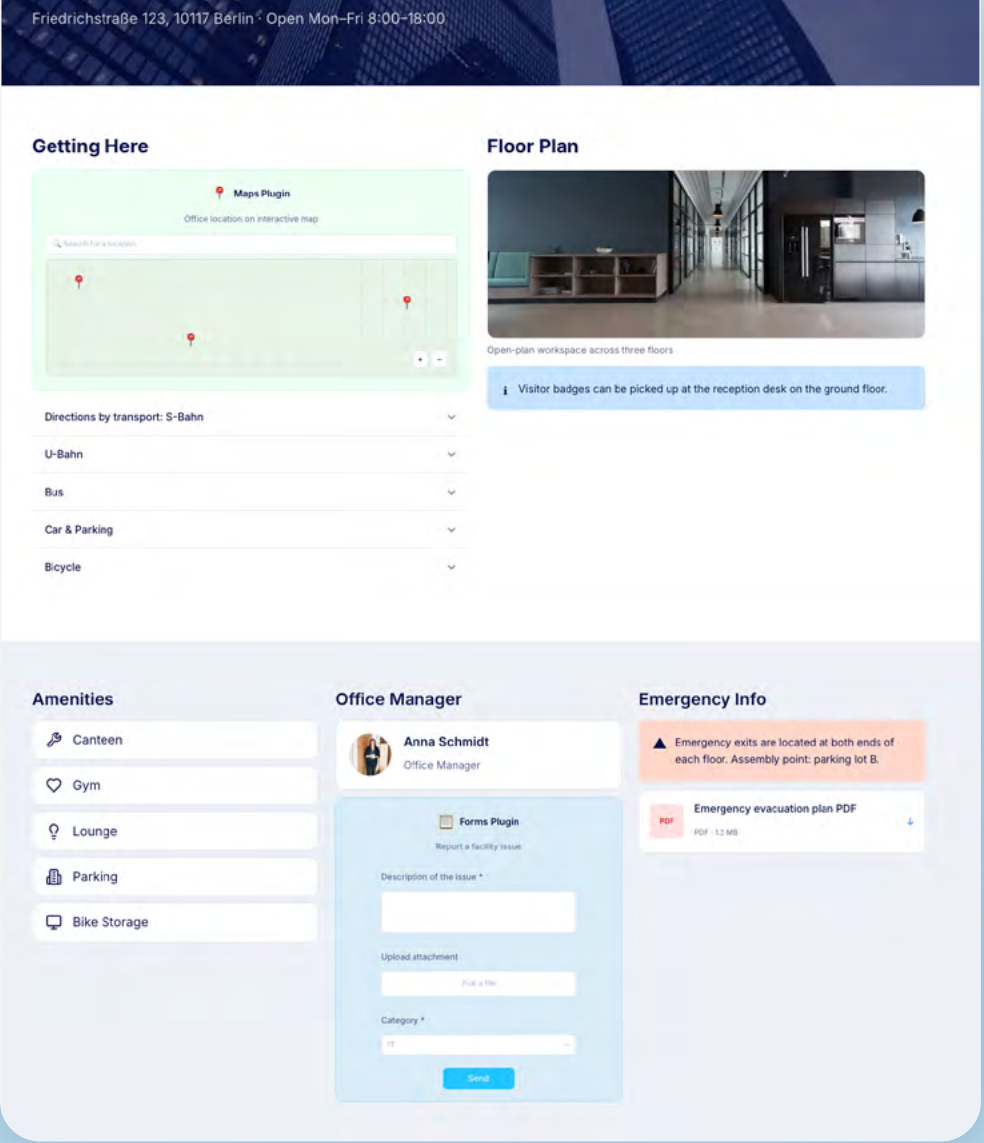
The 3 design principles behind every great intranet

Most intranets miss the mark not because of bad content, but because of how that content is shown.

The human brain is not a search engine. It doesn't process everything on a page equally — it scans, filters, and makes split-second decisions about what deserves attention and what gets ignored.

The most effective intranets are built around one core truth: **design is not decoration.** It is the language your employees use to perceive, navigate, and act.

The principles below aren't aesthetic preferences. They're grounded in decades of cognitive science, Gestalt psychology, and user behavior research — and they're the difference between an intranet people use and one they ignore.



1. Visual hierarchy

Signal what matters first

Before an employee reads a single word on your intranet, their mind has *already decided where to look*. This isn't just design instinct — it's Gestalt psychology, which shows that humans automatically group and rank visual elements before consciously processing content.

Visual hierarchy governs that decision. It's the deliberate arrangement of elements — through size, contrast, weight, and spacing — that tells the eye: start here, then here, then here.

Without clear hierarchy, every piece of content competes equally for attention. The result is cognitive noise — a page that feels busy, confusing, or effortful even when the content itself is valuable. With hierarchy, users can *scan a page in seconds*, locate what's relevant to them, and move forward with confidence.

Visual hierarchy:

The ordering of visual elements on a page so the reader knows what to read first, second, and third — typically through size, weight, contrast, and spacing.

A strong intranet doesn't just organize information. It prioritizes it on behalf of the user.



Start with your primary message

The biggest block sets the reading order for the whole page.

Size down for secondary content

Secondary content should be visually different: noticeably smaller and styled less dominantly than your primary message.

Tertiary messages stand out least, on purpose

Tertiary content gets the lightest visual treatment on the page — for example, sitting at the bottom, under primary and secondary messages.

2. Progressive disclosure

Reveal only what's needed, when it's needed

The human brain can hold roughly seven pieces of information in working memory at any given moment. An intranet that *tries to surface everything at once* doesn't inform employees — **it overwhelms them**.

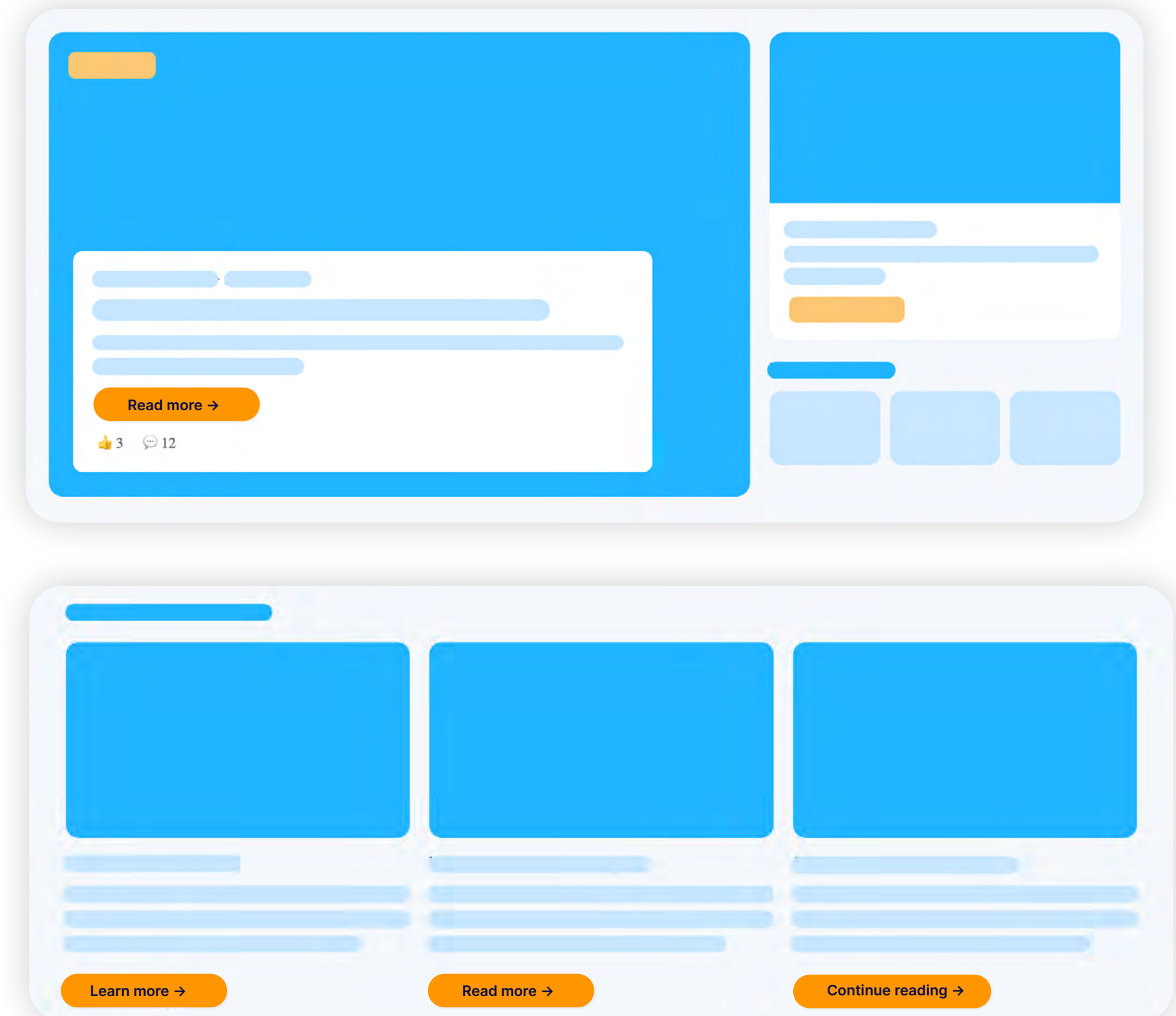
Progressive disclosure is the principle of layering information: lead with the most essential, and let users *choose to go deeper*.

It respects both the employee's time and their cognitive limits — and transforms the intranet from a digital filing cabinet into a guided experience, one that feels responsive and intentional rather than exhausting.

Progressive disclosure:

The layering of information on a page so the most essential content appears first, with deeper detail revealed only when needed — typically through expandable sections, links, or secondary pages.

The measure of a well-disclosed interface is simple:
the right person finds the right information at the right moment, with minimal friction.



3. Consistency

Build patterns employees can trust

People arrive at your intranet having already spent years navigating other digital products. They carry expectations — about where navigation lives, how buttons behave, what certain colors mean. Consistency honors those expectations.

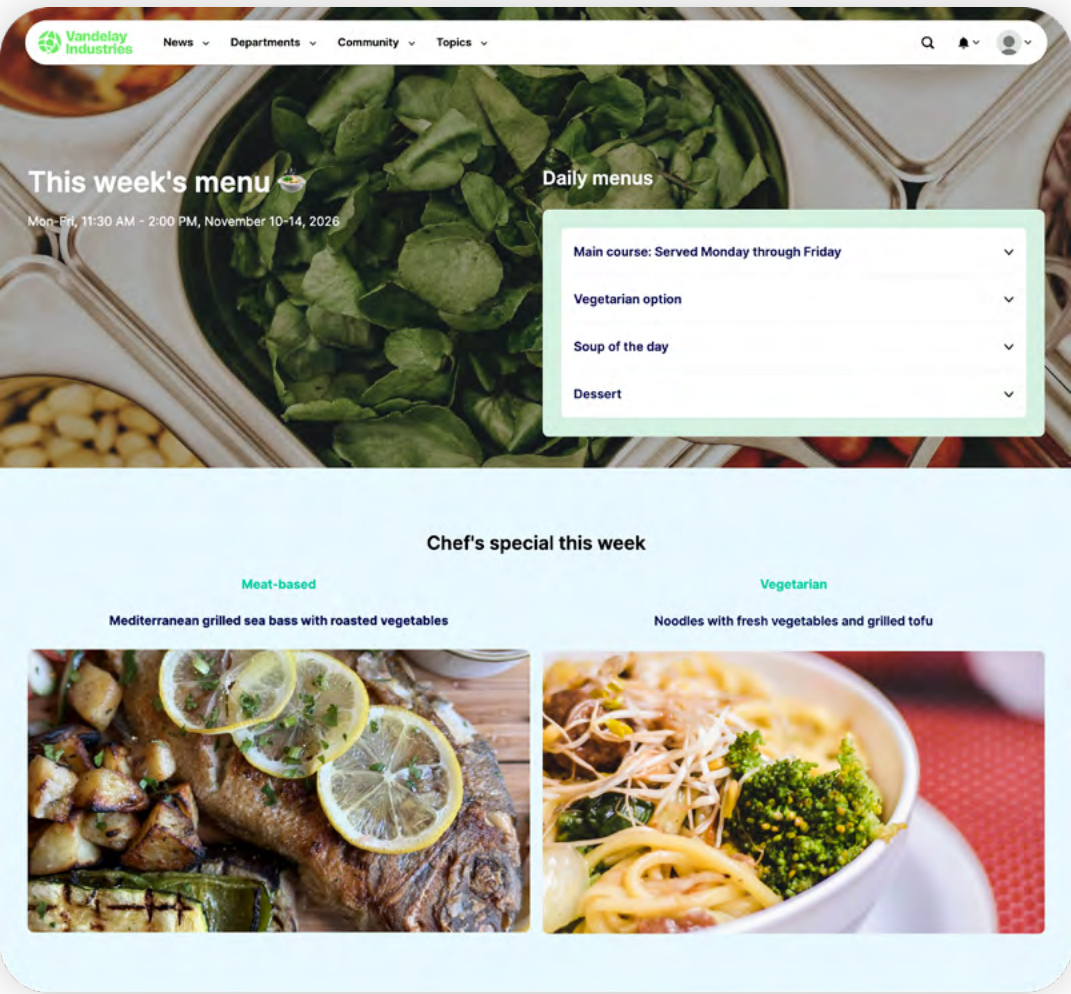
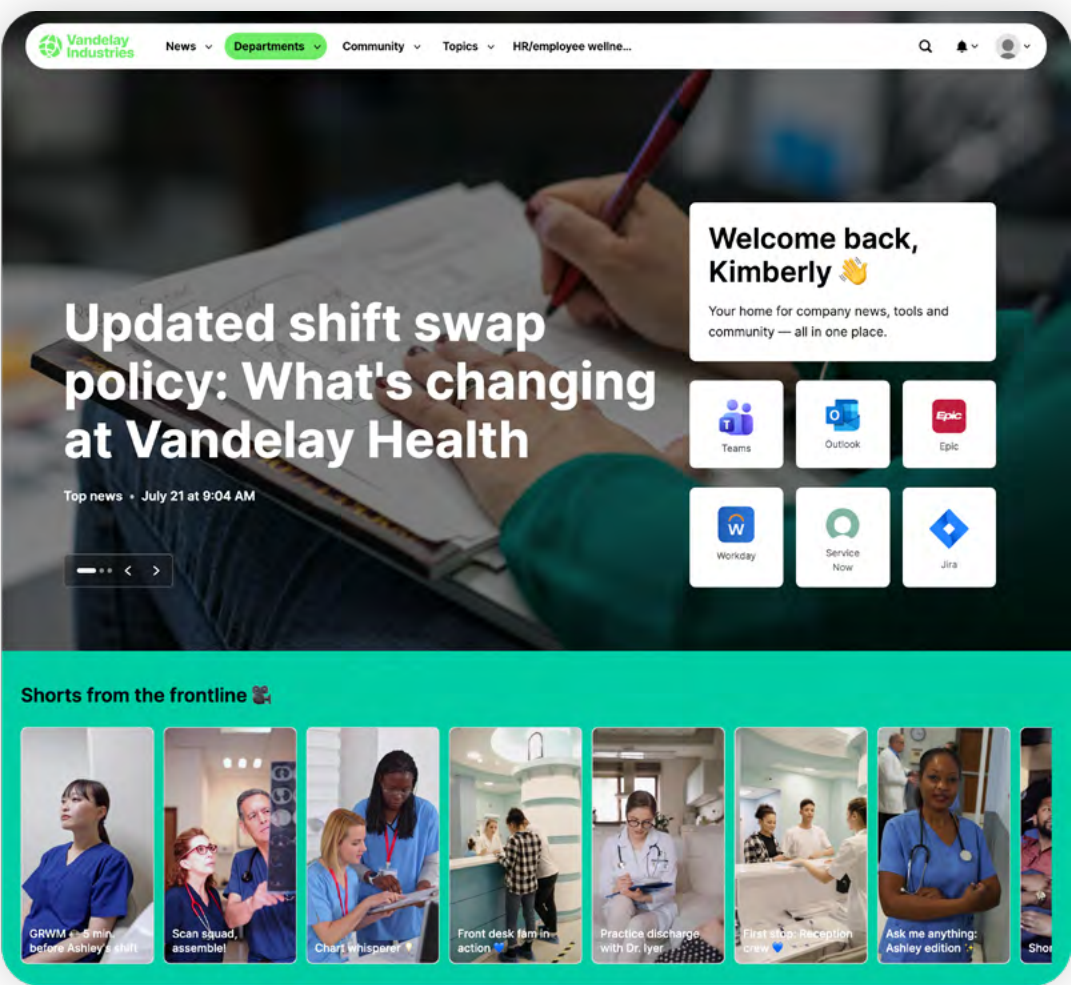
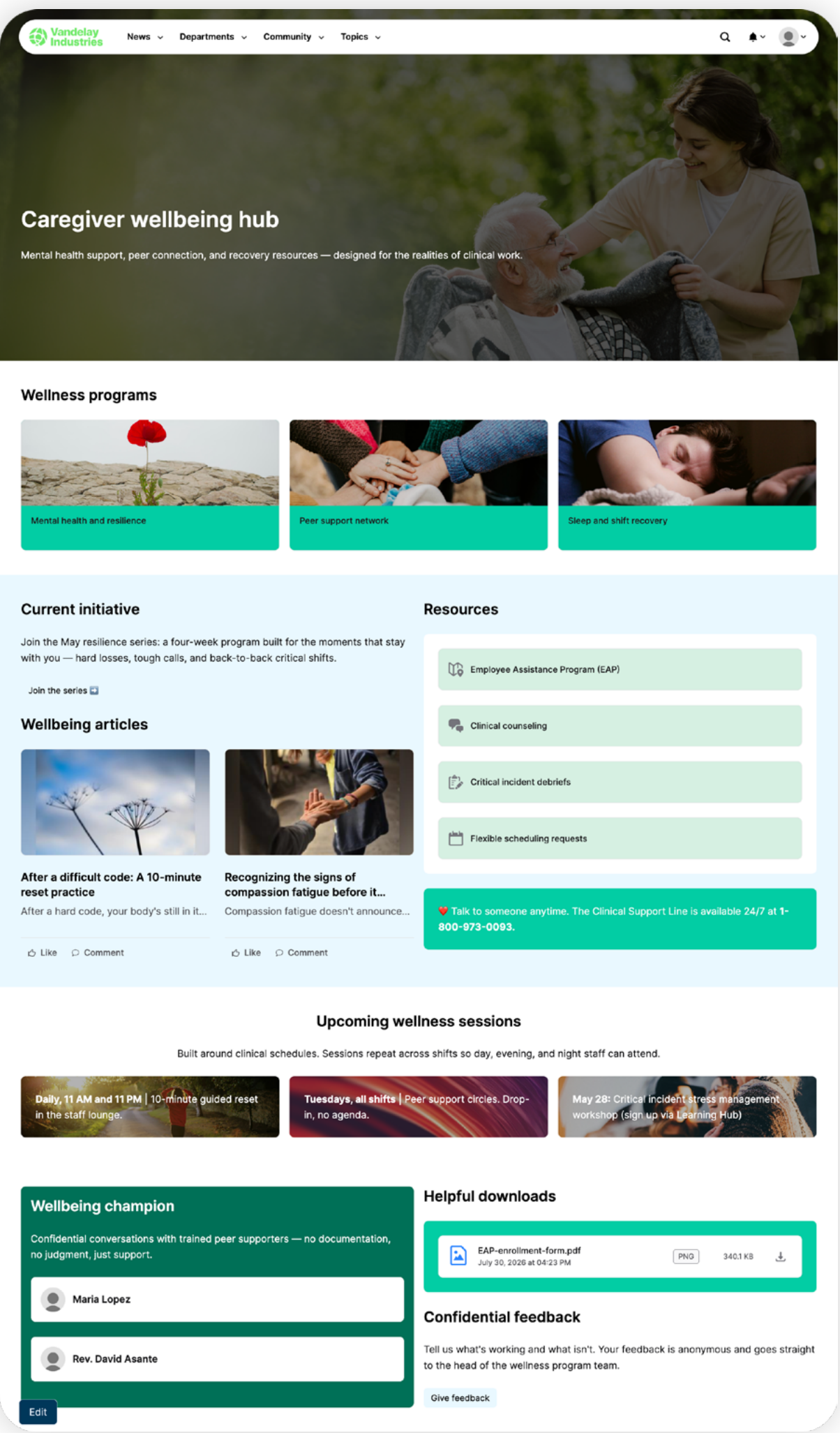
When layout, interaction patterns, and visual language are predictable, employees don't have to think about the interface. Their attention becomes available for the content itself.

On the other hand, when consistency breaks down — unpredictable layouts, inconsistent labels, and different navigation on different pages — the interface generates friction, and slowly, trust erodes as employees stop expecting the intranet to help them.

Consistency:

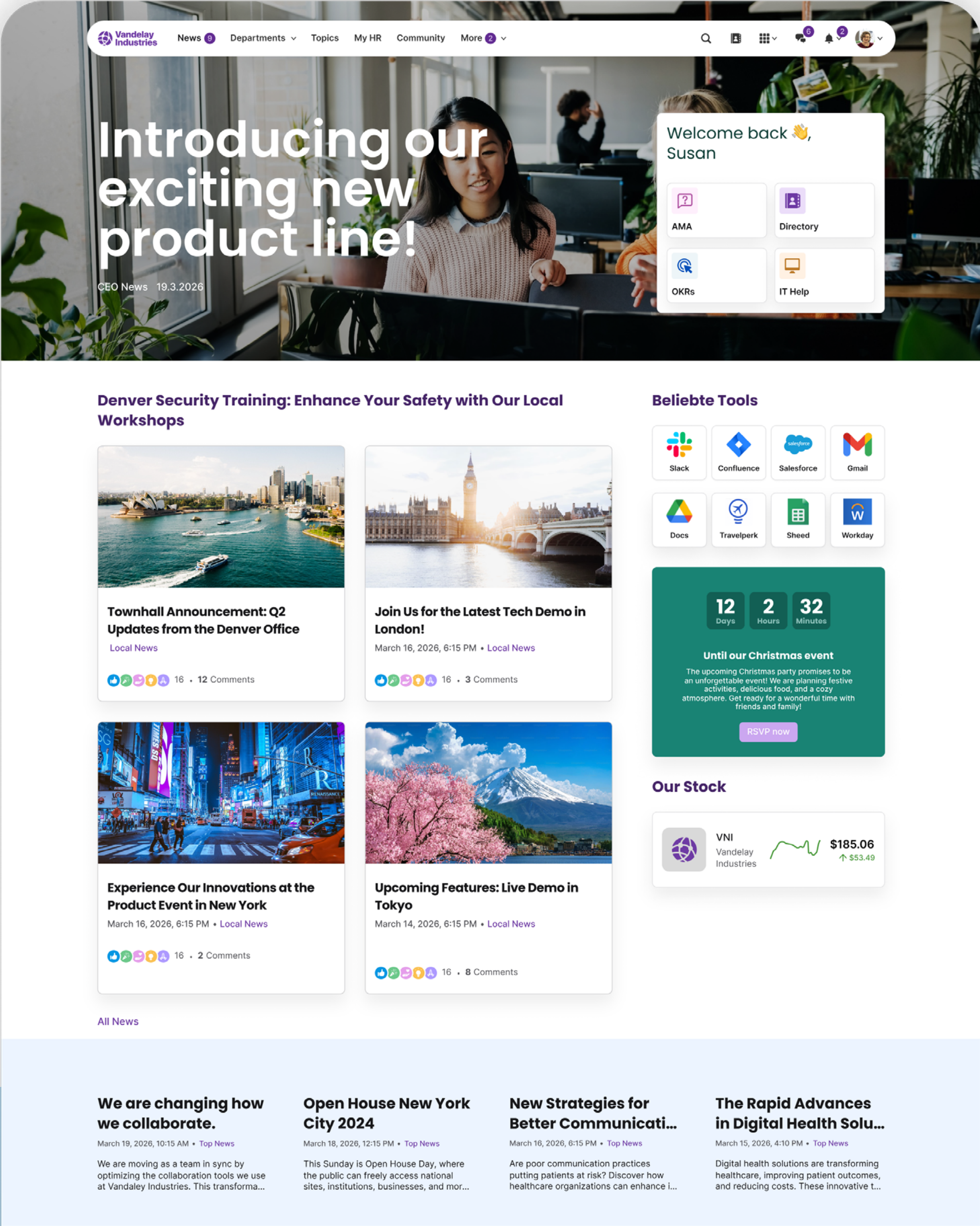
The uniform application of design elements, behaviors, and language across an experience so similar elements look and act in similar ways.

Consistency is not sameness. It's the disciplined use of repeating patterns so that familiarity becomes an asset, not an accident.



Inspiration for your intranet

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Homepage

Your intranet homepage is the front door of the intranet. It’s the page every employee sees when they log in, serving as a central hub for employees to access information, tools, and company news.

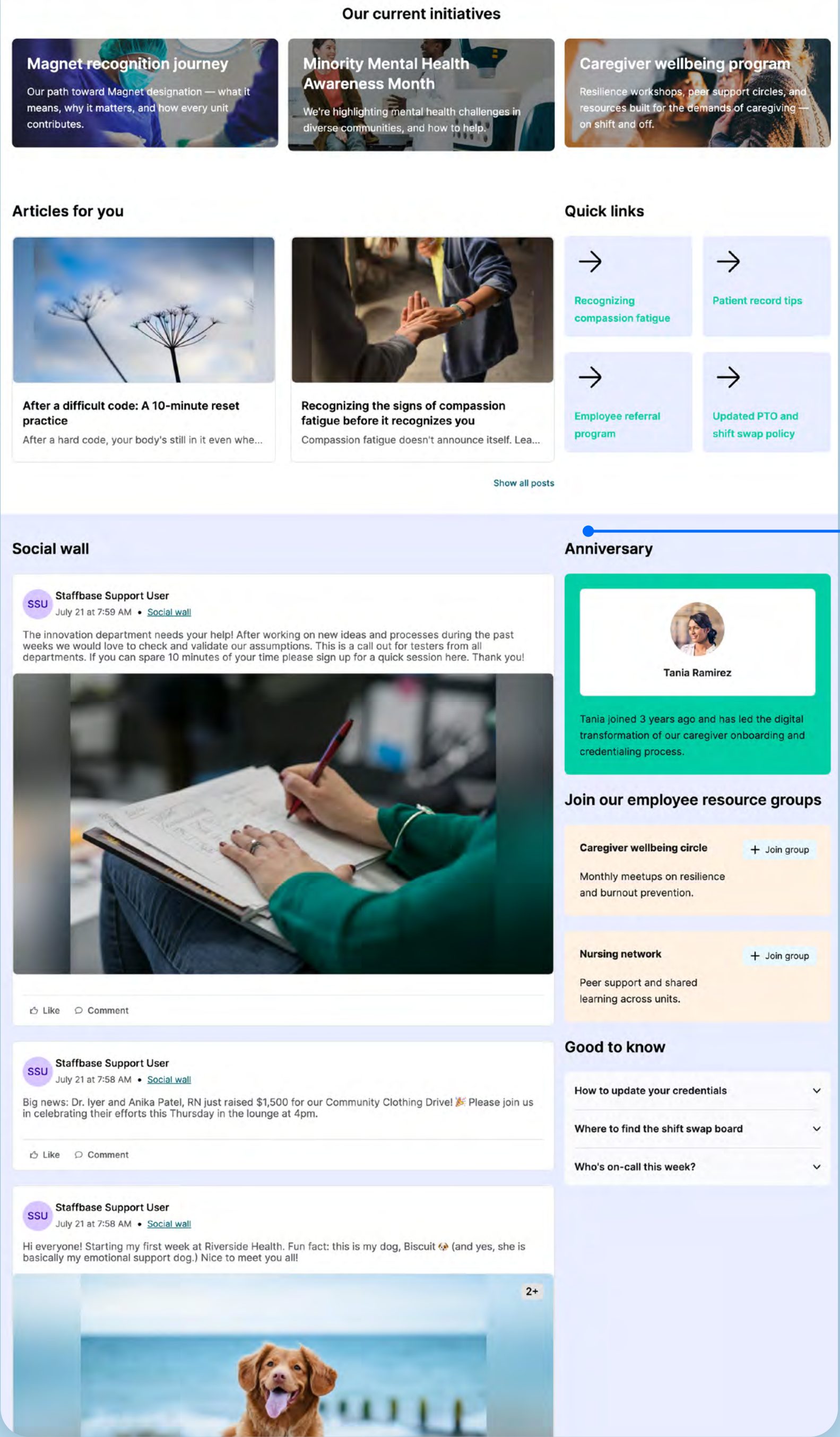
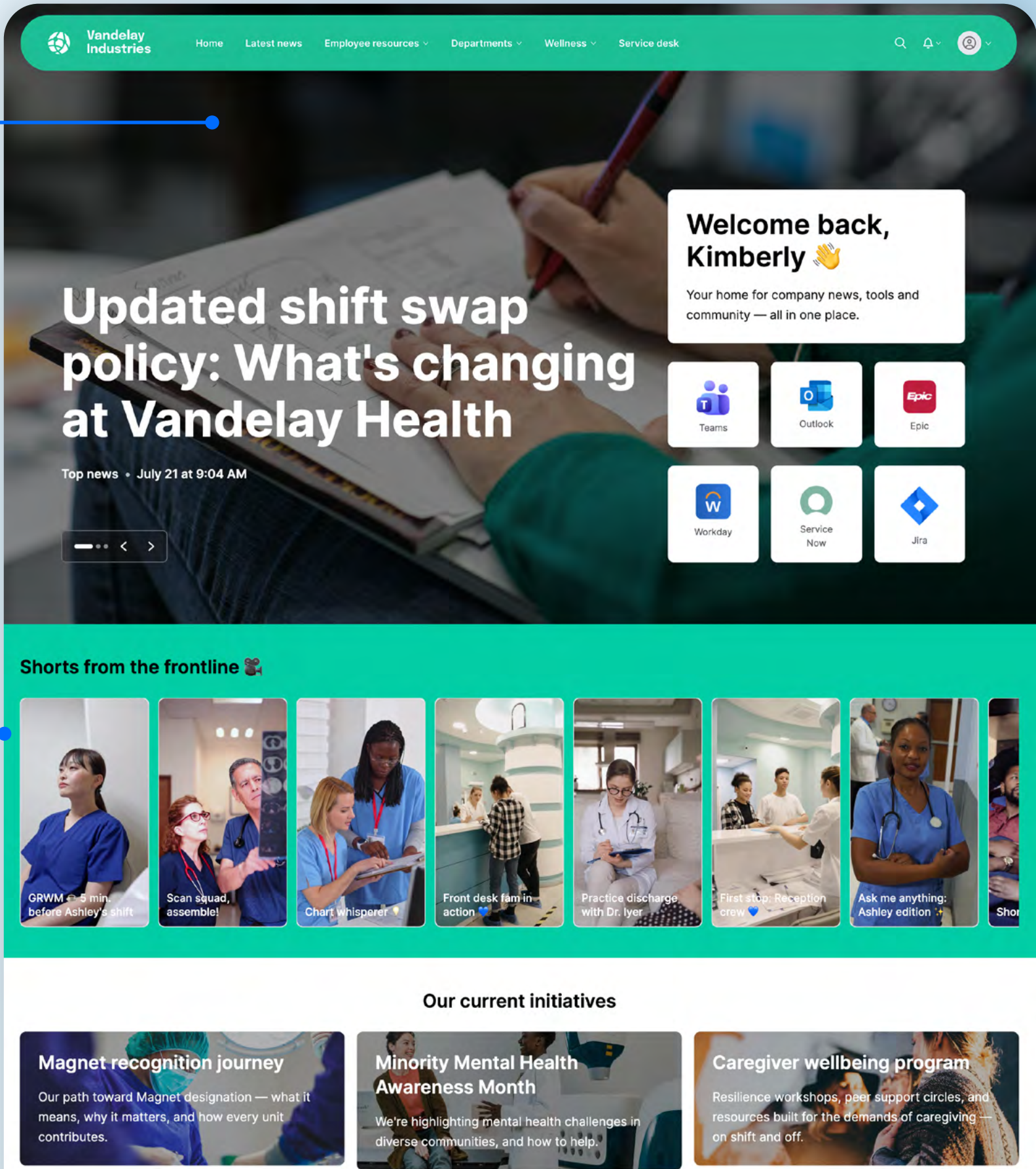
In this example below, the homepage is built around the realities of frontline healthcare.

A hero section that puts the essentials first

The “Welcome back, Kimberly” module sits at the very top of the page in a high-contrast card, placing the tools frontline staff need most — Clinical IT help, HR portal, and Equipment booking — ahead of anything else, so there’s no scrolling or searching required before starting the workday.

Content built for the floor, not the boardroom

“Shorts from the frontline” uses quick video content (scan protocols, discharge practice) that fits into a break-room minute, while “Articles for you” surfaces real recurring needs like compassion fatigue and shift swap policy.



Culture made visible

Leadership priorities (Magnet recognition, caregiver wellbeing) meet real employee voices here — new hires, shoutouts, fundraisers — turning strategy into daily culture.

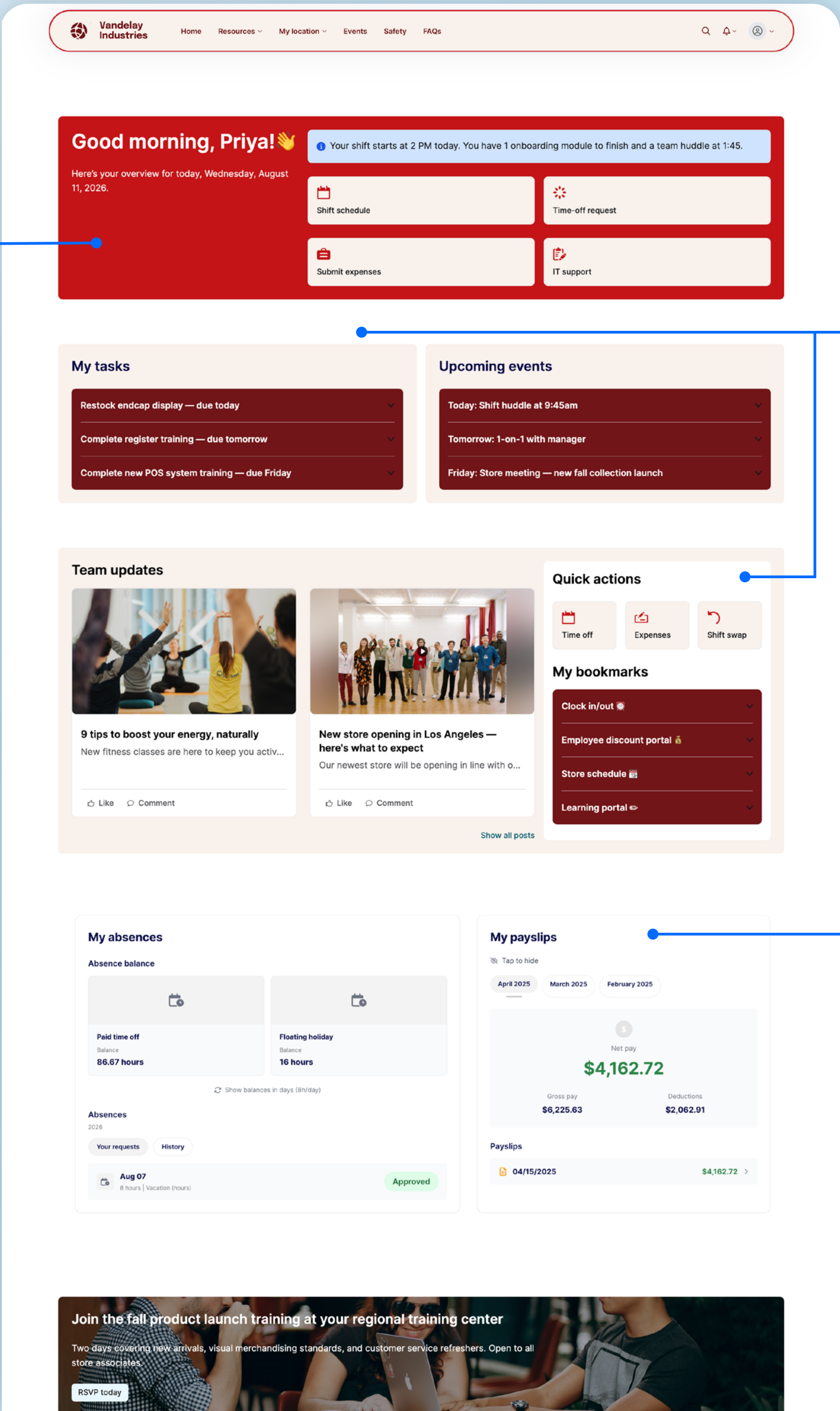
Employee dashboard

The employee dashboard is where employees go to handle everyday tasks — time off, pay stubs, training, and the forms and tools they use most.

Below is an example of what that might look like for a retail employee — built around shift work and store operations.

A greeting that leads with the most urgent detail

The hero module opens with “Your shift starts at 2 PM today” in the largest, boldest text on the page, so the one piece of information employees need most before anything else is impossible to miss.



Store-floor tasks and tools

“My tasks” and the quick action tiles reflect real store priorities — restocking an endcap, register training, shift swap, clock in/out — giving employees fast access to the things they need most during a shift.

Payslips, at a glance

“My payslips” surfaces net pay, gross pay, and deductions up front — critical for hourly retail employees whose pay can shift week to week with overtime or schedule changes.

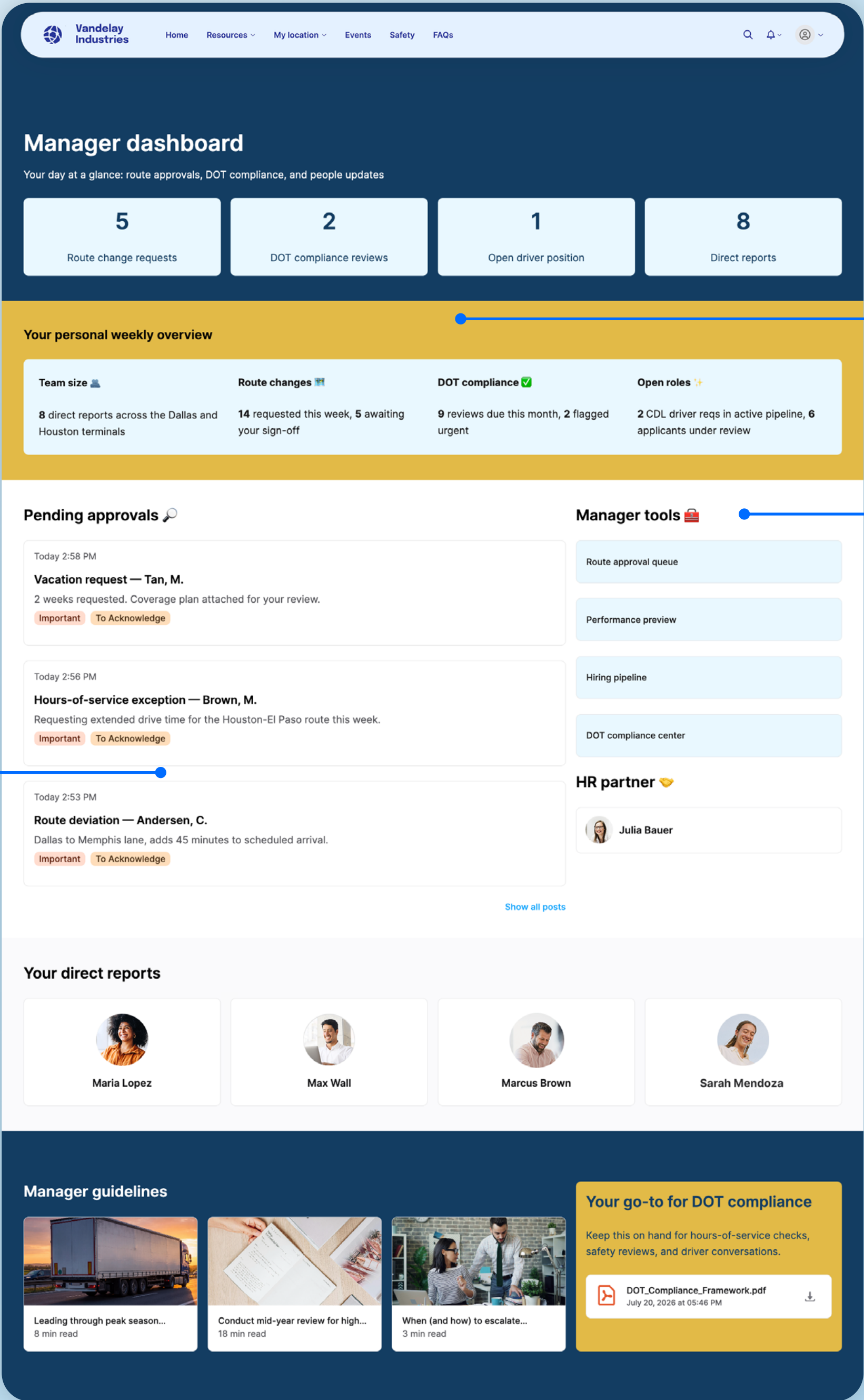
Manager dashboard

Give your managers the tools they need to empower success. This page is built for the people who translate company messages into team conversations: team metrics at a glance, pending approvals, direct reports, and the manager-specific resources they reach for most.

Take for example, this manager dashboard built for fleet and terminal managers overseeing routes, drivers, and DOT compliance.

Approvals with the details that matter

Each pending approval — a vacation request with a coverage plan, an hours-of-service exception for a specific route, a route deviation with the exact delay — gives the manager what they need to make the call without leaving the page.



Two layers of information, visually separated

The manager’s daily stat tiles sit in one high-contrast block, while a distinct yellow band holds the broader weekly view — so the color and placement shift alone signal “immediate” versus “trend,” without needing a label to explain it.

Manager tools built for the fleet

“Manager tools” goes beyond typical HR shortcuts, surfacing what a fleet manager actually needs day to day — Route approval queue, DOT compliance center — alongside standard tools like Performance preview and Hiring pipeline.

A department hub is a dedicated space for a team's people, work, and resources. This includes news specific to the team, leadership and contacts, current campaigns or initiatives, and the guidelines and assets the rest of the company needs when working with them.

A welcome message that sets context before content

Self-serve tools for the rest of the company

A clear path for plant-level requests

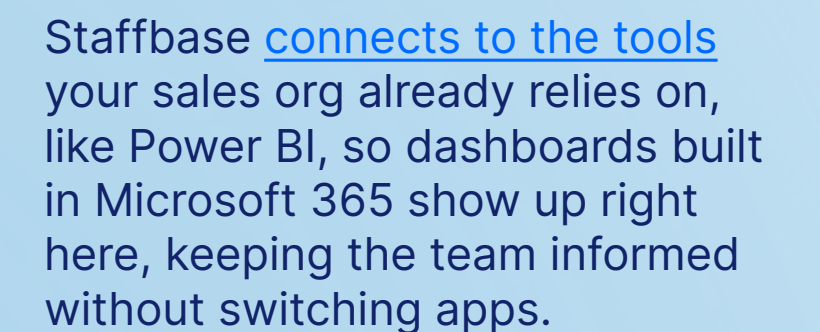
"Bring marketing to your plant" gives site-level employees a direct way to request support for local events or signage, with clear next steps ("Start here," "See what's available") — bridging a corporate function with plant-floor needs.



Here's what that might look like for a wealth advisory sales team.

"Q1 pipeline AUM," "Conversion rate," and "Average mandate size" sit in a single high contrast band near the top of the page, each paired with a supporting line (38 active opportunities, qualified-to-closed vs. Q4) so the metrics read as a story at a glance rather than raw data that needs decoding.

"Team highlights" read like case studies, not a leaderboard — each entry names the client, deal size, and what made it happen (a referral relationship, a specific RM), giving the team real examples to learn from between deals.





How Alaska Air Group takes **employee communications** to **new heights** with a modern intranet

Discover how Alaska Air Group transformed employee communication with a new intranet and mobile app, boosting engagement across 23,000+ employees.

[Learn more](#)

Alaska
AIRLINES

HR/employee wellness hub

The HR/employee wellness hub is a home for everything that supports employee wellbeing — mental health programs, fitness, nutrition, and employee assistance program (EAP) resources. The strongest wellness hubs make wellness feel reachable and lead with care.

Below is what that looks like for caregivers in a healthcare setting.

Support that fits around a shift

“Upcoming wellness sessions” repeats daily and across all shifts (11 AM and 11 PM resets, Tuesday peer circles for “all shifts”), acknowledging that day, evening, and night staff all deserve equal access to support.

Language that mirrors the reader back to themselves

The current initiative copy — “hard losses, tough calls, and back-to-back critical shifts” — sits front and center on the page, using specific, recognizable phrasing instead of generic wellness language, so staff see themselves in the words before they even click into a resource.

A real person to reach, not just a resource list

“Wellbeing champion” puts a name and face (Maria Lopez) next to the offer of a confidential, no-documentation conversation — making support feel like a person you can talk to, not just another link to click.

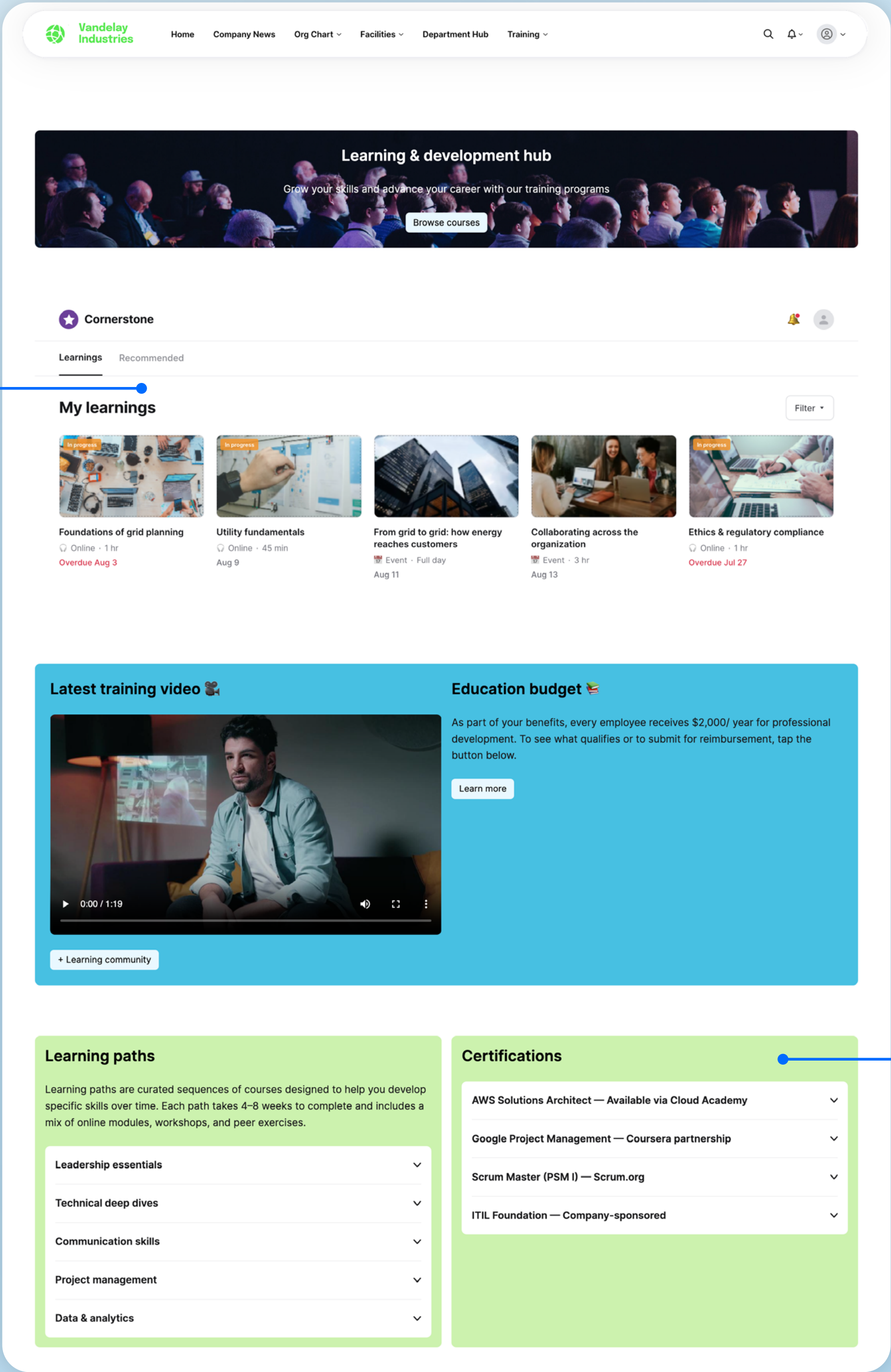
Learning and development hub

The learning and development hub is a central place for growing as an employee. The strongest hubs make development feel approachable, providing easy access to start — from featured courses, learning paths that take real time, certifications the company will fund, to an annual education budget.

Here’s what that looks like for an energy & utilities company.

Learning content, pulled in automatically description

Feature courses that reflect the actual job. Plus, with [Staffbase and Cornerstone](#) connected, training embeds directly into the intranet — no separate system for employees to check.



Company-sponsored, not just company-approved

Each certification notes exactly who's funding or partnering on it — Cloud Academy, Coursera, Scrum.org, or "Company-sponsored" — so employees know it's not just a suggestion, it's something the company will actually pay for.

IT service desk

When employees need support with their tech, they'll turn to the IT service desk. The strongest pages lower the friction of asking for help. They surface the most common requests up front, make self-service easy, list who to contact and when, and show what's already known to be broken so you don't log a duplicate ticket.

Below is what that looks like for a trading floor's IT support needs.

FAQs that don't overwhelm

"Frequently asked questions" lists five common issues collapsed by default, letting employees scan titles first and expand only the one they need — keeping the page light with the option to learn more by expanding each tile.

Technology service desk

Get help, request software, or browse our knowledge base. Our team is here to support you.

Trading floor hotline

Bloomberg Terminal maintenance scheduled for March 14 2:00-4:00 AM ET.

Maria Lopez



Password reset



VPN setup



New software



Hardware request



Printer help



Access request

Frequently asked questions

How to reset a password	▼
How to connect to a VPN	▼
How to setup an email on mobile	▼
How to request software	▼
How to connect to Wi-Fi	▼

Approved software catalog

Name	Use	Request Link
Bloomberg Terminal	Market data + Comms	Approval required; please submit an IT ticket
Reuters Eikon	Market data	Request
Symphony	Compliant messaging	Request
Salesforce FSC	Client CRM	Request

IT support hours

Mon-Fri: 8:00-6:00 ET • Emergency: 24/7 hotline

Your IT contact

Giorgos Domouchtsidis

Guides and downloads

VPN set up guide.pdf
July 20, 2026 at 04:35 PM

Submit a ticket

ServiceNow My Items

Search ... Filters

INC0000027 Incident
2 - High - In Progress
Please remove the latest hotfix from my PC
Updated: 08/06/2026, 10:21 AM

INC0001990 Incident
5 - Planning - On Hold
Unable to access the personal details section in profile
Updated: 08/06/2026, 07:21 AM

A known issue, front and center

The Bloomberg Terminal maintenance banner sits in a high-contrast block right in the hero, ahead of any navigation or FAQ content — so the single most time-sensitive fact on the page is exactly where the eye lands first.

Real tickets, pulled in from ServiceNow

Every ticket shown here — status, priority, last update — is pulled [live from ServiceNow](#). Employees get a self-service view of their requests without needing IT's own interface.

Emergency and safety information

Most days, safety is part of the routine — training, signage, checklists, the small habits a workplace builds over time. But occasionally, things take a turn. An emergency and safety information page is where both live: the everyday resources and the procedures employees need in the rare moments that count.

Below is what that looks like for a manufacturing plant handling chemical hazards, heavy machinery, and shift-based crews.

Two tiers of urgency, clearly separated

The page opens with a life-threatening emergency callout, then immediately follows with a second, distinctly colored bar for plant-specific but non-life-threatening incidents — so employees know within seconds which situation they’re in and exactly which number to call.

Home

Announcements

My team

Benefits

IT support

Communities

Search

Alerts

Help

Vandelay Industries

Emergency and safety information

Everything you need to respond fast — alarms, contacts, and evacuation routes.

In any life-threatening emergency, call 911 first. Then pull the nearest plant alarm and notify your shift supervisor. Do not return to the plant until you receive the all-clear from a safety officer. For plant-specific incidents that aren't life-threatening, use ext. 9111 to alert on-site safety personnel.

Plant emergency line: ext. 9111 (available 24/7) • Environmental response: 1-800-555-SPILL

Emergency procedures

1. **Fire alarm or smoke detected:** Evacuate via nearest stairwell, do not use elevators

2. **Chemical spill:** Clear the area, call ext. 9111, do not attempt cleanup

3. **Machinery entanglement:** Hit nearest emergency stop, do not move the worker

4. **Severe weather:** Move to designated shelter areas (lower levels, interior rooms)

5. **Medical emergency:** Call 911, start first aid, deploy AED if needed

6. **Power outage:** Stop machinery safely, await supervisor instruction

7. **Active threat / lockdown:** Run, hide, fight protocol; lock doors

Evacuation routes and assembly points

Primary Assembly

Secondary Assembly

Primary: North parking lot, beyond the chain-link gate. Secondary: South lot near the freight scale house.

AED and first aid locations

Area	Location	Nearest warden
Site trailer / office	Column F-12, by tool crib	Melissa Brown
Shipping dock	Wall by Bay 3 supervisor desk	Anthony Ramirez
Paint booth	Outside the cleanroom entrance	Darren Walker
Break room	Inside the main hallway entrance	David Okonkwo
Office wing	Reception and 2nd-floor lobby	Sara Mendoza

SDS and chemical Information

Safety data sheets (SDS) for every chemical used on the plant floor. Please review before handling anything you're not familiar with.

SDS_library_hazard_pictogram_reference...

July 20, 2026 at 04:18 PM

PDF

14.9 KB

Download

Emergency contacts

Tania Ramirez

Sarah Mendoza Mendoza

Marcus Brown

Security desk: ext. 2100 • Maintenance after-hours: ext. 9300

Environmental spill response: 1-800-555-SPILL

Safety documents

Please print and keep a copy in your locker.

Confined_space_entry_permit_and_checklist...

July 20, 2026 at 04:19 PM

PDF

95.7 KB

Download

Emergency_procedures_evacuation_maps_f...

July 20, 2026 at 04:19 PM

PDF

95.7 KB

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LOTO_procedures_machine-specific_shutdo...

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Evacuation training video

A map that shows exactly where to go

“Evacuation routes and assembly points” pairs a visual map with named landmarks (chain-link gate, freight scale house) rather than abstract directions, so employees can act on it immediately.

Consistent structure across every contact and document

Every warden listed follows the same area–location–person pattern, and every safety document follows the same file-name, date, and download format.

18

Manufacturing

Weekly canteen menu

Meals are part of the rhythm of the workplace — they shape lunch breaks, spark dietary conversations, and build culture in small daily ways. A canteen page gives all of that a home: the weekly menu, the chefs behind it, allergen and dietary info, and a way for employees to weigh in.

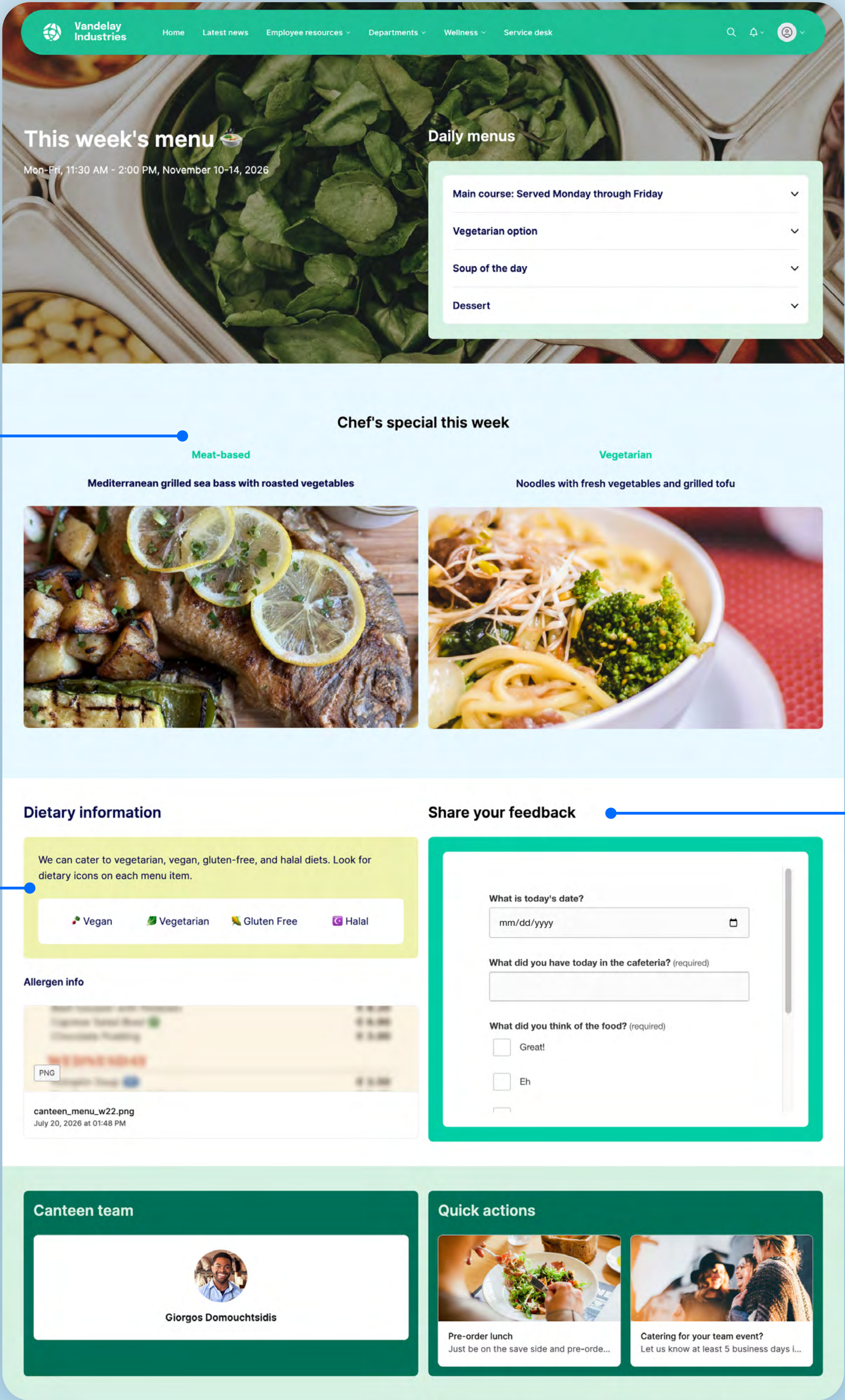
Below is what that looks like for a hospital cafeteria feeding staff working around the clock.

Two dishes, one clear choice

“Chef’s special this week” places the meat-based and vegetarian options side by side with matching photo sizes and layout, so neither option reads as the “default” — a small design choice that makes the vegetarian dish feel just as intentional as the other.

Dietary needs answered before anyone has to ask

“Dietary information” leads with a plain-language statement — vegetarian, vegan, gluten-free, and halal are all catered for.

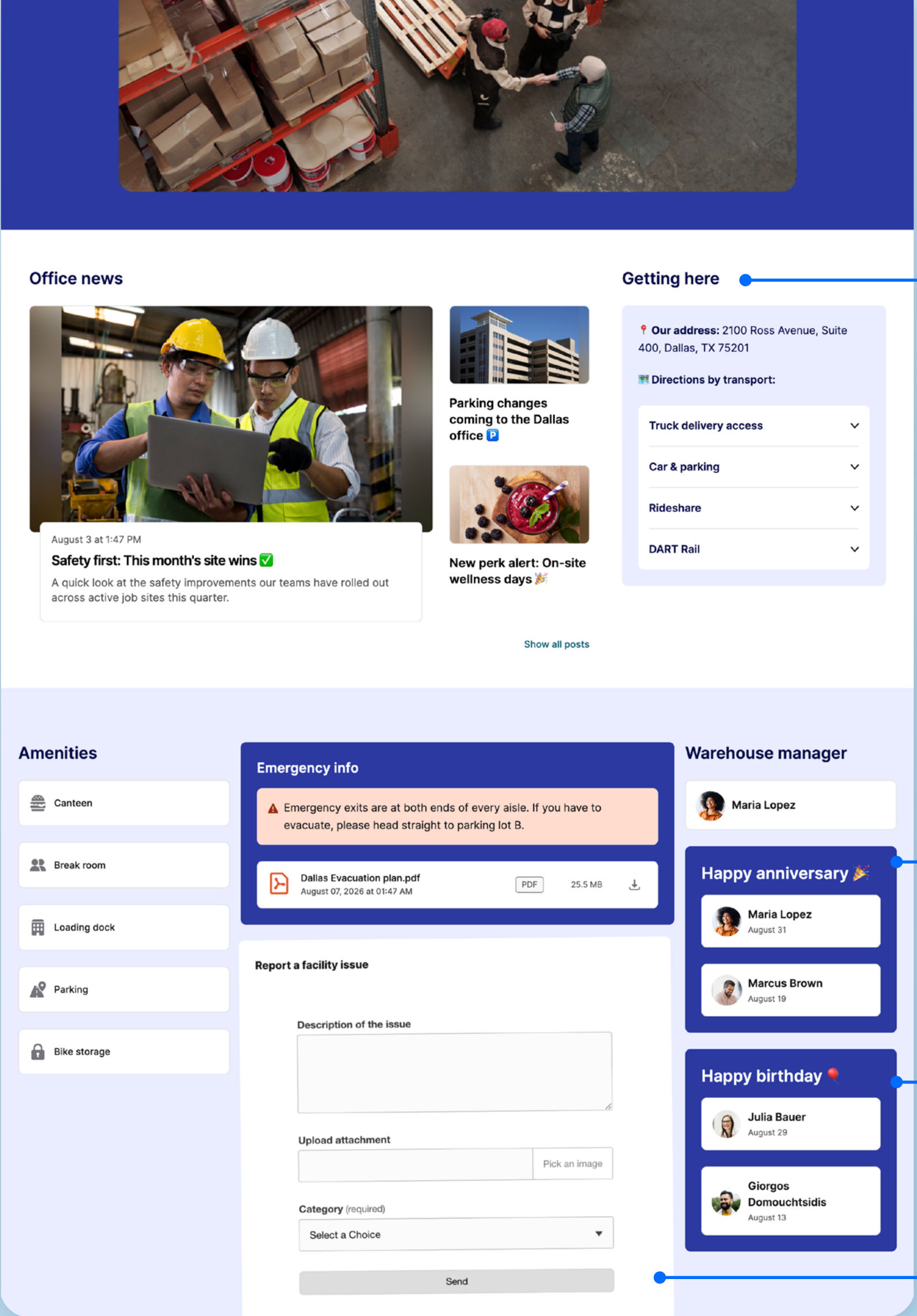
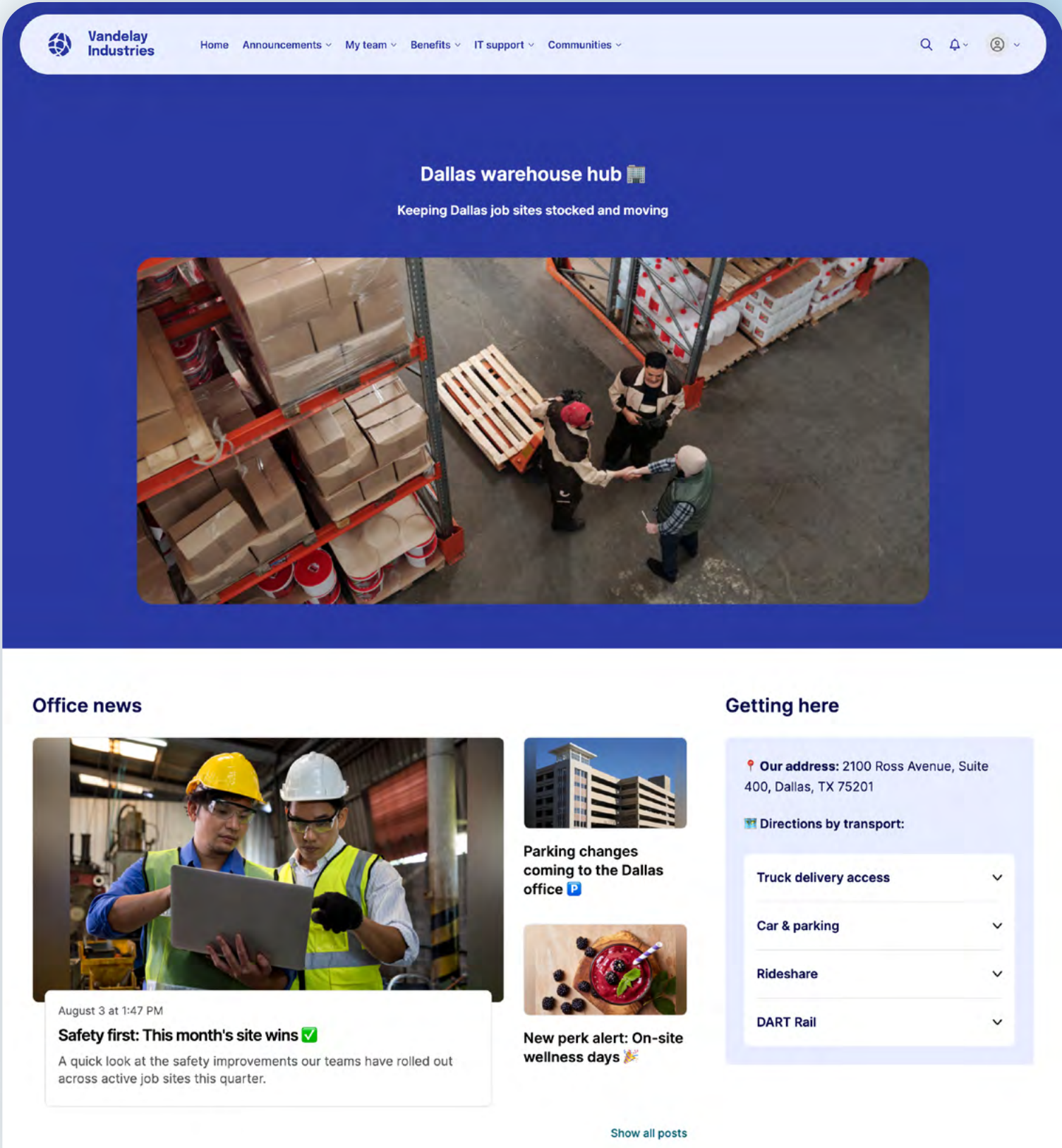


Feedback that takes seconds, not minutes

“Share your feedback” uses short fields and single-click options (date, one line of text, a checkbox for “Great!” or “Eh”) rather than an open-ended survey, so employees can leave a real reaction in the time it takes to walk back to their table.

Office location page

Every site has its own rhythm — its own news, amenities, transit options, and the people who keep it running. An office location page makes all of that easy to find, whether you work there every day, you’re visiting from another site, or you’re showing up for the first time and trying to figure out which entrance to use.



One card, one glance, no scrolling required

"Getting here" and "Emergency info" each sit in a single self-contained card with the address, transport options, or evacuation steps grouped together — so an employee (or a truck driver arriving for the first time) can find everything they need in one place instead of piecing it together from scattered text.

Small moments that build a sense of place

An office location page isn't just addresses and parking — it's also where employees see their teammates celebrated. Birthdays and anniversaries turn a purely practical page into one that feels like a real team.

One less click to report a problem

Instead of sending employees somewhere else to report a problem, the form lives right here on the page.

New employee onboarding hub

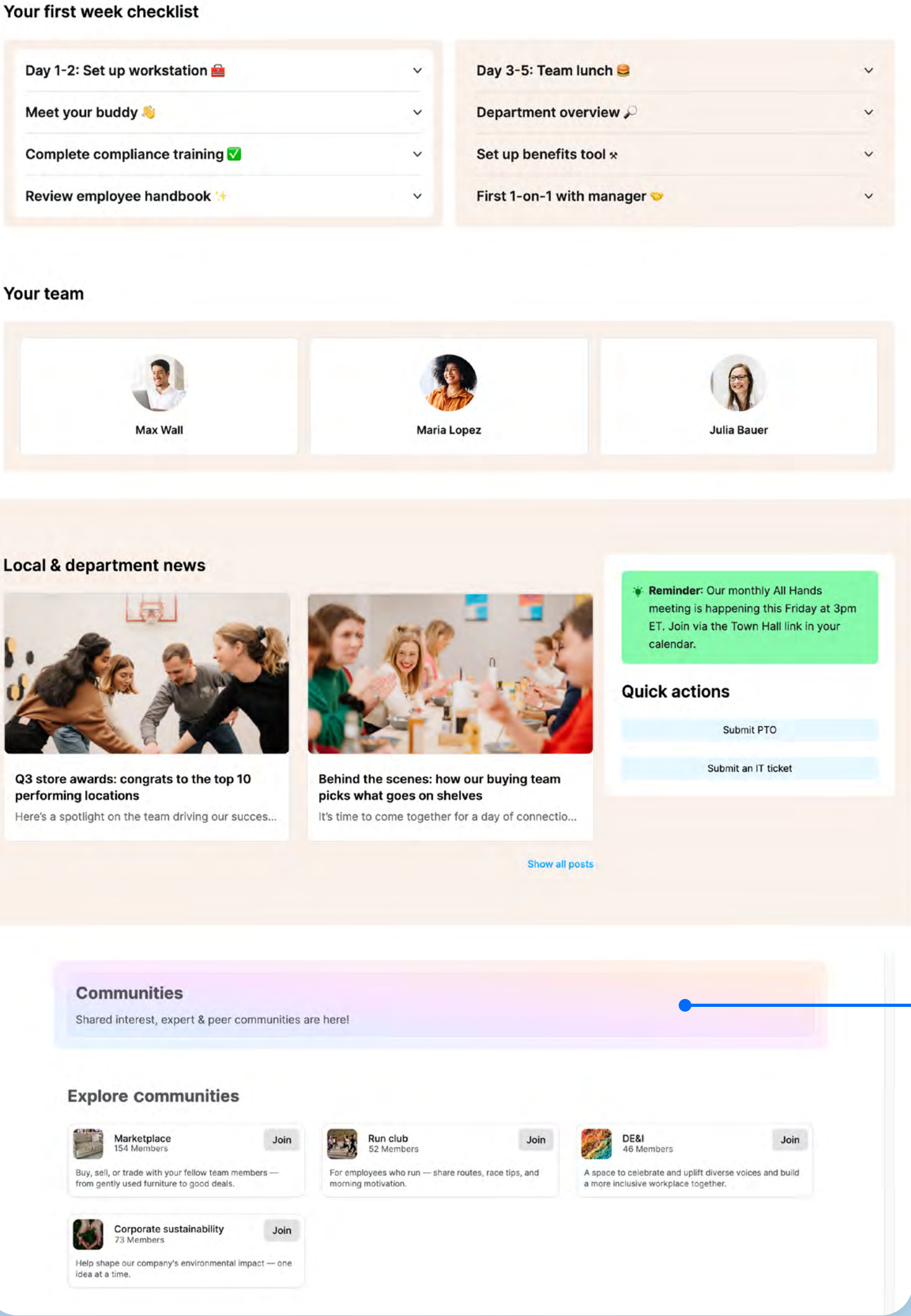
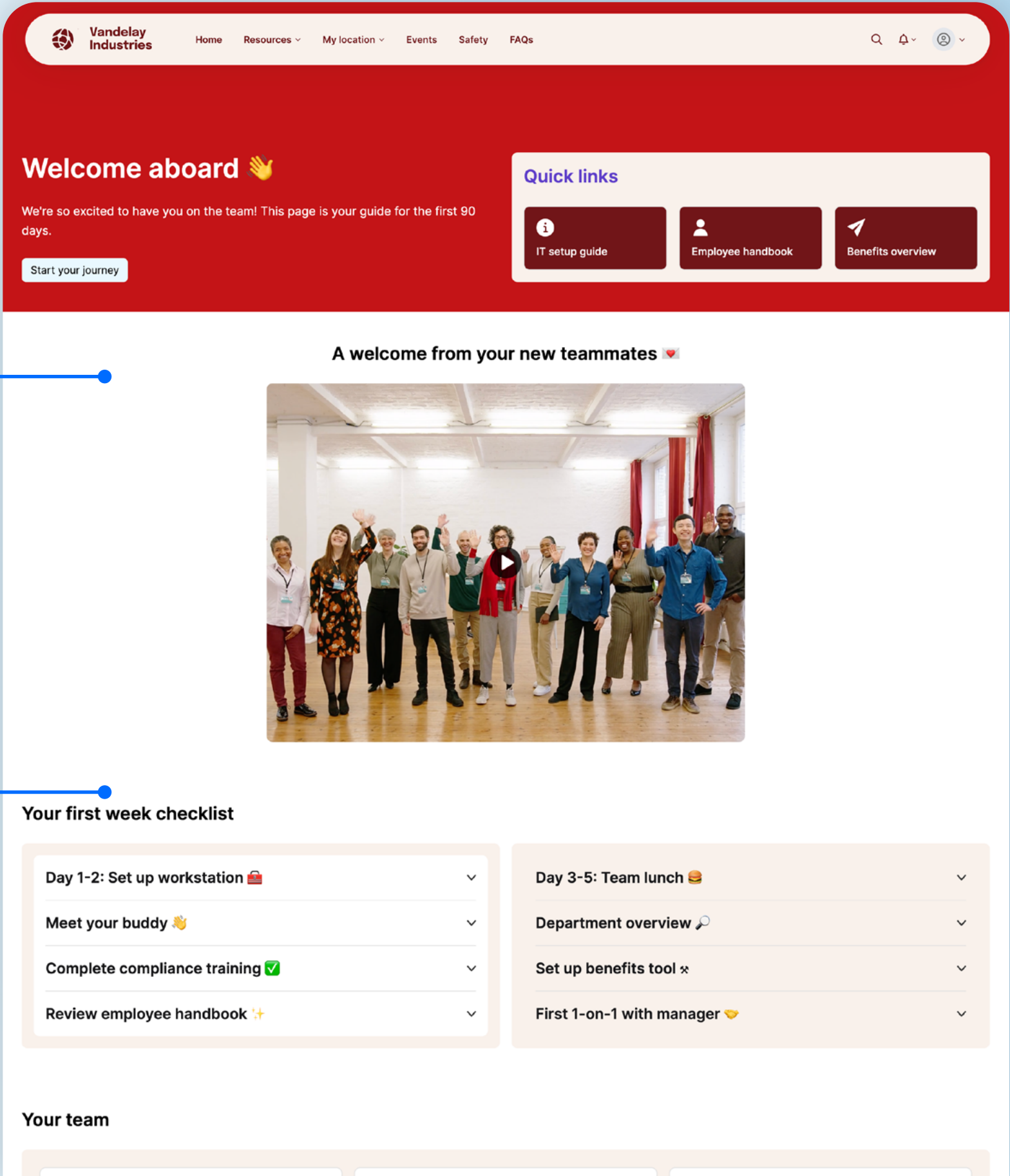
A new hire’s first week is full of unknowns, and the onboarding hub is where they go to make sense of all of it. The strongest ones feel like a welcome rather than a checklist, balancing practical setup with the warmth of a place ready to receive someone.

A face-to-face welcome, not just a text greeting

“A welcome from your new teammates” leads with a video of real coworkers waving hello, giving the new hire actual faces to recognize before their first day, rather than a generic stock photo or written note.

A checklist broken into digestible chunks

“Your first week checklist” splits eight tasks across two columns labeled by day range (Day 1-2, Day 3-5), and each item collapses by default — so a new hire sees a manageable few things at a time instead of one long, overwhelming list.



Every community, visible at a glance

On day one, employees don’t know what to look for yet. Seeing every community listed at once — with a short description for each — makes it easy to browse and join.

Offboarding guide

Leaving well matters as much as starting well. A good offboarding guide handles the practical handoff with care — final pay, benefits, equipment, knowledge transfer — and ends with a real thank-you.

Below is what that looks like for someone leaving a manufacturing floor.

Two timelines, split by when they matter

“Before your last shift” and “On your last shift” sit side by side in matching layout and color, so an employee instantly understands which tasks need two weeks of lead time and which happen on the final day.

Handoff tasks specific to the job, not just HR paperwork

“Document your line, process, and machine quirks” and “Train your replacement (paid shadow shifts)” go beyond standard exit tasks, capturing the kind of hands-on knowledge that only the departing employee has.



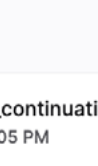
[Home](#)
[Company news](#)
[Org chart](#)
[Facilities](#)
[Department hub](#)
[Training](#)

Your offboarding guide

Thank you for your time on the floor. Whether you're retiring, moving on, or starting a new chapter, here's everything you need to wrap up the right way.

[View exit checklist →](#)

Your HR Partner



Julia Bauer

[Schedule exit interview →](#)

Before your last shift

We want your handoff to be smooth. To ensure the next person on your line has what they need, please complete the following at least two weeks before your last day. Your supervisor and HR partner are here to help.

Document your line, process, and machine quirks

Train your replacement (paid shadow shifts)

Confirm pension and 401(k) handoff with HR

Clean out your locker and tool cabinet

Update emergency contact and home address

On your last shift

A list of things to wrap up on your final day on the floor. Your shift supervisor will walk through this with you; don't worry about remembering it all.

Return PPE: hardhat, steel-toes, and hearing protection

Return badge, fob, and parking permit

Sign LOTO turnover and final shift log

Submit final timesheet and accrued PTO

Exit interview with HR (30 minutes)

Last-shift send-off: Break room celebration

Benefits, pension, and final pay

Your benefits stay active through the end of the month following your last shift. Your final paycheck includes accrued PTO and shift differentials. If you're retiring, the pension office will walk you through what's next. There's no rush, and you'll have someone to talk to.



COBRA_benefits_continuation_guide_final_pay_FA...

July 20, 2026 at 07:05 PM

PDF

158.2 KB



Pension_and_401(k)_rollover_packet.pdf

July 20, 2026 at 07:05 PM

PDF

158.2 KB



Union_representative_contact_list_(if_applicable)....

July 20, 2026 at 07:05 PM

PDF

158.2 KB

Related links

Your HR partner



Julia Bauer

Plant alumni network: Stay in touch with former crew through the annual reunion picnic and quarterly newsletter.

**A tone that stays
human to the end**

“Thank you for your time on the floor” and “Last-shift send-off: Break room celebration” close out the practical checklist with warmth.

Company events page

Town halls, offsites, and volunteer days bring a company into one room. The company events page gathers them all in one place, surfaces what’s coming, and makes registering as easy as showing up.

Below is what that looks like for an energy and utilities plant.

Vandelay Industries

News

Departments

Community

Topics

HR/employee wellne...

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🔔

👤

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LNG

Plant events and town halls

From safety celebrations and crew family days to all-shift town halls — here's what's coming up on the plant calendar.

See full calendar

Upcoming events

From shift cookouts and safety days to quarterly town halls, there's always something happening on the floor. Town halls run across all three shifts so day, evening, and night crews can attend.



1,000 Days incident-free celebration

Lunch for every shift, recognition for safety champions, and a cake worth the wait. Across all three shifts on the same day.

11 AM • 4 PM • 11 PM | Plant 4 cafeteria



Q2 All-shift town hall with our GM, Alex Morrison

Production numbers, the year ahead, and an open Q&A. Three live sessions to fit your shift. Same content, same chance to ask.

6 AM • 2 PM • 10 PM | Plant 3 lounge



Bring-Your-Family Day: Plant tour and luncheon

Walk your family through the floor you work every day. Tours, lunch, music, and games for the kids. Open to all crews and retirees.

10 AM • 3 PM | Plant grounds and parking

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Details that answer the obvious questions upfront

Every event card pairs its title with the exact time and location so employees know when and where to show up.



In case you missed it: Q1 quarter end review

Get the latest on service reliability, crew safety achievements, and leadership news from our recent company-wide gathering.

Meeting highlights & takeaways

Watch the replay

Register for Bring-Your-Family Day by March 13!

Join us April 15 for a plant tour, lunch, and a day built for the whole family.

What to expect

Parking info

Register now



Progressive disclosure, in action

Lead with what’s essential (the event, the date), and let employees expand for more details if they’re interested in learning more.

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Energy & utilities

Less noise. More relevance. For **every** employee.

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