



EMPLOYEE EMAIL LOOKBOOK

Design inspiration and best practices
for more engaging internal newsletters



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ABOUT THE AUTHOR

Darin Gad is a Senior Lead Designer at Staffbase with a Master of Fine Arts and a Master of Arts in Information Design. She reviews 300+ intranet and email designs each year and works closely with enterprise organizations to design email newsletters, employee apps, and intranet experiences, helping teams turn communication strategy into clear, high-impact digital experiences grounded in best practices. She’s passionate about helping organizations connect their people and bring their communication goals to life.

DESIGNING FOR IMPACT

Internal emails are one of the most powerful channels in employee communication. But with the **average worker receiving 117 emails a day**¹, it's harder than ever for internal messages to cut through the noise.

How can your emails make a *bigger* impact?

The right words can get your email opened. But engagement and measurable impact depend on more than copy alone. Design plays a critical role in guiding how readers interact with your message.

In this lookbook, we've shared best practices rooted in design principles that anyone can apply — along with inspiration, tactics, and creative examples — to help transform employee email campaigns into ones that drive engagement and results.

DESIGN MATTERS

Because better design leads to better outcomes

Organizations

Drives strategic success

- Clearer communication
- Faster alignment
- Improved results

Employees

Simplifies and empowers

- Easier to navigate
- Clarity in role and goals
- Boost engagement and satisfaction

¹ Microsoft WorkLab, "Breaking Down the Infinite Workday," WorkLab, June 17, 2025, <https://www.microsoft.com/en-us/worklab/work-trend-index/breaking-down-infinite-workday>.

EMAIL DESIGN PRINCIPLES 101

Thoughtful design does more than improve how emails look. It makes messages easier to scan, quicker to understand, and more likely to drive action — which matters when the average person spends **just under 9 seconds with an email.**²

THE GOOD NEWS:

Even in that short window, good email design can help you do the heavy lifting. Clear structure and strong visual hierarchy can help readers scan what matters most and move through content with ease. Organized layouts, intentional spacing, and clear headings reduce cognitive load and guide attention — making priorities easy to understand and act on.

At its core, effective email design is about clarity. The following best practices are rooted in proven design principles that help internal messages land in just a few seconds.

² Kimberly Huang, “Trends in Email Engagement [Infographic],” Litmus, November 15, 2022, <https://www.litmus.com/blog/trends-in-email-engagement>



Supporting growth at every stage

Join teams from across GoDaddy for a conversation about how we’re empowering customers, partners, and one another to grow. We’ll share updates, examples from teams, and what’s ahead as we continue building tools and experiences that help businesses succeed.

What to expect

This live session will feature short updates from leaders and teams, real examples of how our tools and platforms are being used by customers, and a look at what’s coming next.

[Save your seat](#)



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Skyline Weekly

Connecting Crew, Culture, and News Every Week

August 10th, 2025

Hello Team Alaska! ✈️

Welcome to this week’s edition of Skyline Weekly. As always, we’ve packed this newsletter with updates, tips, and highlights that are relevant to your day-to-day work and help us stay connected as a team. From recognizing outstanding team members to giving you a sneak peek at what’s coming next, we’ve got you covered!

Let’s dive in!

Alaska Airlines partners with Punky Aloha Studio on Hawai’i-themed airplane



Artwork will be inspired by Hawai’i’s Pledge To Our Keiki in celebration of more than 15 years of service in the Hawaiian Islands, Alaska Airlines is [continue reading..](#)

Safety First: Important Safety Reminder



At Alaska Airlines, safety is always our number one priority. This week, we’re reminding everyone to review the latest

grows. From high-profile tours to large-scale festivals, teams are adapting systems and operations to perform reliably during peak on-sale moments, helping Ticketmaster scale. [Continue reading...](#)

Growth at Scale: Supporting More Fans, More Events, More Moments



Our teams have scaled systems and support to meet increased traffic and complexity. This work spans engineering, customer support, and operations — all focused on keeping on-sales running smoothly. [Learn more](#)

Building What’s Next: Advancing tools and practices across the platform



From internal tooling improvements to platform updates, teams are continuing to refine how we work and how we support partners and fans. These updates focus on efficiency and long-term scalability. [Show me how](#)

What do you think of these updates?

Reply to this email!



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Monthly Newsletter

March 7th, 2026

Strategy Spotlight



Customer Experience & Pharmacy Operations Teams

Strengthening the Care Experience: Supporting Customers and Communities

Over the past month, teams across Rite Aid have continued focusing on improving the customer and patient experience — from in-store service enhancements to pharmacy operations. These efforts reflect our shared commitment to accessible, reliable care in every community we serve.

The current state:

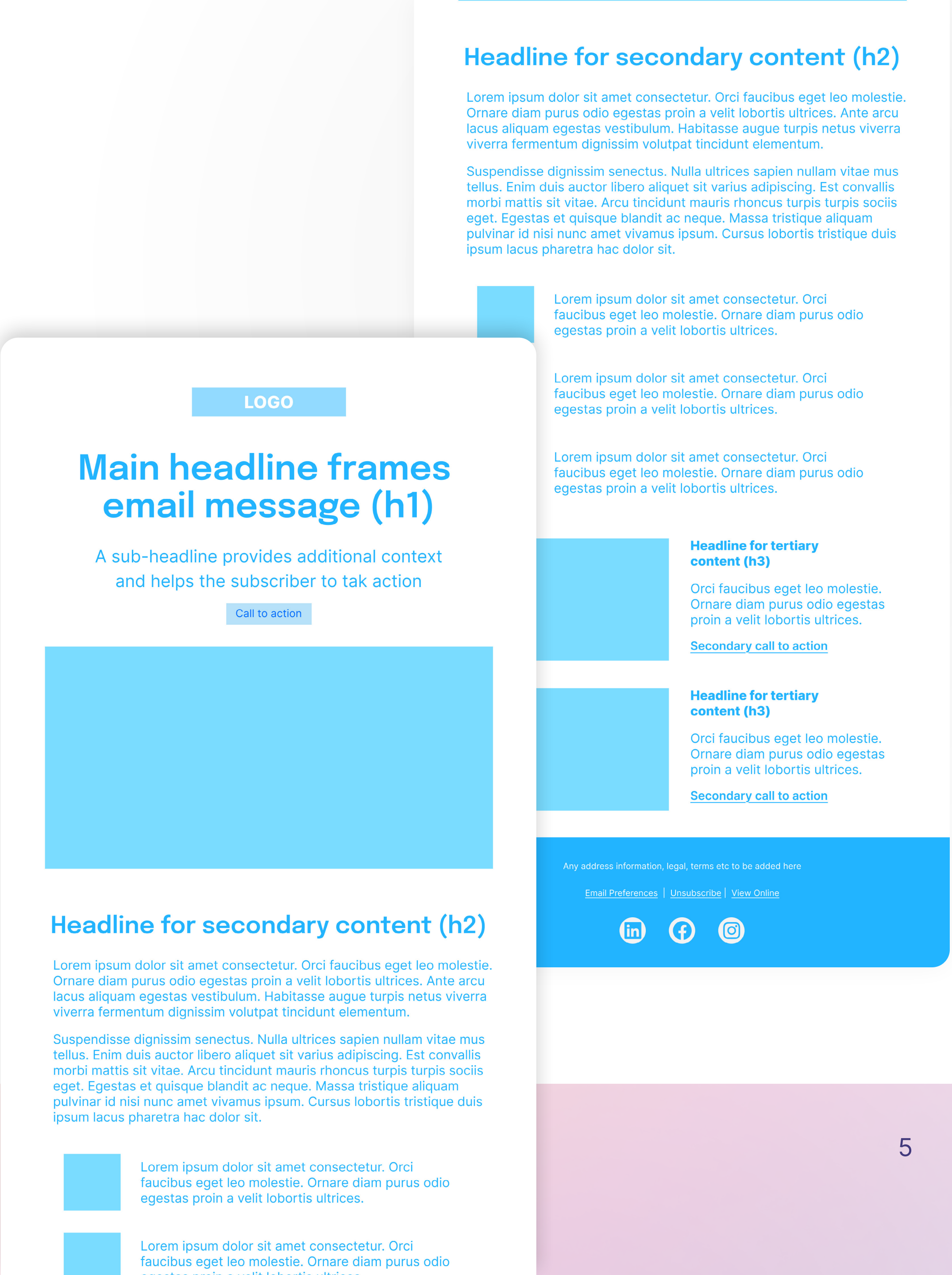
Rite Aid teams are navigating a complex and evolving healthcare environment while continuing to support customers, patients, and one

5 BEST PRACTICES FOR EFFECTIVE EMAIL DESIGN

1. Establish clear content hierarchy

Help employees understand what matters most the moment they open your email. A clear hierarchy guides the eye from the main message, to supporting details, to next steps — and the right layout will help you do that.

Use visual cues like larger headlines, strong contrast, and generous spacing to separate sections and prevent content from blending together. When size, color, and placement work together, your email becomes easier to scan, understand, and act on.



2. Use headings semantically

Apply H1s for primary messages, H2s for supporting information, and H3s for details. This improves both readability and accessibility.



H1

Primary headline (H1): Your primary headline should stand out immediately. Use a larger size or stronger weight to signal that this is the most important message in the email.

H2

Secondary headline (H2): Supporting headlines should be visually distinct but less dominant than the main headline. This is often done by slightly reducing size, weight, or contrast compared to the H1.

H3

Tertiary headline (H3): These headings introduce smaller sections or details. Keep them visually lighter to maintain a clear reading order.

3. Make a strong visual first impression

The first thing employees see when they open an email is the visual header. A clear, branded header grabs attention, sets expectations, and signals what type of content is in the body of the email — whether it's a department update, a culture newsletter, or a leadership message.

Used intentionally, this “above-the-fold” space establishes visual hierarchy and guides the eye into the rest of the email. Consistent, recognizable headers also help employees instantly identify the newsletter they're opening, making emails feel familiar and easier to engage with.

Hero

LOGO

Main headline frames email message (h1)

A sub-headline provides additional context and helps the subscriber to tak action

Call to action

4. Differentiate calls to action (CTAs)

When too many calls to action compete for attention, it becomes harder for readers to know what to do next. Clear visual prioritization helps signal which action matters most.

Use contrast, size, and spacing to make your primary CTA stand out. Secondary actions should be styled more subtly — such as muted buttons or simple text links — so they support the message without competing. This becomes especially important in newsletters, where multiple CTAs often appear in a single email.

Primary CTA

Call to action

Secondary CTAs

Call to action

[Call to action](#)

5. Design with readability and accessibility in mind

Font size, spacing, and layout have a big impact on readability. Choosing sizes and spacing that feel comfortable across devices helps reduce strain and makes content easier to scan and understand.

Left-align body copy

For any text longer than three lines, left alignment improves readability and scanning.

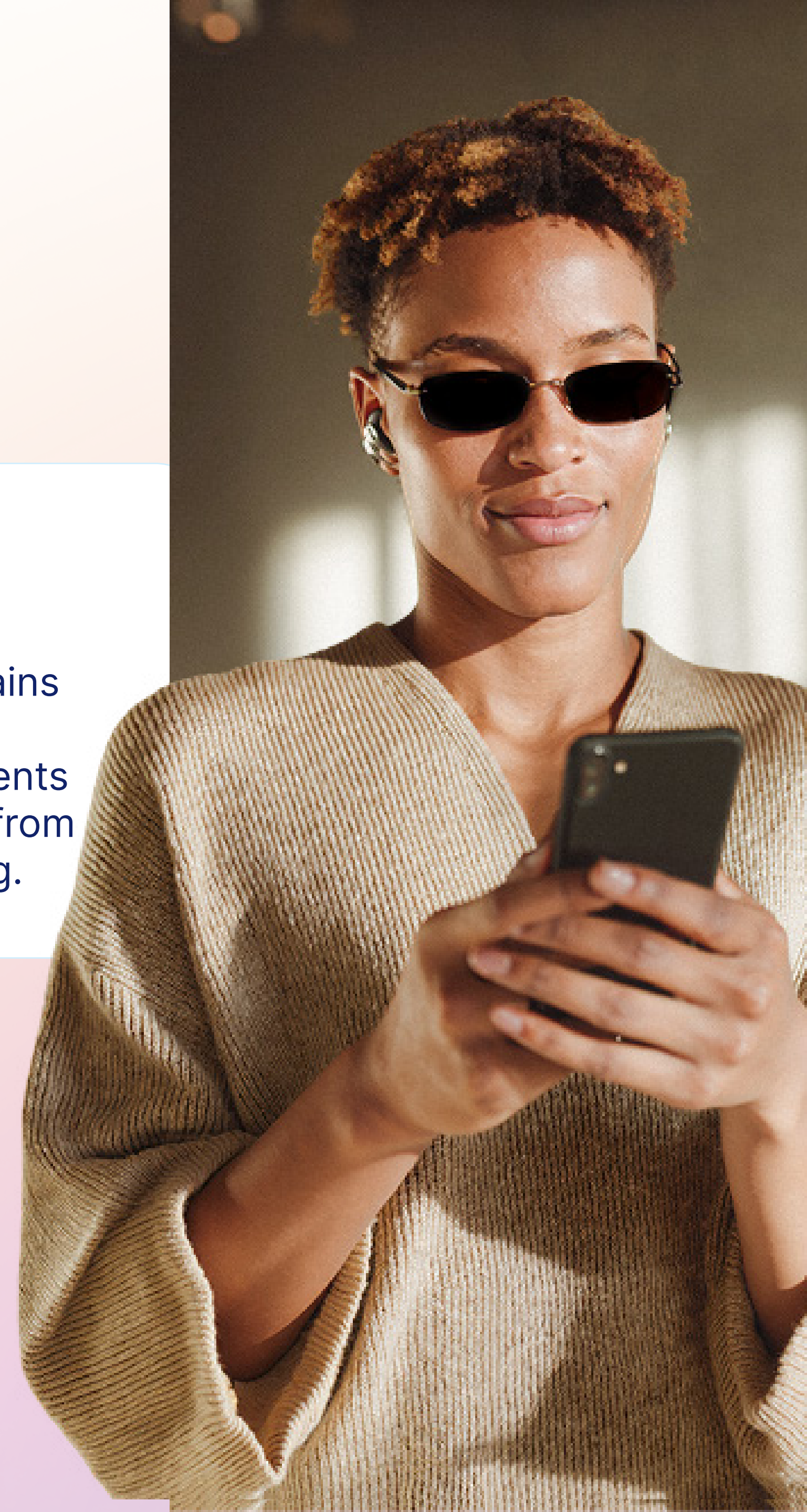
1.5–2× line height

Recommended by the [World Wide Web Consortium](#) to support comfortable reading.

14px minimum font size

Ensures text remains readable across devices and prevents mobile browsers from automatic resizing.

Accessibility builds on that foundation. Ensure sufficient color contrast between text and background colors, and use alt text so important information is still conveyed when images don't load — especially for frontline and non-desk employees with limited connectivity.



EMPLOYEE EMAIL EXAMPLE

WORKPLACE NEWS & ENABLEMENT UPDATE

Distinctive, branded header

A strong email header gives each newsletter a clear, unique identity. As the first visual touchpoint, it immediately signals the type of content readers can expect.

Alaska Airlines does this especially well — the title and tagline make the purpose of the newsletter clear at a glance.



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Safety First: Important Safety Reminder



At Alaska Airlines, safety is always our number one priority. This week, we're reminding everyone to review the latest Safety Protocols for Cabin Crew. Please ensure you're up to date with the new procedures and have completed your mandatory training session by the end of the month.

[Review the latest Safety Protocols for Cabin Crew](#)

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[Review the latest Safety Protocols for Cabin Crew](#)

Tech Tip of the Week: Navigating the New Employee Portal

Struggling to find the latest updates on your schedule or benefits? Our Employee Portal has had a major upgrade! Here's a quick guide on how to easily access important tools and information. Don't forget to check out the new "Quick Links" section to speed up your workflow!

[Explore the new portal features](#)

Alaska's Green Initiative: Making Travel Sustainable 🌱



As part of our ongoing efforts to reduce our carbon footprint, Alaska Airlines has made great strides in improving our sustainability efforts. This week, we're rolling out new eco-friendly amenities in the lounge and an updated carbon offset program for travellers.

A Look Ahead: What's Coming Next Week

Next week, we're excited to launch a New Employee Recognition Program that will spotlight your efforts across different departments. Stay tuned for more details, and don't forget to nominate a coworker who deserves recognition!

Thank you for everything you do. Your hard work keeps Alaska Airlines flying high, and we appreciate each and every one of you! ✈️ Have a great weekend, and as always, please reach out if you have any questions or suggestions for next week's newsletter.

Warm regards,
The Skyline Weekly Team

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Color-driven content hierarchy

Alaska uses a bold blue background to elevate the "Important Safety Reminder," creating visual contrast that signals its importance and pulls the reader's focus.

EMPLOYEE EMAIL EXAMPLE

COMPANY-WIDE EMPLOYEE NEWSLETTER

Consistent visual rhythm across sections

Each content block follows a predictable pattern: headline → image → short description → action. This consistency creates a steady visual rhythm that helps readers recognize the structure as they move down the email.

MYNEWS

Here To Inform You

May 26th, 2023

In this Issue:
ToYAKa | Product Information| The Launch of KINTO Flex

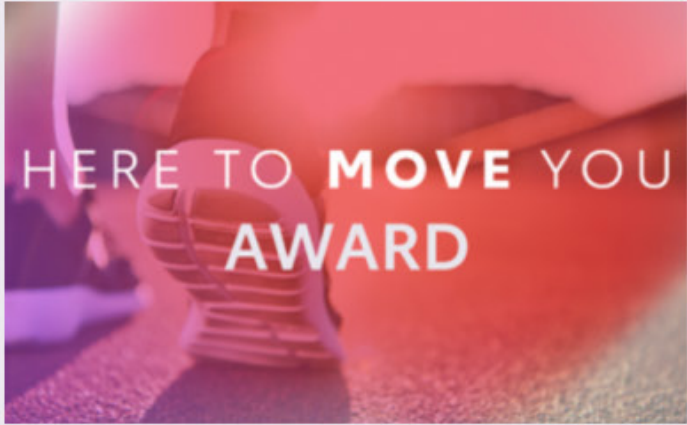
ToYAKa: March Recording Now Available!



The March ToYAKA session recording is now available for those who couldn't attend live or would like a refresher. This session covered key business updates, priorities for the quarter ahead, and insights from leaders across Toyota Finance Australia. Take some time to watch the recording and stay aligned on what's happening across the business.

Read full article here

Here To Move You – Q4 Awards



From customer outcomes to collaboration and innovation, these awards recognise the everyday efforts that help move our business forward across teams and functions. Thank you to everyone who was nominated, and to all who continue to go above and beyond in supporting our customers, colleagues, and shared goals.

[click here to learn more >>](#)

Monthly MindFit – Hack Your Performance



This month's MindFit session focuses on practical techniques to help improve focus, manage energy, and perform at your best during busy periods.

Performance & Development Plans



Planning for Performance & Development is underway. These plans support meaningful goal setting, and ongoing feedback between employees and leaders.

Tell us what do you think about the new campaign?

Let us know in the comment!



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TOYOTA FINANCE AUSTRALIA

Brand-forward without overwhelming content

Color accents, typography, and imagery reinforce Toyota Finance Australia's brand across the email, while content blocks remain clean and readable.

10

SAMPLE TEMPLATE

DEPARTMENT NEWSLETTER

Strong semantic headings

Clear H1, H2, and H3 styles create a predictable structure, helping readers quickly understand what’s most important and how content is organized.



RITE
AID

Monthly
Newsletter

March 7th, 2026

Strategy Spotlight



Customer Experience & Pharmacy Operations Teams

Strengthening the Care Experience: Supporting Customers and Communities

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The current state:

Rite Aid teams are navigating a complex and evolving healthcare environment while continuing to support customers, patients, and one another. Across stores, pharmacies, and support teams, the focus remains on safety, service consistency, and operational stability.

What we are saying:

We’re prioritizing clear communication, teamwork, and practical improvements that make it easier for teams to do their jobs well. By listening to feedback from stores and pharmacies, we’re aligning on actions that support both customer needs and employee experience.

Whats new:

Rite Aid teams are navigating a complex and evolving healthcare environment while continuing to support customers, patients, and one another. Across stores, pharmacies, and support teams, the focus remains on safety, service consistency, and operational stability.

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Whats new:

- **Updated pharmacy workflow** guidance to support peak prescription periods and busy seasons
- **Expanded training resources** for frontline store teams, including refreshed materials and on-the-job support
- **Continued roll out of tools** to improve scheduling and in-store communication

Read full update

Supporting Health, Every day



A new internal campaign highlights how Rite Aid teams support customers’ health needs beyond the pharmacy counter — from wellness conversations to everyday care essentials.

[Read more](#)

Ample white space between elements

Spacing between headings, body text, and sections reduces visual clutter and makes long-form content easier to scan and read.



Store Manager Spotlight

Lina Alexander

Lina works closely with store and pharmacy teams to improve internal tools that support daily operations. Her work focuses on simplifying processes and making it easier for teams to serve customers efficiently.

[Learn more about Lina](#)

What do you think?

Let us know what you thought about this month’s updates.



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ACME

11

COMPANY PERFORMANCE UPDATE

The primary CTA stands out through high contrast, size, and spacing, making the next step clear and easy to act on.

The Performance *Update*

A look at the teams, systems, and progress powering our work

May 7th, 2026

[Live events momentum](#) | [Platform updates](#) | [Market expansion](#) | [Team growth](#) | [What's next](#)

Record Sales Figures: Our Best Quarter Yet



Teams celebrating a successful on-sale in our New York office

Over the past quarter, teams across Ticketmaster delivered strong results. From peak on-sale periods to behind-the-scenes platform improvements, this momentum reflects work across product, operations, and commercial teams.

[Read full article here](#)

Scaling New Ground: Expanding into new markets and capabilities

We continue to expand our presence and capabilities across regions, supporting new venues, partners, and event formats as live demand grows. From high-profile tours to large-scale festivals, teams are adapting systems and operations to perform reliably during peak on-sale moments, helping Ticketmaster scale. [Continue reading...](#)

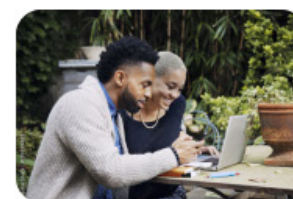
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[Learn more](#)

Building What's Next: Advancing tools and practices across the platform



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[Show me how](#)

What do you think of these updates?

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The most important takeaway appears first, followed by supporting metrics and details, allowing readers to grasp performance highlights quickly.

SAMPLE TEMPLATE

EVENT INVITATION

Above-the-fold prioritization

Key event details — like date and time — are placed at the top of the email, ensuring they’re seen immediately and easy to scan.



Empower What’s Next

March 1, 2026

#EmpowerAtGoDaddy



Supporting growth at every stage

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F-pattern scanning support

Content blocks align to natural left-to-right scanning behavior, making it easy to skim multiple stories quickly.

SAMPLE TEMPLATE

CULTURE & NEWS DIGEST

the

SCCOP

your weekly newsletter

April 10, 2023

In this issue

[New tools & processes](#) | [New snack-able Content](#) | [New Office](#) | [New Job Openings](#) | [Now let's celebrate!](#) | [World Radiography Day](#)

Welcome to the Scoop weekly newsletter, Can you believe we're already halfway through February? Yeah, I can't really either. I heard that the older you get, the faster time runs through your hands, but I find it more comforting to think it's because of all the new things coming our way. Yes, this edition is all about new things.

New permanent benefit



PX team cooking up something new at the NewYork Office

Now, something really new and fresh out of the Connect oven 🍪:

On Thursday this week, the new PX channel and format went live. Not only is the format new, and brings you frequent updates, and enhances the transparency of the work happening within the PX team, but its first big topic was also new: Connects adds a new permanent benefit to its portfolio!

We all enjoyed the 4-day work week last August– which resulted directly from your input in Peakon. Hearing about the great value it brought to you, the

New tools & processes

Here comes a little reminder on a rather new process we have in place: the reimbursement. Please make sure you have read the post and don't hesitate to reach out to #help-finance! 💰

[Learn about the new reimbursement process](#)

New tools & processes

Let's start with something that was not so new for Staffbase, but new to many of you: the Go To Market Kick-Off (GTMKO). Planned as on-site but, for safety reasons done remotely, this 4-day event was packed with exciting sessions full of super helpful and interesting insights.

You missed it? Don't worry, someone hit record and put the clips and key takeaways into an app article! Now check it out here:

GTMKO Article

New Office



We are proud to announce that due to our remarkable growth in the Springfield area, we are moving to a new location on July 1. We will continue to offer the same friendly service at our new address on 1600 Main Street, which will allow us to offer an even larger selection of products and services. We invite you to our open house on the weekend of July 4th. Come help us celebrate the big move!

New Job Openings



The Technical Support Division has positions open for two technical support representatives in the Springfield office. Both positions require a B.S. in computer science and three years experience in the software industry. The closing date for applications is May 5. Questions concerning these positions can be answered by Eric Doe in Human Resources.. [More job opening here](#)

Now let's celebrate!



World Radiography Day is celebrated this week (Tuesday 8 March) which was created to mark the anniversary of the discovery of x-rays by Wilhelm Roentgen in 1895

How did you find the News in this issue?

Let us know more in the comments

Clear CTA hierarchy

Primary CTAs are styled as high contrast buttons, and secondary CTAs are styled hyperlinks.

Modular, scan-friendly content blocks

Repeatable content modules allow readers to jump to what interests them most, supporting quick scanning across a variety of topics.

SAMPLE TEMPLATE

MANAGER & LEADERSHIP ROUNDUP

Visual anchors for headings

Numbered sections help create visual anchors, helping readers to quickly scan and understand sequence as they move through the content of the newsletter.

The Daily Download
Monthly Manager Update



June, 2022 Issue

1

Operational Excellence

Across the network, teams continue to focus on delivering safe, reliable service while managing complex operational demands. This month, leaders supported schedule adjustments, equipment readiness, and staffing coordination to keep trains moving and customers informed.

Managers are encouraged to continue sharing feedback from the field so operational improvements reflect real-world conditions and team needs.



2

Workforce Engagement & Leadership

Amtrak leaders continue to focus on strengthening team engagement, communication, and accountability across the organization. This month, managers supported teams through ongoing operational priorities by reinforcing clear expectations, recognizing strong performance, and maintaining open dialogue with employees.

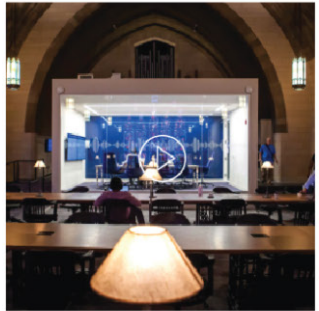
[CONTINUE READING](#)



3

Workforce Growth & Investment

Amtrak continues to invest in its workforce through hiring, training, and leadership development. Below are highlights from recent:



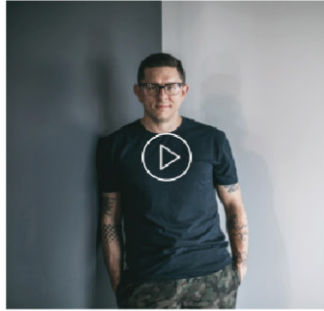
Expanded training programs for frontline and operations leaders, with an emphasis on safety and service consistency.

[CONTINUE READING](#)



Hired across critical roles, including onboard services, mechanical, engineering, and field operations teams.

[CONTINUE READING](#)



Leadership resources for new and existing managers, focused on communication and leading through operational change.

[CONTINUE READING](#)

4

Supporting Our Communities

Beyond the railroad, Amtrak teams are supporting communities we serve. Leaders are encouraged to recognize team members who contribute locally and help strengthen community presence. These efforts reflect Amtrak's role as both a transportation provider and a community partner.

[CONTINUE READING](#)

But are nurses equipped to provide these supports?



For Internal Use Only

Scan-first, read-deeper layout

Clear section breaks allow readers to skim headlines first, then dive deeper into the sections they find most relevant.

**“EVEN THOUGH WE’RE A
SMALL TEAM, STAFFBASE
MAKES US FEEL BIGGER.”**

Dave Cordero
Senior Director of Internal
Communications, PGA TOUR



FROM UNREAD TO UNMISSABLE: EMPLOYEE EMAIL THAT INSPIRES

You've seen how thoughtful design can transform employee email. Now it's time to put these ideas into practice and create something employees can't wait to read.

Put the spark back into your most trusted internal communications channel with engaging, relevant, and strategic emails that employees will love — and actually read.

LEARN MORE!

[STAFFBASE.COM/EMPLOYEE-EMAIL](https://staffbase.com/employee-email)

