Play with typography
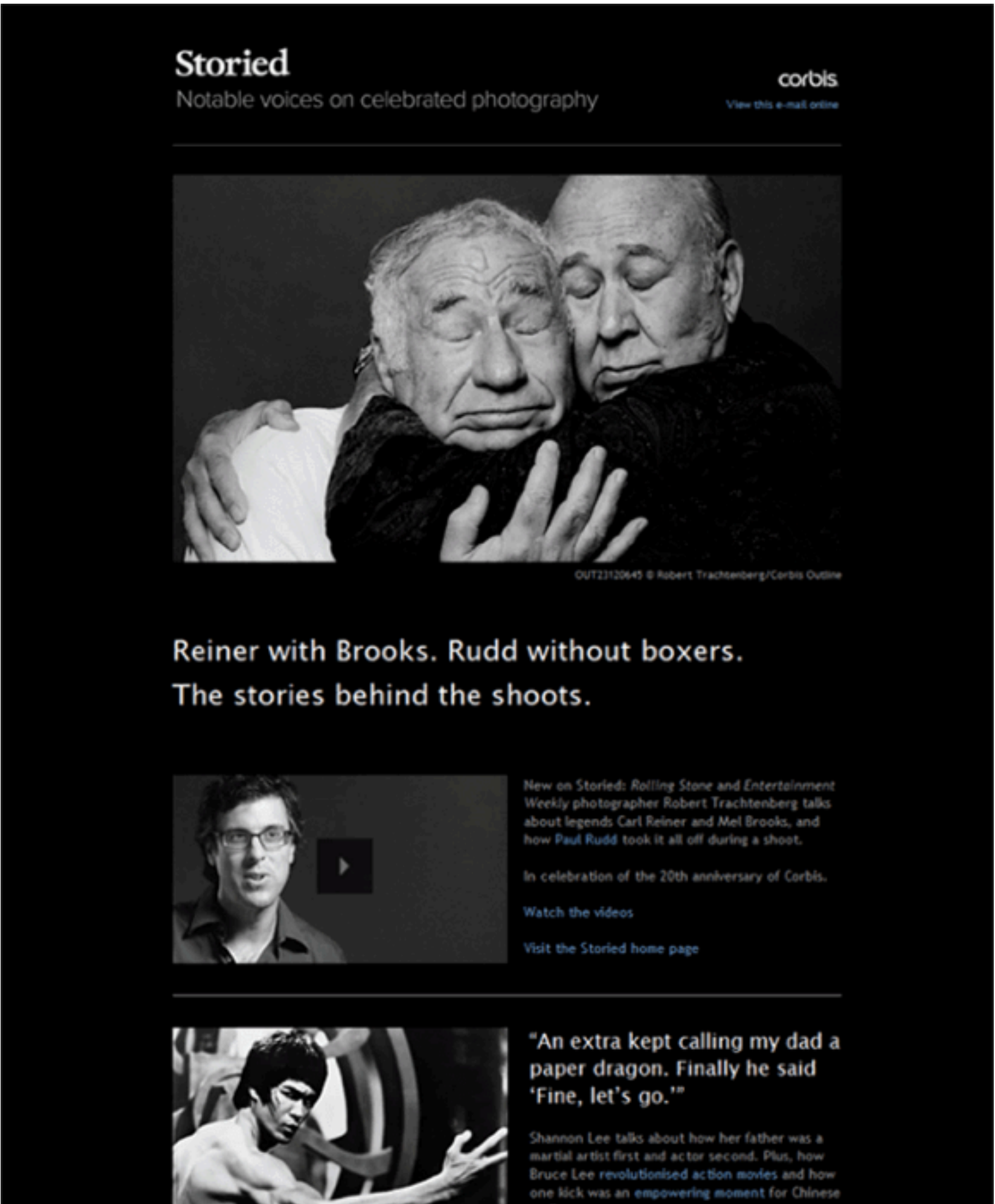
▶ Increase the line height to make paragraphs more readable

— A line height of 1.25–1.5 times more than the font size is a good estimate

▶ Using a variety of text sizes makes emails both engaging and helpful

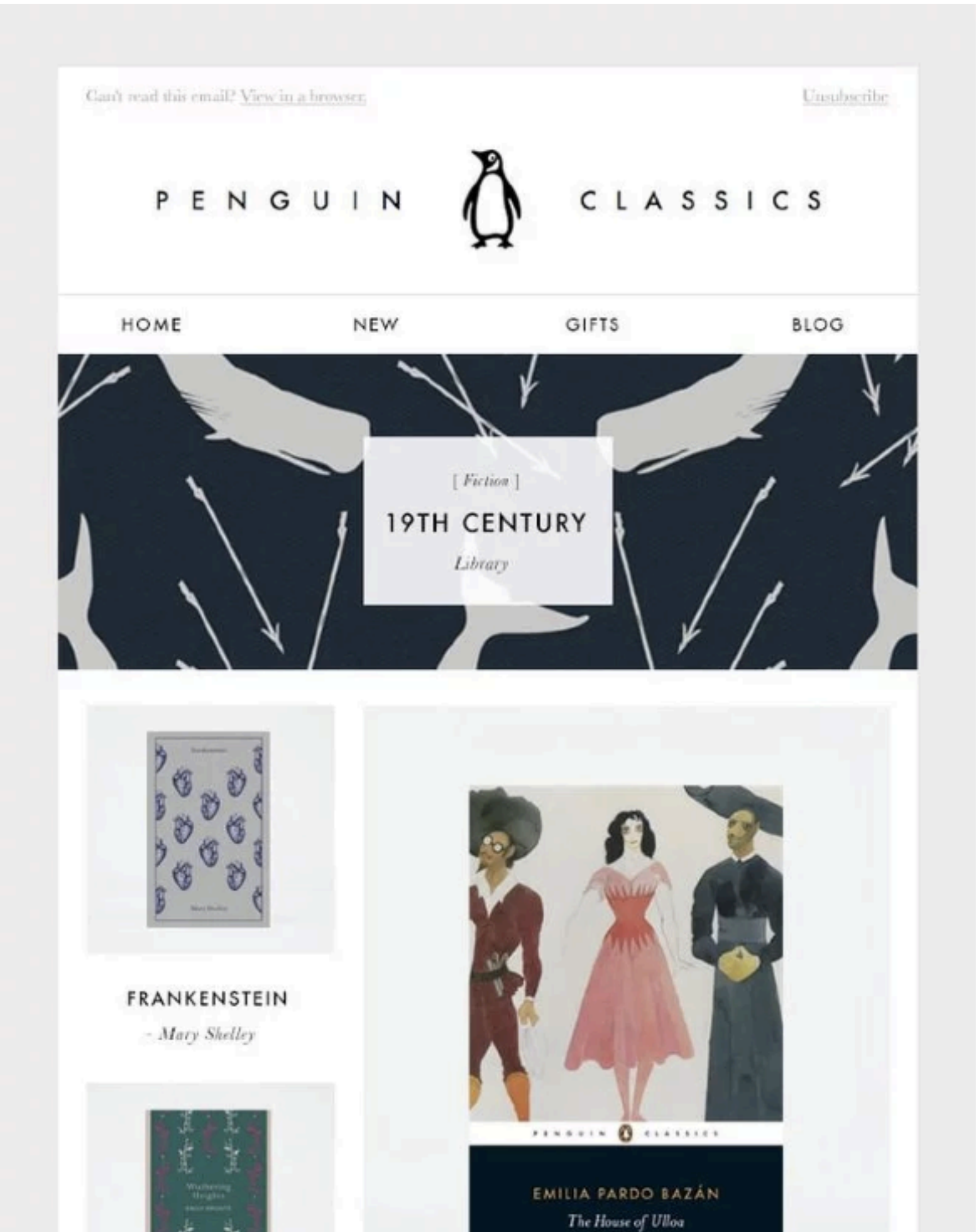▶ Selecting different fonts add contrast and make emails look distinctive

Reinforce the brand

Color

Mood

Illustration