

Make This Season *Merry and Bright*

Bring people together with email marketing that celebrates *connection*

As the holiday season kicks into full gear, it's the perfect time to share joy, gratitude, and togetherness through your marketing. Whether you're highlighting a Black Friday offer, sending a heartfelt thank-you, or simply spreading cheer, your emails can help your community feel seen and celebrated. With festive design touches and thoughtful details, your holiday campaigns can spark connection and make every inbox a little brighter.

Tips for choosing *holiday* design elements

1. Complement your brand colours

Good design starts with consistency. Choose colours that complement your existing brand palette so your holiday marketing feels cohesive. When your visuals stay true to your brand in fonts, logo treatments, and overall style, you build instant recognition and trust. For a hint of the festive spirit, try adding accent tones or gradients that enhance your palette without overpowering it.

2. Choose quality images and keep it simple

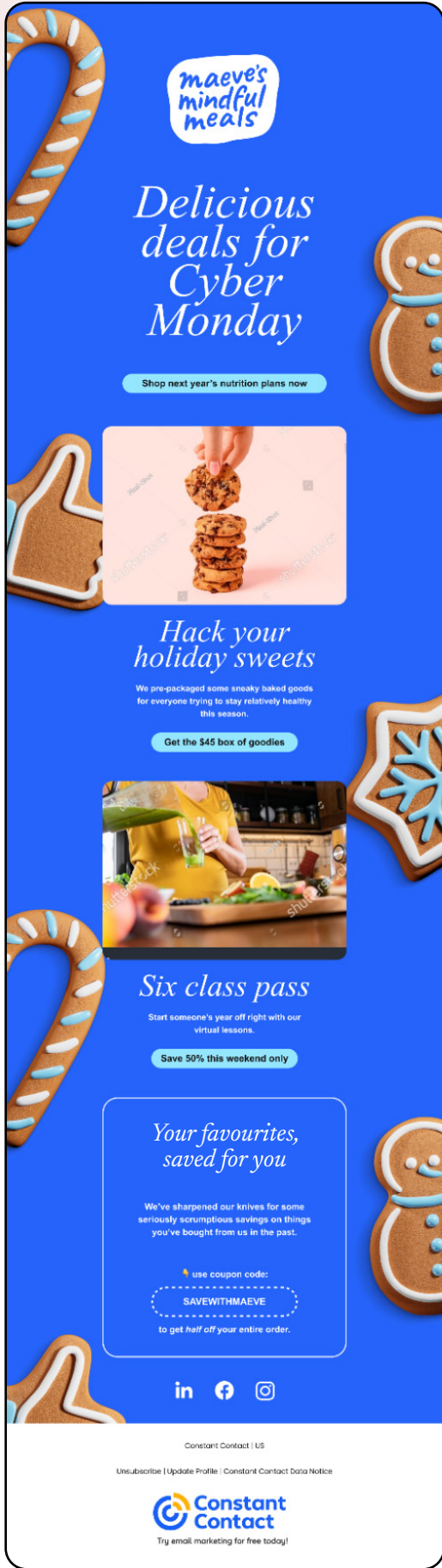
Use high-quality photos or illustrations that align with your brand's look, whether that is bold and modern or warm and handcrafted. Avoid visual clutter by focusing on one clear message or call to action per design. Leave enough open space for your content to breathe so your viewers can navigate it easily. The best seasonal outreach feels fresh and polished, not overwhelming.

3. Let your brand personality shine

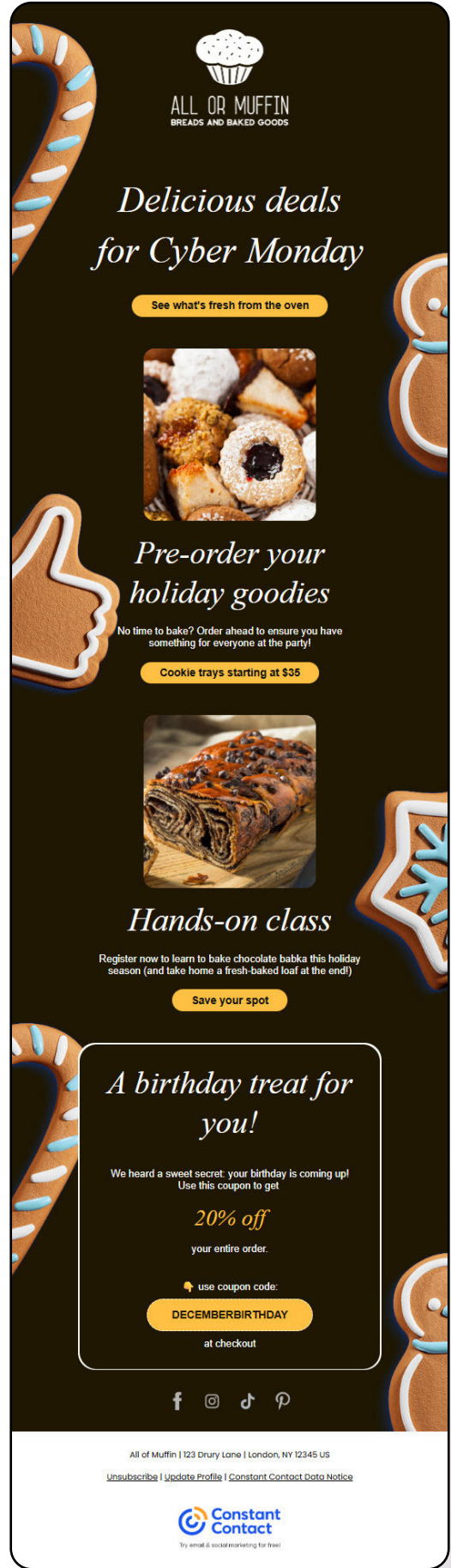
Your holiday marketing should still look and feel like you. Every font, colour, and image you choose communicates something about your brand, so keep those elements consistent with the style your audience already knows and trusts. Add subtle seasonal touches such as festive accents or updated imagery that enhance your existing look without changing it completely.

New email templates to make the season *bright*

Templates make it easy to add a festive touch while keeping your brand front and centre. Each design gives you a ready-made foundation to work from. Just add your colours, logo, and content to create something that feels fresh and completely your own. See how a few small tweaks can transform a template from seasonal standard to something uniquely yours. [Browse all holiday templates >](#)



(before applying brand elements)



(after applying brand elements)

Find your holiday colour *inspiration*

The right palette can help your emails feel festive and full of spirit. Use these seasonal colour combinations to capture the spirit of the holidays and bring a little extra warmth to your campaigns

Kwanzaa

primary

#F8CD58

#BB2528

#165B33

accents

Hanukkah

primary

#3A7DBB

#F2EBDB

#F2CD3C

accents

Christmas

primary

#F4F1EE

#0F8A5E

#CC231E

accents

Autumn

primary

#FFF3B0

#9E2A2B

#E09F3E

accents

Winter

primary

#DAE1E7

#82B8DA

#75787F

accents

Learn more glow-up design tips from Constant Contact's Associate Creative Director. [Watch the video >](#)

Celebrate the season with designs that *connect and delight*.
Get fresh email templates.

GET YOUR FREE TRIAL ▶

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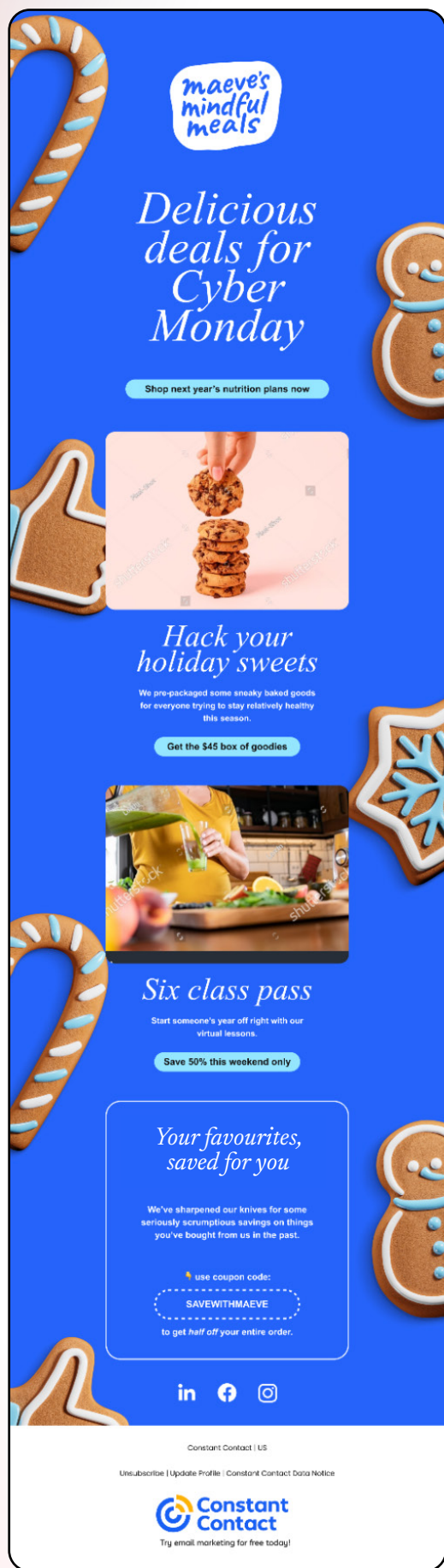
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New email templates to make the season *bright*

Soufflé muffin sweet cotton candy gummi bears jelly-o gingerbread gummi bears powder. Chocolate bar icing chocolate cake jelly beans wafer. Caramels fruitcake macaroon cheesecake lemon drops cupcake cheesecake sugar plum oat cake. Ice cream cake danish sweet roll chocolate wafer tart fruitcake jelly.



(before)



(after)

Colour palette section *header*

A glow-up starts with the right palette. The colours you choose can instantly shift your design from simple to standout. Use these seasonal palettes to capture the spirit of the holidays and bring a little extra shine to your campaigns.

Kwanzaa

primary



#F8CD58



#BB2528

#165B33

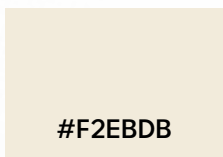
accents

Hanukkah

primary



#3A7DBB



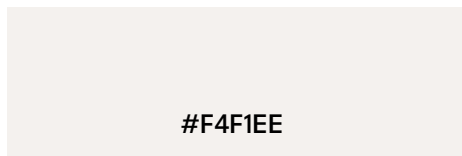
#F2EBDB

#F2CD3C

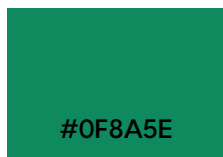
accents

Christmas

primary



#F4F1EE



#0F8A5E

#CC231E

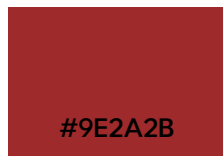
accents

Autumn

primary



#FFF3B0



#9E2A2B

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accents

Winter

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#82B8DA

#75787F

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