

Make This Season *Shine*

Giving your email marketing a holiday *glow-up*

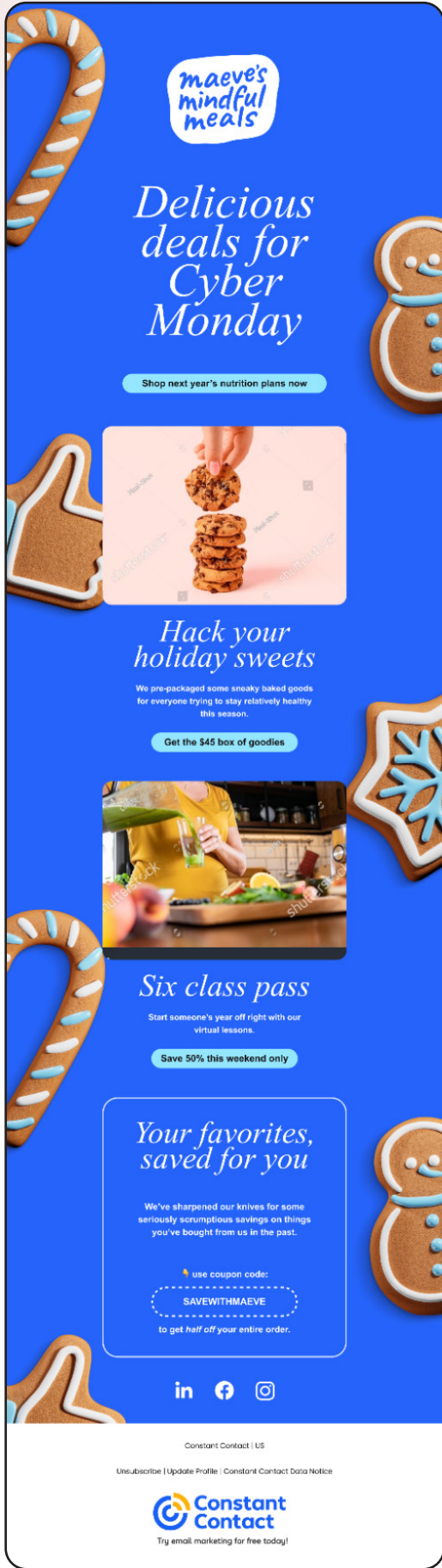
As the holiday season kicks into full gear, it's the perfect time to give your marketing a glow-up. Whether you're promoting a Black Friday sale, sharing a festive gift guide, or spreading good cheer, your emails can stand out with bold color, vibrant energy, and a modern look that shines in every inbox. Freshen up your emails with new holiday designs and practical tips to make the season bright.

Tips for choosing *holiday* design elements

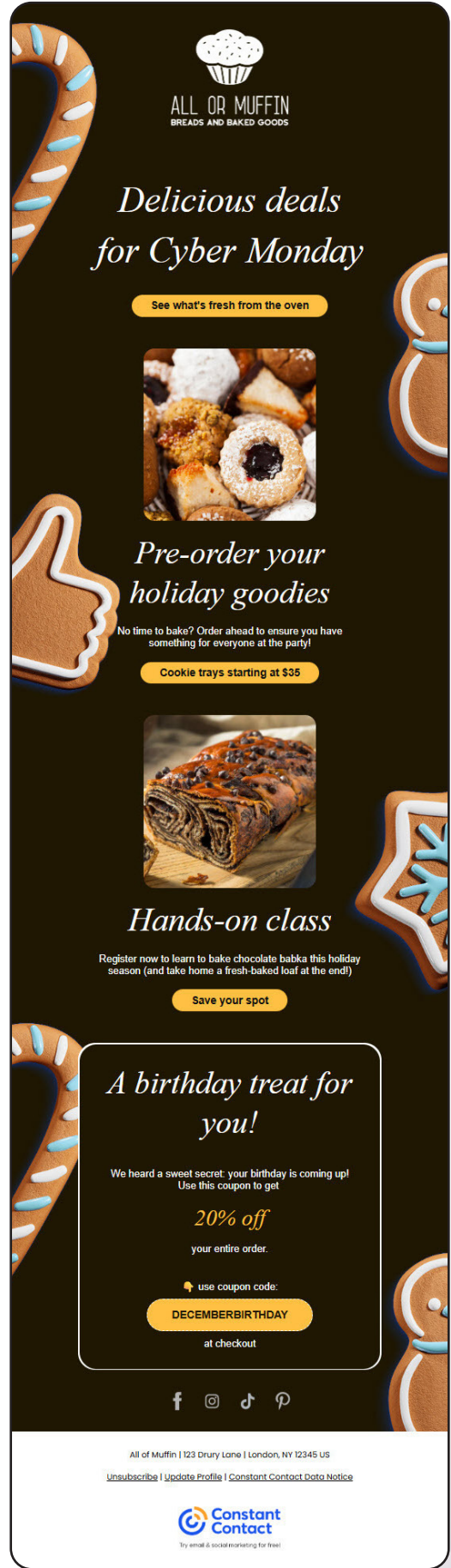
- 1. Complement your brand colors**
 Good design starts with consistency. Choose colors that complement your existing brand palette so your holiday marketing feels cohesive. When your visuals stay true to your brand in fonts, logo treatments, and overall style, you build instant recognition and trust. For a subtle seasonal glow-up, 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 glow-ups feel fresh and polished, not overwhelming.
- 3. Let your brand personality shine**
 Your holiday marketing should still look and feel like you. Every font, color, 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 center. Each design gives you a ready-made foundation to work from. Just add your colors, 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)



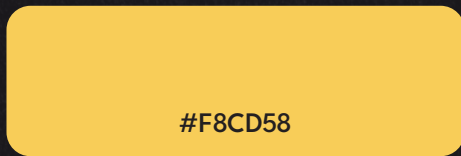
(after applying brand elements)

Find your holiday color *inspiration*

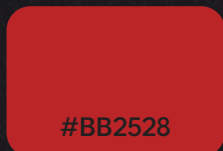
A glow-up starts with the right palette. The colors you choose can instantly shift your design from simple to standout. Use these seasonal palettes to capture the spirit of the holidays and bring a little extra shine to your campaigns.

Kwanzaa

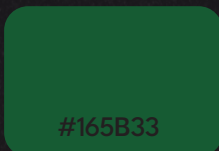
primary



#F8CD58



#BB2528

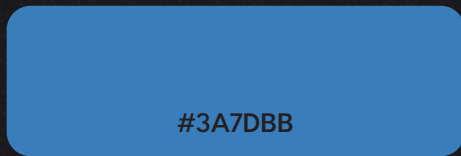


#165B33

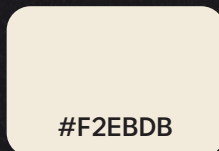
accents

Hanukkah

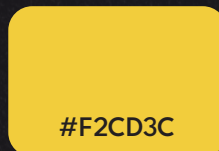
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#3A7DBB



#F2EBDB

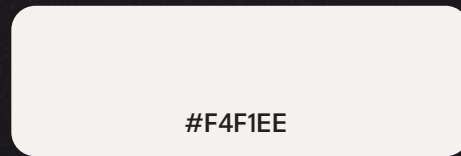


#F2CD3C

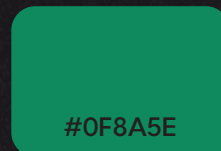
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Christmas

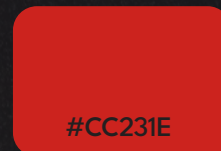
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#F4F1EE



#0F8A5E



#CC231E

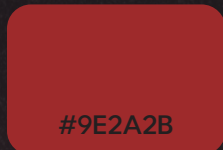
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Autumn

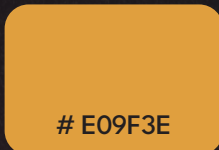
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#FFF3B0



#9E2A2B



#E09F3E

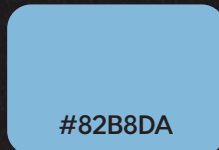
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Winter

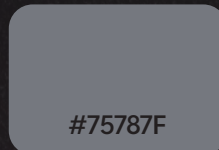
primary



#DAE1E7



#82B8DA



#75787F

accents

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

Show up with a *glow-up* this season. Get fresh email templates.

GET YOUR FREE TRIAL ▶