



E M A I L D E S I G N S E R V I C E S

Welcome.

Clarity. Beauty. Action.

In a visually noisy inbox, thoughtful email design is what makes a brand stand out. For newsletters, promotions, or simple announcements, a great design captures attention, guides the reader, and makes your message feel important and trustworthy.

Our team focuses on creating email designs that blend strategic user experience with your unique brand identity, resulting in emails that are both beautiful to look at and effortless to read.

This overview explains our philosophy, process, and commitment to designing emails that your audience will love to open.

What Makes Great Email Design?

Successful email design is intuitive, on brand, and built for the modern reader. It does more than just look good; it creates an experience, communicates value instantly, and makes interacting with your message a pleasure.

Great email design:

- Reflects your brand identity consistently, making your emails instantly recognizable and trustworthy
- Creates a clear visual path that guides the reader's eye naturally to the call to action
- Builds a sense of professionalism and delight, making subscribers feel valued
- Looks stunning and functions perfectly on any device, from a desktop to a mobile phone

We aim to create designs that meet these standards, ensuring your emails not only capture attention but also drive meaningful engagement and results.

Discover a design process where every element has a purpose and every email becomes a beautiful, immersive experience for your audience.

Approach.

Email Design That Truly Engages

Designing an email is more than just making it look good. It's about creating an immersive experience that represents your brand beautifully and guides your reader's eye effortlessly toward what matters most. Here's how we approach each project to deliver designs that don't just sit in an inbox, but make a lasting impression.

A thoughtful email design process:

- **Identity:** We immerse ourselves in your brand's visual world to ensure every color, font, and layout feels intentional and instantly recognizable as yours.
- **Clarity:** Every design element has a purpose. We create a clean, intuitive visual hierarchy that makes your message easy to read and your call to action impossible to miss.
- **Experience:** We focus on creating a seamless and enjoyable reading experience on any device, ensuring your design is not only beautiful but also accessible and user friendly.
- **Collaboration:** We believe in a transparent process, keeping you involved and informed from the initial concept to the final, pixel perfect design that's ready to send.

Let's explore how this approach can transform the way your audience experiences your brand.

Step 1 **Discovery.**

Understanding Your Email Design Needs

Purpose

Every email should reflect your brand's quality and guide your reader through a beautiful, intuitive experience. We begin by deeply understanding your business goals, target audience, and the visual identity that makes your brand unique.

Approach

Our process starts with a deep dive conversation through calls or a detailed questionnaire. We explore important topics like:

- What is the primary goal for this email design?
- Who is your audience, and what visual styles resonate with them?
- What look and feel should the design communicate?
- Are there any brands or designs you admire for their aesthetic?

What We Collect

During these conversations, we gather:

- Your official brand guidelines, including logos, color palettes, and typography
- Insights into your visual market and what your competitors are doing
- Examples of email designs you love or dislike, and what stands out about them
- Any existing photography or illustrations you want to include

Your Role

Your visual feedback is essential. We encourage you to share your aesthetic preferences, brand knowledge, and audience insights openly to help us create a design that feels perfectly aligned with your vision.

Result

A comprehensive design brief outlining all key visual insights. This guide ensures we create emails that capture your brand's aesthetic and provide a beautiful, on brand experience for your audience.

Step 2 Research.

Exploring the Landscape of Great Email Design

Purpose

To create emails that capture attention and feel true to your brand, we immerse ourselves in the visual world your audience lives in. Understanding your industry's aesthetic and your subscribers' preferences allows us to create designs that stand out, feel intentional, and guide readers to act

What We Do

- **Visual Trend Analysis:** We study the design styles, layouts, and visual language that are effective in your sector. For instance, a luxury brand might use minimalist, elegant designs, while a nonprofit may need visuals that feel authentic and heartfelt.
- **Competitive Analysis:** We review emails from your competitors to see what they are doing well visually and discover opportunities to create a unique design language that makes your brand memorable.
- **Audience Insights:** We consider what makes your audience tick, exploring the visual styles they respond to, what makes a design feel accessible, and what builds trust at a glance.
- **Brand Identity Review:** We assess your existing visual assets, from your website to your logo and brand guide, ensuring every email we design feels like a seamless extension of your identity.

Deliverable

We compile our findings into a visual mood board and a brief creative direction summary, outlining our proposed styles, color palettes, and typographic approach.

Your Role

Review the mood board and our initial concepts and share what feels right. Your feedback helps us refine the artistic direction and ensures the final design truly reflects your brand's vision.

Step 3 Strategy.

Defining Your Email Design & Style

Purpose

Impactful emails are built on a clear visual strategy and style. After gathering all key insights, we focus on defining a distinct aesthetic for your emails that reflects your brand and captivates your audience.

Activities

- **Clarifying Your Visual Identity:** We identify the core design principles that define your brand and the goals your emails should achieve. This clarity shapes every visual element we create.
- **Developing Style Concepts:** Our team creates initial design concepts or mockups that demonstrate different aesthetics, from minimalist and clean to bold and graphic, to capture the desired look and feel.
- **Exploring Layouts and Elements:** We present different approaches to structure, typography, and calls to action to find what best represents your brand and guides your subscribers' attention.

Our Approach

We prioritize brand consistency and a seamless user experience over temporary design trends. Every decision is made to support your visual identity and build a sense of quality and trust with your subscribers.

Your Role

You review the style concepts and layout options, sharing what feels most like your brand. This collaboration ensures the final design direction is a perfect fit for your vision.

Step 4 Concept.

Bringing Your Email Design to Life

Purpose

This is where our strategy transforms into a tangible design that represents your brand's aesthetic and speaks directly to your subscribers.

Our Designers in Action

- **Creative Exploration:** Our designers collaborate to experiment with different approaches, from clean, minimalist layouts to vibrant, engaging visuals that capture attention.
- **Early Concepts:** We develop multiple first-draft concepts or mockups of key emails, focusing on capturing the overall structure and feel rather than perfecting every pixel.
- **Refining Choices:** We assess these initial designs based on how well they connect with your audience, reflect your brand identity, and guide the desired action. Only the strongest concepts move forward.

Key Considerations

- Is the message visually clear and easy to follow?
- Does the design flow naturally and guide the eye toward the call to action?
- Can this design style be consistently applied to future emails?
- Does it look authentic and build a sense of quality and trust?

Your Role

While we may not share every rough sketch, we present the strongest design concepts for your review so you can confirm the direction feels exciting and true to your vision.

Step 5 Rendering.

From Concept to Final Design

Purpose

At this stage, the strongest concepts are developed into polished, ready to use email designs using proven design principles that get results.

Our Design Craft

We use established design principles and a deep understanding of user experience to bring our initial concepts to life with stunning and effective visuals ready for final delivery.

What Happens Here

- Multiple versions are polished as we experiment with layouts, color palettes, and typographic choices to find the perfect balance between brand aesthetic and clarity.
- Precision is essential. Every element and pixel is carefully aligned to deliver a clean and professional visual experience.
- We test the final design on different email clients and screen sizes to ensure consistent rendering and impact everywhere.

Usability and Visual Appeal

Creating an effortless visual journey is important. We consider visual hierarchy, spacing, and button placement to make the design intuitive and engaging for all subscribers.

Your Role

You receive the final, polished email designs for your approval. Your feedback here is the last step in confirming the design is a perfect fit before you build it for your audience.

Step 6 **Presentation.**

Your Email Design, Ready to Engage

The Presentation

in a dedicated review, we present the final email design crafted for your project. For each design, we share:

- An explanation of how the design captures your brand's unique visual identity and connects with your audience.
- A preview showing how the email looks and functions across different devices and email clients.
- Insights into the strategy, the visual hierarchy, and how the design stands out in a crowded inbox.

Our Commitment

Every email is carefully designed specifically for your brand with close attention to detail. We use no prebuilt templates or shortcuts.

Your Role

- Take your time to look at each design carefully, paying attention to both the visual details and the overall feel.
- Ask questions about color choices, typography, or how the design guides the reader's eye.
- Provide honest feedback, including what excites you, what could be refined, and any fresh ideas you want to explore.

What Happens Next

We incorporate your feedback to polish the design, combine preferred elements, or revisit concepts until we deliver the perfect emails for your brand.

Step 7 Revisions.

Polishing Your Email to Perfection

Purpose

A powerful email design comes to life through careful and ongoing refinement. We focus on polishing every element until the final design feels clean, intuitive, and visually stunning.

The Refinement Process

- Making both subtle tweaks and significant improvements to your chosen design
- Adjusting the layout, color palette, and visual hierarchy based on what resonates best
- Sharing updated mockups for your feedback, steadily improving the design with your input

Thorough Testing on All Platforms

Before final delivery, we rigorously test the design across

- Major email clients like Gmail, Outlook, and Apple Mail
- Smartphones and tablets
- Different screen sizes and preview panes

Ensuring Flexibility

We ensure the design is adaptable and renders beautifully by checking:

- Both dark mode and light mode settings for optimal contrast
- Responsive layouts that adjust to any screen size
- Clear visual hierarchy that enhances scannability

Your Role

Provide clear feedback and ask for changes until the final design perfectly reflects your vision and engages your audience.

Step 8 Delivery.

Your Email Design, Ready to Launch

What You Receive

A complete email design package including:

- **Final Design Files:** (Figma, Adobe XD) fully organized and ready for your developer.
- **Ready to Build HTML:** Clean, responsive HTML files prepared for easy import into your email platform.
- **Visual Style Guide:** Clear directions on colors, fonts, and spacing to ensure a consistent look and feel in the future.

Extra Support

- Advice on integrating your new design templates effectively into your marketing campaigns.
- Ongoing assistance from our team for small visual tweaks, future design ideas, or creating assets for your copywriters.

Maximizing Your Return

We recommend tracking key metrics like click through rates and conversions, and we are happy to provide guidance on how to interpret the results to refine your designs over time.

Beyond the Brand.

Building Your Brand Through Strategic Email Design

A thoughtfully designed email experience strengthens your brand's connection with your audience. Upon request, we can provide:

- Visually cohesive email funnels including welcome series, reengagement campaigns, and promotional sequences.
- Supporting design assets including landing pages and call to action buttons that align perfectly with your email campaigns.
- A personalized library of design assets featuring visually tested layouts, powerful image treatments, and reusable modules.
- Detailed visual style guidelines covering color palettes, typography, and usage rules for different email types.

Our aim is to help you create a visually consistent, engaging, and memorable brand experience in every inbox.

Case Studies.

Email Designs in Action

Case Study: Detroit Online Fashion

Challenge: Their promotional emails were cluttered, unresponsive on mobile, and did not reflect the quality of their clothing, resulting in poor click through rates.

Approach: We created a minimalist, mobile first design that put their beautiful product photography front and center. The clean layout and elegant typography provided a high end lookbook experience in every email.

Result: Email driven revenue doubled within three months. The brand saw a major increase in user engagement on mobile devices and a stronger overall brand perception.

Case Study: Detroit Restaurant

Challenge: Their promotional emails for weekly specials were being ignored. The poor design and amateur food photography failed to look appetizing, leading to low open rates and very few coupon redemptions.

Approach: We created a vibrant template that made the food the hero. The design used large, professional photos, bold typography for offers, and a clear, compelling call to action to either book a table or order online.

Result: The restaurant saw an immediate spike in online reservations following each new email. Their coupon redemption rate tripled, providing clear proof that the new design was successfully driving customers to their locations.

Case Study: Detroit Pet Store

Challenge: Their automated abandoned cart emails were generic and ineffective. They had a low recovery rate because the emails failed to stand out or create an emotional incentive for customers to complete their purchase.

Approach: We created a charming, on-brand abandoned cart sequence featuring playful illustrations and witty, pet-centric copy. The design was warm and personal, reminding customers of their pet's needs rather than just making a sales pitch.

Result: The redesigned emails boosted their cart recovery rate from 4 percent to over 15 percent. This single design improvement led to a substantial and immediate increase in monthly online revenue.

Insights.

Why Choose Professional Email Design?

The Impact of Strategic Design

Email is more than just delivering a message. It creates a visual experience that shapes how subscribers perceive your brand's quality and professionalism. A thoughtful design captures attention, makes your content a pleasure to read, and builds the visual credibility that earns trust.

Expert Email Design:

- Captures attention instantly with compelling visuals that stop readers from scrolling
- Improves readability by guiding the eye, making your core message clear and effortless to follow
- Builds brand recognition with a consistent look and feel that makes you instantly memorable

Common Email Design Pitfalls to Avoid

We often see these mistakes in generic or rushed email campaigns:

- **Cluttered Layouts:** Emails that overwhelm the subscriber with chaotic or poorly organized information.
- **Poor Mobile Experience:** Designs that break, shrink, or become unreadable on a smartphone screen.
- **Inconsistent Branding:** Using random colors and fonts that weaken your brand identity.
- **Unclear Calls to Action:** Buttons that are difficult to see, read, or tap, causing lost conversions.

Choosing an experienced designer helps you sidestep these errors and delivers beautiful emails that achieve your business goals.

FAQ's.

Frequently Asked Questions

How long does an email design project usually take?

Most projects are completed within 2 to 4 weeks. The exact timeline depends on the complexity of the templates and how quickly we receive your feedback during the review process. We always establish clear deadlines to keep everything on track.

What is your process for designing the emails?

We start with a discovery call to understand your brand identity and campaign goals. From there, we create initial design concepts and mockups. Once you approve a direction, we build and test the final, responsive email template.

How many rounds of revisions are included?

We include two full rounds of revisions in the project scope. We find this is the perfect amount to refine the details and ensure you are completely satisfied with the final design.

How will I receive the final email design?

You will receive a clean, fully tested HTML file that is compatible with all major email platforms. We can also help you import the template directly into your email service provider if needed.

Is the design created specifically for my brand?

Absolutely. Every design is custom made from scratch to perfectly match your brand guidelines, including your logos, colors, and fonts. We never use generic or pre made templates.

Do you offer support beyond just designing the emails?

Yes. We can also help with creating a comprehensive email design system for your team, advising on visual strategy for better engagement, and ensuring your designs are technically sound.

Will I own the full rights to the final design?

Yes. Once the project is complete and the final payment is made, you have full ownership and rights to all the design files and HTML code we created for you.

Tips.

Tips for Getting the Most Out of Your Email Design

- **Define a Clear Goal:** Know the single most important action you want subscribers to take, so the design can be built to guide them directly to it.
- **Prepare Your Content:** Having your final text, images, and links ready beforehand allows the design process to flow smoothly and produce the best results.
- **Embrace Simplicity:** A clean and uncluttered layout is more powerful than a busy one. It helps your core message and call to action stand out clearly.
- **Design for Everyone:** Prioritize accessibility with readable fonts and proper color contrast to ensure your message connects with every person in your audience.
- **Balance Images and Text:** A healthy mix of compelling visuals and live text is crucial for good deliverability and ensures your email is easy to read.
- **Review on Real Devices:** Make sure to check design proofs on both your phone and desktop computer to get a true sense of how your subscribers will see the final email.

Our Story.

We are Round Table

We are Round Table Agency, a creative studio rooted in Detroit, Michigan. We craft brand identities — from naming and visual language to tone of voice and storytelling. We lead creative direction, design digital experiences, and build campaigns that connect. Along the way, we collaborate with strategists, developers, photographers, and musicians to help shape companies, products, and ideas into something meaningful.

What We Do

Brand strategy, Positioning, Naming, Identity design, Copywriting, Verbal identity, Logos & Marks, Guidelines, Editorial design, Art direction, Digital design, Motion, Social content, and Campaigns.

Why We Do It

We believe in design that speaks clearly. Work that is thoughtful, inclusive, and distinct. Work that simplifies the complex and brings clarity to the clutter. We aim to solve real problems — to make brands more useful, more beautiful, and more engaging.

How We Work

There's no fixed framework here. No rigid models or fancy acronyms. Our process shifts with each project, because no two problems are the same. But one thing stays constant: our curiosity. We believe in digging deep — talking, listening, challenging assumptions. We pull ideas apart to understand them, then build something better together. Our method is simple: conversation, exploration, collaboration.

Welcome to the table.

Testimonials.

"Our emails used to look cluttered and amateur. They delivered a clean, beautiful design that presents our brand with the professionalism it deserves, and our subscribers have noticed."

– John B., Detroit

"Studio transformed our simple newsletters into visually engaging experiences. Our click rates have increased significantly since we started using the new templates they created for us."

– Jamey M., Detroit

"The entire process was seamless. They listened to our needs and created a stunning email template that was exactly what we wanted but couldn't describe ourselves."

– Billie L., Detroit

"Round Table delivered a design that not only looks fantastic on every device but also perfectly captures our brand's identity. Our emails finally feel cohesive and professional."

– Cheryl M., Detroit

Thank you!

Your Next Step. Impress Your Audience with Designs That Convert

Ready to send emails that feel personal, compelling, and genuinely connect with your audience?

Here's what to expect:

1. **Book a Call:** Schedule a free consultation to discuss your brand's visual identity and what you want your emails to accomplish.
2. **Finalize Your Vision:** We will translate your brand's personality into a polished design concept for your approval.
3. **Launch with Confidence:** Receive a professionally built, fully tested email template that looks perfect in every inbox and is ready to launch.