Froala

Brand

Froala builds editing software for better user experience and fast development. Our products are the building blocks for creating and editing beautiful content easier and faster.

This style guide is a comprehensive reference of brand standards that ensure all content is produced in a consistent manner. Please use the menu to navigate the guide.

Brand Guidelines 2023

Logo

Logo

This is the official Froala logo. The logo may not be modified or altered in any way. You'll notice it's only available in a horizontal orientation. If logo representation is needed where such horizontal space isn't available, then the glyph is to be used.

The following logos can be downloaded here.

Primary Logo For placement on white or light tone backgrounds.

Froala

Primary Reversed For placement on mid-tone to dark backgrounds

Froala

Logo Glyph For use where there is not enough horizontal space allowed for the full logo

Typography

The corporate font for Froala is Nunito, and it is used on websites and other official print materials. Nunito is available via an open source license. You're free to use it with your Adobe Fonts account just as you would any other font in the Adobe Fonts library.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

H1 The quick brown fox jumps over the lazy dog

H2 The quick brown fox jumps over the lazy dog

H3 The quick brown fox jumps over the lazy dog

H4 The quick brown fox jumps over the lazy dog

H5 The quick brown fox jumps over the lazy dog

Light The quick brown fox jumps over the lazy dog

Regular The quick brown fox jumps over the lazy dog

Semibold The quick brown fox jumps over the lazy dog

Bold The quick brown fox jumps over the lazy dog

Extrabold The quick brown fox jumps over the lazy dog

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Typography

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Website Style Guide

Headings

Sample	Heading #	Font For:	Font Size	Font Weight	Line Height
Sample	H1	Hero Title	42	Bold	42
Sample	H2	Section Titles	33	Regular	33
Sample	H3	Banner Title	28	Regular	28
Sample	H4	Block Text Title	24	Regular	30
Sample	H5	Subtitle & Column Title	20	Bold	30
Sample	P	Body, Main Content	16	Regular	24
Sample		Body, Main Content	16	Bold	24
Sample		Body, Main Content	16	Regular	24

CTA Buttons

CTA buttons blue on light and white on dark background. Make the more important CTA Filled in.

Explore Download

Explore Download

Explore Download

For these white buttons, see how the text color for **Download** adjusts to coordinate with the background. Here it is on the blue green gradient.

Explore Download

An example in the case there is a darker background for something.

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Color

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Colors

Primary Color Palette

Froala Blue	Froala Black	Froala Gray
#0098F7	#F2711C	#2D313C

Secondary Color

Froala Green
#0098F7

Alert Color

Froala Red
#b51f23

In the case that red needs to be used for an alert, cart notice etcetera, this is the red that should be used in order to coordinate with brand. **Do not use this color in any other capacity.**

Gradient

100%	Green: #15b69b	Blue: #0097f6	Primary ☆
90%	Green: #2cbda5	Blue: #1aa1f7	
80%	Green: #44c4af	Blue: #33acf8	
70%	Green: #5bccb9	Blue: #4db6f9	
60%	Green: #73d3c3	Blue: #66c1fa	
50%	Green: #89dacd	Blue: #80cbfb	
40%	Green: #a0e1d6	Blue: #99d5fb	
30%	Green: #b8e8e0	Blue: #b3e0fc	
20%	Green: #cff0ea	Blue: #cceafd	
10%	Green: #e7f7f4	Blue: #e5f4fd	

Most systems have their own way of dealing with colors and color effects like gradient. Do your best to make the gradient look like this sample swatch. See how there is a smooth transition from green to blue and not a harsh line dividing the colors.

> Gradient angled on a diagonal with green in the top left corner. 135° angle in Illustrator

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Graphics

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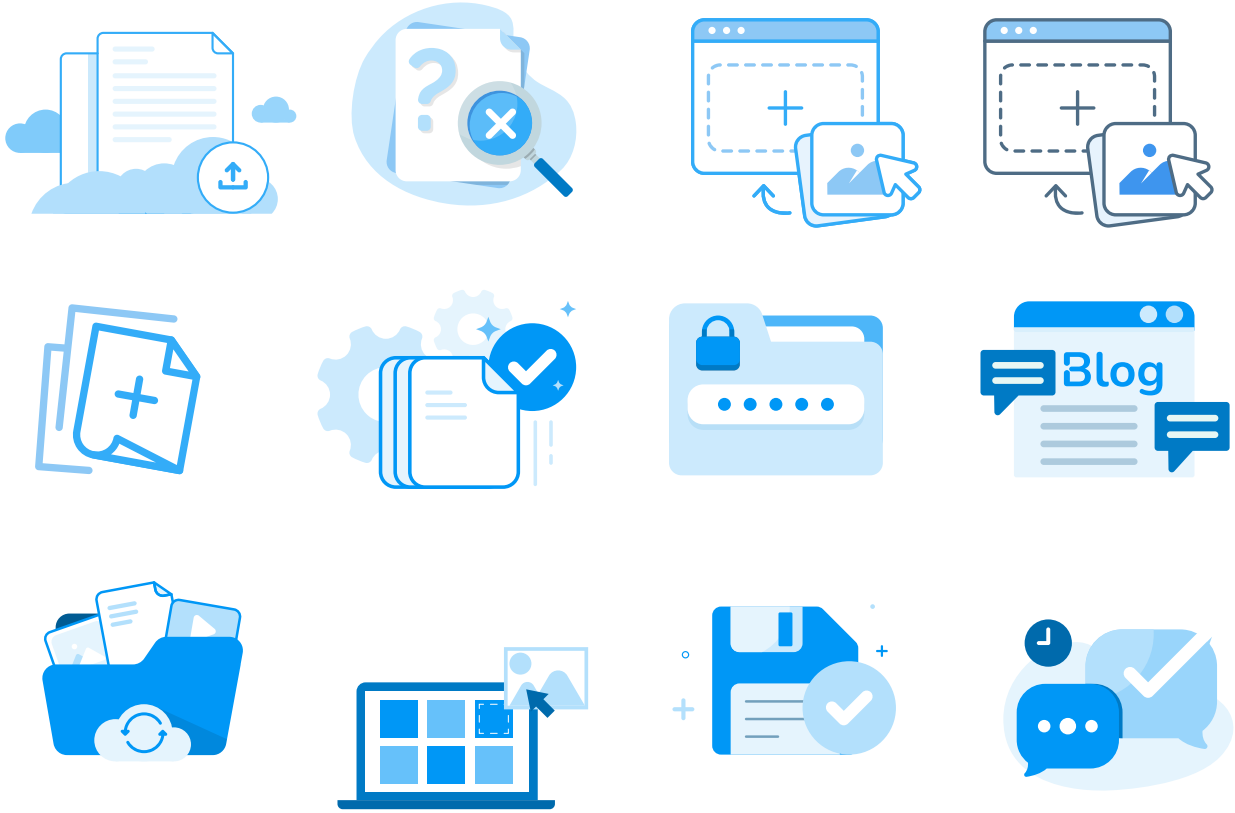
Accent Graphics

v1

These are stock vectors modified to use the Froala color scheme. A simple style that can be repeated with ease.



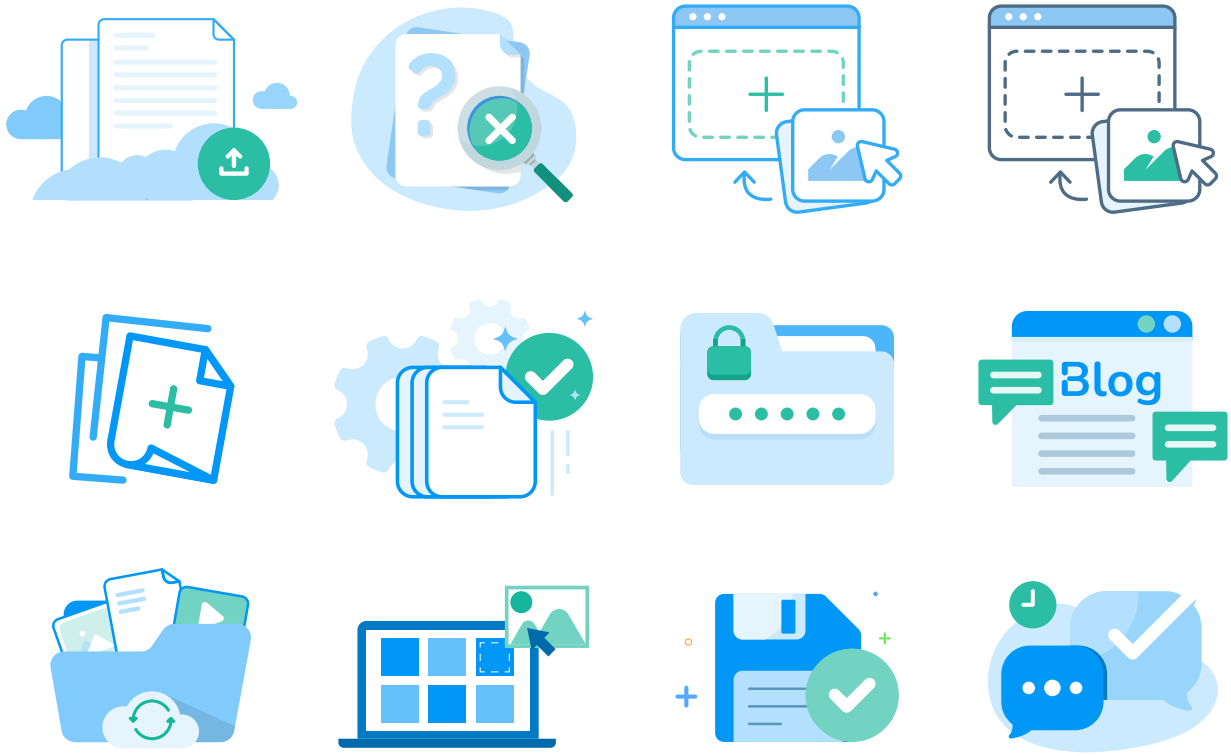
Tint

Shade

Accent Graphics

v2

These are stock vectors modified to use the Froala color scheme. A simple style that can be repeated with ease. These have a **pop of green.**



Tint

Shade

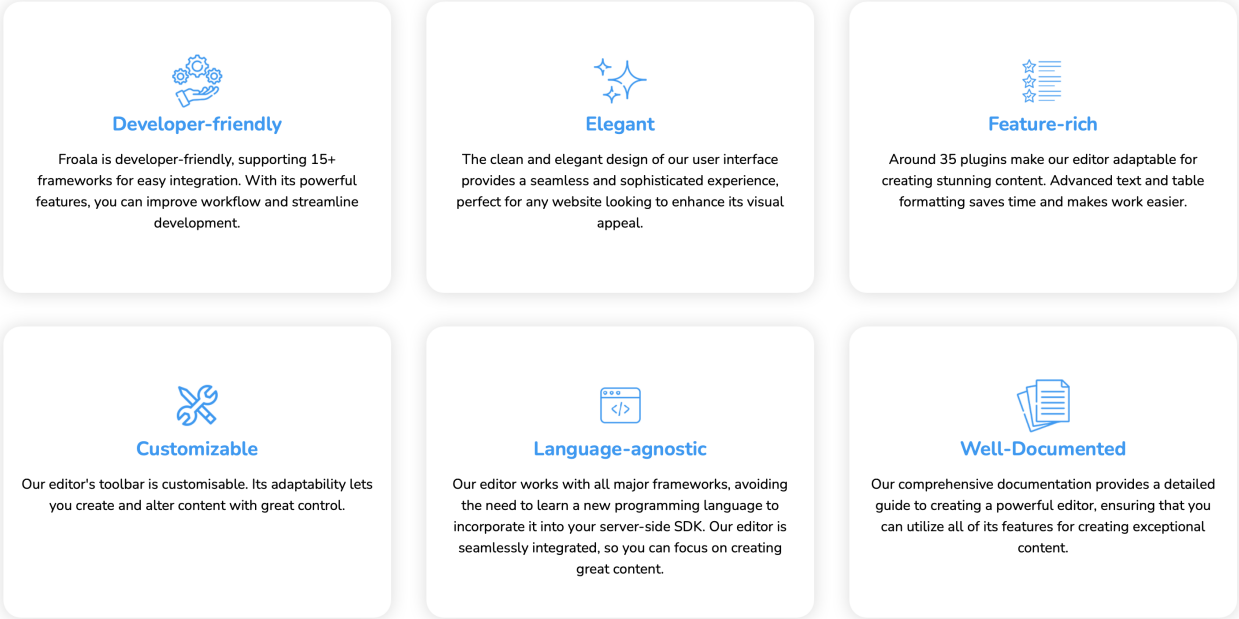
Tint

Shade

Froala

Icons

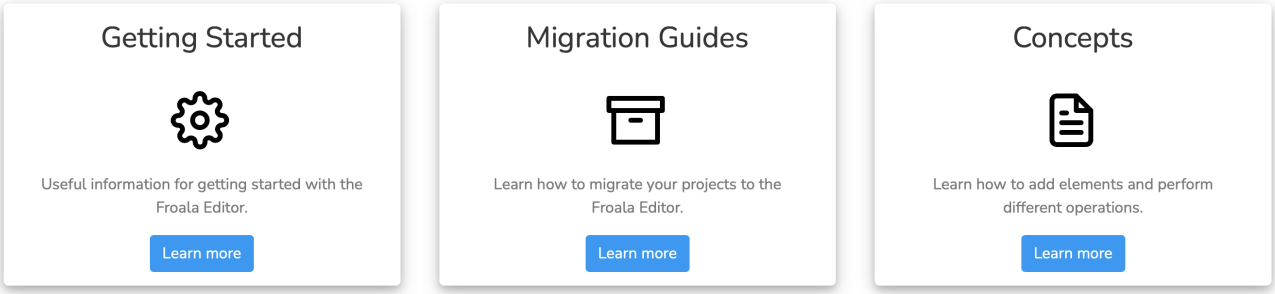
These are three instances of icons on the website currently. They all have different styles and could use a refresh. This would need to be a different task to create the new icons.



Froala Editor Features

Documentation

Learn how to use Froala Editor starting with the basics and going all the way to more complex how-to guides and examples.



Froala Marketing

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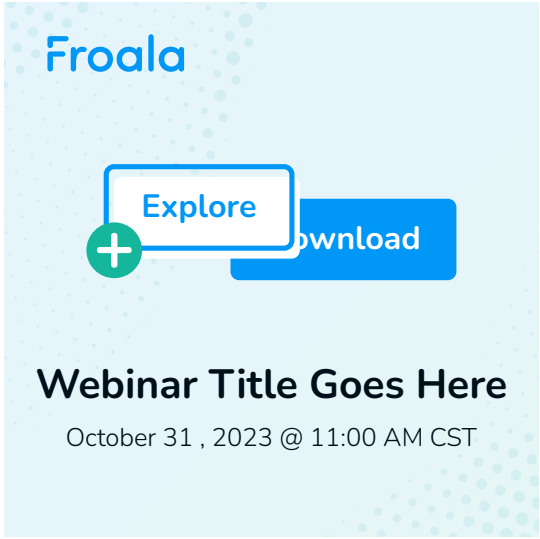
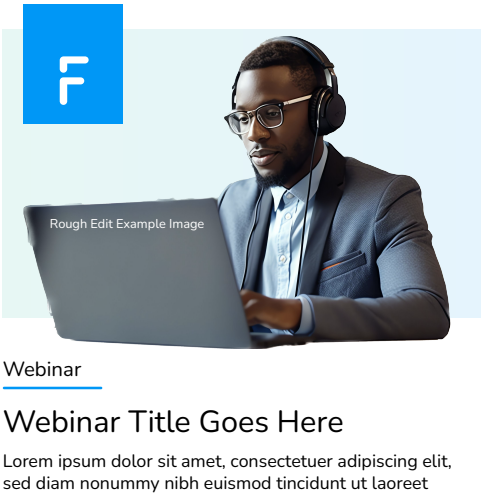
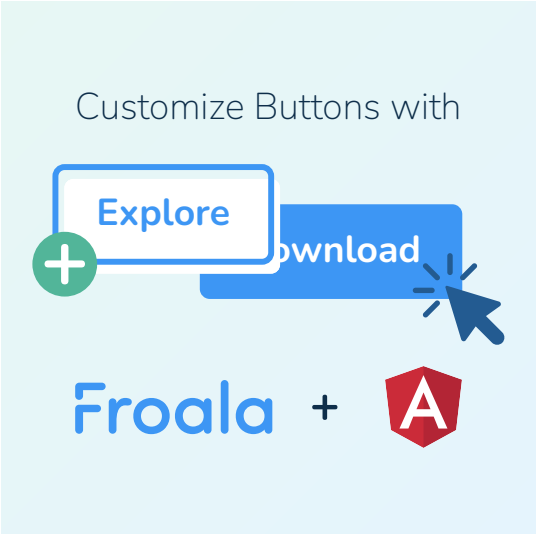
Social Templates





Social Templates



Blog Templates

Blog Templates

Blog Templates

Froala Holiday

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Holiday Overlay

v1.1

v1.2

Froala
An Idera, Inc. Company

Holiday Overlay

v2

v3

Holiday Overlay Post Examples

Holiday Overlay Post Examples

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Collateral

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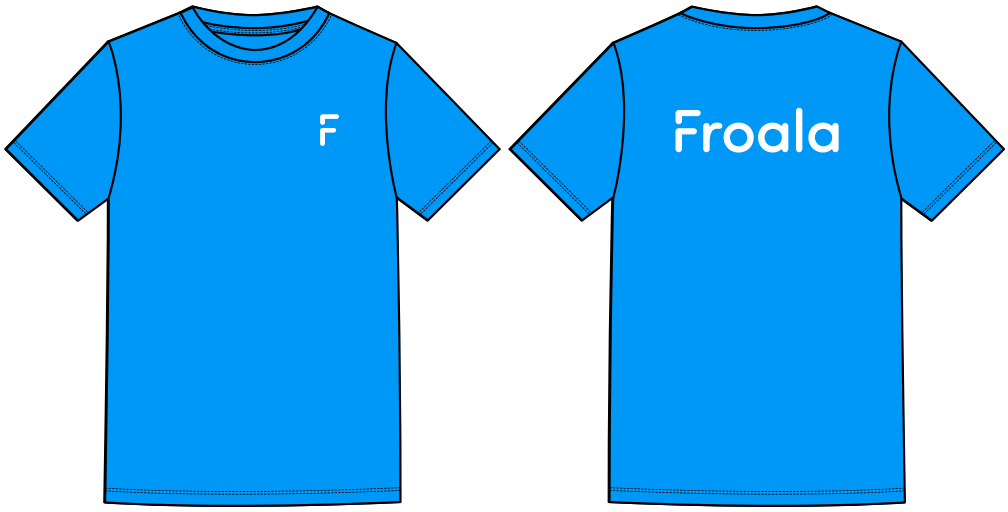
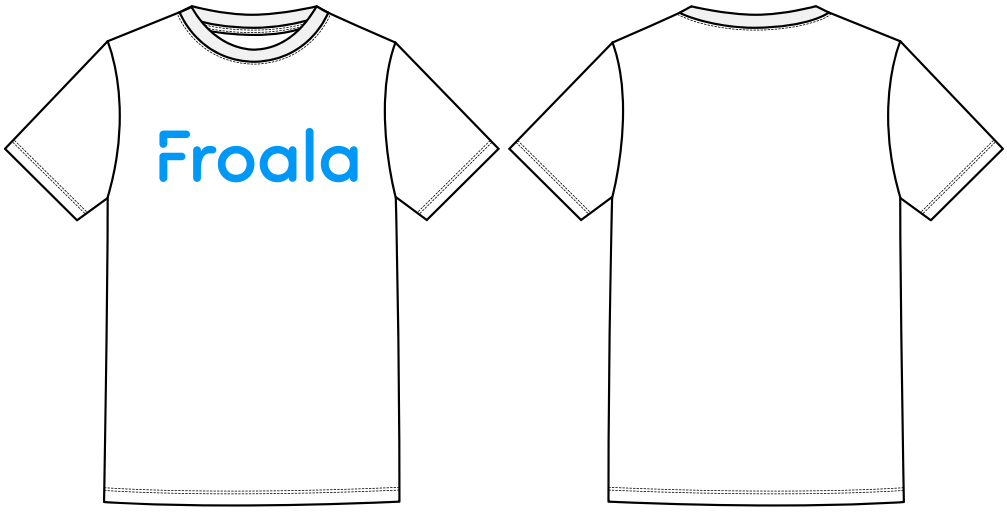
Marketing Collateral

Examples of physical collateral for tradeshows and other events.





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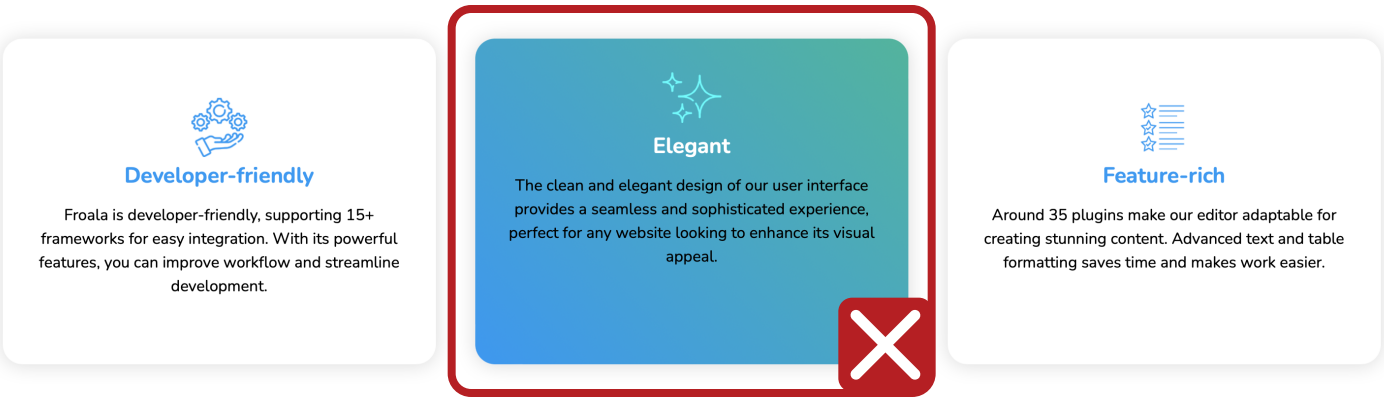
Reminder

Brand Guidelines 2023

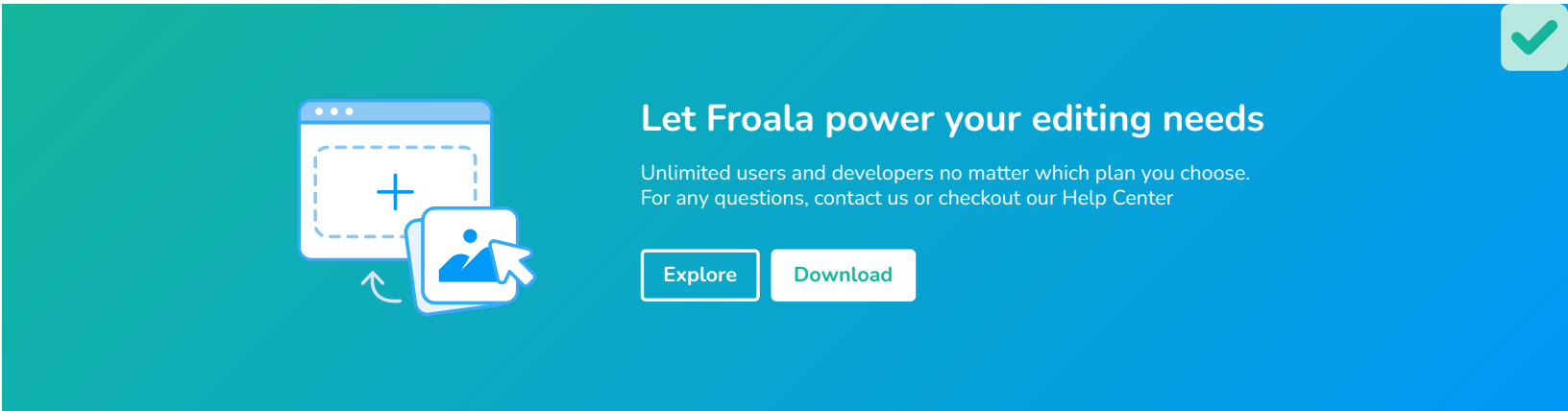
Reminder



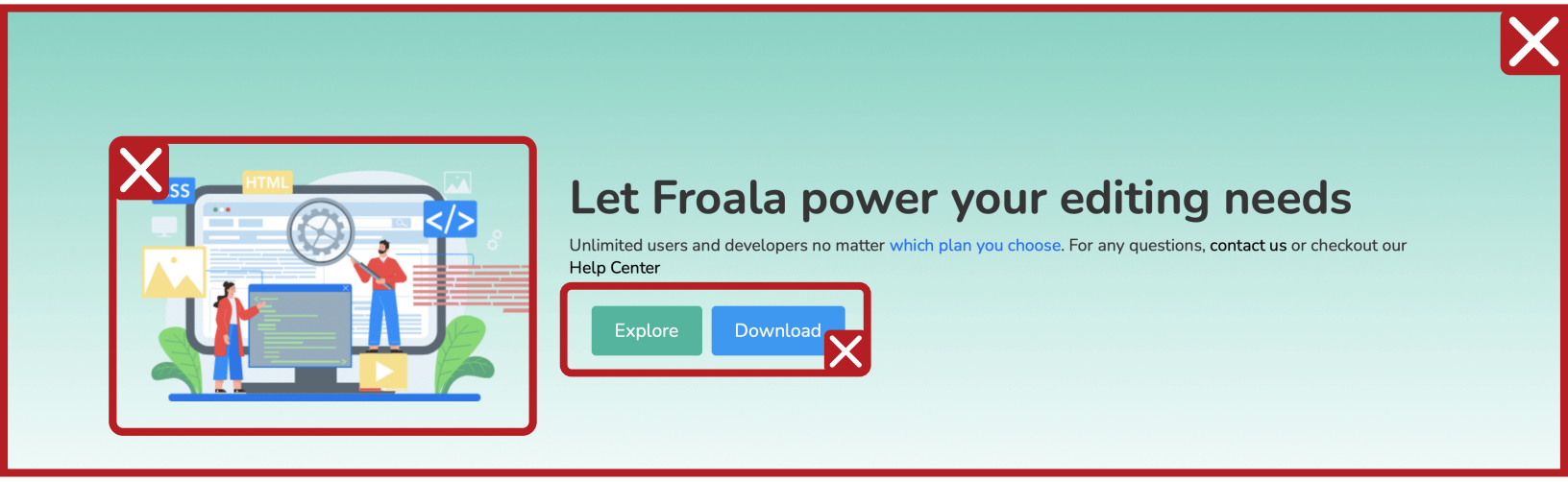
Do not put dark text on a bold gradient background.

Do not use green monotone gradient background.

Do not use two colors for CTA buttons. Left is an outlined button and right is a solid. See CTA page for detailed examples.



Reminder



When using stock vectors **do not use** stock colors, update to fit Froala branding and simplify by removing uncessary elements.

Stock vector

Adjusted