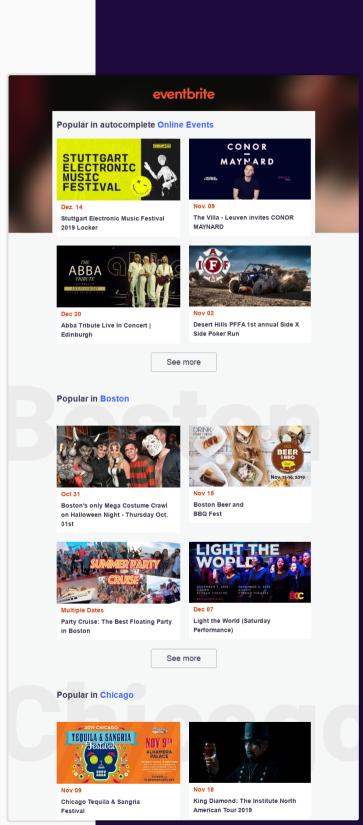
#### eventbrite

## **Brand Guidelines**

**Project Smart-Eventbrite** 



#### Introduction

This manual provides readers with instructions on how to properly apply the brand design to all internal and external communications.

These guidelines should help with keeping a unified design when working with different email templates. They also aim to prevent designers from unnecessary preparatory work and time-consuming decisions regarding small details, however, provide creative freedom within a recognizable framework. The objective is to show creativity as well as sensitivity in making use of these basic definitions, which have been kept lean on purpose.

The manual contains a description of all core elements of the Smart-Eventbrite

- Appearance
- Templates
- Modules

The **Appearance** section provides comprehensive information about the styles applied to email templates and modules: fonts, regular text and headings sizes, colors, padding, buttons, etc.

In the **Templates** section, you can find the screenshots and descriptions of exported email templates. You are able to preview them in browser as well as modify their design with the drag-n-drop editor.

Brand Guidelines > Introduction

The **Modules** section describes the existing set of all modules created in the same styles as email templates. You can combine any of modules to create the design of new email template according to your campaign preferences. The source code and all related images can be found in the Modules folder of the exported archive.

Enjoy!

Brand Guidelines > Introduction

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## **Appearance**

It is important that you read and understand these guidelines on how to use the most important elements of the Smart-Eventbrite visual identity.

For your convenience, the style description is divided into different areas of email templates.

The **General Settings** describe the common styles applied to the Content part of templates. In the **Header** and **Footer Settings** sections, you may see the corresponding styles for top and bottom parts of templates. Thanks to **Mobile View Settings**, you can alter responsive styles to adjust the appearance of particular email template to mobile devices.

Brand Guidelines > Appearance

## **General Settings**

Email width <sup>1</sup>
600px

Default Padding <sup>2</sup>
0px

Default Padding <sup>2</sup>
Left Right Top Bottom
20px 20px 20px 0px

Email Background Color

#F6F7F7

Content Background Color

**TRANSPARENT** 

Font Family

arial, "helvetica neue", helvetica, sans-serif

Font Size <sup>3</sup>

**14px** 

Brand Guidelines > Appearance > General Settings

- 1. We recommend using an email width in the range from 500 to 650 pixels.
- 2. Paddings at the structures at the edges of the email template.
- 3. Font size of the main text.
- 4. Line spacing of the main text.

Font Color

#333333

Link Color

#39364F

Line Spacing <sup>4</sup>

4.0

Underline Links

Yes

Brand Guidelines > Appearance > General Settings

## **Headings Styles**

Font Family

arial, "helvetica neue", helvetica, sans-serif

## **Heading 1**

Font Size	Font Weight	Font Style	Font Color	
30рх	normal	normal	#333333	
Heading 2				
Font Size	Font Weight	Font Style	Font Color	
24px	normal	normal	#333333	
Heading 3				
Font Size	Font Weight	Font Style	Font Color	

Brand Guidelines > Appearance > Headings Styles

# **Header Styles**

Background Color

transparent

Content Background Color

#FFFFFF

Font Size

14рх

Font Color

#333333

Link Color

#1376C8









Brand Guidelines > Appearance > Header Styles

# **Footer Styles**

Background Color
#1E0A3C

Content Background Color
#1E0A3C

Font Size
12px

Font Color
#FFFFFF

Link Color
#FFFFFF

Brand Guidelines > Appearance > Footer Styles

## **Button Styles**

**Button Color** 

#F6F7F7

Font Color

#39364F

Font Family

arial, "helvetica neue", helvetica, sans-serif

Font Size Font Weight

18px normal

Border-radius

3рх

Brand Guidelines > Appearance > Button Styles

- 1. Button stroke. You can specify one of the borders to simulate the shadow.
- 2. Whitespace in the button.

#### **Border Left**<sup>1</sup>

Width Style Color

1px solid #A9A8B3

## **Border Right**<sup>1</sup>

Width Style Color

1px solid #A9A8B3

## **Border Top**<sup>1</sup>

Width Style Color

1px solid #A9A8B3

#### **Border Bottom**<sup>1</sup>

Width Style Color

1px solid #A9A8B3

## **Internal Padding** <sup>2</sup>

LeftRightTopBottom35px35px10px10px

Brand Guidelines > Appearance > Button Styles

## **Info Area Styles**

Font Color

#CCCCC

Link Color

#CCCCC

Font Size

**12px** 

Brand Guidelines > Appearance > Info Area Styles

Info area is a part of email template that contains information that is not very important; for instance, text with legal information, reply-to and web version links.

## **Mobile View Styles**

Font Size of Header

16рх

Font Size of Main Text

**16px** 

Font Size of Footer

16рх

Font Size of Info Area

**12px** 

Font Size of Menu Items

16рх

Font Size of Heading 1

30рх

Font Size of Heading 2

26рх

Font Size of Heading 3

20рх

Font Size of Button text

13рх

Alignment

center

Alignment

center

Alignment

center

Brand Guidelines > Appearance > Mobile View Styles

Mobile view styles are applied to the email elements for mobile devices.

## **Templates section**

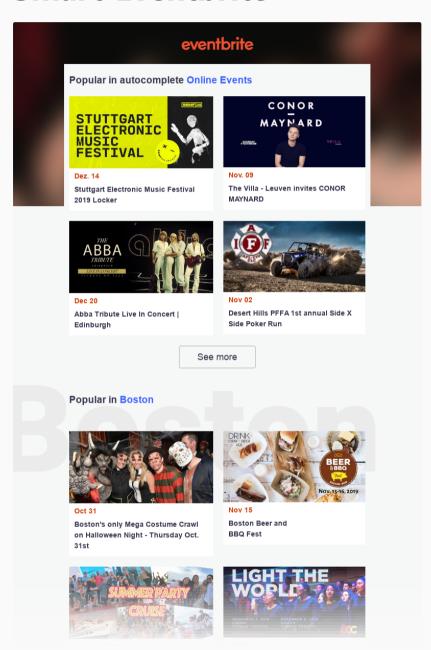
Design is the core element of brand identity and includes the overall «appearance» or visual presentation of Smart-Eventbrite.

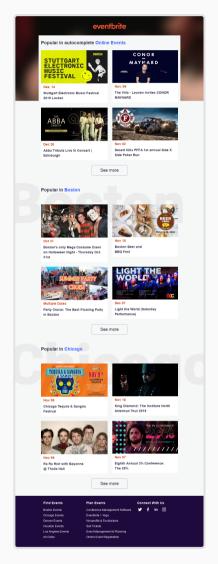
This includes email templates layout and used modules (e. g., headers, footers, call-to-actions, ecommerce, etc.) as well as the design of all other media channels that build the brand's identity.

In this section, you may find the examples of «ready-to-go» email templates. Each of them can be easily modified with a convenient drag-n-drop online editor and saved for further use.

Brand Guidelines > Templates section

## **Smart-Eventbrite**





Brand Guidelines > Templates > Smart-Eventbrite

Smart-Eventbrite

View in Browser

Edit with 1-click

#### **Modules section**

Unified principles are applied to all the processes of crafting every email module in accordance with brand design requirements to build brand awareness by means of every interaction with customers and target audiences.

It is, therefore, critical to consistently observe and apply the design standards to ensure high-quality branding.

The modules, presented in this section, are grouped into the following categories, according to the areas of email templates:

- Headers
- Info Module
- Footers

To check HTML code of every module below, please, open the interactive document called Modules.html.

Brand Guidelines > Modules section

## Header with logo headers

## eventbrite

Brand Guidelines > Modules > Header with logo

Header with logo Header is adapted for previewing on mobile devices and consists of logo

The HTML code of this module can be found in the Modules/Header with logo/ folder among downloaded assets.

Open in Modules Library

# Stripe with smart-containers and AMP accordion info module

#### Brand Guidelines > Modules

> Stripe with smart-containers and AMP accordion

Stripe consists of smart-containers with all popular events. Each event has its own date, title and description. By using AMP accordion, you will be able to put more event cards on desktops.

The HTML code of this module can be found in the Modules/Stripe with smart-containers and AMP accordion/folder among downloaded assets.

Open in Modules Library

#### Structure with 2 smart-containers info module



Dez. 14
Stuttgart Electronic Music Festival
2019 Locker



Nov. 09
The Villa - Leuven invites CONOR
MAYNARD

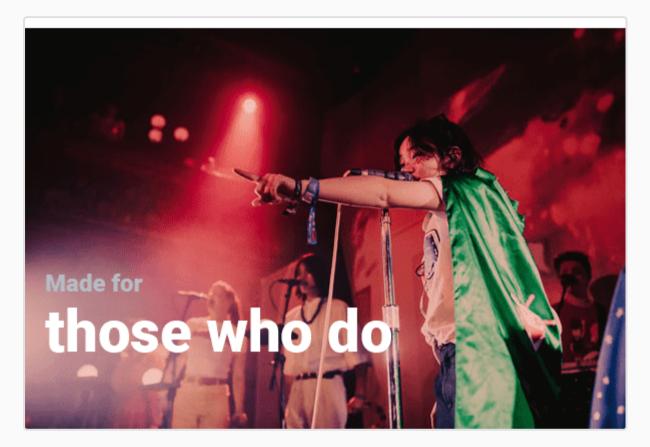
Brand Guidelines > Modules > Structure with 2 smart-containers

An example of a smart block for the event. It contains a picture, date, and description. You just need to specify a link to the event on the site and the system will "pull" the necessary data from it and apply it to the containers.

The HTML code of this module can be found in the Modules/Structure with 2 smart-containers/ folder among downloaded assets.

Open in Modules Library

## AMP carousel info module



Brand Guidelines > Modules > AMP carousel

AMP carousel with 3 slides with a banner of popular events. The module will be only displayed on desktop devices.

The HTML code of this module can be found in the Modules/AMP carousel/ folder among downloaded assets.

Open in Modules Library

## Footer footers

Find Events	Plan Events	Connect With Us			
Boston Events	Conference Management Software	y	f	in	0
Chicago Events	Eventbrite + Yoga				
Denver Events	Nonprofits & Fundraisers				
Houston Events	Sell Tickets				
Los Angeles Events	Event Management & Planning				
All Cities	Online Event Registration				

Brand Guidelines > Modules > Footer

Footer with social media icons, list of city events, and popular events.

The HTML code of this module can be found in the Modules/Footer/ folder among downloaded assets.

Open in Modules Library

#### **Contacts**

Thank you for your cooperation!

If, at any time, you need clarification, or if you have any doubt about how to apply the standards mentioned in this manual, please contact Eventbrite via or .

## eventbrite

https://www.eventbrite.com/

Brand Guidelines > Contacts