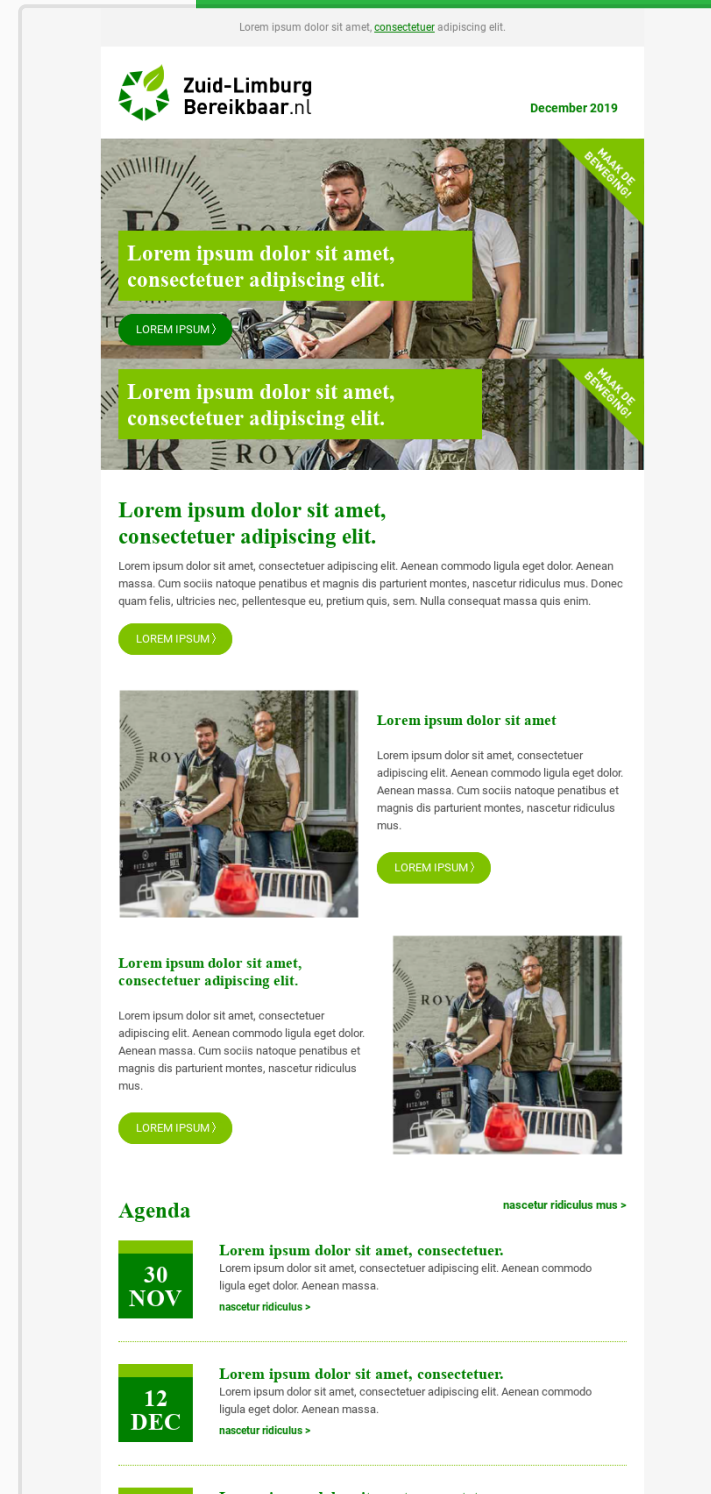# Brand Guidelines

Project Guideline Tripolis

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 Guideline Tripolis

- 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.

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!

Contents

Appearance

It is important that you read and understand these guidelines on how to use the most important elements of the Guideline Tripolis 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.

General Settings

Email width [1]

620px
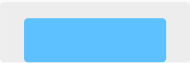
Default Padding [2]

0px

Default Padding [2]

Left

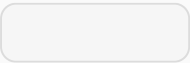**20px**

Right

20px

Top

20px

Bottom

0px

Email Background Color

#F6F6F6

Content Background Color

#FFFFFF

Font Family

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

Font Size [3]

13px

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
#4B4B4B

Link Color
#2CB543

Line Spacing [4]
4.0

Underline Links
Yes

Headings Styles

Font Family
"Roboto Slab", serif

Heading 1

Font Size	Font Weight	Font Style	Font Color	
30px	**bold**	**normal**	**#008000**	

Heading 2

Font Size	Font Weight	Font Style	Font Color	
25px	**bold**	**normal**	**#008000**	

Heading 3

Font Size	Font Weight	Font Style	Font Color	
17px	**bold**	**normal**	**#008000**	

Header Styles

Background Color
transparent

Content Background Color
#FFFFFF
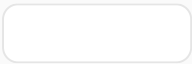
Font Size
14px

Font Color
#008000

Link Color
#008000

Footer Styles

Background Color
transparent

Content Background Color
#FFFFFF

Font Size
11px

Font Color
#818181

Link Color
#FFFFFF

Button Styles

Button Color
#7FC200

Font Color
#FFFFFF

Font Family
roboto, "helvetica neue", helvetica, arial, sans-serif

Font Size
13px

Font Weight
normal

Border-radius
30px

1. Button stroke. You can specify one of the borders to simulate the shadow.

2. Whitespace in the button.

Border Left[1]

Width	Style	Color
0px	**solid**	**#008000**

Border Right[1]

Width	Style	Color
0px	**solid**	**#008000**

Border Top[1]

Width	Style	Color
0px	**solid**	**#008000**

Border Bottom[1]

Width	Style	Color
0px	**solid**	**#008000**

Internal Padding [2]

Left	Right	Top	Bottom
20px	**10px**	**10px**	**10px**

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.

Font Color
#818181

Link Color
#008000

Font Size
12px

Mobile View Styles

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

Font Size of Header
16px

Font Size of Main Text
14px

Font Size of Footer
10px

Font Size of Info Area
9px

Font Size of Menu Items
13px

Font Size of Heading 1
23px

Alignment
center

Font Size of Heading 2
17px

Alignment
center

Font Size of Heading 3
16px

Alignment
left

Font Size of Button text
13px

Templates section

Design is the core element of brand identity and includes the overall «appearance» or visual presentation of Guideline Tripolis.

This includes email templates layout and used modules (e. g., headers, footers, call-to-actions, e-commerce, 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.

Tripolis-New

Tripolis

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
- Banners
- Info Module
- Footers
- Other

To check HTML code of every module below, please, open the interactive document called Modules.html.
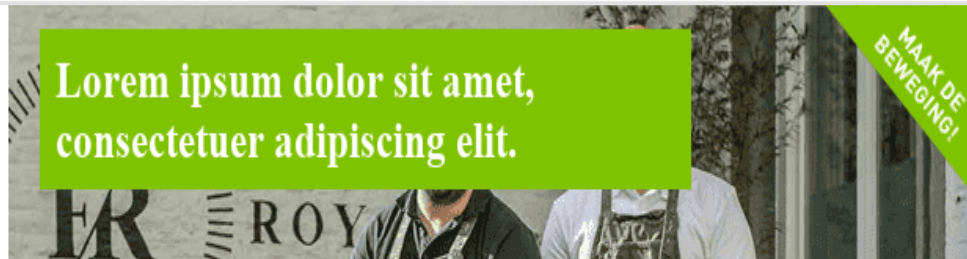
Header with logo and date headers

Header is adapted for previewing on mobile devices and consists of company name, logo, and date (month and year). It will be a perfect fit for monthly newsletters.

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

Open in Modules Library

Banner with a tag and description   banners

Banner with a tag on the top right corner, description with its padding, and background picture.

The HTML code of this module can be found in the Modules/Banner with a tag and description/ folder among downloaded assets.

Open in Modules Library

Banner with description and a button. banners

Banner with a tag, description and embedded CTA button. Module is already adapted for previewing on mobile devices.

The HTML code of this module can be found in the Modules/Banner with description and a button./ folder among downloaded assets.

Open in Modules Library

Agenda info module

Agenda

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30 NOV

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nascetur ridiculus >

Agenda with all new events in a new structure. Each event has its own date, title, description and a link to details.

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

Open in Modules Library

Info block with description and a button info

module

The most common example of an info block for the campaign. It contains a picture, heading, description, and a button.

The HTML code of this module can be found in the Modules/Info block with description and a button/ folder among downloaded assets.

Open in Modules Library

Info block with a picture on the right   info module

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

LOREM IPSUM ⟩

The most popular type of info blocks. It can be used for a wide range of campaigns, starting from newsletters and ending with trigger campaigns.

The HTML code of this module can be found in the Modules/Info block with a picture on the right/ folder among downloaded assets.

Open in Modules Library

Text block with a button info module

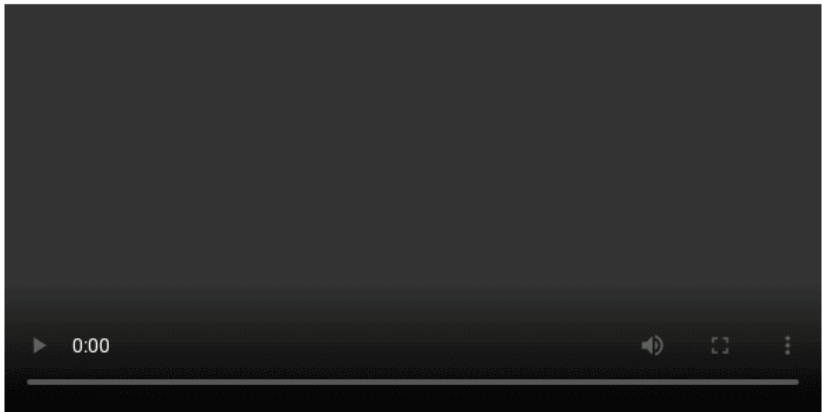## Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

LOREM IPSUM ⟩

Regular info block with no picture. It consists of a heading, text and a button. It's easy to customize and can be used in any type of email campaign.

The HTML code of this module can be found in the Modules/Text block with a button/ folder among downloaded assets.

Open in Modules Library

Footer footers

Footer with a company logo, social media icons, company info and a block with the reason for mailing and unsubscribe button.

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

Open in Modules Library

Accordion wuth the video and text other

Accordion menu with embedded text blocks and video. It allows you to add more content without overloading the email.

The HTML code of this module can be found in the Modules/Accordion wuth the video and text/ 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 Zuid-Limburg Bereikbaar via klantenservice@zuid-limburg-bereikbaar.nl or +31 (0)43 799 94 09.

Zuid-Limburg Bereikbaar.nl

https://www.zuidlimburgbereikbaar.nl/en/