

# Brand Guidelines

Project StartupGrind

**Startup Grind Online with AWS**

DNIPRO  
18:00 (EEST), THURSDAY, APRIL 16

Get Your Access

Welcome to Startup Grind Dnipro + Kharkiv first **online** event!

New times require new challenges. Let's grind!

**When**

18:00—20:00 (EEST)  
THURSDAY, APRIL 16

**Speakers**

**Sergey Kurson**  
Startup Programs  
Amazon

**Egor Shadrin**  
Six Ways to Reduce Y  
Amazon

**Agenda**

**Startup Grind Online with AWS**

DNIPRO  
18:00 (EEST), THURSDAY, APRIL 16

Get Your Access

Startup. How can survive and grow?

Gogol Hub  
26, Hoholya street  
Dnipro

18:00—20:00 (EEST)  
THURSDAY, APRIL 16

Register

How can a startup survive during the first two years and how can it grow? Development, market investments, and points of growth.

Speakers from [Stripo.email](#) will share with you on the competitive market a niche SaaS product and succeeded in getting

**Speakers**

**Dmitry Kudrenko**  
Founder

**Dmitry Kulaksyz**  
PM

**Agenda**

18:00 Welcome speech

18:10 Product and processes. Explore the selected business model, apply technology, processes in the team developments, tests and analyzes growth.

19:00 Marketing and sales. How did the first users receive, which give the most profit, which growth points we use and what next for growth.

**Startup Grind Online Talk with AWS**

DNIPRO  
18:00 (EEST), THURSDAY, APRIL 16

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Startup Grind Online Talk with AWS

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Welcome to Startup Grind Dnipro + Kharkiv + Rivne first **online** event!

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# 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 StartupGrind

- 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!

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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 StartupGrind visual identity.

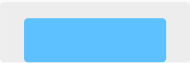
For your convenience, the style description is divided into different areas of email templates.

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 <sup>1</sup>

600px



Default Padding <sup>2</sup>

0px



## Default Padding <sup>2</sup>

Left

20px

Right

20px

Top

20px

Bottom

0px

Email Background Color

#FFFFFF



Content Background Color

#FFFFFF



Font Family

proxima-nova, Arial, Tahoma, sans-serif

Font Size <sup>3</sup>

16px

- 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

**#0E0E0E**



Link Color

**#FE2C47**



Line Spacing <sup>4</sup>

**3.33**

Underline Links


**Yes**

[Brand Guidelines](#) > [Appearance](#) > [General Settings](#)


# Headings Styles

Font Family  
**proxima-nova, Arial, Tahoma, sans-serif**


## Heading 1

Font Size <b>36px</b>	Font Weight <b>bold</b>	Font Style <b>normal</b>	Font Color <b>#0E0E0E</b>	
--------------------------	----------------------------	-----------------------------	------------------------------	---

## Heading 2

Font Size <b>24px</b>	Font Weight <b>normal</b>	Font Style <b>normal</b>	Font Color <b>#0E0E0E</b>	
--------------------------	------------------------------	-----------------------------	------------------------------	---

## Heading 3

Font Size <b>20px</b>	Font Weight <b>normal</b>	Font Style <b>normal</b>	Font Color <b>#0E0E0E</b>	
--------------------------	------------------------------	-----------------------------	------------------------------	---



# Header Styles

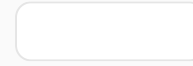
Background Color

**transparent**



Content Background Color

**#FFFFFF**



Font Size

**14px**

Font Color

**#0E0E0E**



Link Color

**#0E0E0E**



# Footer Styles

Background Color

**#1A1A1A**



Content Background Color

**#1A1A1A**

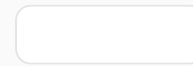


Font Size

**14px**

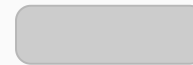
Font Color

**#FFFFFF**



Link Color

**#CCCCCC**



# Button Styles

Button Color

**#FF2E40**



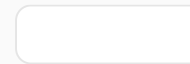
Highlighted button color

**#DA0A24**



Font Color

**#FFFFFF**



Font Family

**proxima-nova, Arial, Tahoma, sans-serif**

Font Size

**18px**

Font Weight

**normal**

Border-radius


**10px**

[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	
0px	solid	#FF2E40	


Border Right<sup>1</sup>

Width	Style	Color	
0px	solid	#FF2E40	

Border Top<sup>1</sup>

Width	Style	Color	
0px	solid	#FF2E40	

Border Bottom<sup>1</sup>

Width	Style	Color	
0px	solid	#FF2E40	

Internal Padding<sup>2</sup>

Left	Right	Top	Bottom
30px	30px	15px	15px

# Info Area Styles

Font Color

**#CCCCCC**

Link Color

**#CCCCCC**

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

**16px**

Font Size of Main Text

**16px**

Font Size of Footer

**16px**

Font Size of Info Area

**12px**

Font Size of Menu Items

**16px**

Font Size of Heading 1

**30px**

Alignment

**left**

Font Size of Heading 2

**26px**

Alignment

**left**

Font Size of Heading 3

**20px**

Alignment

**left**

Font Size of Button text

**20px**

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 StartupGrind.

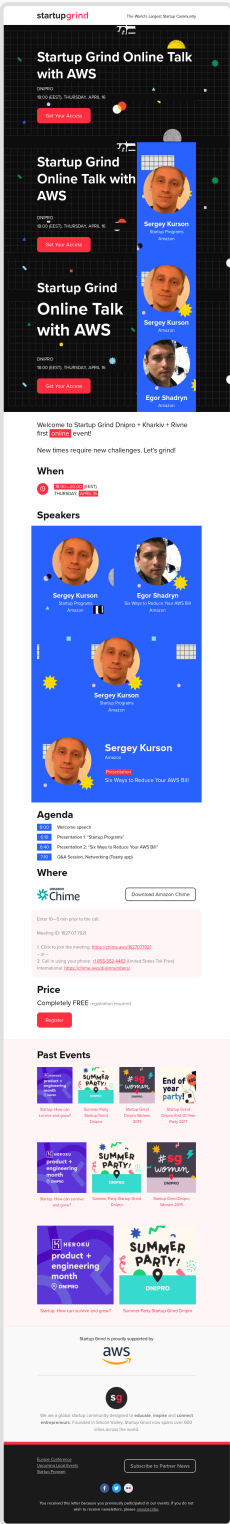
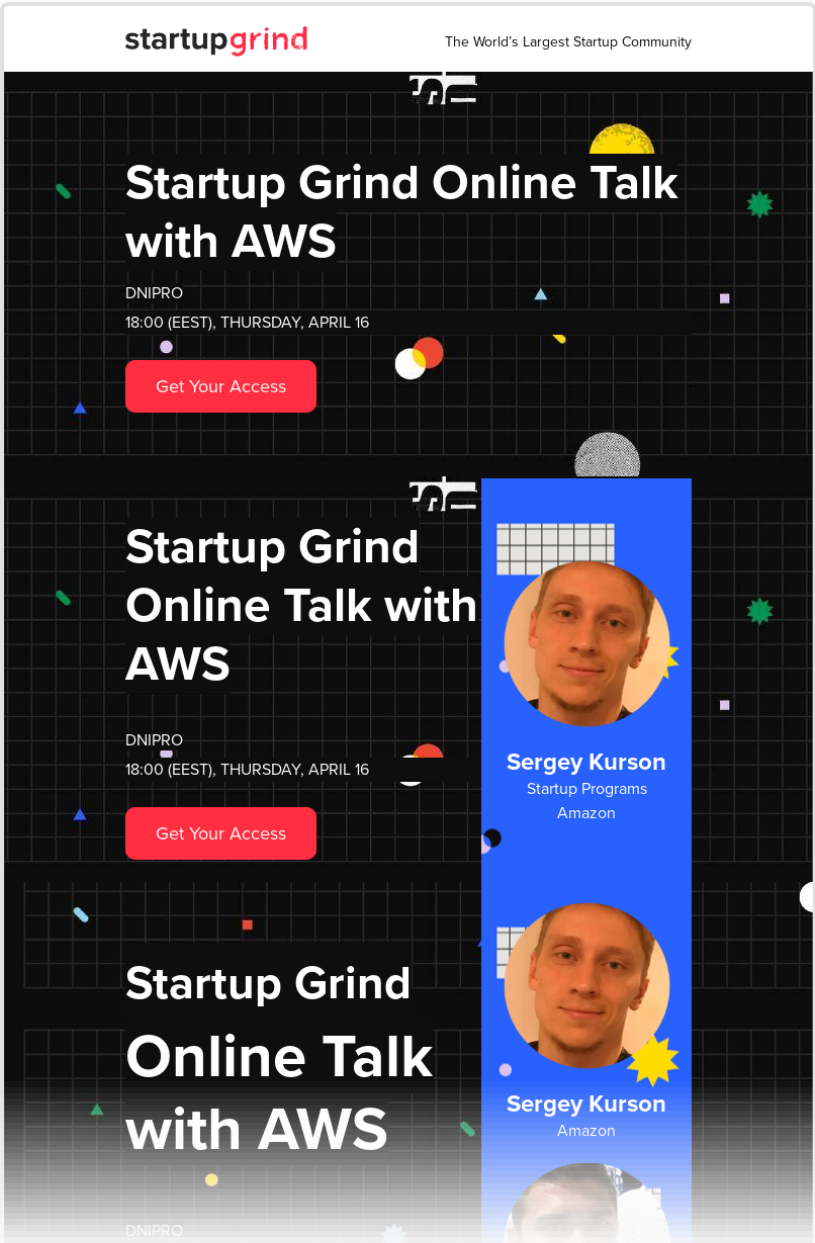
This includes email templates layout and used modules (e. g., headers, footers, call-to-actions, e-commerce, etc.) as well as the design of all other media channels that build the brand's identity.

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.

# Master Template

View in Browser

Edit with 1-click





# StartupGrind Offline Event

[View in Browser](#)

Edit with 1-click

# StartupGrind Online Event

[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](#)
- [Product Cards](#)
- [Footers](#)
- [Other](#)

To check HTML code of every module below, please, open the interactive document called [Modules.html](#).

headers

# Header stripe with Logo and Slogan

**startupgrind**

The World's Largest Startup Community

[Brand Guidelines](#) > [Modules](#) > [Header stripe with Logo and Slogan](#)

Primary header of emails

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

[Open in Modules Library](#)

banners

## Structure Hero banner about Event

# Startup Grind Online Talk with AWS

DNIPRO

18:00 (EEST), THURSDAY, APRIL 16

Get Your Access

[Brand Guidelines](#) > [Modules](#) > [Structure Hero banner about Event](#)

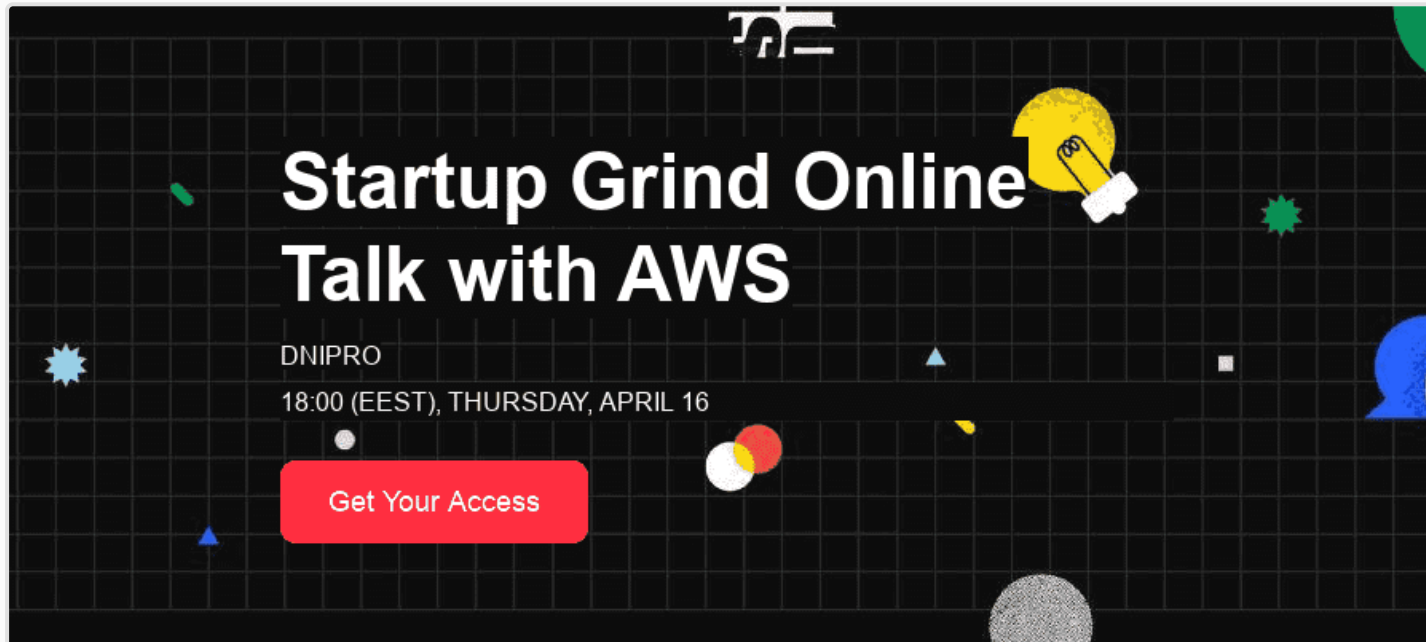
Need to be placed into stripe which has background color or image

The HTML code of this module can be found in the Modules/Structure Hero banner about Event/ folder among downloaded assets.

[Open in Modules Library](#)

banners

## Stripe Hero banner about Event



[Brand Guidelines](#) > [Modules](#) > [Stripe Hero banner about Event](#)

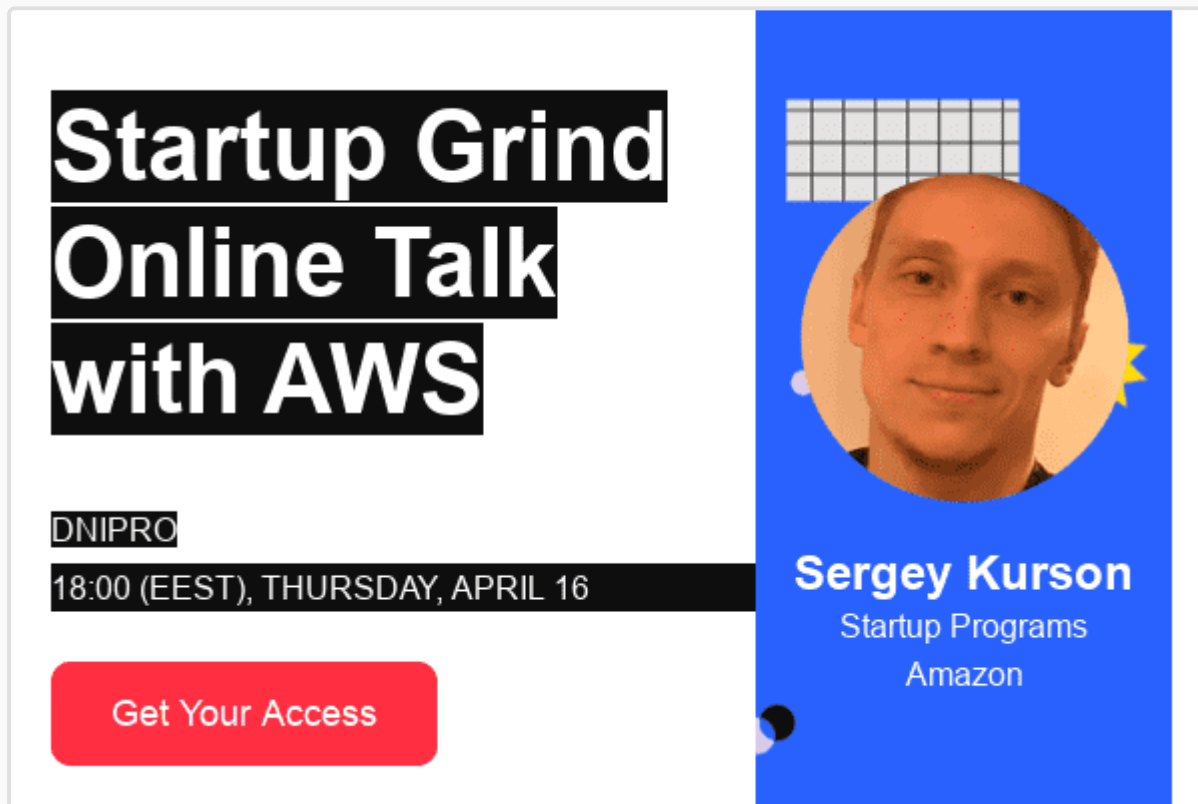
Need to change background color or image

The HTML code of this module can be found in the Modules/Stripe Hero banner about Event/ folder among downloaded assets.

[Open in Modules Library](#)

banners

## Structure Hero banner about Event with One Speaker



[Brand Guidelines](#) > [Modules](#)

> [Structure Hero banner about Event with One Speaker](#)

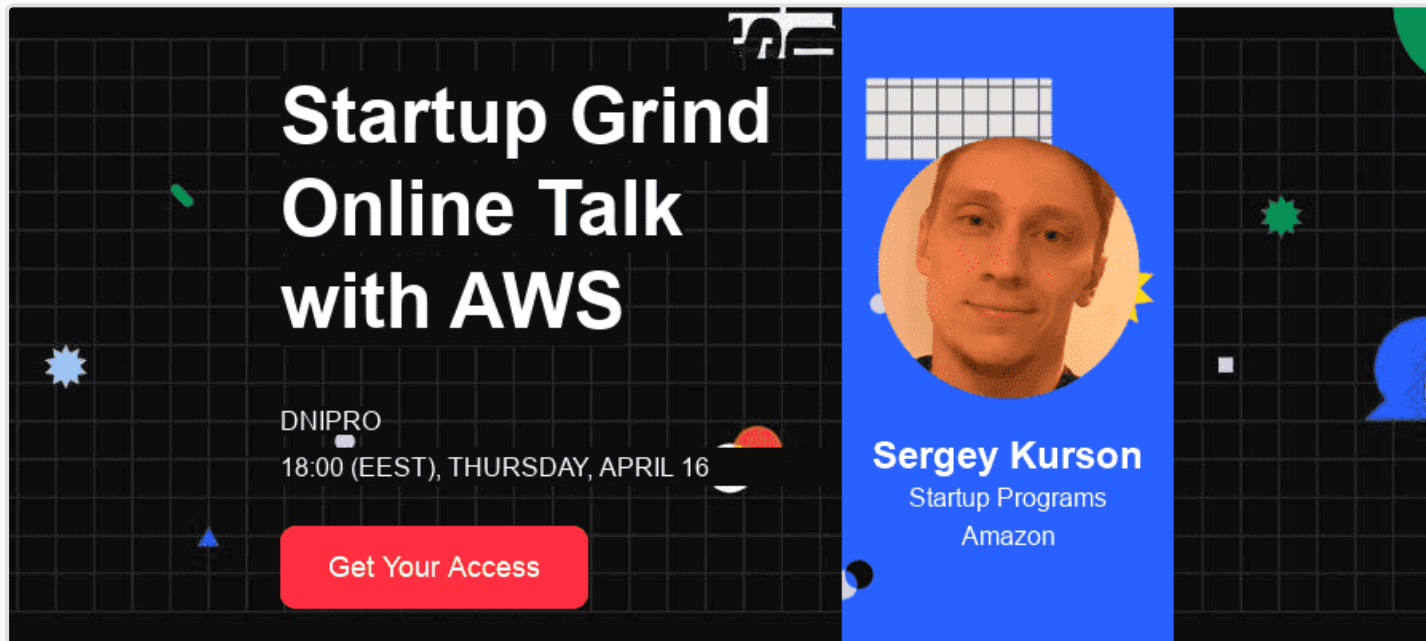
Need to be placed into stripe which has background color or image

The HTML code of this module can be found in the Modules/Structure Hero banner about Event with One Speaker/ folder among downloaded assets.

[Open in Modules Library](#)

banners

## Stripe Hero banner about Event with One Speaker



[Brand Guidelines](#) > [Modules](#)

> [Stripe Hero banner about Event with One Speaker](#)

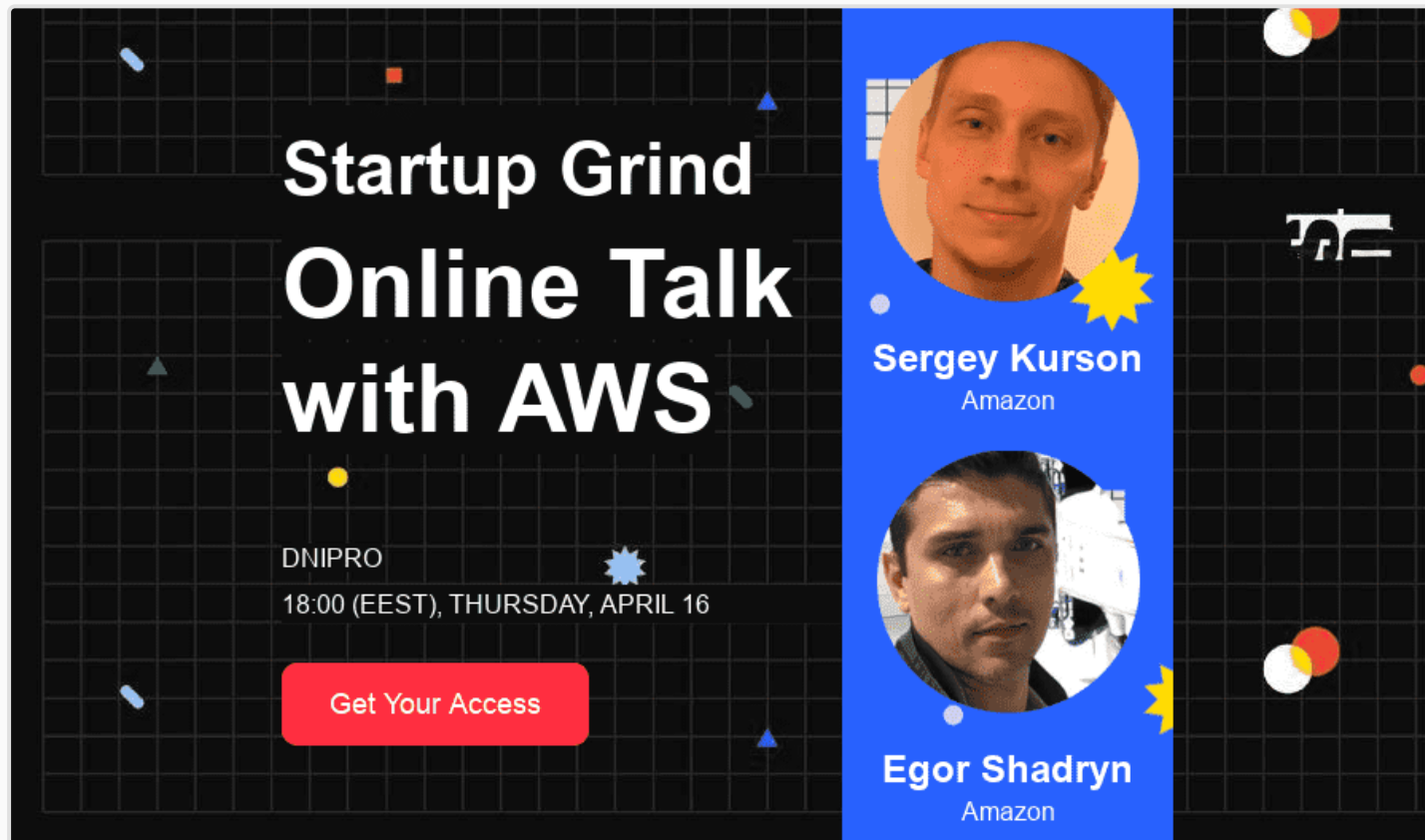
Need to change background color or image

The HTML code of this module can be found in the Modules/Stripe Hero banner about Event with One Speaker/ folder among downloaded assets.

[Open in Modules Library](#)



## Stripe Hero banner about Event with Two Speakers



[Brand Guidelines](#) > [Modules](#)

> [Stripe Hero banner about Event with Two Speakers](#)

Need to change background color or image

The HTML code of this module can be found in the Modules/Stripe Hero banner about Event with Two Speakers/ folder among downloaded assets.

[Open in Modules Library](#)

info module

## Instruction for joining to Meeting

Enter 10—5 min prior to the call.

Meeting ID: 1627 07 7921

1. Click to join the meeting: <https://chime.aws/1627077921>  
– or –
2. Call in using your phone: [+1 855-552-4463](tel:+18555524463) (United States Toll-Free)  
International: <https://chime.aws/dialinnumbers/>

[Brand Guidelines](#) > [Modules](#) > [Instruction for joining to Meeting](#)

The HTML code of this module can be found in the Modules/Instruction for joining to Meeting/ folder among downloaded assets.

[Open in Modules Library](#)

info module

## About Startup Grind company



We are a global startup community designed to **educate, inspire** and **connect entrepreneurs**. Founded in Silicon Valley, Startup Grind now spans over 600 cities across the world.

[Brand Guidelines](#) > [Modules](#) > [About Startup Grind company](#)

The HTML code of this module can be found in the Modules/About Startup Grind company/ folder among downloaded assets.

[Open in Modules Library](#)

info module

## «When» Section with icon

### When



18:00—20:00 (EEST)

THURSDAY, APRIL 16

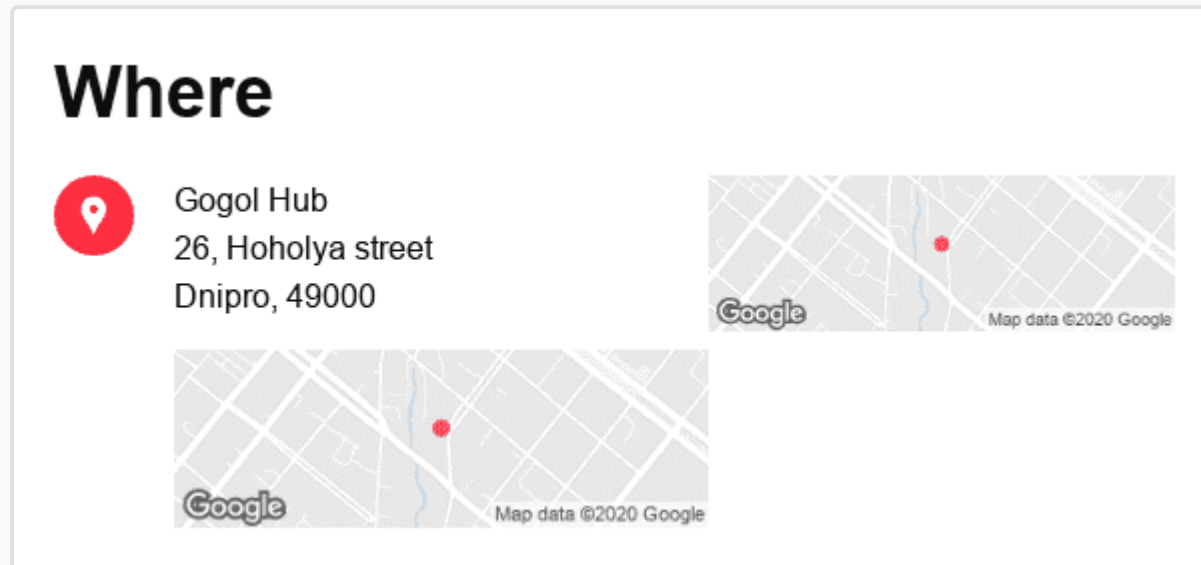
[Brand Guidelines](#) > [Modules](#) > «When» Section with icon

The HTML code of this module can be found in the Modules/«When» Section with icon/ folder among downloaded assets.

[Open in Modules Library](#)

info module

## «Where» Section with icon and map



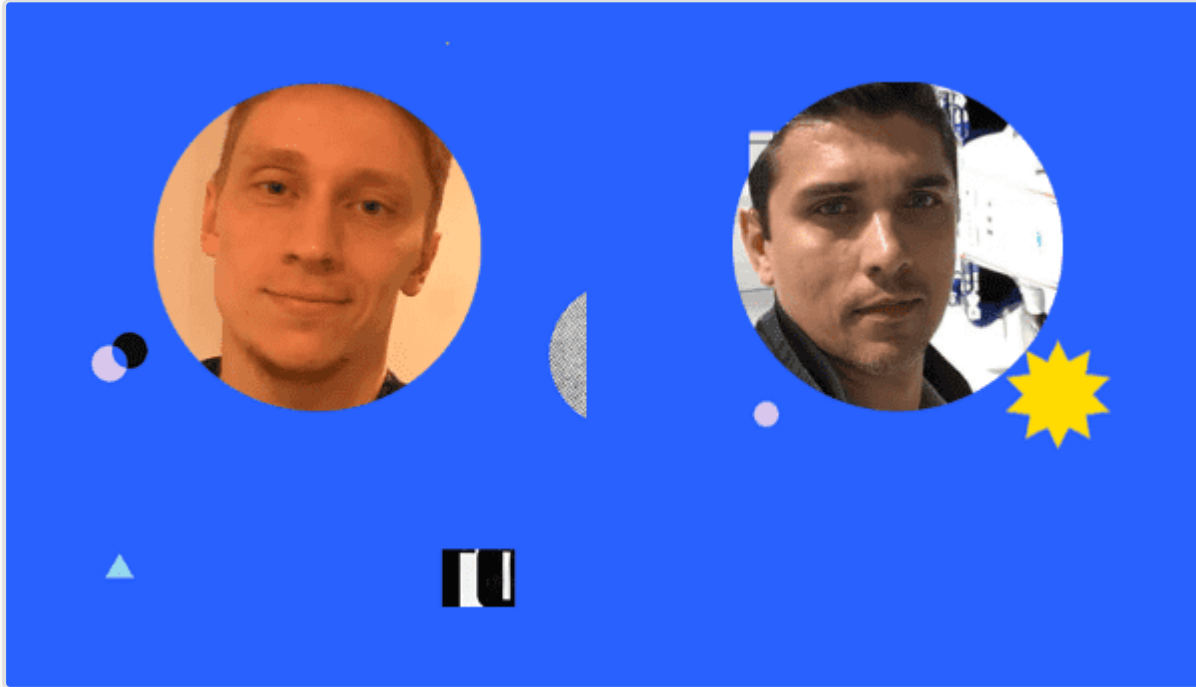
[Brand Guidelines](#) > [Modules](#) > «Where» Section with icon and map

The HTML code of this module can be found in the Modules/«Where» Section with icon and map/ folder among downloaded assets.

[Open in Modules Library](#)

product cards

## Structure with two speakers



[Brand Guidelines](#) > [Modules](#) > [Structure with two speakers](#)

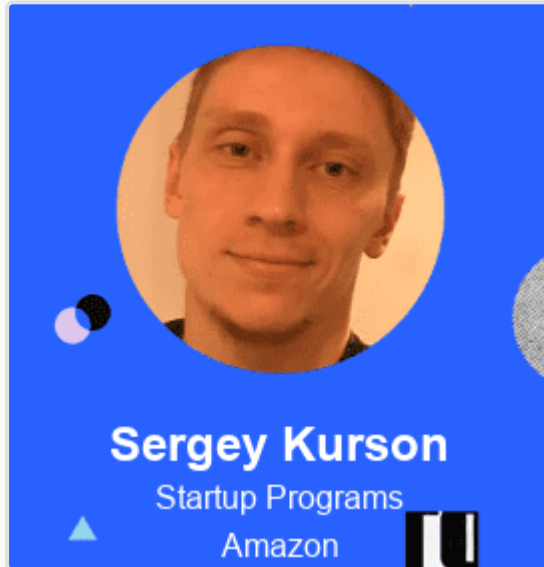
Background image could be changed in Containers

The HTML code of this module can be found in the Modules/Structure with two speakers/ folder among downloaded assets.

[Open in Modules Library](#)

product cards

## Container with speaker



[Brand Guidelines](#) > [Modules](#) > [Container with speaker](#)

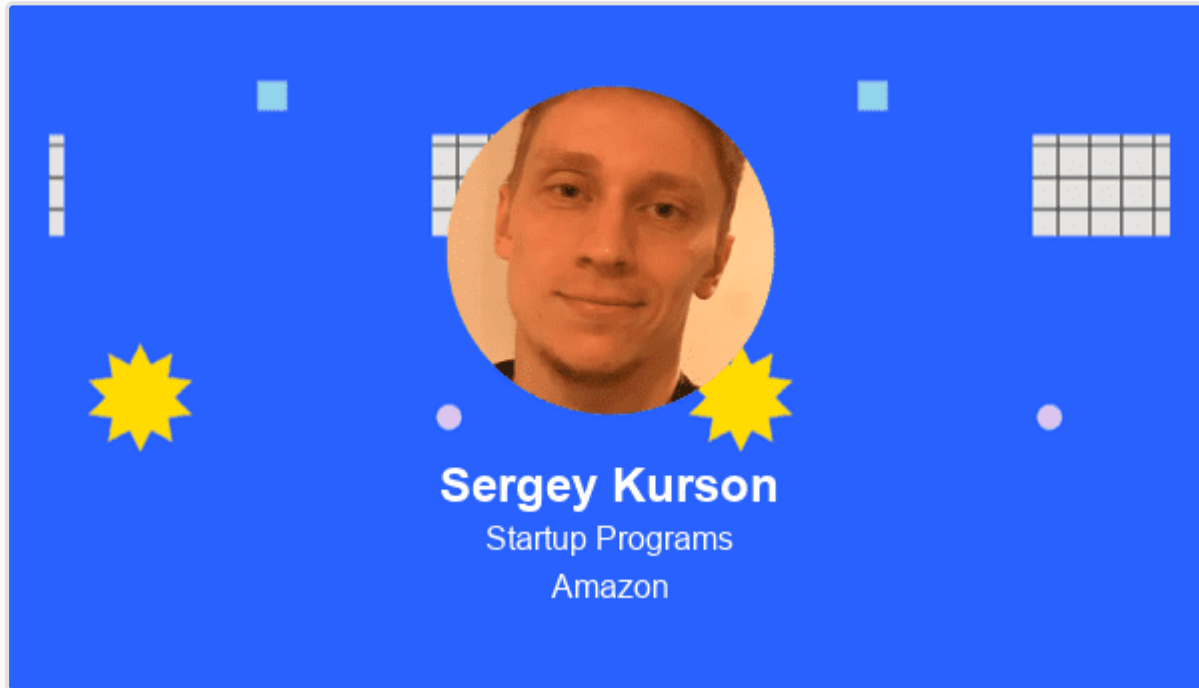
Background image could be changed in Containers

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

[Open in Modules Library](#)

product cards

## Structure with one speaker. Vertical aligned content



Brand Guidelines > Modules

> Structure with one speaker. Vertical aligned content

Background image could be changed in Containers

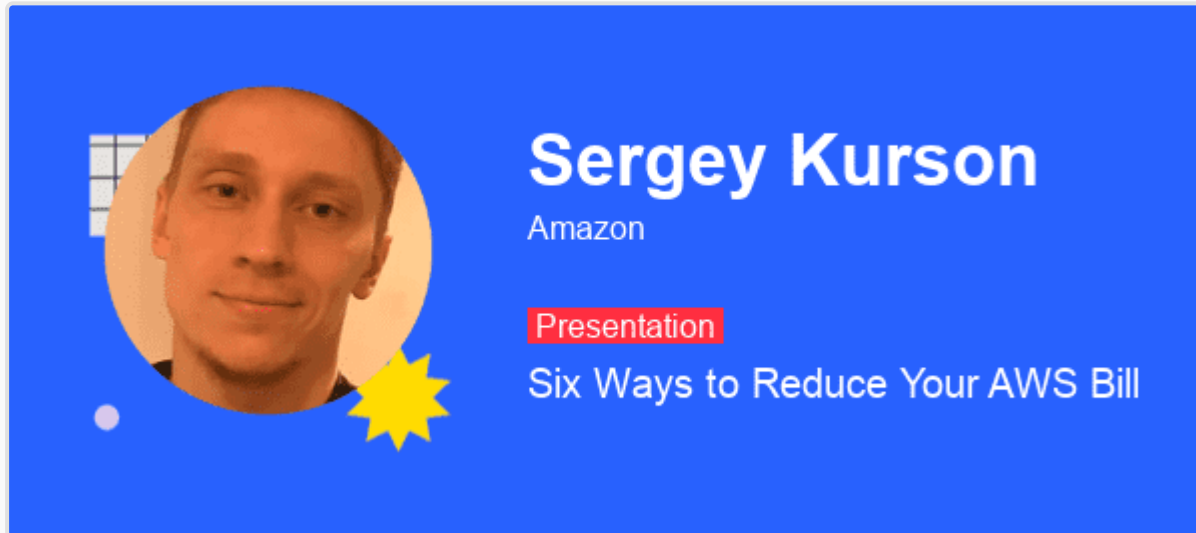
The HTML code of this module can be found in the Modules/Structure with one speaker. Vertical aligned content/ folder among downloaded assets.

[Open in Modules Library](#)



product cards

## Structure with one speaker. Horizontal aligned content



[Brand Guidelines](#) > [Modules](#)

> [Structure with one speaker. Horizontal aligned content](#)

Background image could be changed in Containers

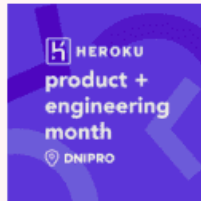
The HTML code of this module can be found in the Modules/Structure with one speaker. Horizontal aligned content/ folder among downloaded assets.

[Open in Modules Library](#)

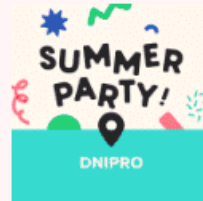
product cards

## Stripe with Past Events Section. 4 event cards

### Past Events



Startup. How can  
survive and grow?



Summer Party  
Startup Grind  
Dnipro



Startup Grind  
Dnipro Women  
2019



Startup Grind  
Dnipro End Of Year  
Party 2017

Brand Guidelines > Modules

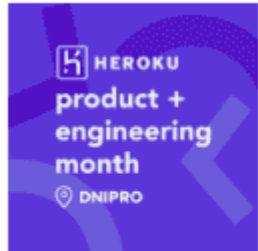
> Stripe with Past Events Section. 4 event cards

The HTML code of this module can be found in the Modules/Stripe with Past Events Section. 4 event cards/ folder among downloaded assets.

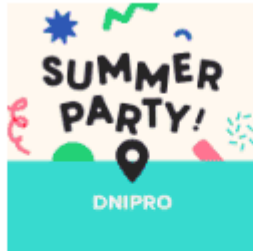
Open in Modules Library

product cards

## Structure with Past Events. 4 event cards



Startup. How can  
survive and grow?



Summer Party  
Startup Grind  
Dnipro



Startup Grind  
Dnipro Women  
2019



Startup Grind  
Dnipro End Of Year  
Party 2017

[Brand Guidelines](#) > [Modules](#) > [Structure with Past Events. 4 event cards](#)

The HTML code of this module can be found in the  
Modules/Structure with Past Events. 4 event cards/ folder  
among downloaded assets.

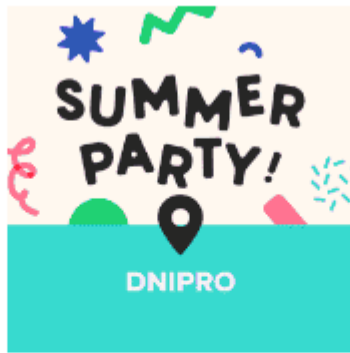
[Open in Modules Library](#)

product cards

## Structure with Past Events. 3 event cards



Startup. How can survive  
and grow?



Summer Party Startup  
Grind Dnipro



Startup Grind Dnipro  
Women 2019

[Brand Guidelines](#) > [Modules](#) > [Structure with Past Events. 3 event cards](#)

The HTML code of this module can be found in the Modules/Structure with Past Events. 3 event cards/ folder among downloaded assets.

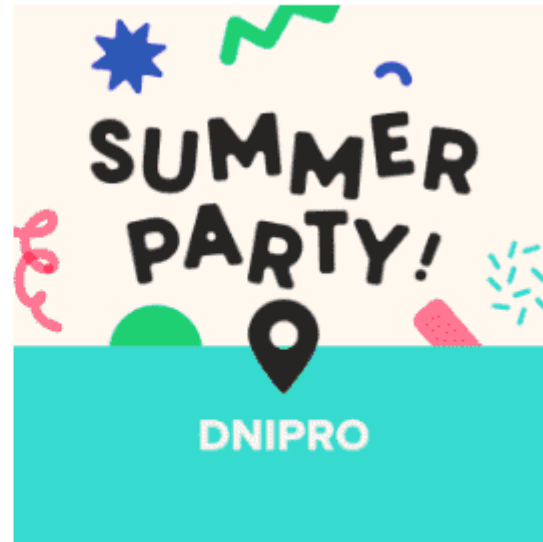
[Open in Modules Library](#)

product cards

## Structure with Past Events. 2 event cards



Startup. How can survive and grow?



Summer Party Startup Grind Dnipro

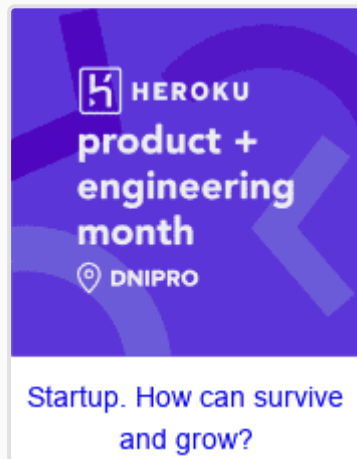
[Brand Guidelines](#) > [Modules](#) > [Structure with Past Events. 2 event cards](#)

The HTML code of this module can be found in the Modules/Structure with Past Events. 2 event cards/ folder among downloaded assets.

[Open in Modules Library](#)

product cards

## Container with Past Event. 1 event card



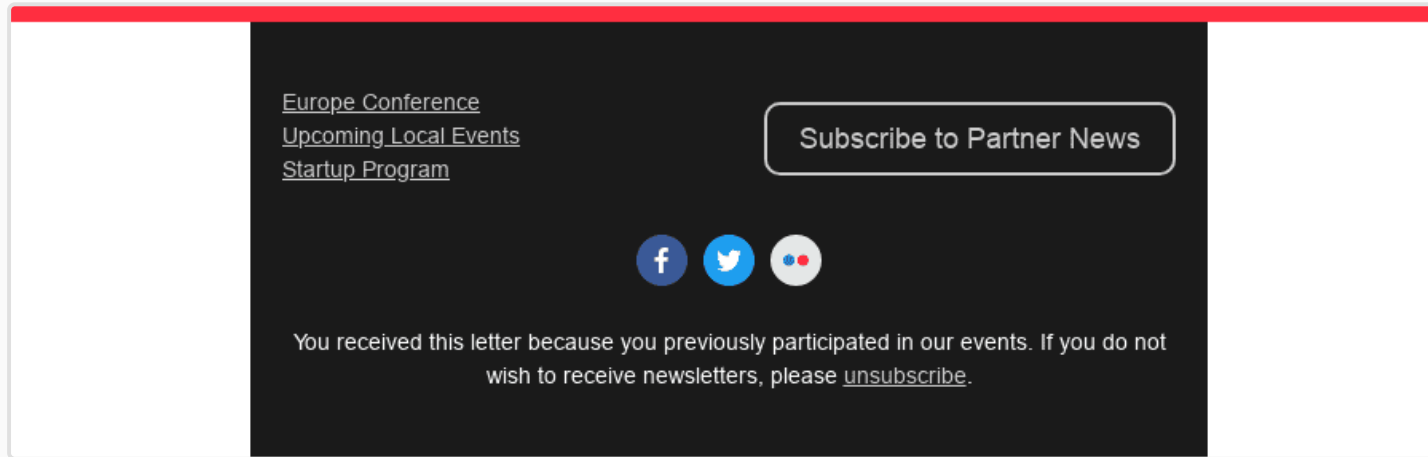
[Brand Guidelines](#) > [Modules](#) > [Container with Past Event. 1 event card](#)

The HTML code of this module can be found in the Modules/Container with Past Event. 1 event card/ folder among downloaded assets.

[Open in Modules Library](#)

footers

## Full widths colored footer



[Brand Guidelines](#) > [Modules](#) > [Full widths colored footer](#)

Contains button to partner news subscribe, social icons and unsubscribe link

The HTML code of this module can be found in the Modules/Full widths colored footer/ folder among downloaded assets.

[Open in Modules Library](#)

other

## One item of Agenda

18:10

Product and processes. Explore the selected business model, team, apply technology, processes in the team develops, tests a hypothesis and analyzes growth.

[Brand Guidelines](#) > [Modules](#) > [One item of Agenda](#)

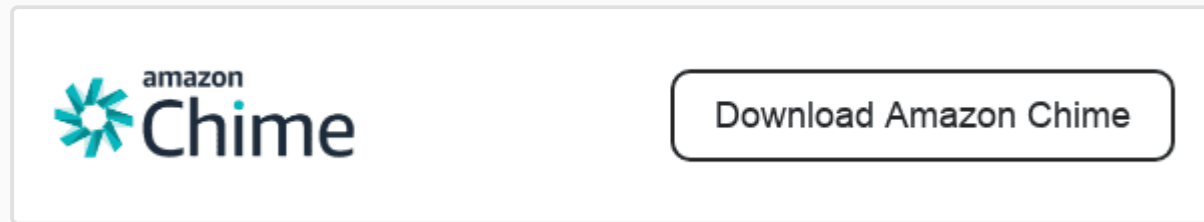
The HTML code of this module can be found in the Modules/One item of Agenda/ folder among downloaded assets.

[Open in Modules Library](#)



other

## Amazon Chime logo with Download app button



[Brand Guidelines](#) > [Modules](#)

> [Amazon Chime logo with Download app button](#)

The HTML code of this module can be found in the Modules/Amazon Chime logo with Download app button/ folder among downloaded assets.

[Open in Modules Library](#)

other

## Module with event cost and Register button

### Price

Completely FREE registration required

Register

[Brand Guidelines](#) > [Modules](#)

> [Module with event cost and Register button](#)

The HTML code of this module can be found in the Modules/Module with event cost and Register button/ folder among downloaded assets.

[Open in Modules Library](#)

other

## Stripe section with sponsors and about SG info

Startup Grind is proudly supported by



We are a global startup community designed to **educate**, **inspire** and **connect entrepreneurs**. Founded in Silicon Valley, Startup Grind now spans over 600 cities across the world.

[Brand Guidelines](#) > [Modules](#)

> [Stripe section with sponsors and about SG info](#)

The HTML code of this module can be found in the Modules/Stripe section with sponsors and about SG info/ folder among downloaded assets.

[Open in Modules Library](#)

other

## Sponsors Section

Startup Grind is proudly supported by



[Brand Guidelines](#) > [Modules](#) > [Sponsors Section](#)

The HTML code of this module can be found in the Modules/Sponsors Section/ 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 **Startup Grind** via [support@startupgrind.com](mailto:support@startupgrind.com) .

# startupgrind

[Facebook](#), [Twitter](#).