startup**grind**

Brand Guidelines

Project StartupGrind

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!

Contents

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 [1]

600px
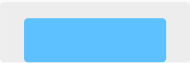
Default Padding [2]

0px

Default Padding [2]

Left

20px

Right

20px

Top

20px

Bottom

0px

Email Background Color
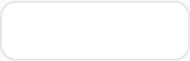
#FFFFFF

Content Background Color

#FFFFFF
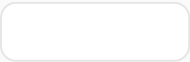
Font Family

proxima-nova, Arial, Tahoma, sans-serif

Font Size [3]

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 [4]
3.33

Underline Links
Yes

Headings Styles

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

Heading 1

Font Size	Font Weight	Font Style	Font Color
36px	**bold**	**normal**	**#0E0E0E**

Heading 2

Font Size	Font Weight	Font Style	Font Color
24px	**normal**	**normal**	**#0E0E0E**

Heading 3

Font Size	Font Weight	Font Style	Font Color
20px	**normal**	**normal**	**#0E0E0E**

Header Styles

Background Color
transparent

Content Background Color
#FFFFFF
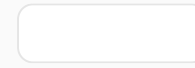
Font Size
14px

Font Color
#0E0E0E

Link Color
#0E0E0E

Footer Styles

Background Color
#1A1A1A

Content Background Color
#1A1A1A

Font Size
14px

Font Color
#FFFFFF
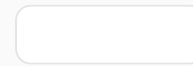
Link Color
#CCCCCC
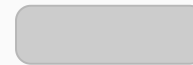
Button Styles

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

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**	**#FF2E40**

Border Right[1]

Width	Style	Color
0px	**solid**	**#FF2E40**

Border Top[1]

Width	Style	Color
0px	**solid**	**#FF2E40**

Border Bottom[1]

Width	Style	Color
0px	**solid**	**#FF2E40**

Internal Padding [2]

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

Info Area Styles

Font Color
#CCCCCC

Link Color
#CCCCCC

Font Size
12px

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

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

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

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
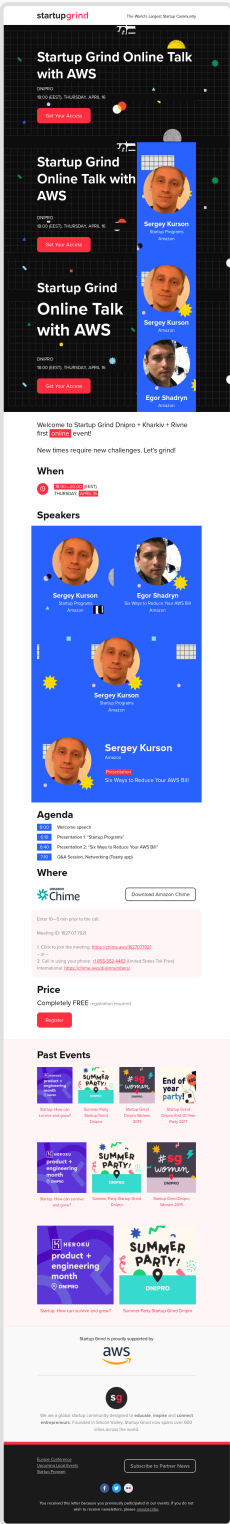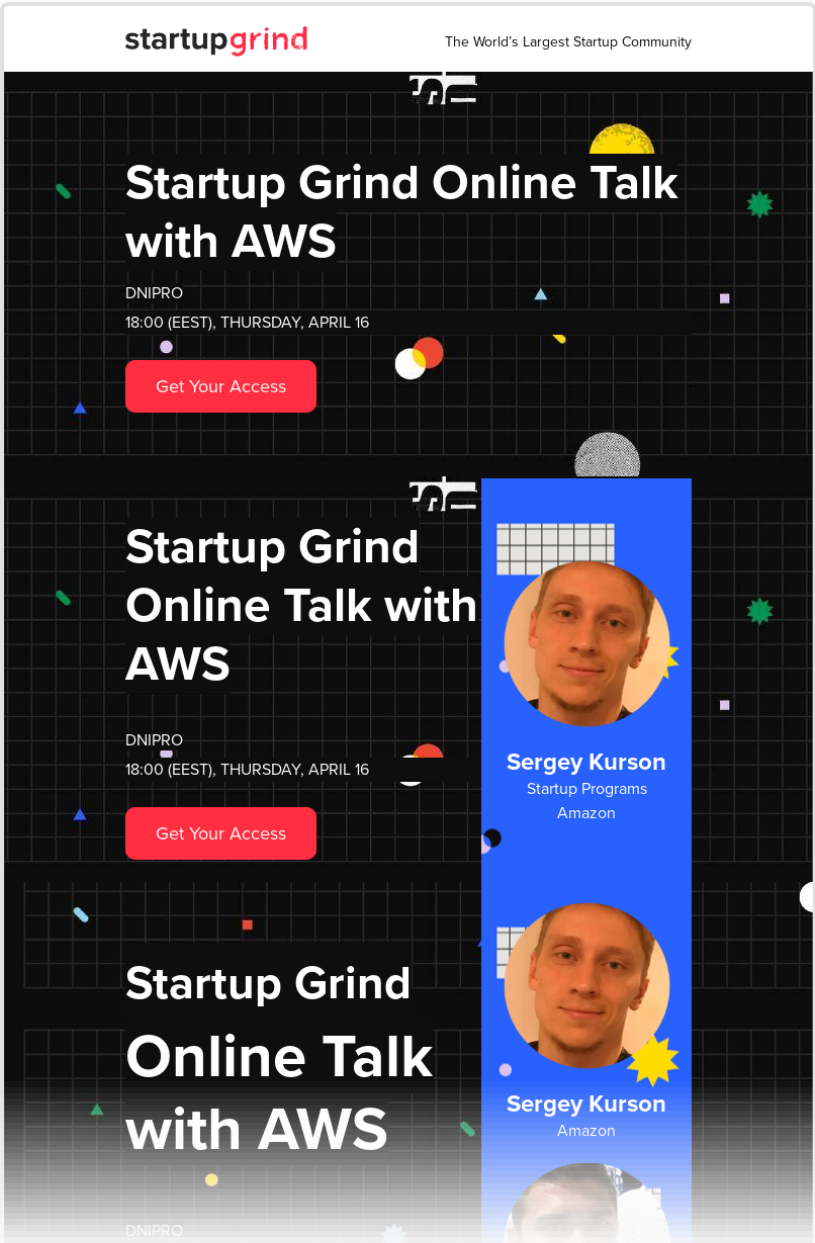
StartupGrind Offline Event

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

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

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

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

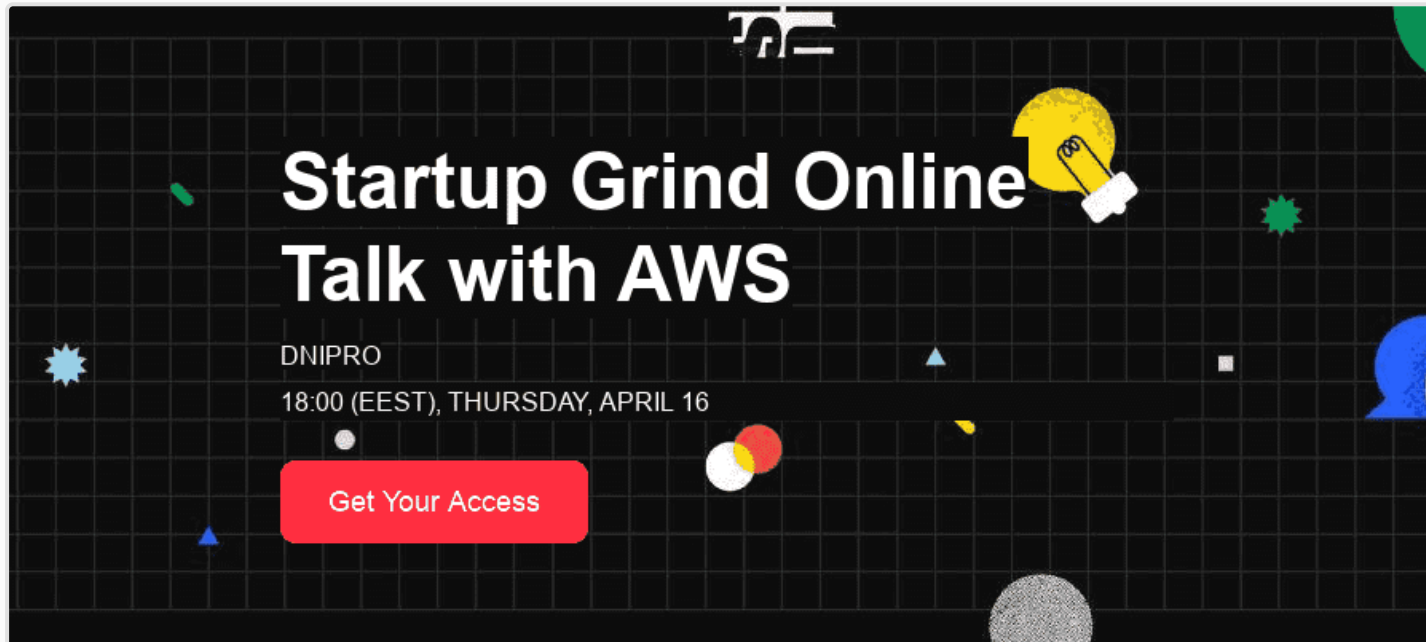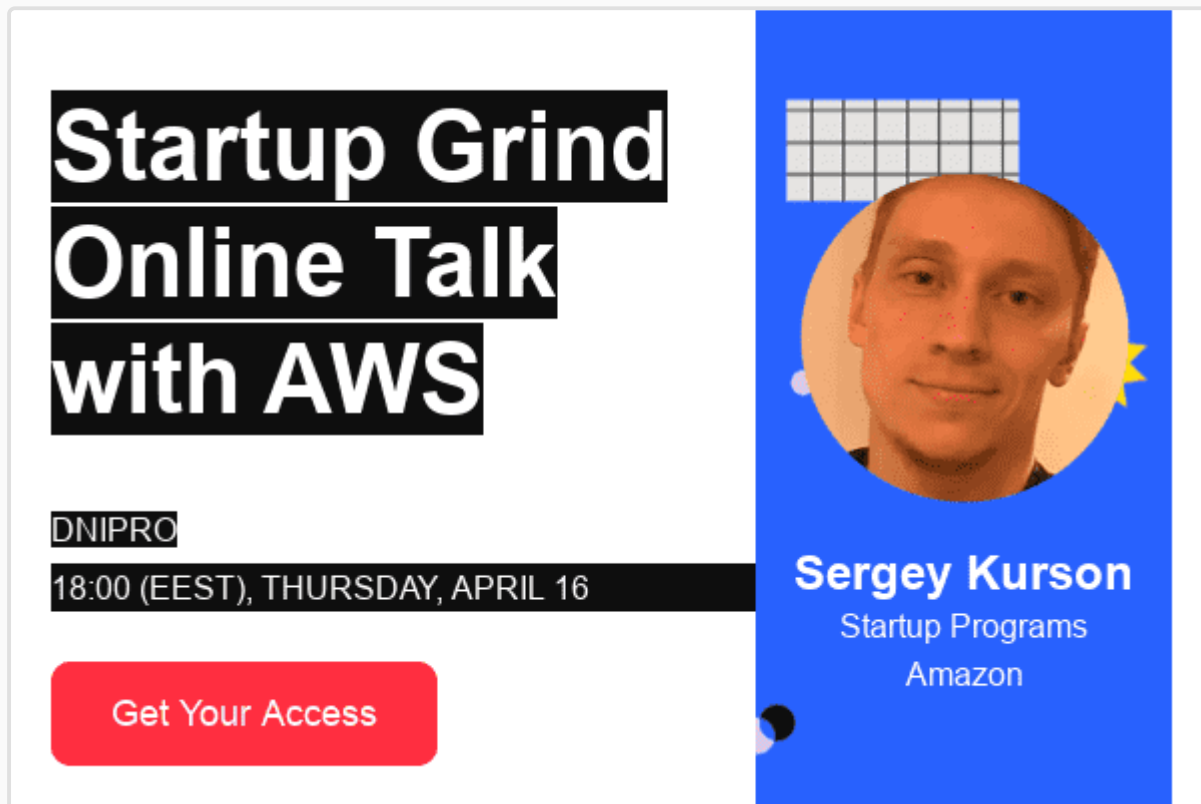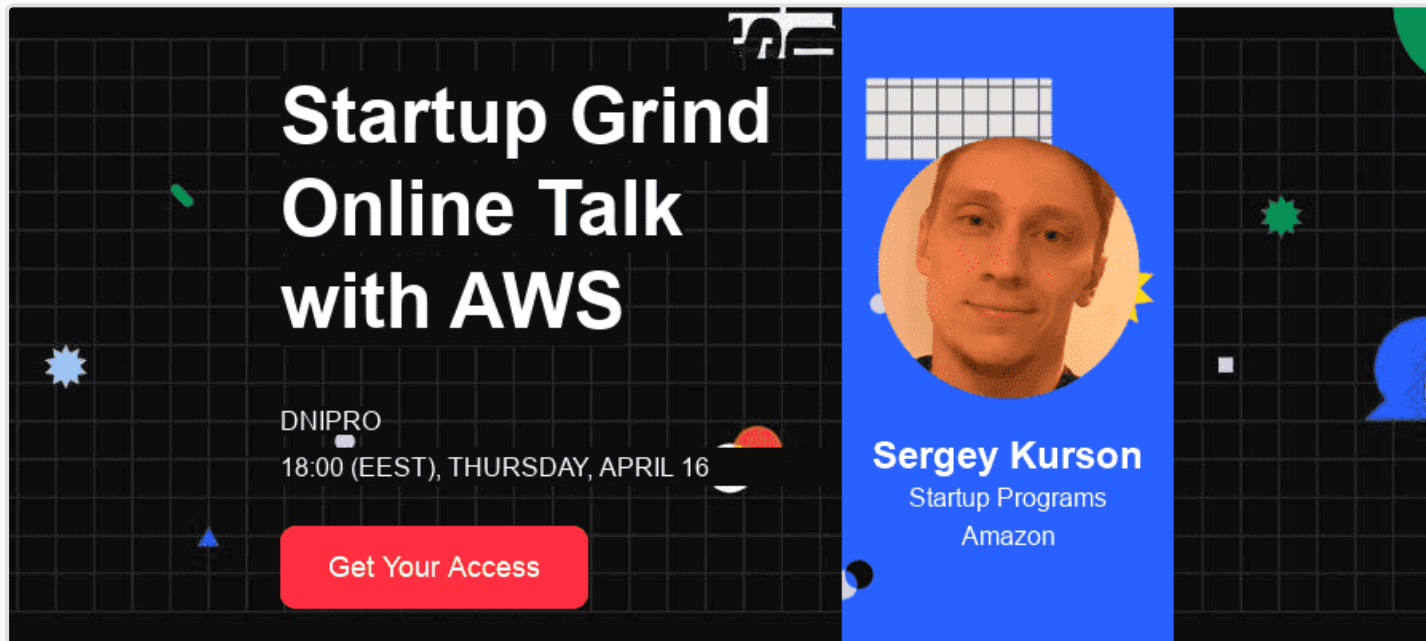# Structure Hero banner about Event with One Speaker

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

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

banners

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 (United States Toll-Free)
International: https://chime.aws/dialinnumbers/

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

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

Open in Modules Library

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.

info module
«When» Section with icon

When

18:00—20:00 (EEST)
THURSDAY, APRIL 16

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

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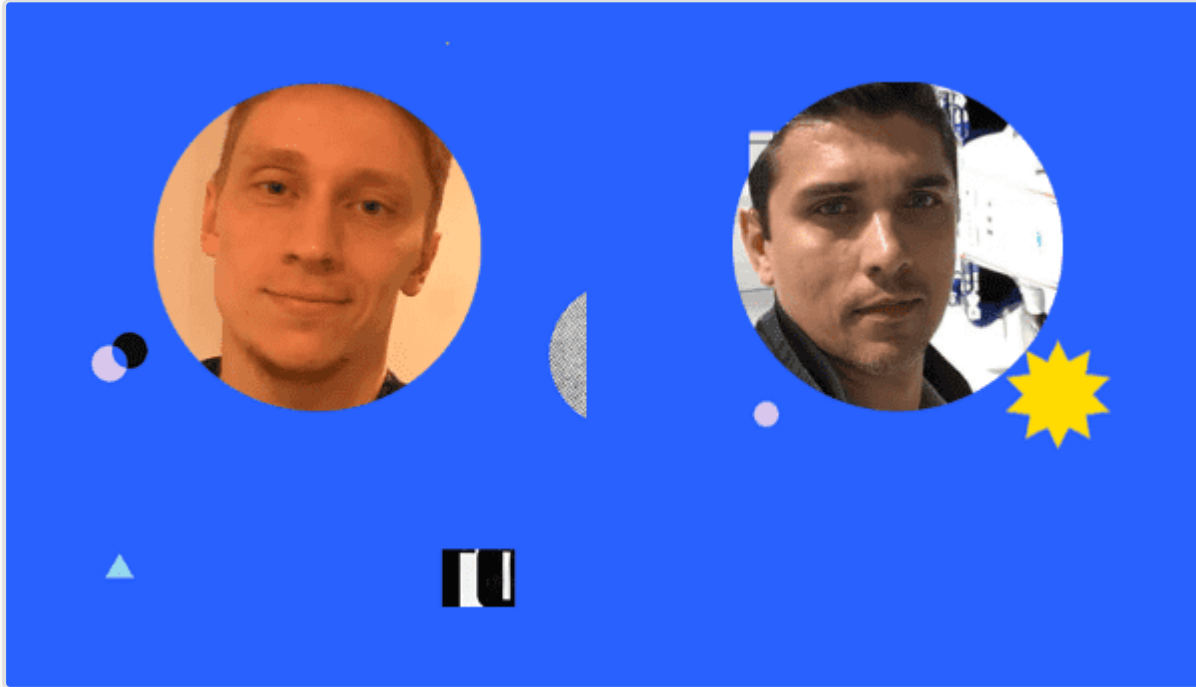
info module
«Where» Section with icon and map
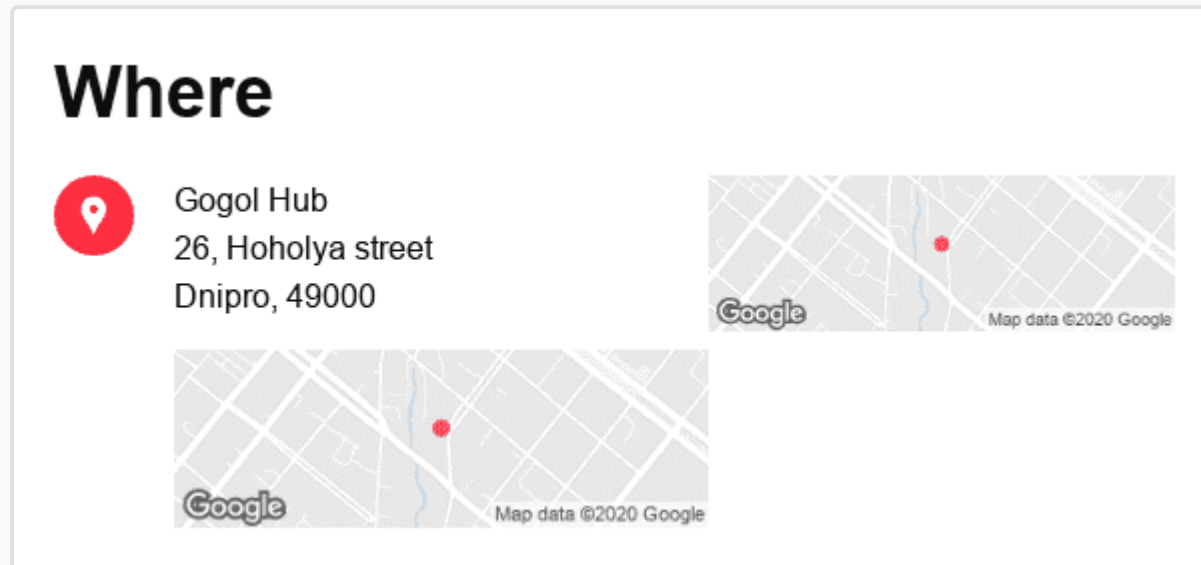
The HTML code of this module can be found in the Modules/«Where» Section with icon and map/ folder among downloaded assets.

Open in Modules Library
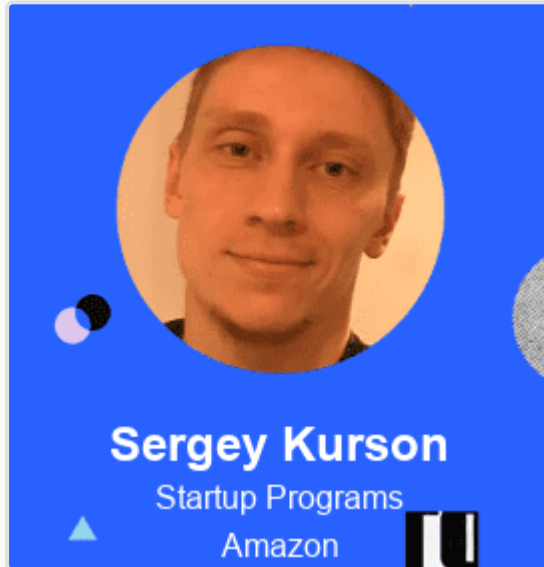
product cards
Structure with two speakers

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
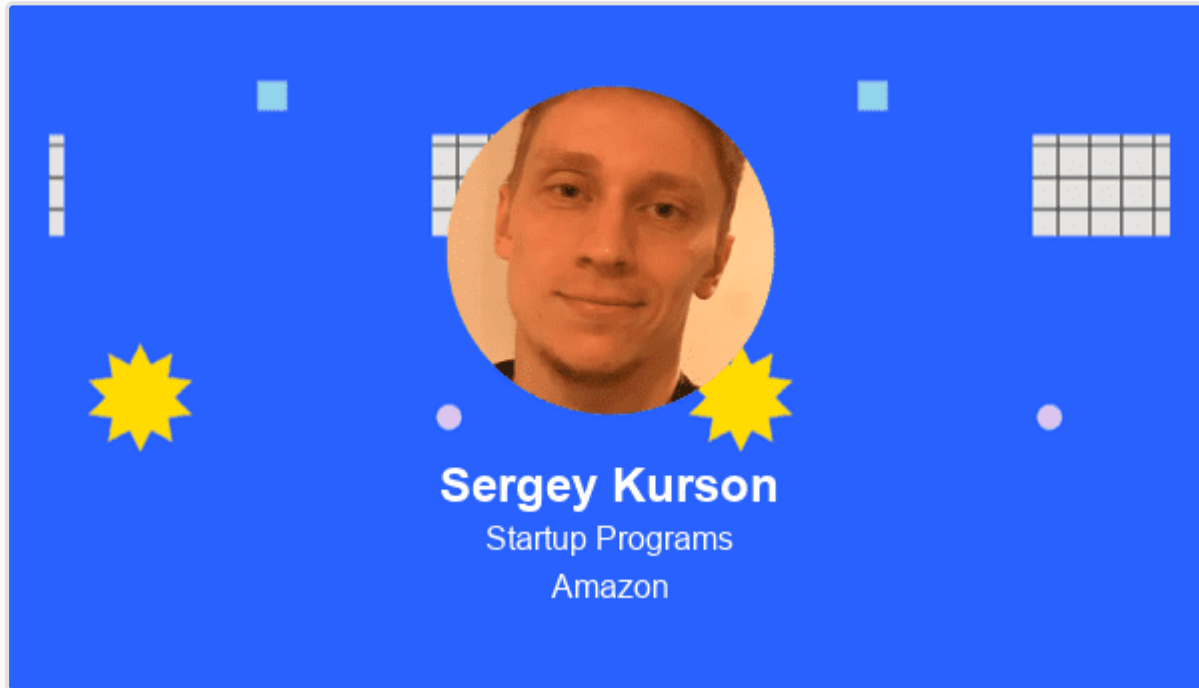
product cards
Container with speaker

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

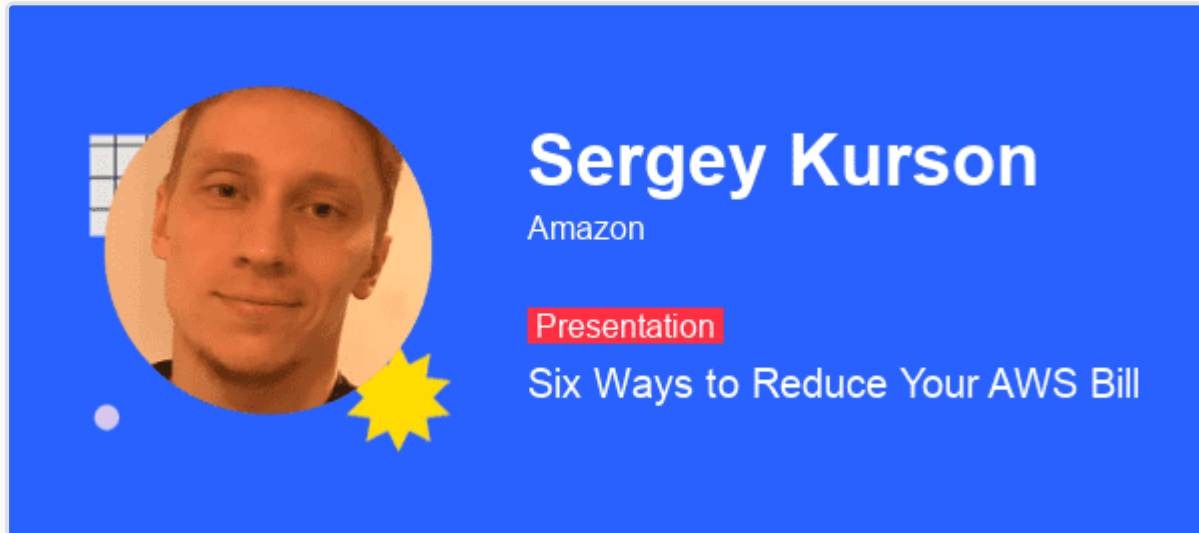# Structure with one speaker. Vertical aligned content

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
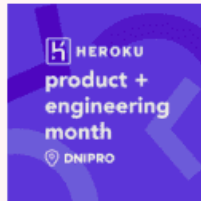
Background image could be changed in Containers

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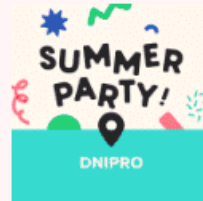
Open in Modules Library

product cards
Stripe with Past Events Section. 4 event cards

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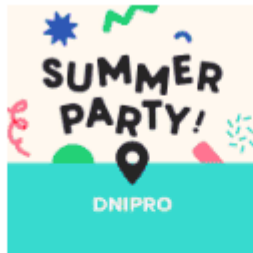
Open in Modules Library

product cards

Structure with Past Events. 4 event cards

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

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

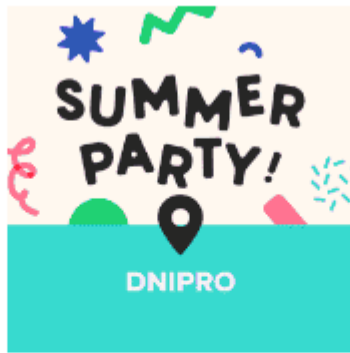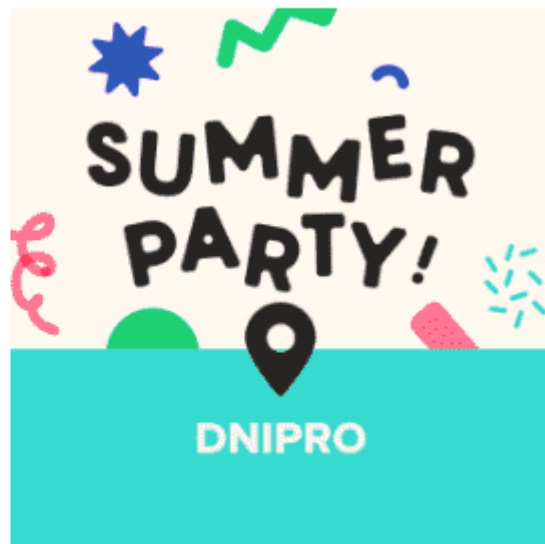Open in Modules Library

product cards

Structure with Past Events. 2 event cards

Startup. How can survive and grow?

Summer Party Startup Grind Dnipro

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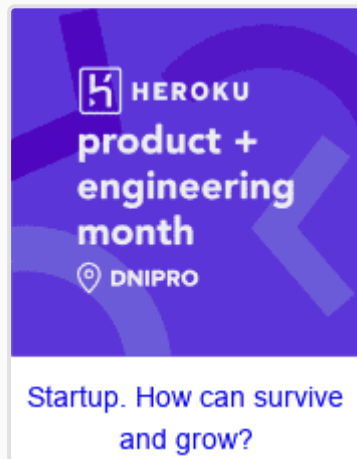
The HTML code of this module can be found in the Modules/Container with Past Event. 1 event card/ folder among downloaded assets.

Open in Modules Library

footers
Full widths colored footer

Contains button to partner news subscribe, social icons and unsubscribe link
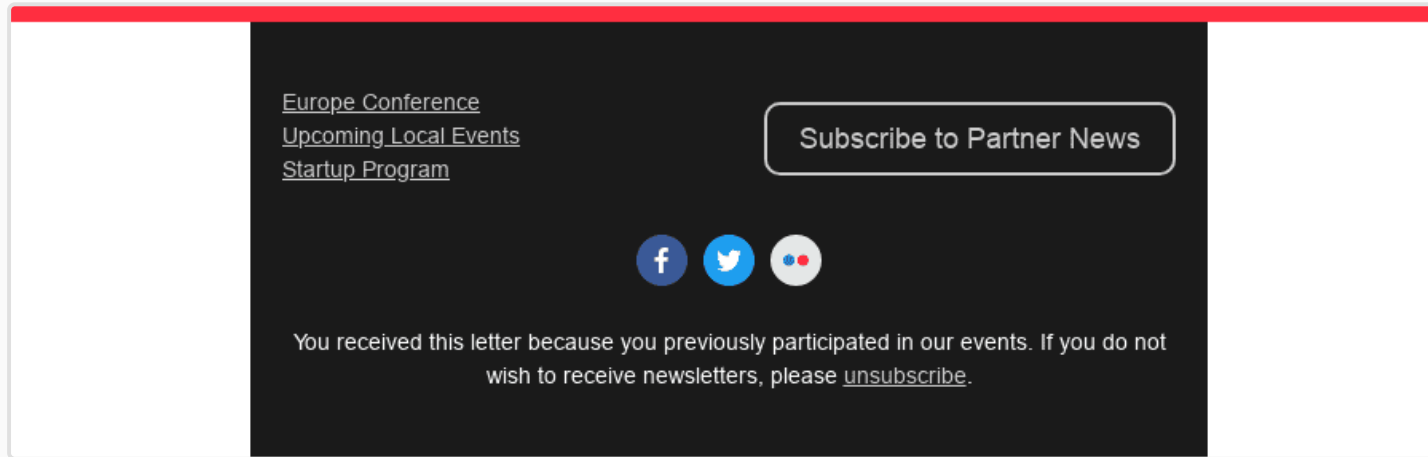
The HTML code of this module can be found in the Modules/Full widths colored footer/ folder among downloaded assets.

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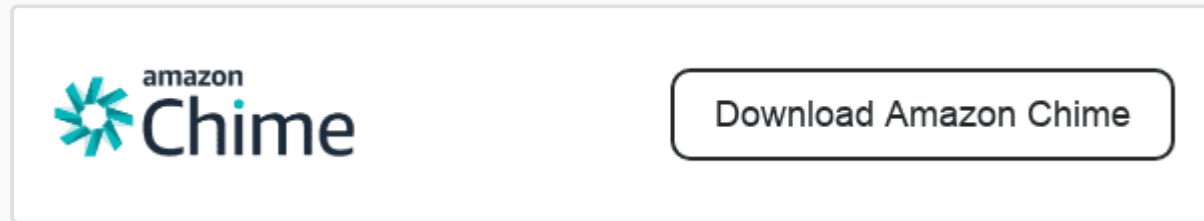
The HTML code of this module can be found in the Modules/One item of Agenda/ folder among downloaded assets.

Open in Modules Library

other
Amazon Chime logo with Download app button

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

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.

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

aws

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 .

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Facebook, Twitter.