

startupgrind

Brand Guidelines

Project StartupGrind

startupgrind

The World's Largest Startup Community

Startup Grind Online Talk
with AWS

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

Get your ticket


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

New times require new challenges. Let's grind!


When

18:00 (EEST), THURSDAY, APRIL 16

Speakers



Sergey Kurson
Startup Programs
Amazon



Egor Shadryn
Six Ways to Reduce Your AWS Bill
Amazon

Agenda

6:00

Welcome speech

6:10

Presentation 1: "Startup Programs"

6:40

Presentation 2: "Six Ways to Reduce Your AWS Bill"

7:10

Q&A Session, Networking (Toasty app)

Where



Download Amazon Chime

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:+1855-552-4463) (United States Toll-Free)

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

Introduction

Contents

Appearance

Templates

StartupGrind

Modules

Headers

Banners

Info Module

Product Cards

Footers

Other

Contacts

2

4

5

15

16

17

18

19

21

23

25

26

31

Appearance

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

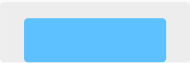
For your convenience, the style description is divided into different areas of email templates.

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

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


Headings Styles

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


Heading 1

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

Heading 2

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

Heading 3

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

Header Styles

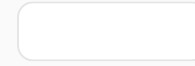
Background Color

transparent



Content Background Color

#FFFFFF



Font Size

14px

Font Color

#0E0E0E



Link Color

#0E0E0E



Footer Styles

Background Color

#1A1A1A



Content Background Color

#1A1A1A

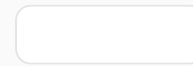


Font Size

14px

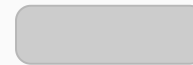
Font Color

#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 Left¹

Width	Style	Color	
0px	solid	#FF2E40	


Border Right¹

Width	Style	Color	
0px	solid	#FF2E40	

Border Top¹

Width	Style	Color	
0px	solid	#FF2E40	

Border Bottom¹

Width	Style	Color	
0px	solid	#FF2E40	

Internal Padding²

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

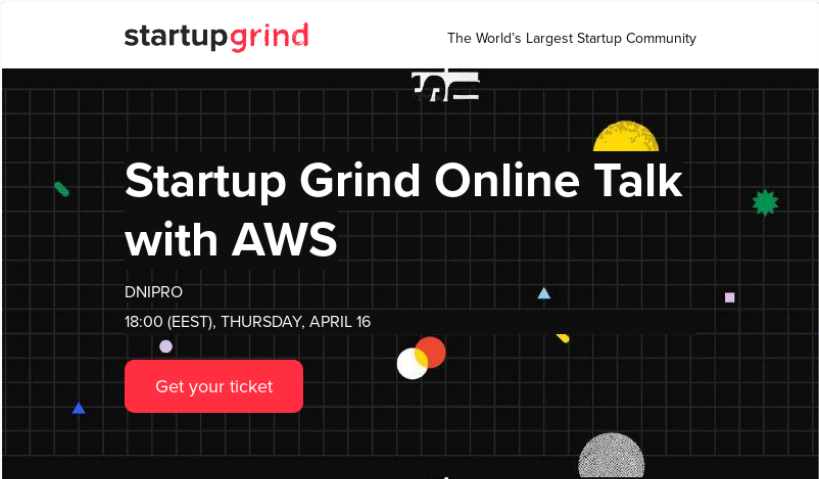
Mobile view styles are applied to the email elements for mobile devices.

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.



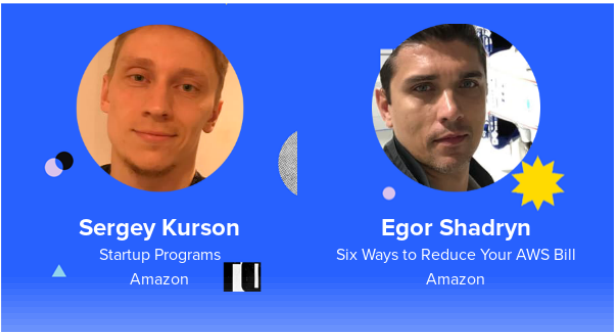
Welcome to Startup Grind Dnipro + Kharkiv + Rivne first **online** event!

New times require new challenges. Let's grind!

When

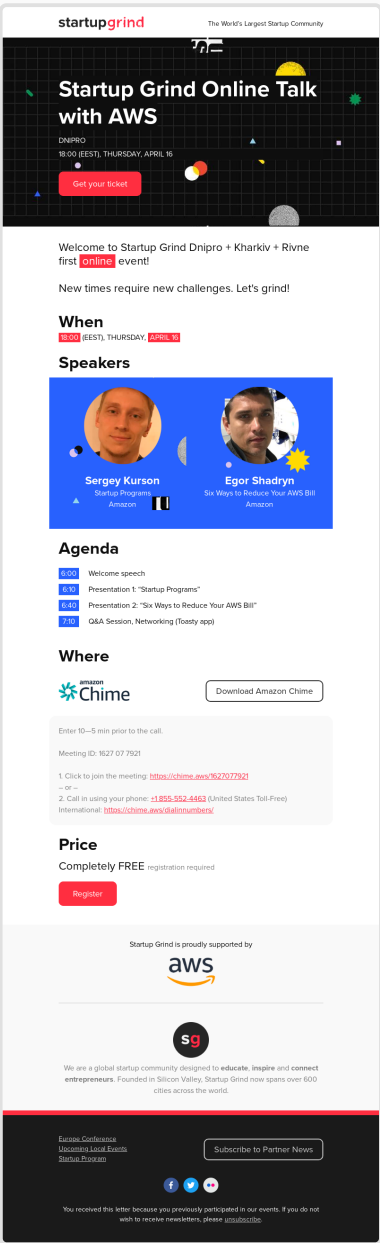
18:00 (EEST), THURSDAY, **APRIL 16**

Speakers



Agenda

18:00 Welcome speech



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](#).

Header stripe with Logo and Slogan

headers

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](#)

Structure Hero banner about Event banners

Startup Grind Online Talk with AWS

DNIPRO

18:00 (EEST), THURSDAY, APRIL 16

Get your ticket

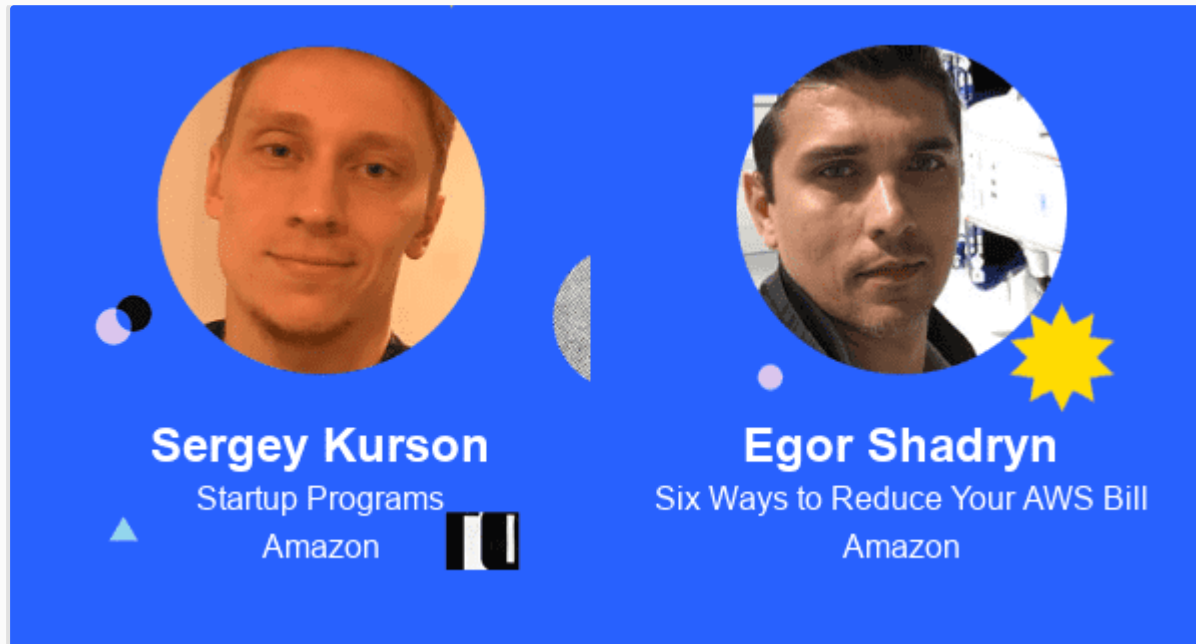
[Brand Guidelines](#) > [Modules](#) > [Structure Hero banner about Event](#)

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](#)

Structure with two speakers product cards



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

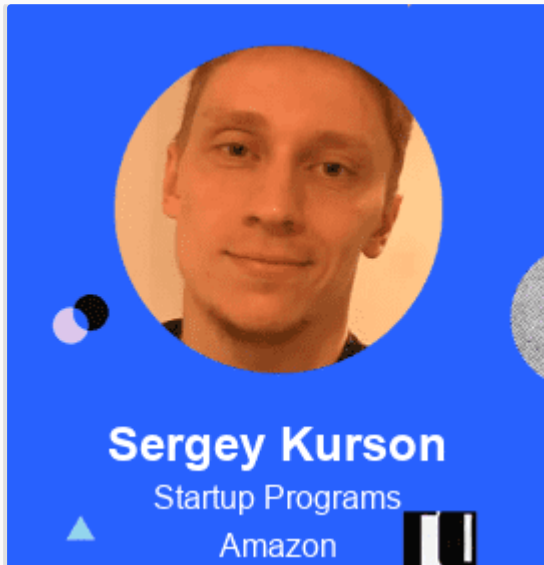
Background image could be changed in Containers

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

[Open in Modules Library](#)

Container with speaker

product cards



[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](#)

One item of Agenda other

6:10 Presentation 1: "Startup Programs"

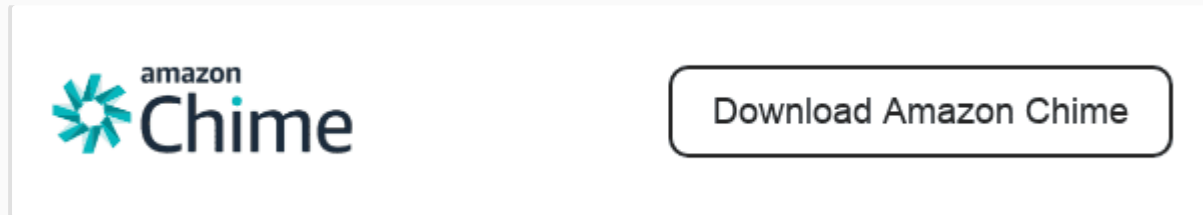
[Brand Guidelines](#) > [Modules](#) > [One item of Agenda](#)

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

[Open in Modules Library](#)

Amazon Chime logo with Download app button

other



[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](#)

Instruction for joining to Meeting

info module

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](#)

Module with event cost and Register button

other

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](#)

Stripe section with sponsors and about SG info

other

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](#)

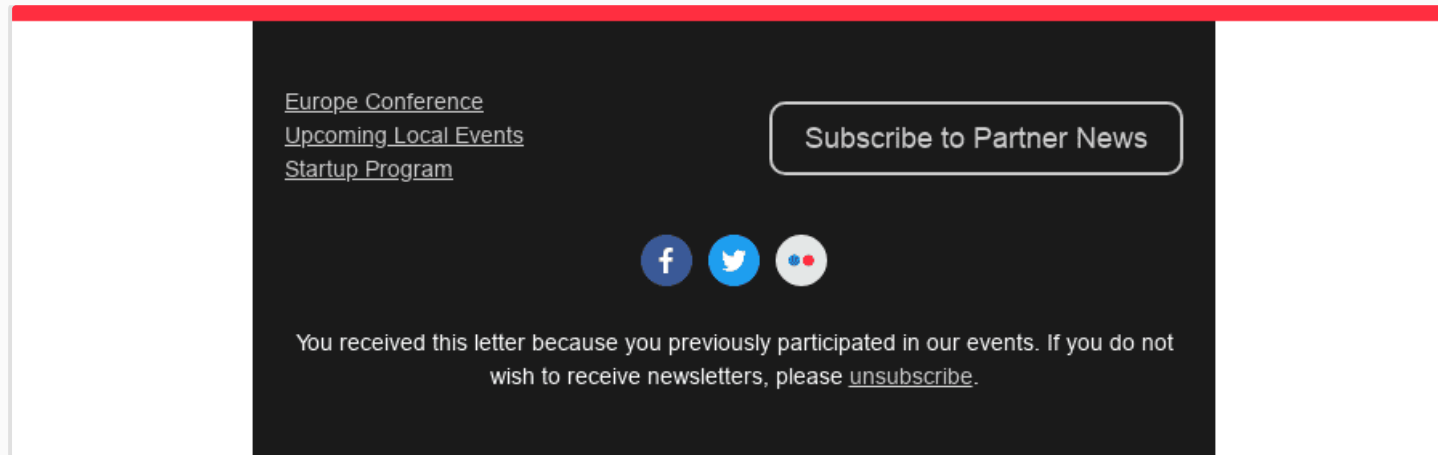
> [Stripe section with sponsors and about SG info](#)

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](#)

Full widths colored footer

footers



[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](#)

About Startup Grind company

info module



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](#)

Date and Time event when it happens other

When

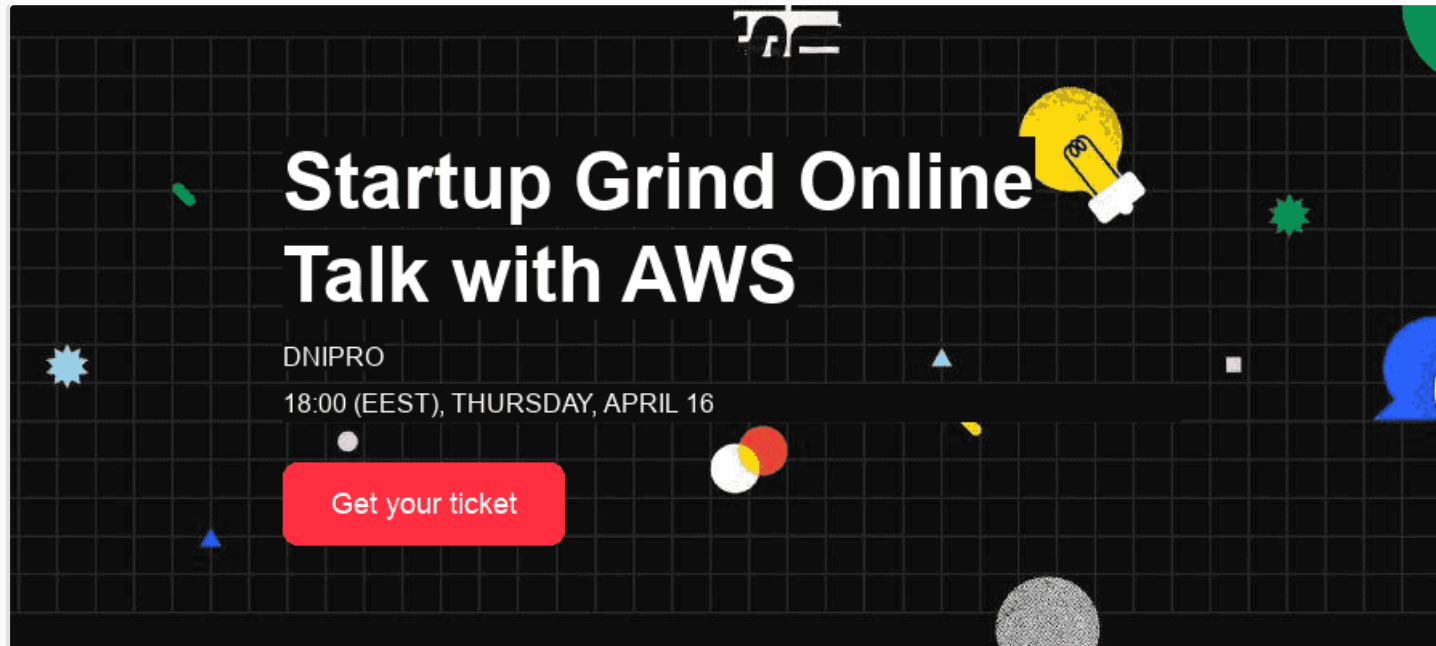
18:00 (EEST), THURSDAY, **APRIL 16**

[Brand Guidelines](#) > [Modules](#) > [Date and Time event when it happens](#)

The HTML code of this module can be found in the Modules/Date and Time event when it happens/ folder among downloaded assets.

[Open in Modules Library](#)

Stripe Hero banner about Event banners



[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](#)

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 or .

startupgrind

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