

# Brand Guidelines

Project Sample

**SPORTS** LIVE NEWS CONTACT

LOREM IPSUM DOLOR  
**HOME OF CHAMPS**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed varius, velit.

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**SHERWOOD**

**LIVE BROADCAST**  
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**LIVE BROADCAST**  
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**LIVE BROADCAST**  
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**LIVE BROADCASTS OF MATCHES**

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**GALLERY**

**Jets season preview: Projecting floor, ceiling for 2020 record**  
Get a fast paced look at the Jets off-season moves and see what they might mean in terms of wins and losses in 2020.  
WATCH NOW →

**"Top 100 Players of 2020": Five things the voters got wrong**  
Get a fast paced look at the Jets off-season moves and see what they might mean in terms of wins and losses in 2020.  
WATCH NOW →

**NEWS**

# 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 Sample

- 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 Sample visual identity.

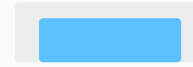
For your convenience, the style description is divided into different areas of email templates.

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>

**640px**



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

Left

**20px**

Right

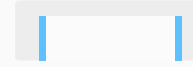
**20px**

Top

**20px**

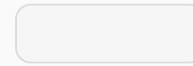
Bottom

**0px**



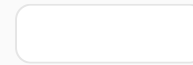
Email Background Color

**#F6F6F6**



Content Background Color

**#FFFFFF**



Font Family

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

Font Size <sup>3</sup>

**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

**#333333**



Link Color

**#CC0000**



Line Spacing <sup>4</sup>

**4.14**

Underline Links

**Yes**

# Headings Styles

Font Family

**"Noto Sans", Arial, Roboto, sans-serif**

## Heading 1

Font Size

**29px**

Font Weight

**bold**

Font Style

**normal**

Font Color

**#010101**



## Heading 2

Font Size

**24px**

Font Weight

**bold**

Font Style

**normal**

Font Color

**#333333**



## Heading 3

Font Size

**18px**

Font Weight

**bold**

Font Style

**normal**

Font Color

**#333333**





# Header Styles

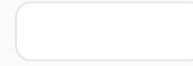
Background Color

**transparent**



Content Background Color

**#FFFFFF**



Font Size

**14px**

Font Color

**#333333**



Link Color

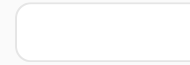
**#1376C8**



# Footer Styles

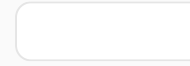
Background Color

**#FFFFFF**



Content Background Color

**#FFFFFF**



Font Size

**12px**

Font Color

**#000000**



Link Color

**#000000**



# Button Styles

Button Color

**#CC0000**



Highlighted button color

**#990000**



Font Color

**#FFFFFF**



Font Family

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

Font Size

**14px**

Font Weight

**bold**

Border-radius

**3px**

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  
**0px**

Style  
**solid**

Color  
**#CC0000**



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

Width  
**0px**

Style  
**solid**

Color  
**#CC0000**



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

Width  
**0px**

Style  
**solid**

Color  
**#CC0000**



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

Width  
**0px**

Style  
**solid**

Color  
**#CC0000**



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

Left  
**20px**

Right  
**20px**

Top  
**10px**

Bottom  
**10px**

# 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

Font Size of Header

**13px**

Font Size of Main Text

**16px**

Font Size of Footer

**12px**

Font Size of Info Area

**11px**

Font Size of Menu Items

**13px**

Font Size of Heading 1

**28px**

Alignment

**center**

Font Size of Heading 2

**24px**

Alignment

**center**

Font Size of Heading 3

**18px**

Alignment

**center**

Font Size of Button text

**13px**

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

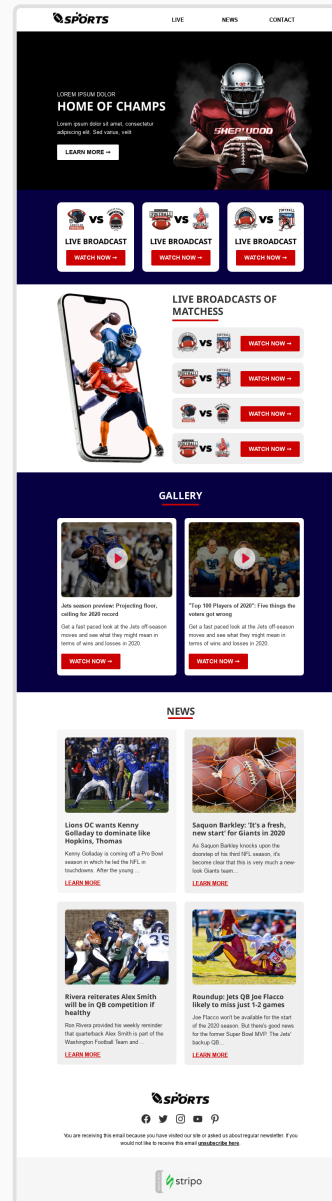
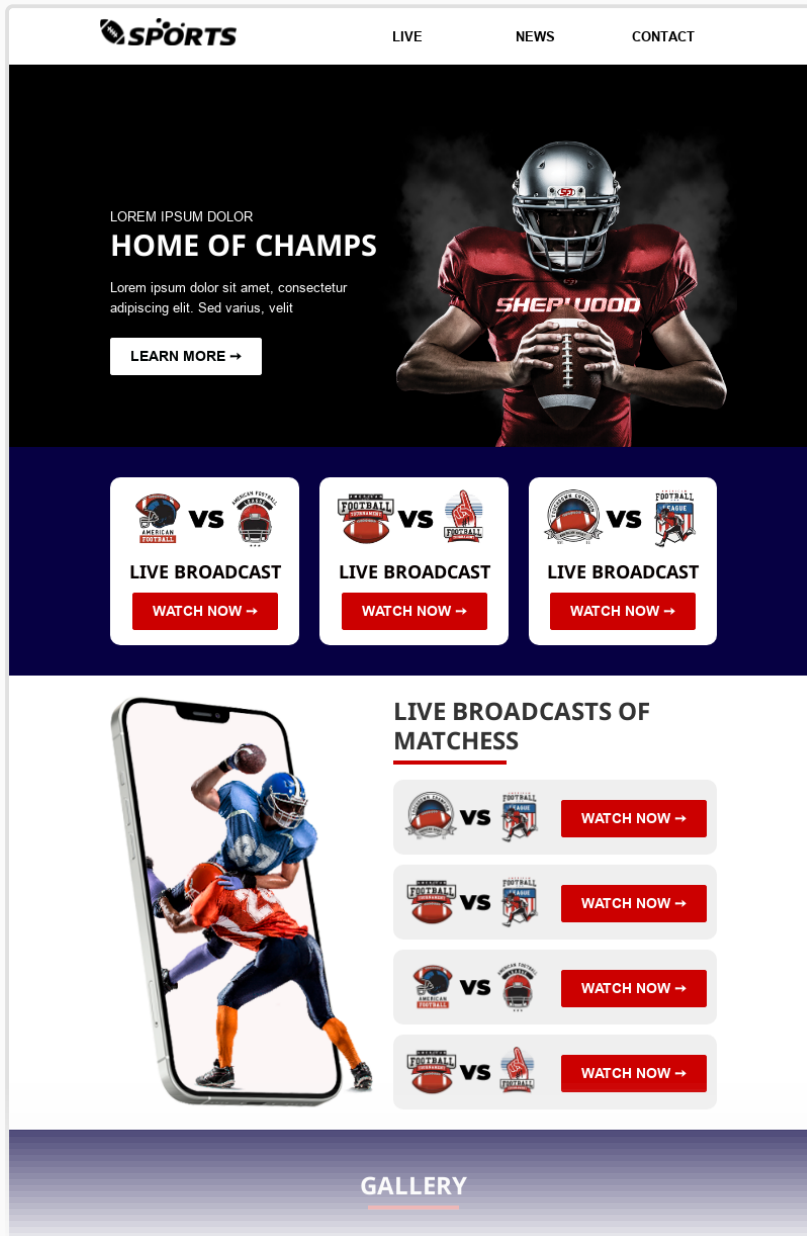
# Templates section

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

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.

# Broadcast week



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.

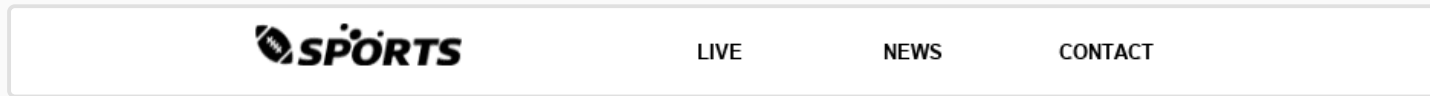
The modules, presented in this section, are grouped into the following categories, according to the areas of email templates:

- Headers
- Banners
- Blog Post
- Set of Blog Posts
- Info Module
- Footers

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

headers

# Header



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

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

[Open in Modules Library](#)

banners

## wo-container structure with image, heading, text, and button



Brand Guidelines > Modules

> wo-container structure with image, heading, text, and button

The HTML code of this module can be found in the Modules/wo-container structure with image, heading, text, and button/ folder among downloaded assets.

[Open in Modules Library](#)

blog post

## Container of vertical blog post card with image, title, description and CTA link



### Saquon Barkley: 'It's a fresh, new start' for Giants in 2020

As Saquon Barkley knocks upon the doorstep of his third NFL season, it's become clear that this is very much a new-look Giants team...

[LEARN MORE](#)

Brand Guidelines > Modules

> Container of vertical blog post card with image, title, description and CTA link

The HTML code of this module can be found in the Modules/Container of vertical blog post card with image, title, description and CTA link/ folder among downloaded assets.

[Open in Modules Library](#)

set of blog posts

## Two-container structure with image, heading, and text (2)



### Rivera reiterates Alex Smith will be in QB competition if healthy

Ron Rivera provided his weekly reminder that quarterback Alex Smith is part of the Washington Football Team and ...

[LEARN MORE](#)



### Roundup: Jets QB Joe Flacco likely to miss just 1-2 games

Joe Flacco won't be available for the start of the 2020 season. But there's good news for the former Super Bowl MVP. The Jets' backup QB...

[LEARN MORE](#)

Brand Guidelines > Modules

> Two-container structure with image, heading, and text (2)

The HTML code of this module can be found in the Modules/Two-container structure with image, heading, and text (2)/ folder among downloaded assets.

[Open in Modules Library](#)

set of blog posts

## Two-container structure with image, heading, and text



### Jets season preview: Projecting floor, ceiling for 2020 record

Get a fast paced look at the Jets off-season moves and see what they might mean in terms of wins and losses in 2020.

[WATCH NOW →](#)



### "Top 100 Players of 2020": Five things the voters got wrong

Get a fast paced look at the Jets off-season moves and see what they might mean in terms of wins and losses in 2020.

[WATCH NOW →](#)

Brand Guidelines > Modules

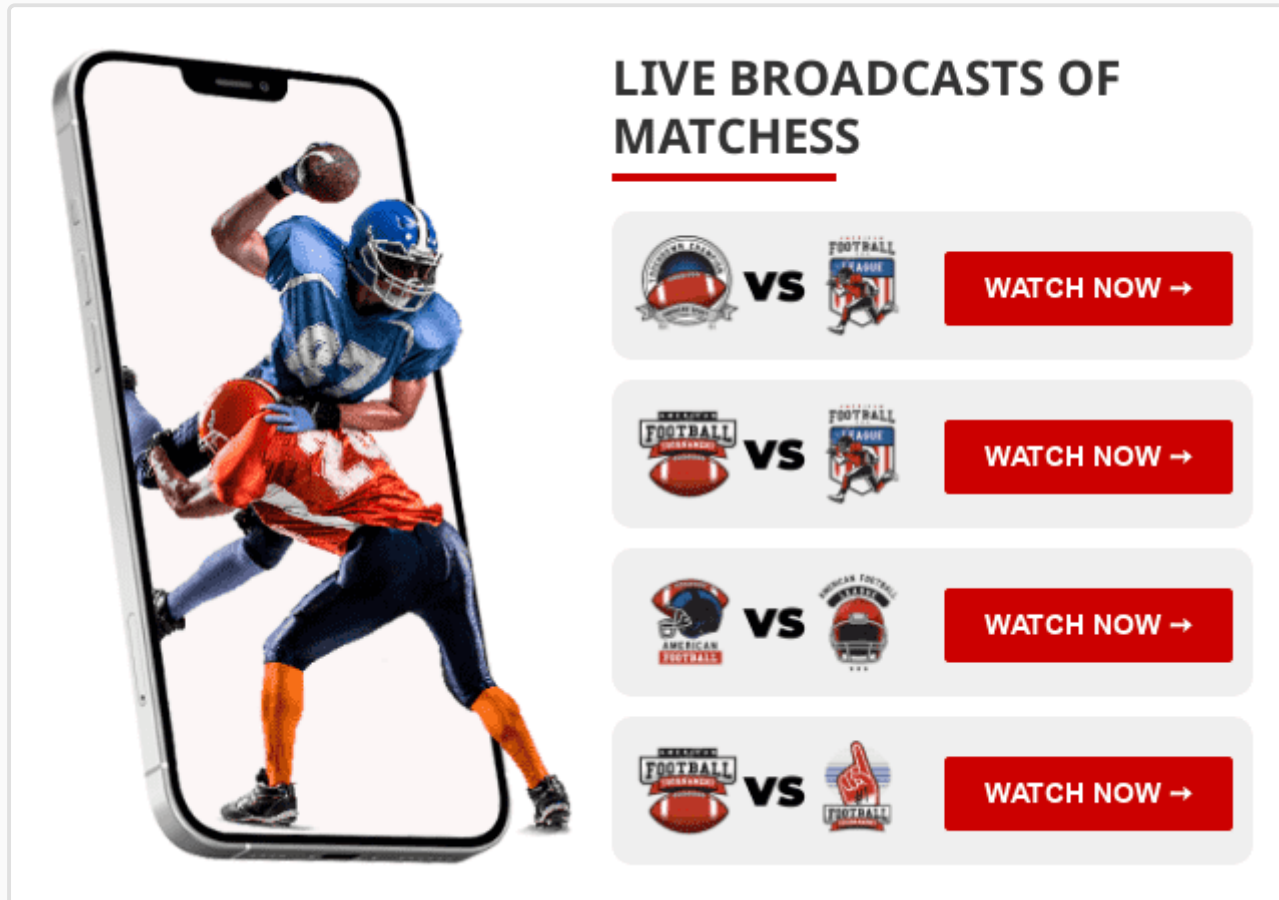
> Two-container structure with image, heading, and text

The HTML code of this module can be found in the Modules/Two-container structure with image, heading, and text/ folder among downloaded assets.

[Open in Modules Library](#)

info module

## Two-container structure with image, heading, and button



Brand Guidelines > Modules

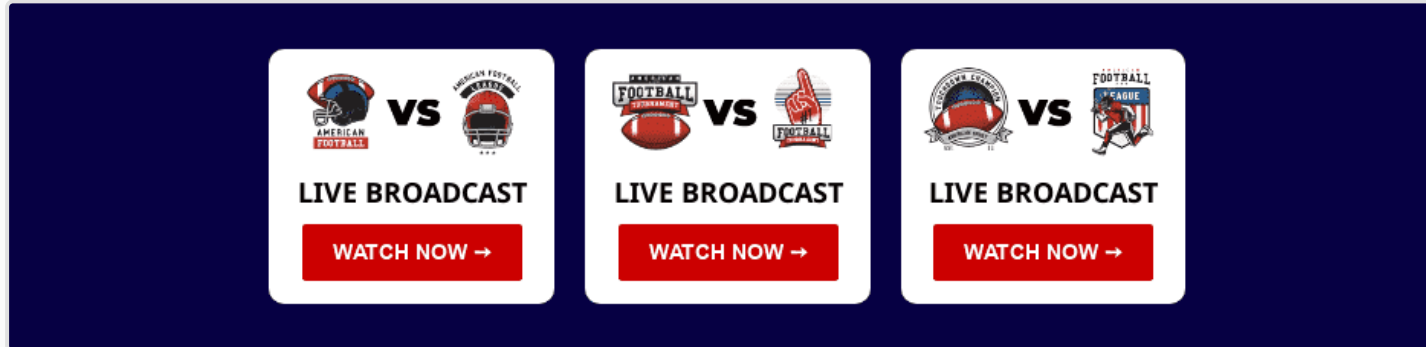
> Two-container structure with image, heading, and button

The HTML code of this module can be found in the Modules/Two-container structure with image, heading, and button/ folder among downloaded assets.

[Open in Modules Library](#)

info module

## Three-container structure with image, heading, and button



Brand Guidelines > Modules

> Three-container structure with image, heading, and button

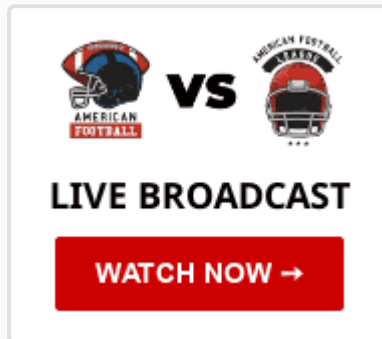
The HTML code of this module can be found in the Modules/Three-container structure with image, heading, and button/ folder among downloaded assets.

[Open in Modules Library](#)



info module

## Container of feature card with match info



[Brand Guidelines](#) > [Modules](#) > [Container of feature card with match info](#)

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

[Open in Modules Library](#)

footers

## Footer



You are receiving this email because you have visited our site or asked us about regular newsletter. If you would not like to receive this email [unsubscribe here](#).

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

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 Stripo via [contact@stripo.email](mailto:contact@stripo.email) or +14159407047.



Facebook, Twitter, YouTube, Instagram, Pinterest, LinkedIn.