



Brand Standards Manual

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We Deliver Email that Matters

Email is hands down the most effective way to build and nurture customer relationships today. Companies that think strategically about email as a set of meaningful customer touchpoints—taking care to send it at the right time, with the right content, and for the right people—will yield a competitive advantage.

SendGrid's trusted platform, tools, and expert services team make it effortless for developers and marketers to craft, segment, test, and successfully deliver all of their email, no matter the use case: purchase confirmations, password reset instructions, an upcoming sale, or a nurturing campaign.



GENERAL GUIDELINES



Anatomy of the SendGrid logo



Preferred primary version for light backgrounds



Preferred primary version for dark backgrounds

Primary Corporate Signature

The corporate signature is the major visual symbol of the SendGrid brand and includes the message infinity symbol, the logo type (SendGrid), and a “registered” symbol (®).

The logo type must always be written as SendGrid—with letters “S” and “G” capitalized; with “Send” and “Grid” conjoined.

The infinity symbol is the primary symbol that represents the company and should be used in all of the company’s products and applications.

Use of the corporate signature is carefully controlled. It is unique to SendGrid and must not be recreated or reproduced in any way. The corporate signature must always be reproduced from the original artwork supplied by the company’s Design Team.

SECONDARY CORPORATE SIGNATURE



Preferred version of secondary mark for light backgrounds



Preferred version of small secondary mark for light backgrounds



Preferred version of secondary mark for dark backgrounds



Preferred version of small secondary mark for dark backgrounds

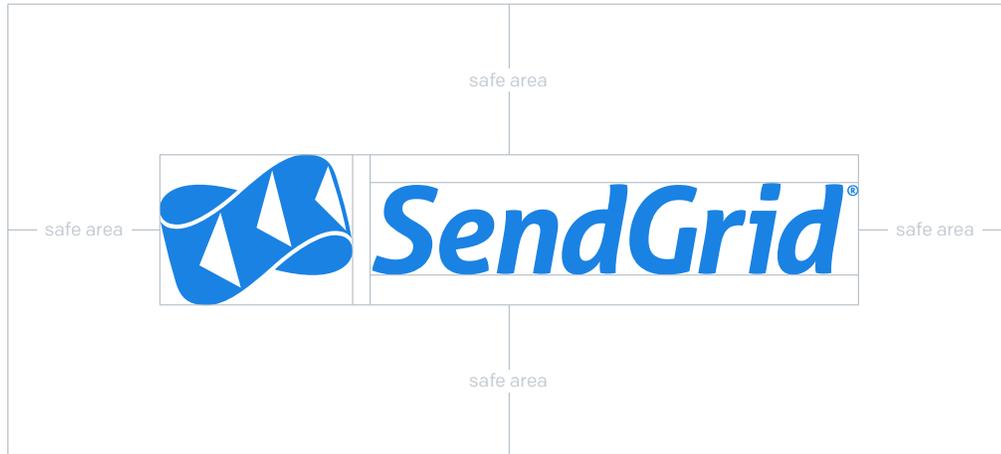
Individual Mark Usage

Secondary Corporate Mark

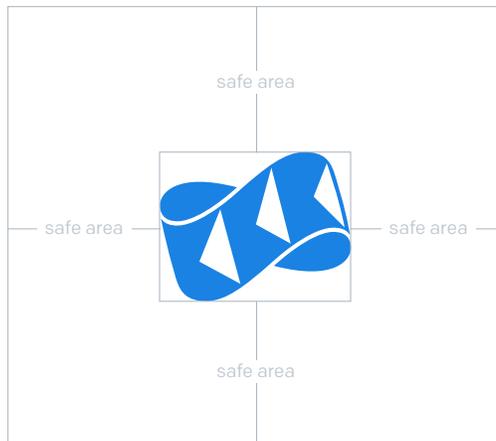
The secondary mark should only be used when space does not permit usage of the primary corporate signature.

There are two variations of the secondary mark. The small variant should be used up to .5 in or 36px wide. If larger than the aforementioned sizes, please use the large variant.

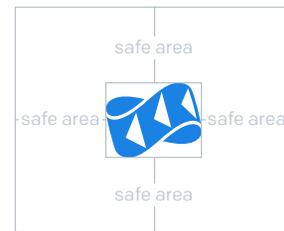
PROPORTIONS & PROTECTED AREA



Safe area for the primary logo



Safe area for the large secondary mark



Safe area for the small secondary mark

Arrangement & Safe Area

The SendGrid corporate signature is unique to the company. The proportion and arrangement of each of its elements have been precisely determined.

The distance between the infinity symbol and the logo type is equal to the dot on top of the letter "i" in the logo type as illustrated.

The safe area is equal to the height and width of the logo and mark.

VARIATIONS



2015_SG_Logo_RGB.eps



2015_SG_Logo_W_Reversed.eps



2015_SG_2nd_Large_RGB.eps



2015_SG_2nd_Small_RGB.eps



2015_SG_2nd_Large_W_Reversed.eps



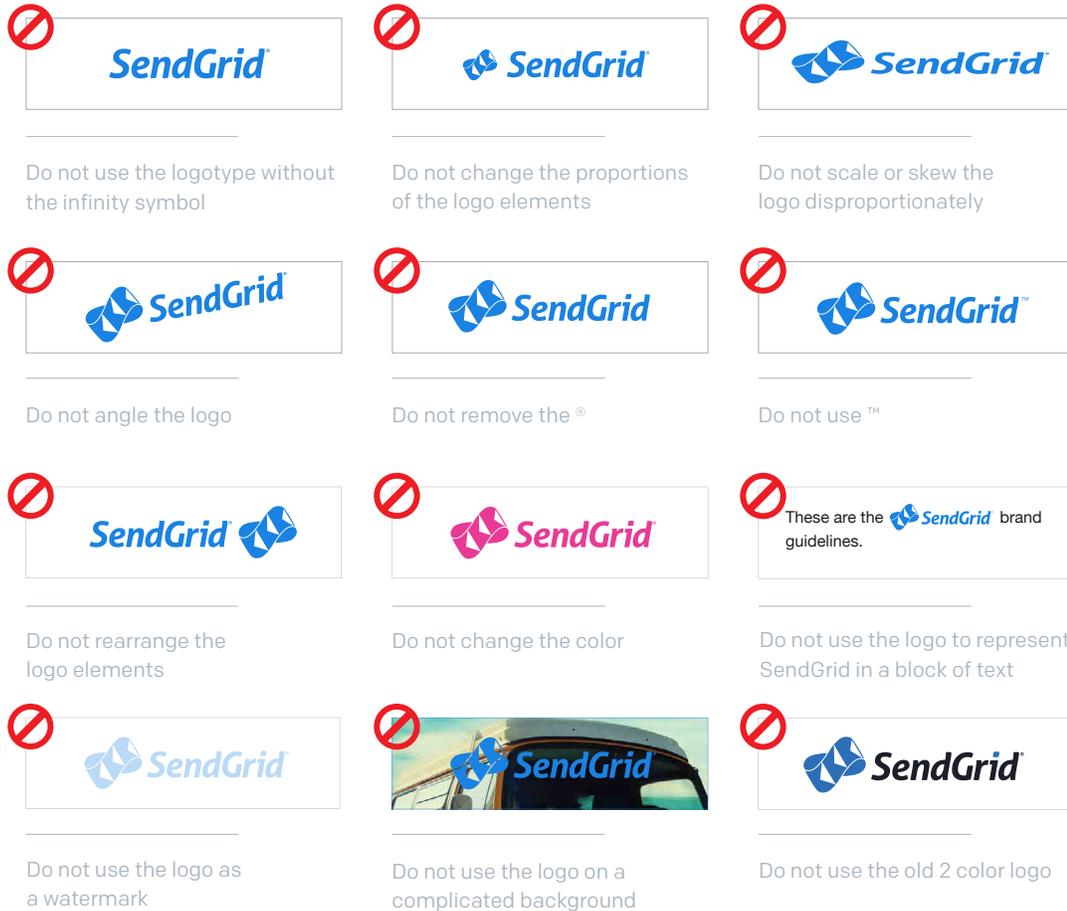
2015_SG_2nd_Small_W_Reversed.eps

SendGrid Logo Library

There are two versions of the SendGrid logo. Please use the blue version for all light backgrounds and the reversed version for all dark backgrounds. You can find all logos [here](#).

Please use the RGB version of the logo for all digital projects. Only use the PMS version for items that will go to print.

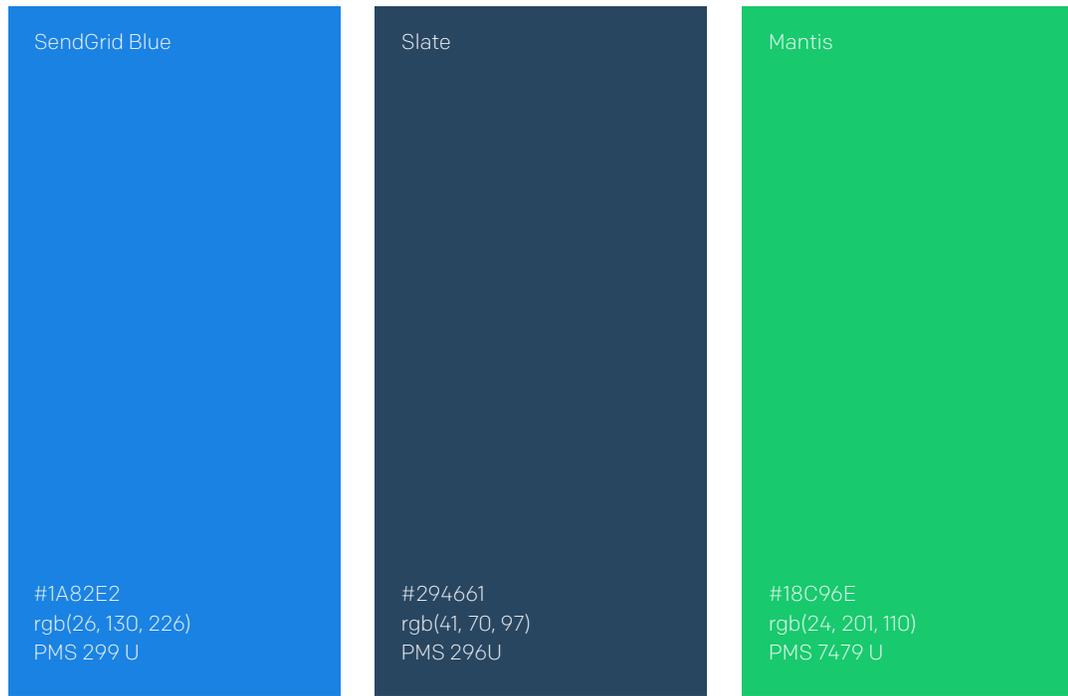
UNACCEPTABLE USAGE



Do Not Alter the SendGrid Logos

These examples show incorrect usage of the SendGrid logo. To ensure that the SendGrid brand remains consistent, please do not alter, add to, or attempt to recreate it.

COLOR PALETTE



Primary Colors

SendGrid's primary corporate colors are SendGrid Blue, Slate, and Mantis.

The color values on these charts should always be followed.

COLOR PALETTE CONT.

<p>RonBurgundy</p> <p>#B71C1C rgb(183, 28, 28)</p>	<p>BurntOrange</p> <p>#FF5722 rgb(255, 87, 34)</p>	<p>Carrot</p> <p>#FF9900 rgb(255, 153, 0)</p>
<p>Mango</p> <p>#FDD835 rgb(253, 216, 53)</p>	<p>Spruce</p> <p>#4CB04F rgb(76, 176, 79)</p>	<p>GrassStain</p> <p>#8AC24A rgb(138, 194, 74)</p>
<p>Lime</p> <p>#CDBD39 rgb(203, 219, 57)</p>	<p>Cobalt</p> <p>#303F9F rgb(43, 63, 159)</p>	<p>Bluebird</p> <p>#2196F3 rgb(33, 150, 243)</p>
<p>Seafoam</p> <p>#00BCD4 rgb(0, 188, 212)</p>	<p>Caribbean</p> <p>#00E5FF rgb(0, 229, 255)</p>	<p>Crown</p> <p>#7B1FA2 rgb(123, 31, 162)</p>
<p>Screample</p> <p>#7C4DFF rgb(124, 77, 255)</p>	<p>Sangria</p> <p>#880E4F rgb(136, 14, 79)</p>	<p>Lavender</p> <p>#DEA7E8 rgb(222, 167, 232)</p>
<p>WildStrawberry</p> <p>#FF4081 rgb(255, 64, 129)</p>	<p>Steel</p> <p>#9E9E9E rgb(158, 158, 158)</p>	

Secondary/Charting Colors

The secondary/charting colors should be used sparingly. Please use these colors for data differentiation and in instances where you need to distinguish multiple items.



Subsidiary Brand Names

To ensure consistency of the SendGrid sub-brand, the typeface Colfax Regular should be used across all communications. The size of the sub-brand font should match the height of the lowercase letters in the SendGrid logo.

TYPOGRAPHY

Colfax – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,!?:;"'{}@#\$\$%&

Colfax Light is SendGrid's corporate typeface. Please refer to the below rules when using our corporate typeface.

Case – Please keep Colfax Light in sentence case. There are certain instances in which you can use all caps, but please use Colfax Bold for those use cases.

This is Colfax Light. It's set at 25 pt with a line spacing of 37 pt.

Line spacing – Line spacing is the distance between each line of text. Please follow the scale to the right.

Colfax at 16 pt. Use 25 pt line spacing

Colfax at 11 pt. Use 16 pt line spacing

Colfax at 8 pt. Use 11 pt line spacing

Letter spacing – Letter spacing is the space between characters. Please set this unit to 0. Don't track out the font to fill space.

This is Colfax set with 0 pt letter spacing.

Justification – All type should be flush left, rag right

This is Colfax set to flush left rag right.

Primary Corporate Type Choice

To ensure consistency of the SendGrid brand, these type choices should be used across all SendGrid branded assets.

TYPOGRAPHY CONT.

Colfax – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,!?:;'"{}@#\$\$%&

To be used for sub-headlines and secondary call-outs. Should be used at smaller sizes. You may use this in all caps at smaller sizes. Please follow the scale for sizes and line spacing on the previous page.

Open Sans – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,!?:;'"{}@#\$\$%&

To be used for body copy. Please follow the scale for sizes and line spacing on the previous page. Open Sans is to be used for all internal emails. Body copy should be used in the color Slate.

Franziska Pro – Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,!?:;'"{}@#\$\$%&

To be used for testimonial call-outs and tertiary information. Please follow the scale for sizes and line spacing on the previous page.

Proxima Nova – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

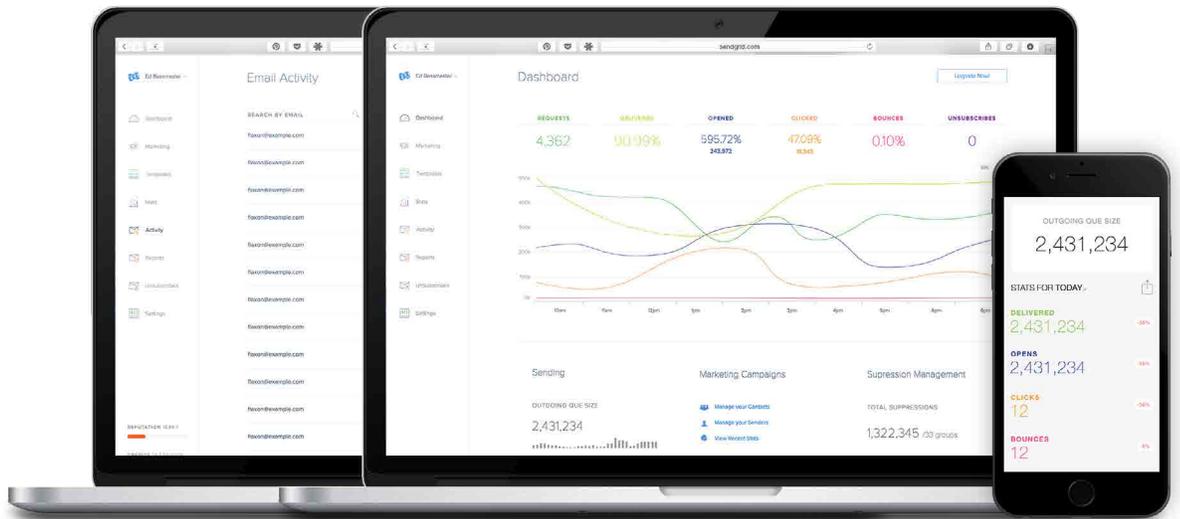
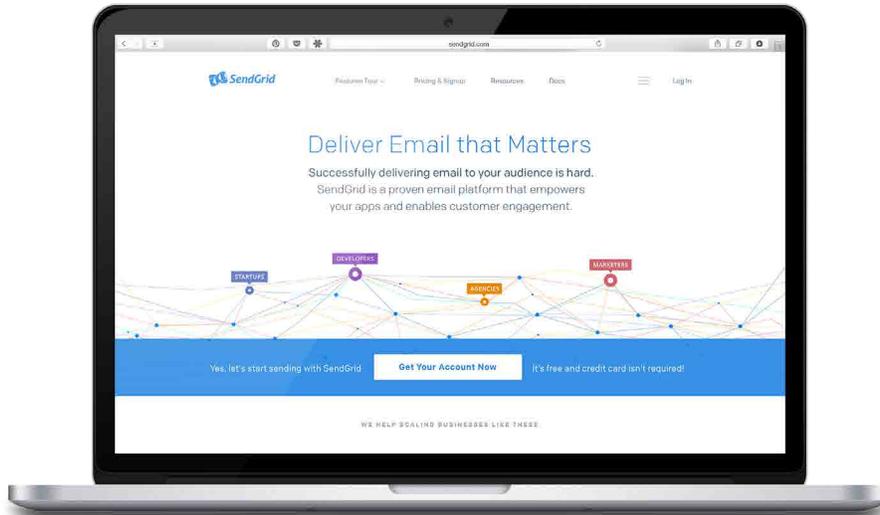
0123456789.,!?:;'"{}@#\$\$%&

Proxima Nova is only used in SendGrid's product. Refrain from using this for any marketing purposes.

Secondary Type Choices

To ensure consistency of the SendGrid brand, these type choices should be used across all SendGrid branded assets.

TANGIBLE DESIGN EXAMPLES



Site & Product

Examples of our brand in use.

Additional Terms

If you use any of the SendGrid logos, icons, or buttons approved for use under these brand guidelines, you agree that you will do so in compliance with the terms and conditions indicated on this page. If you do so, SendGrid grants you a non-transferable, non-exclusive, royalty-free limited license to use the SendGrid creative assets to refer to SendGrid, its products, or its services, and only in accordance with these Brand Guidelines. This is not a trademark license.

SendGrid reserves the right in its sole discretion to terminate or modify your permission to display the SendGrid creative assets and to take action against any use that does not conform to these guidelines, violates SendGrid's Terms of Service, infringes any SendGrid intellectual property or other right, or violates applicable law.

Except as set forth above, nothing herein grants or should be deemed to grant to you any right, title, or interest in or to the SendGrid creative assets. Your use of the SendGrid creative assets will inure to the benefit of SendGrid, and SendGrid disclaims any warranties either expressed or implied by law regarding the SendGrid creative assets, including warranties of noninfringement. These Brand Guidelines shall be governed by Colorado law, without regard to conflict of law principles, and the venue for any dispute or claim arising out of or in connection with these terms shall be in Denver County, Colorado.