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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

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.
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.
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

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 use the logotype without the infinity symbol

Do not change the proportions of the logo elements

Do not scale or skew the logo disproportionately

Do not angle the logo

Do not remove the ®

Do not use ™

Do not rearrange the logo elements

Do not change the color

Do not use the logo to represent SendGrid in a block of text

Do not use the logo as a watermark

Do not use the logo on a complicated background

Do not use the old 2 color logo

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.
**Primary Colors**

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

The color values on these charts should always be followed.
## 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.
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.

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

This is Colfax set with 0 pt letter spacing.

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.
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.