



Typographic details

DESIGN FUNDAMENTALS

#1 Make subheading text lighter than headings to create hierarchy



■ #3C5063

Make subheading text lighter than headings to create hierarchy

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■ #3C5063

Make subheading text lighter than headings to create hierarchy

■ #718495

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■ #33334F

Grow your startup right.

■ #767EAD

Metrics, forecasting and
engagement tools for teams using
Stripe, Braintree and Recurly.

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Metrics, forecasting and engagement tools for teams using Stripe, Braintree and Recurly.

■ #313131

High Conversions

We've crafted the form to ensure high conversions and ease of use.

■ #8B8E91

Runs on Stripe

Donations are all processed securely through Stripe.

Set Donation Amounts

Set predefined amounts and show visitors how these amounts are used.

Mobile Friendly

Donation forms display perfect on desktop, tablet, and mobile.

Up & Running in 5 Minutes

Connect to Stripe, add some code to your site and you're done!

Monthly Recurring Donations

Grow your donor base with monthly recurring donations.

Social Network Sharing

Donors can easily share their donation and build awareness.

Secure

Donations are processed securely using 128-bit SSL encryption.

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#343E4D

Text with Customers Anytime, Anywhere

#7E8A99

On the go? Use our mobile app (Android and IOS) to stay connected wherever and whenever customers need you from any mobile device.



#7E8A99

"I've done my research and looked at other products, and Zingle is far superior to anything I've found. I've actually had customers that have seen it in use here put it in place in their own businesses."

#343E4D



Matt Long - Station Manager, Signature Fight

**#2 When using all caps, add some
letter spacing**

TRY NOT TO USE ALL CAPS FOR HEADINGS.

Unless you're using a condensed font. All caps in body text can COME ACROSS AS SHOUTING, too. It's much better to emphasize words with **bold** or *italics*.

START FREE TRIAL

LIVE DEMO

[START FREE TRIAL](#)

[LIVE DEMO](#)

IN APP USAGE ANALYTICS

Understand how your application is used

Retrieve and analyze every detail about your customers. Track actions using custom events, deep dive into factors leading to a better user retention and optimize your conversion funnels.



SIGN UP NOW



LETTER-SPACING: 0



SIGN UP NOW



LETTER-SPACING: 40

Character >> | ☰

Museo Sans 900

T 16 px A 24 px

V/A Metrics VA 0

↕ T 100% ↔

Aa 0 px Col

T T TT T_T T¹

fi o st A aa

English: UK a a

- 100
- 75
- 50
- 25
- 10
- 5
- ✓ 0
- 5
- 10
- 25
- 50
- 75
- 100
- 200



SIGN UP NOW



LETTER-SPACING: 0



SIGN UP NOW



LETTER-SPACING: 40

#3 If your headings are going to be long, use a narrow font to fit more in



Using a wide font means your headings often go over too many lines

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s



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GOTHAM

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FAIRPLEX
NARROW

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**#4 Add small, decorative text
above a heading**



Adding a small, decorative heading can make content more interesting

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TYPOGRAPHY

Adding a small, decorative heading can make content more interesting

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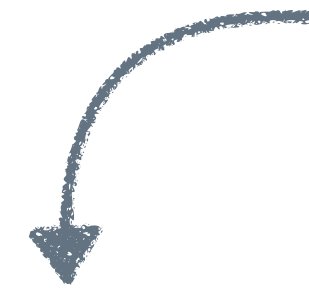


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Small font size, bold weight, and letter-spacing.



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#5 Don't forget to style your lists



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- Lorem Ipsum is simply dummy text
- Lorem Ipsum has been the industry's



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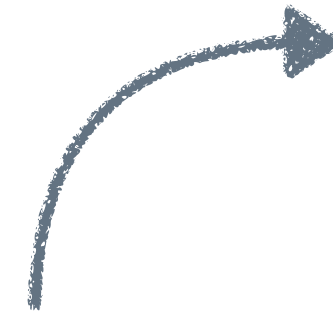
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More indentation, same line-height as body text, and extra bottom margin as needed



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#6 Consider using icons for bullets

#7 Rewrite content to be more interesting



You don't need an Amazon-sized team (or, really, any dev team) to personaliza your website.

RightMessage sits on top of any website (no matter what it's built on) and allows you to make point-and-click changes to copy, images, call-to-actions, and more.

There's no coding involved. You can use our point and click interface so anyone on your team can make changes. And RightMessage doesn't need constant input from you. You set it up once, and it'll keep working forever.



You don't need an Amazon-sized dev team (or, really, any dev team) to personalize your website.

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NO CODING

Point and click interface
— no coding necessary.



SET & FORGET

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Point and click interface
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SET & FORGET

Set it once and it just
keeps working forever!



NO CODING

Point and click interface
— no coding necessary.



SET & FORGET

Set it once and you don't
need to touch it again. It
just keeps working
forever!



NO CODING

Point and click interface
— no coding necessary.



SET & FORGET

Set it once and it just
keeps working forever!

#8 Style your links



Style your links



Style your links

Create your free account on [CloudFlare.com](https://www.cloudflare.com) and follow our guide to properly configure your custom domain with HTTPS in Droplr.

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Remember those questions you answered in [Getting an accurate quote?](#) Dig these out and use them as reference for all of your feedback.

Create your free account on [CloudFlare.com](https://cloudflare.com) and follow our guide to properly configure your custom domain with HTTPS in Droplr.

Remember those questions you answered in [Getting an accurate quote?](#) Dig these out and use them as reference for all of your feedback.


Our approach has always been to design for the customer experience first, then work our way backward. In designing the new Beacon, we kept one guiding principle top of mind: **Customers have wildly different expectations for chat compared to email.** 

Create your free account on [CloudFlare.com](https://cloudflare.com) and follow our guide to properly configure your custom domain with HTTPS in Droplr.

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**Hiway is using modern gamification methods
and the hook model
to increase user engagement.**

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This is the most common label placement and, as [validated by Google's UX research](#), for good reason. It adapts better to smartphone sizes, which is essential for responsive markup.

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```
a { main.css:1  
  text-decoration: none;  
  padding: 10px 0;  
  background-image: linear-  
    gradient(currentColor, currentColor);  
  background-repeat: no-repeat;  
  background-size: 100% 1.5px;  
  background-position: center bottom 29%;  
  background-origin: padding-box;  
  text-shadow: 3px 0 #fff, 2px 0 #fff,  
    1px 0 #fff, -1px 0 #fff, -2px 0 #fff,  
    -3px 0 #fff;  
  transition: color .1s ease-out;  
  color: #2da2c5;  
}
```

#9 Use an icon with buttons



SIGN UP NOW



SIGN UP NOW >



SIGN UP NOW



SIGN UP NOW >

**#10 Mix in different weights to
define hierarchy**



\$99 /month



REGULAR

REGULAR



\$99 /month



REGULAR

MEDIUM

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#11 When working on a colored background use lighter versions of the same color



■ #FFFFFF

Make subheading text lighter than headings to create hierarchy

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■ #3C5063

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■ #C8CED3

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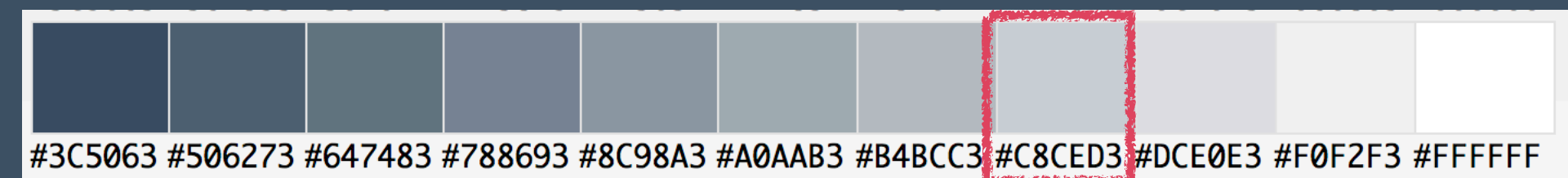
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

OPACITY: 60%

Make subheading text lighter than headings to create hierarchy

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TINT: #C8CED3



#12 Make the highlighted text color
the same as your brand color



[Introduction](#)

Emails have transformed from being an ordinary text-based personal communication tool into a future-proof marketing channel. We have moved into a world of visually attractive HTML emails that have the feel of microsites in the inbox.



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EXERCISE

Go back over your typography and see if you can add any of these 12 tricks to your design. Share your work up to this point!