

Brand System

May 2024

 **AWeber**



Our logo

Click to download



SVG

PNG



SVG

PNG



SVG

PNG



SVG

PNG



SVG

PNG

Clearspace

Adequate clearspace should be maintained on all sides of the AWeber brand equal to the height of the lowercase letter 'e'.



Do not



Rotate



Recolor



Add shadows



Alter ratio



Use on similar colors



Crop



Remove brandmark



Use old logo

Typefaces

Click to download

**Headings:
Poppins Bold**

Subhead/paragraph:
Heebo Regular

Colors

Primary

Soft Black
#1F2322

AWeber blue
#246BE8

Cobalt blue
#3293F2

Icy blue
#D3F5FE

White
#FFFFFF

Secondary

Tangerine
(Save)
#FFaF62

Dandelion
(Sell)
#FFE66A

Fresh green
(Automate)
#84EdAC

Skyblue
(Nurture)
#85D9ED

Bubble gum
(Grow)
#EE86E5

Visual style

Bright, vibrant, human-centric, featuring real customers whenever possible. Authentic stock if not.

Black Friday

Cyber Monday

sale

Embossed Bride Sweatshirt - Engagem...
\$19.50 \$39.50 (40% off)

Add new product to Etsy shop

AWeber

Check out our latest bridesmaid gifts!

Email automatically sent

Check out our latest bride and bridesmaid gifts!

Embroidered Bride Sweatshirt - Engagement Gift, Winter, Bridal Shower Gift for Bride, White Crewneck, Matching Cousins Sweatshirts (BRIDESMAIDS) by MoodParty

Flower Girl Tumbler - Flower Slushy Cup, Flower Girl Gift, Silver Flower Girl Cup, Flower Girl Brace, Flower Girl Slushy Cup (BRIDESMAIDS) by MoodParty

Bride Sunglasses, Bride Heart Sunglasses, Bride Sunglasses, Bachelorette Party Sunglasses, Beach Bride, Bachelorette Party, Bride Shower Gift (BRIDESMAIDS) by MoodParty

Shop Now

Shop Now

WINNER

Email marketing

Stop guessing and start testing

Improving your emails with A/B testing

A 3.2% OPENED

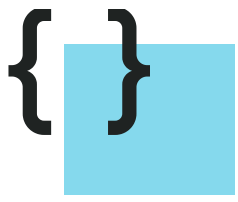
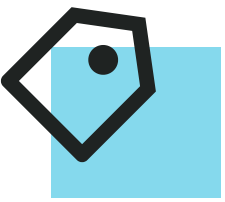
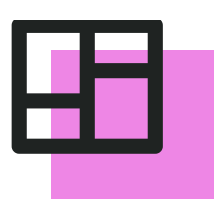
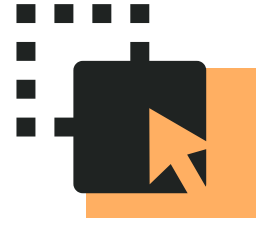
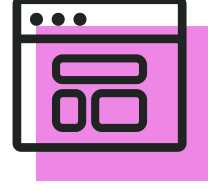
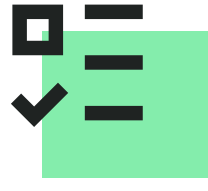
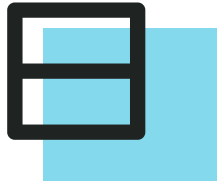
B 0.8% OPENED

LIMITED TIME ONLY LIMITED TIME ONLY LIMITED TIME ONLY LIMITED TIME ONLY

Enjoy 25% off STORE WIDE! Don't miss out on this rare sale. Supplies are limited, so shop now. Stay golden!

Shop Now

Iconography



Thought leaders



Tom Kulzer

Chief Executive Officer

[LINKED IN](#)

[HEADSHOT](#)

[ONE SHEET](#)



Sean Cohen

Chief Operating Officer

[LINKED IN](#)

[HEADSHOT](#)



Chris Vasquez

Chief Product Officer

[LINKED IN](#)

[HEADSHOT](#)

Our team



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