



EST. THE 2016

MARKET FLOOR

staggeringly beautiful designs for the creative entrepreneur

© 2017 REFINERY ORIGINAL
ALL RIGHTS RESERVED.

WWW.THEMARKETFLOOR.COM | WWW.REFINERYORIGINAL.COM | ERICA@REFINERYORIGINAL.COM

No part of this publication may be reproduced or transmitted in any form or by any means, electronic, or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher.

THANK YOU

We hope you love everything about your new design.

We are so excited to see what you do with our design. We have been meticulously detailed while building your design. We hope that you find it intuitive and downright amazing.

Our #1 goal in business is to help creative entrepreneurs establish a strong brand. You can't do that with a false misconception of what a brand is. A brand is so much more than pretty elements and a bomb website. It comes down to this -- your brand is your why. Establish your why, the heart and reason behind you diving into entrepreneurship, and you will be building a foundation unlike any other. Do that and everything else will naturally flow.

We'd love to see your finished site! Email us at erica@refineryoriginal.com with a link to your site and a review of our design.

Happy designing!

Do it and do it well.

Erica Clayton, CEO + Designer

Branding your
MAILCHIMP FORM

THE LITTLE DETAILS GO A LONG WAY.

1

ADD CANVAS TO SITE

1. Open your primary site design.
2. On the left hand panel, select + next to “Site Canvases” to add a new site canvas.
3. Click on “Select New Site Canvas”.
4. From the tabs on the top of the pop up window, select “My Library”.
5. Choose MailChimp by Refinery Original.
6. Select the site canvas “Site Canvas Subscribe”.
7. On the bottom center of the window, you may choose to use the original design or apply your fonts and colors. Choose your preference and click “Add”.
8. You may choose to repeat this process for the trigger page or add your own trigger.

CREATE A MAILCHIMP FORM

1. Login to your MailChimp account.
2. Select “Lists” from the top menu.
3. Choose the list you want to create a subscription form for.
4. Click on “Signup Forms” on the following page.
5. Select “Embedded Forms”
6. Select the “Classic” option.
7. Deselect all fields and select the radio button “Show only required fields”.
8. Copy generated form.

BEN + OLIVIA

MAY 2, 2016

Sit latte percolator extraction, aromatic french press cappuccino, foam, percolator steamed, iced fair trade cultivar grinder organic, black, white trifecta decaffeinated so grinder aroma. Pumpkin spice roast to go a instant, sweet cultivar coffee, irish aromatic robusta, caramelization sugar, in, americano spoon caffeine breve acerbic and dark. Breve, cream aged, affogato espresso bar robusta extra trifecta strong coffee long dark grounds. Winter extraction sugar, extraction doppio est dark at, robusta barista, doppio, espresso, ovrieta, spoon.

TO CREATE
SOMETHING
EXCEPTIONAL,
YOUR MINDSET
MUST BE
RELENTLESSLY
FOCUSED ON THE
SMALLEST
DETAIL.

-Giorgio Armani

MORE OF THE ADVENTURE

PHOTOGRAPHING THE
Southern California

MacBook Pro

3

YOUR MAILCHIMP CODE

Your generated code will look like the code below. The outlined section below is where the designing begins and with a few tweaks, you'll have a new, beautifully branded form!

```
<!-- Begin MailChimp Signup Form -->
<link href="//cdn-images.mailchimp.com/embedcode/classic-10_7.css" rel="stylesheet" type="text/css">
```

```
<style type="text/css">
  #mc_embed_signup{background:#fff; clear:left; font:14px Helvetica,Arial,sans-serif; }
  /* Add your own MailChimp form style overrides in your site stylesheet or in this style block.
     We recommend moving this block and the preceding CSS link to the HEAD of your HTML file. */
</style>
```

```
<div id="mc_embed_signup">
<form action="//refineryoriginal.us11.list-manage.com/subscribe/post?
u=22865ca316d0e99529f1caa76&id=21de764465" method="post" id="mc-embedded-subscribe-form"
name="mc-embedded-subscribe-form" class="validate" target="_blank" novalidate>
  <div id="mc_embed_signup_scroll">

    <input type="email" value="" name="EMAIL" class="email" id="mce-EMAIL" placeholder="email
address" required>
    <!-- real people should not fill this in and expect good things - do not remove this or risk form bot
signups-->
    <div style="position: absolute; left: -5000px;" aria-hidden="true"><input type="text"
name="b_22865ca316d0e99529f1caa76_21de764465" tabindex="-1" value=""></div>
    <div class="clear"><input type="submit" value="Subscribe" name="subscribe" id="mc-embedded-
subscribe" class="button"></div>
  </div>
</form>
</div>

<!--End mc_embed_signup-->
```


4

ADDING IN CSS

Your form comes out of the box with basic coding. In order to give your form a branded design, we need to first add in custom code.

1. Open a text editing program (Word, Pages, TextEdit, etc.)
2. Paste your generated code onto the page.
3. Find the section beginning with `<style type="text/css">`. The closing code will be `</style>`. This is the section you'll be editing.
4. Copy and paste the following code into your mailchimp code. This code will replace the code outlined on the last page.

```
<style type="text/css">
#mc_embed_signup {
background: none;
font-family: /Add font name here/ Cormorant Garamond;
border-radius: 0px;
font-style: /If you want your font italicized, keep the following code. If not delete it./ italic;
letter-spacing: /Customize letter spacing here/ 2px;
font-size: /Customize font size here/ 14px;
color: /Customize font color here/ #ffffff;
overflow-x: hidden; overflow-y: hidden;}

#mc_embed_signup input.email {
font-family: /Add font name here/ Cormorant Garamond;
text-transform: /If you want your font uppercase, keep the following code. If not delete it./ uppercase;
color: /Customize font color here/ #dee0da;
border-radius: 0px;
border-color: /Customize border color here/ #dee0da;
letter-spacing: /Customize letter spacing here/ 2px;
font-size: /Customize font size here/ 11px;
width: 97%; padding-left: 3px; margin: auto; text-align: center; margin-bottom: 5px; min-height: 30px;}

#mc_embed_signup input.button {
background-color: /Customize button background color here/ #dee0da;
color: /Customize font color here/ #ffffff;
border-radius: 0px;
font-family: /Add font name here/ Cormorant Garamond;
font-style: /If you want your font italicized, keep the following code. If not delete it./ italic;
letter-spacing: /Customize letter spacing here/ 1px;
font-size: /Customize font size here/ 12px;
min-width: 110px; margin: auto; display: block;}
</style>
```

BRANDING YOUR FORM

Here is where the heavy lifting comes in! Using stylings from your website will allow you to bring your brand full circle with your MailChimp form. Choose coordinating colors and fonts from your design and edit the following highlighted text. Find this information in your Showit5 app by clicking on the Design Settings in the left side panel.

Delete the text highlighted in red. Replace the text highlighted in green.

*Important: Each line must close with a semicolon.

```
<style type="text/css">
#mc_embed_signup {
background: none;
font-family: /Add font name here/ Cormorant Garamond;
border-radius: 0px;
font-style: /If you want your font italicized, keep the following code. If not delete it./ italic;
letter-spacing: /Customize letter spacing here/ 2px;
font-size: /Customize font size here/ 14px;
color: /Customize font color here/ #ffffff;
overflow-x: hidden; overflow-y: hidden;}

#mc_embed_signup input.email {
font-family: /Add font name here/ Cormorant Garamond;
text-transform: /If you want your font uppercase, keep the following code. If not delete it./ uppercase;
color: /Customize font color here/ #dee0da;
border-radius: 0px;
border-color: /Customize border color here/ #dee0da;
letter-spacing: /Customize letter spacing here/ 2px;
font-size: /Customize font size here/ 11px;
width: 97%; padding-left: 3px; margin: auto; text-align: center; margin-bottom: 5px; min-height: 30px;}

#mc_embed_signup input.button {
background-color: /Customize button background color here/ #dee0da;
color: /Customize font color here/ #ffffff;
border-radius: 0px;
font-family: /Add font name here/ Cormorant Garamond;
font-style: /If you want your font italicized, keep the following code. If not delete it./ italic;
letter-spacing: /Customize letter spacing here/ 1px;
font-size: /Customize font size here/ 12px;
min-width: 110px; margin: auto; display: block;}
</style>
```

6

YOU NOW HAVE A GORGEOUSLY BRANDED FORM

The hard work is done and your code should now look like the code below (with your custom css, obviously). Here's what to do next:

1. In your Showit app, select the canvas containing your MailChimp form.
2. Select the MailChimp form.
3. On the right side panel, click on "Embed Info".
4. Paste your code into the custom code window. Your form will be generated and now gorgeously branded!

```
<!-- Begin MailChimp Signup Form -->
<link href="//cdn-images.mailchimp.com/embedcode/classic-10_7.css" rel="stylesheet" type="text/css">
<style type="text/css">
#mc_embed_signup {
background: none;
font-family: Cormorant Garamond;
border-radius: 0px;
font-style: italic;
letter-spacing: 2px;
font-size: 14px;
color: #ffffff;
overflow-x: hidden; overflow-y: hidden;}

#mc_embed_signup input.email {
font-family: Cormorant Garamond;
font-style: light;
text-transform: uppercase;
color: #dee0da;
border-radius: 0px;
border-color: #dee0da;
letter-spacing: 2px;
font-size: 11px;
width: 97%; padding-left: 3px; margin: auto; text-align: center; margin-bottom: 5px; min-height: 30px;}

#mc_embed_signup input.button {
background-color: #dee0da;
color: #ffffff;
border-radius: 0px;
font-family: Cormorant Garamond;
font-style: italic;
letter-spacing: 1px;
font-size: 12px;
min-width: 110px; margin: auto; display: block;}

</style>
<div id="mc_embed_signup">
<form action="//refineryoriginal.us11.list-manage.com/subscribe/post?u=22865ca316d0e99529f1caa76&id=21de764465"
method="post" id="mc-embedded-subscribe-form" name="mc-embedded-subscribe-form" class="validate" target="_blank" novalidate>
  <div id="mc_embed_signup_scroll">

    <input type="email" value="" name="EMAIL" class="email" id="mce-EMAIL" placeholder="email address" required>
    <!-- real people should not fill this in and expect good things - do not remove this or risk form bot signups-->
    <div style="position: absolute; left: -5000px; aria-hidden="true"><input type="text"
name="b_22865ca316d0e99529f1caa76_21de764465" tabindex="-1" value=""></div>
    <div class="clear"><input type="submit" value="Subscribe" name="subscribe" id="mc-embedded-subscribe" class="button"></div>
  </div>
</form>
</div>

<!--End mc_embed_signup-->
```

CREATE A TRIGGER

AUTOMATIC POP UP

1. Select the MailChimp canvas.
2. On the right side panel, click on animation.
3. Set the type of animation (fade, slide, etc.) and set the delay to around 5 seconds (or whatever you prefer).
4. Select the top most canvas (usually the menu) on the page that contains the pop up.
5. Select Scroll Actions on the right side menu.
6. Add an action, set it to the following:
 - Trigger: On Screen
 - Action: Show Canvas
 - Canvas: *Mailchimp Canvas*

**Helpful tip: for SEO, Google loves a user friendly website, meaning, if an automatic pop up occurs on the home page upon entering, this is viewed as not being user friendly. Automatic pop ups are beneficial on pages such as a blog or an education page. With the latest update, Google doesn't like an automatic pop up on mobile devices at all.*

ENGAGEMENT POP UP

1. Select the MailChimp canvas.
2. On the right side panel, click on animation.
3. Set the type of animation (fade, slide, etc.) and set the delay to 0.
4. Select the button or text.
5. Select Click Actions on the right side menu.
6. Add an action, set it to the following:
 - Type: Show Canvas
 - Canvas: *Mailchimp Canvas*

NO POP UP/ALWAYS VISIBLE

The canvas is set to be hidden from the start. If you want the canvas to always be visible, you will have to change this option.

1. Select the MailChimp canvas.
2. Under the Canvas section on the right hand panel, deselect "Hidden to start".
3. In the same section, change the Sticky setting to None.

It's time to
ROCK AND ROLL

GIVE YOUR AUDIENCE THE CONTENT
THEY NEVER KNEW THEY NEEDED!

CONNECT

erica@refineryoriginal.com

