

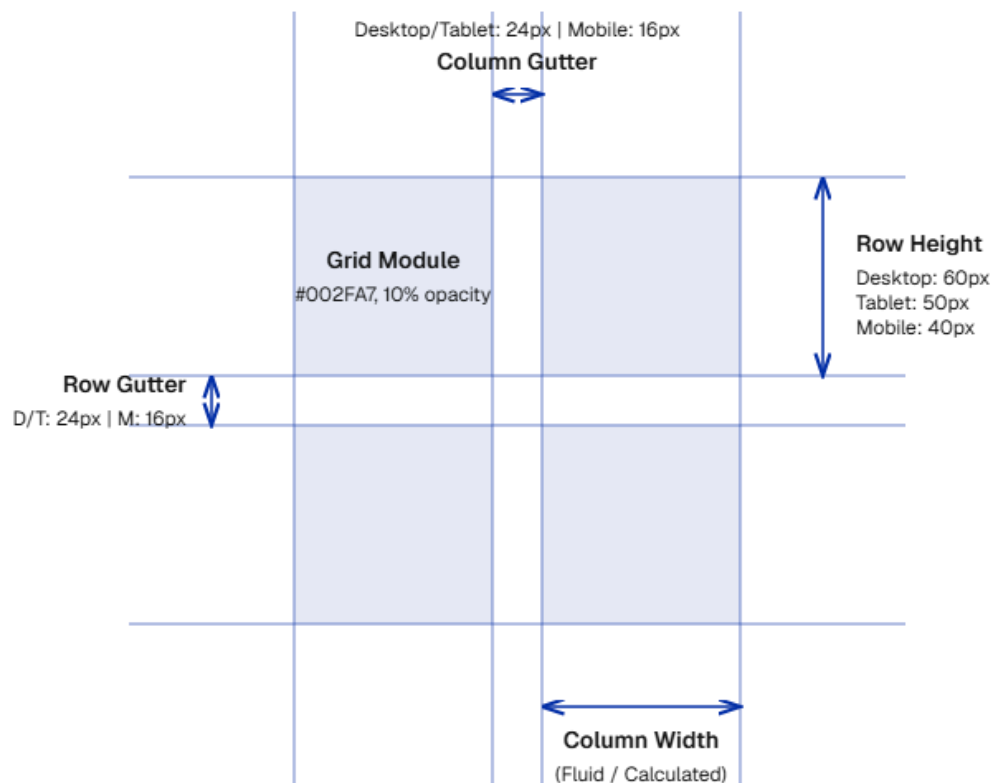
Technical Data Sheet

created: 7.8.26
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Digital | Web & Email Modular Grid System

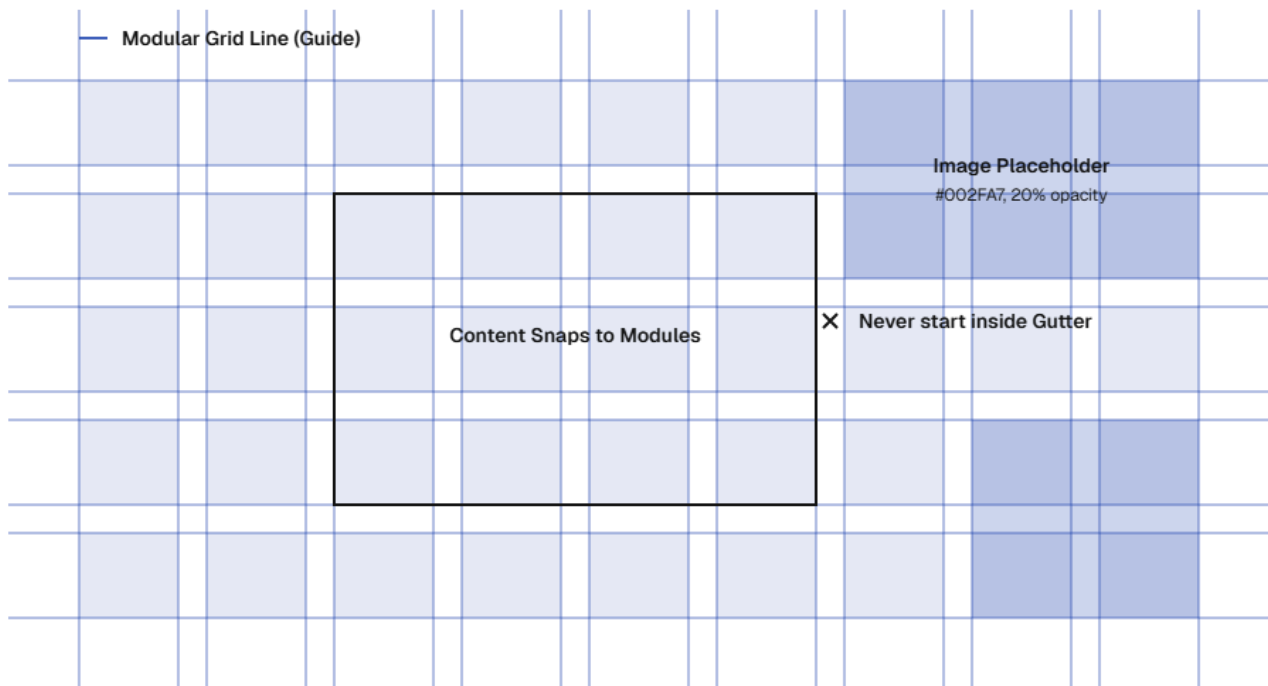
Universal Grid Principles & Anatomy

The grid anatomy establishes the foundational spatial rhythm for all digital interfaces. It defines the precise dimensions of content modules and the intersecting gutters that guarantee structural consistency across every device.



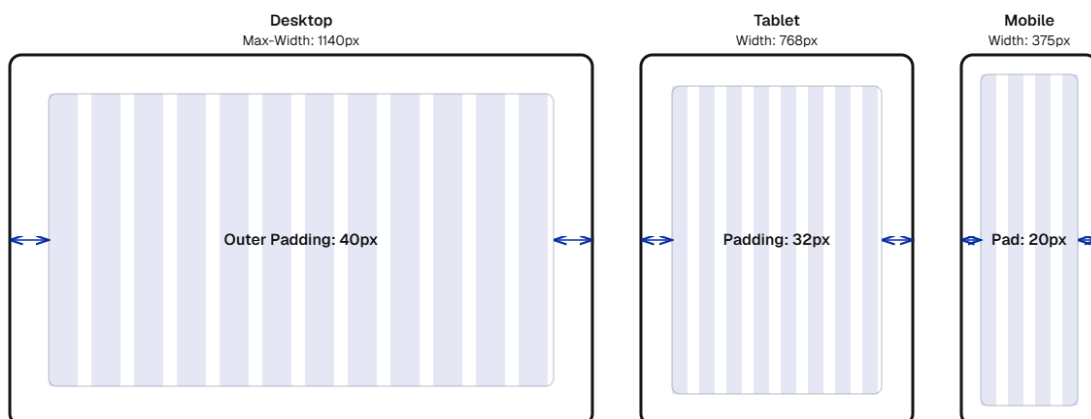
Grid Matrix & Snapping

The snapping logic dictates that every UI element, text block, or image must align perfectly to the precise edges of the grid modules. Gutters function exclusively as structural whitespace and must never be breached by content.



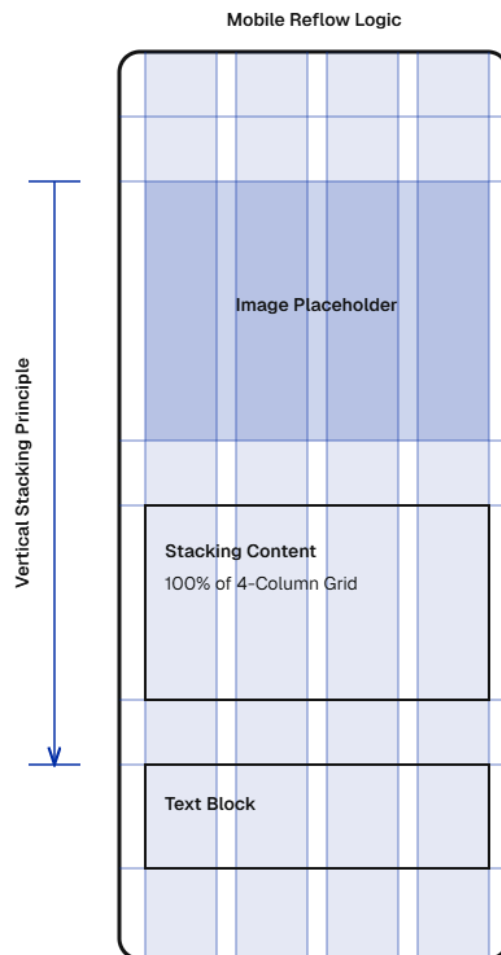
Boundaries (Outer Padding)

Boundaries define the fixed distance between the screen or wrapper edge and the active grid. It prevents content from touching the device borders on the web and ensures safe rendering across all email clients.



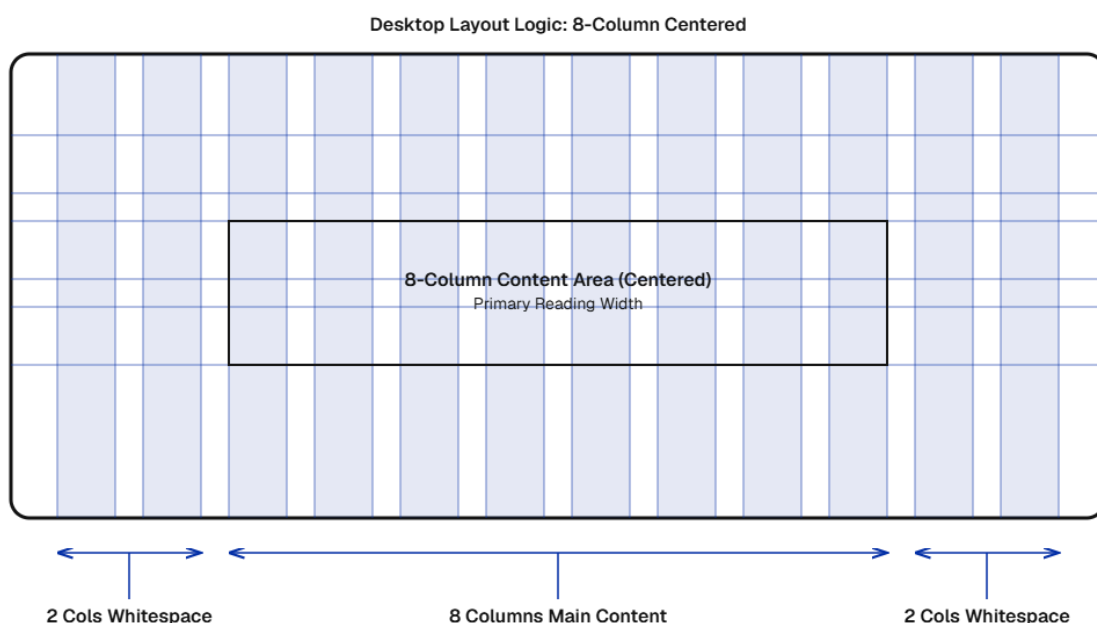
Mobile Stacking Logic

On mobile devices (375px), horizontal multi-column layouts are completely removed in favor of a strict vertical hierarchy. Every content block and media element spans the full width of the four-column grid (100%) and stacks sequentially to maximize the use of the limited screen space.



Desktop Layout Logic

The desktop layout centers an 8-column content area to guarantee optimal line lengths for reading. The two empty columns on each side function as mandatory structural whitespace.



WEB GRID SYSTEM

Grid Specifications

The exact structural parameters for all primary device breakpoints.

Parameter	Desktop	Tablet	Mobile
Grid Type	Centered	Stretch, fluid	Stretch, fluid
Max-Width Content	1140px	Fluid	Fluid
Columns	12	8	4
Column Gutter	24px	24px	16px
Row Height	60px	50px	40px
Outer Padding	40px	32px	20px
Primary Layout Logic	2 Whitespace + 8 Content + 2 Whitespace	6, centered	4, full width stacking

Breakpoints and Media Queries

The exact technical switch points for the CSS. Implementation follows either a mobile-first or a strictly separated desktop-first approach.

Device	Media Query
Mobile Web	max-width: 767px
Tablet Web	min-width: 768px to max-width: 1023px
Desktop Web	min-width: 1024px and above

Figma Setup Guide

Configuration of the Layout Grid in Figma for pixel-perfect artboards.

Device	Frame Width	Grid Type	Column Width	Gutter	Margin
Desktop	1440px	Center	73px	24px	-
Tablet	768px	Stretch	-	24px	32px
Mobile	375px	Stretch	-	16px	20px

The desktop setting results in exactly 1140px content width: 12 columns of 73px plus 11 gutters of 24px.

CSS Base Implementation

The grid is defined globally in the root via CSS Custom Properties. The main container centers the content on desktop and protects the edges through the outer padding.

```
:root {  
  --rb-columns: 12;  
  --rb-gutter: 24px;  
  --rb-padding: 40px;  
  --rb-max-width: 1140px;  
}  
  
@media (max-width: 1023px) {  
  :root {  
    --rb-columns: 8;  
    --rb-padding: 32px;  
  }  
}
```

```

@media (max-width: 767px) {
  :root {
    --rb-columns: 4;
    --rb-gutter: 16px;
    --rb-padding: 20px;
  }
}

.rb-grid-container {
  display: grid;
  grid-template-columns: repeat(var(--rb-columns), 1fr);
  gap: var(--rb-gutter);
  width: 100%;
  max-width: calc(var(--rb-max-width) + (var(--rb-padding) * 2));
  margin: 0 auto;
  padding: 0 var(--rb-padding);
  box-sizing: border-box;
}

```

Full Bleed – Edge Cases & Break-Outs

Special rules for elements that ignore the regular grid, such as large imagery or background colors that span the entire screen.

Full-Bleed Media

Images or videos defined as edge to edge ignore the outer padding and the 1140px max-width. They use width: 100vw and span the full viewport width, while the surrounding text stays within the .rb-grid-container.

Content Restriction

Text **never** breaks out of the grid. The 1140px limit is strictly required to maintain an optimal reading line length.

Responsive Component Logic

Guidelines for the stacking behavior and reflow of UI elements across breakpoints. A component keeps its column span while the total column count changes per breakpoint, so the reflow happens automatically.

Example: a feature card spanning 4 columns.

Breakpoint	Column Span	Result
Desktop	4 of 12 columns	Three cards per row
Tablet	4 of 8 columns	Two cards side by side
Mobile	4 of 4 columns	Full width, all cards stacked vertically

EMAIL GRID SYSTEM

Specific layout parameters and technical guidelines strictly for HTML Email Development.

Email Grid Specification Matrix

Parameter	Desktop Email	Tablet Email	Mobile Email
Max-Width Wrapper	600px	480px	375px
Columns	12	8	4
Column Gutter	20px	16px	16px
Row Pitch	40px	40px	40px

Outer Padding	40px	32px	20px
Layout Logic	2 Whitespace + 8 Content + 2 Whitespace	1 Whitespace + 6 Content + 1 Whitespace	4 Columns, Full-width Stacking

Technical Execution (Email Tables)

Because email clients do not support modern CSS Grid, the visual layout must be translated into HTML tables.

Topic	Technical Requirement
Framework	Templates MUST be built using a compiling email framework (e.g., MJML, Maizzle) to generate Outlook-safe VML ghost tables automatically.
Whitespace Execution	Do NOT build empty table columns for the outer whitespace (No Design Zones). This MUST be programmed as massive inner padding applied to the main wrapper table.
Gutter Execution	Gutters MUST be implemented via CSS padding applied to inner table cells (<td>). Do not use empty spacer images (1x1 GIFs).
Stacking Logic (Reflow)	Use a "Fluid/Spongy Hybrid" approach. For mobile stacking, <td> elements must be forced to display: block; width: 100% !important; via media queries.

Full Bleed – Edge Cases & Break-Outs

Special rules for elements that ignore the standard 600px constraints, such as edge-to-edge background colors.

Full-Bleed Backgrounds

Background colors that span the entire width of the email client **MUST** be applied to the outermost <body> tag or a 100%-width wrapper table.

Content Restraint

Even when a background spans 100%, the content inside **MUST** remain strictly constrained within the 600px maximum width container, adhering to the 12-column grid and standard padding.

Figma Setup: Email

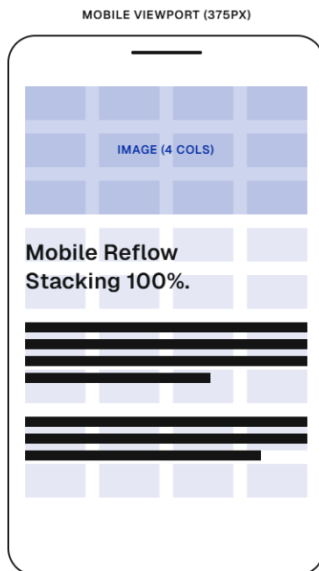
Configuration of the Layout Grid in Figma for pixel-perfect artboards.

Device	Frame Width	Grid Type	Column Width	Gutter	Margin
Desktop Email	1440px (Simulated)	Center	25px	20px	-
Tablet Email	768px (Simulated)	Center	38px	16px	-

Wireframe References

Mobile

Example: 4 Columns Full width

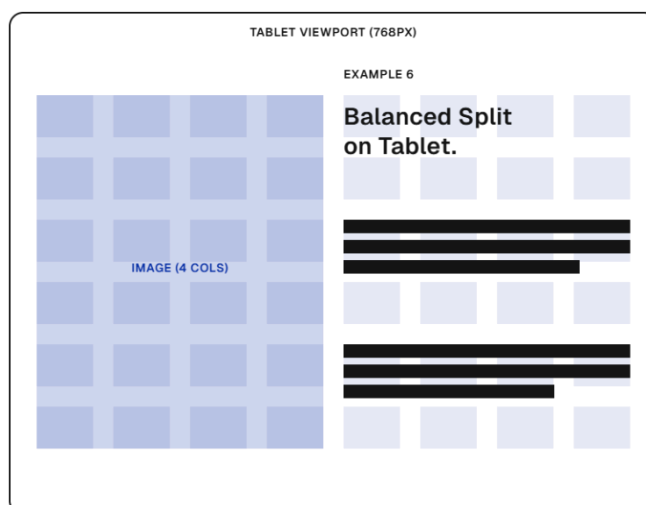


On mobile devices, the layout transitions to a strict vertical stacking logic, eliminating all horizontal complexity. Every content block and media element spans the full width of the four-column grid. This continuous vertical flow ensures optimal legibility and maximum use of the limited screen space.

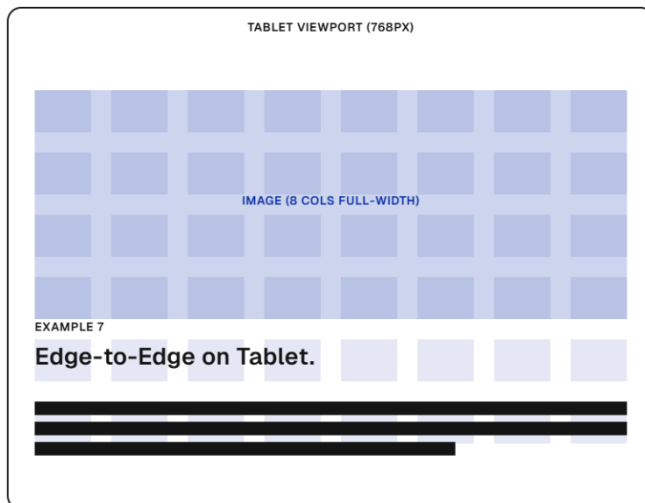
Tablet

The tablet layout condenses the desktop architecture into an 8-column grid, adapting to smaller viewports without sacrificing structural integrity. It balances spatial economy with readability by utilizing a centered 6-column measure for long-form text and the full 8-column width for immersive media and structural splits.

Example 1: Balanced Split 4+4 Columns



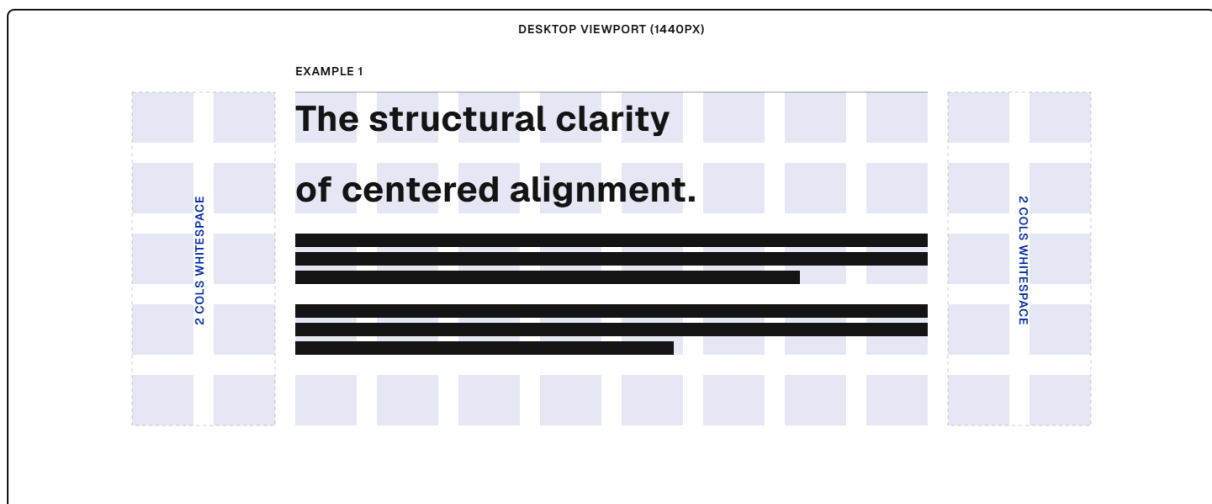
Example 2: Full width 8 Cloumns



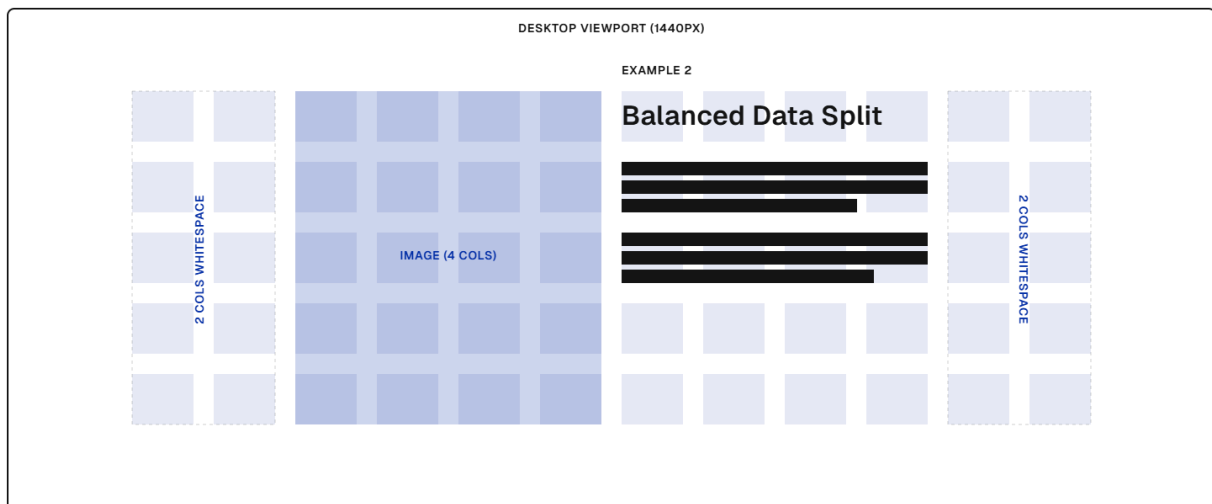
Desktop (2+8+2 Logic)

The 12-column grid at 1140px width. **ONLY the central 8 columns** (columns 3 to 10) are populated with content. The outer columns 1-2 and 11-12 remain strictly empty as architectural whitespace.

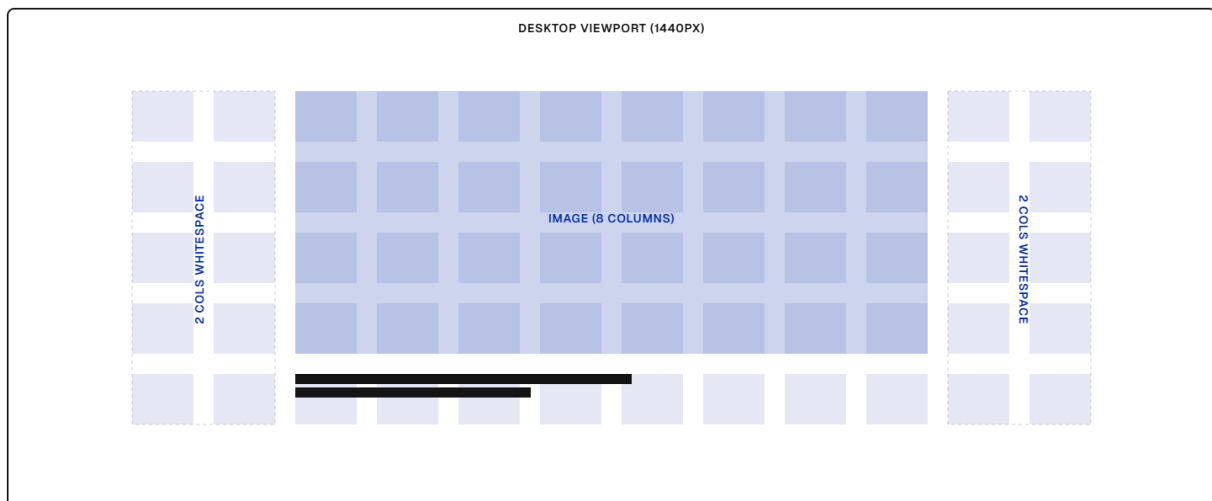
Example 1: Centered Editorial | Text 2+8+2



Example 2: Balanced Split | 4+4 inside center



Example 3: Centered Media Area | 8 Cloumns



Example 4: Full-Width Media | 12 Columns Breakout

