



Nudge - *Visual Identity*

Graphic Charter

Nudge Overview

Nudge is a specialized "**Recovery and Integrity system**" that sits on top of a company's existing CRM and revenue stack. It is designed to **stop revenue leaks** by identifying stalled or drifting deals, diagnosing the root cause of the stall, and prescribing the "minimum effective action" to recover momentum.

Unlike standard CRMs which act as systems of record, Nudge focuses specifically on **recovering pipeline** and **verifying forecast accuracy**.

The logo for Nudge consists of three dots of increasing size from left to right, followed by the word "Nudge" in a bold, white, sans-serif font. A registered trademark symbol (®) is positioned at the top right of the letter "e".

Content Overview

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...Nudge®

Logo System

*Logo Variations, Usage Guidelines
& Construction Principles*



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✗ Do not add effects or shadows

✗ Do not change colors

...Nudge®

...Nudge®

✗ Do not stretch or distort

✗ Do not use low contrast

250px

160px

120px

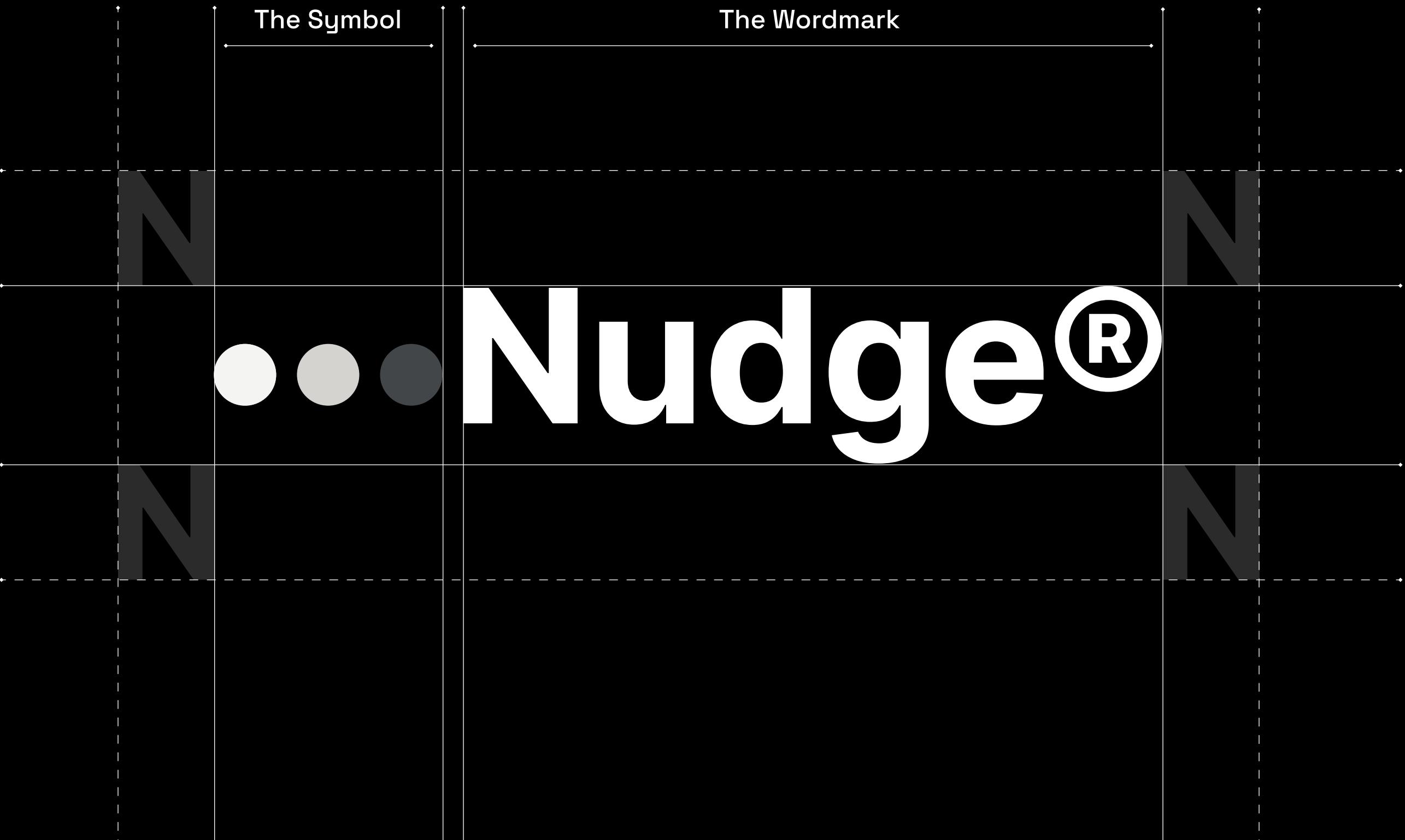
26mm

•••Nudge®

•••Nudge®

•••Nudge®

•••Nudge®



...Nudge®

Typo Graphy

*Primary Font, Secondary Font
& Font Weights*



Light
Regular
Medium
Bold

Space Grotesk

Heading

H1
70 / 700 / Bold

H2
58 / 500 / Medium

H3
46 / 400 / Regular

Body

24 / 18 / 16

Space Grotesk is a modern, proportional sans-serif typeface that has become a staple for tech brands like Nudge due to its unique blend of "geeky" retro-futurism and high-performance utility.



W A C

Space Mono

Body

24 / 18 / 16

Space Mono is a precision-engineered, monospaced typeface that serves as the technical soul of the Nudge visual identity, blending a "command-line" aesthetic with high-performance digital clarity.

Regular
Bold
Italic
Bold Italic

Heading

H1
70 / 700 / Bold

H2

58 / 500 / Medium

H3

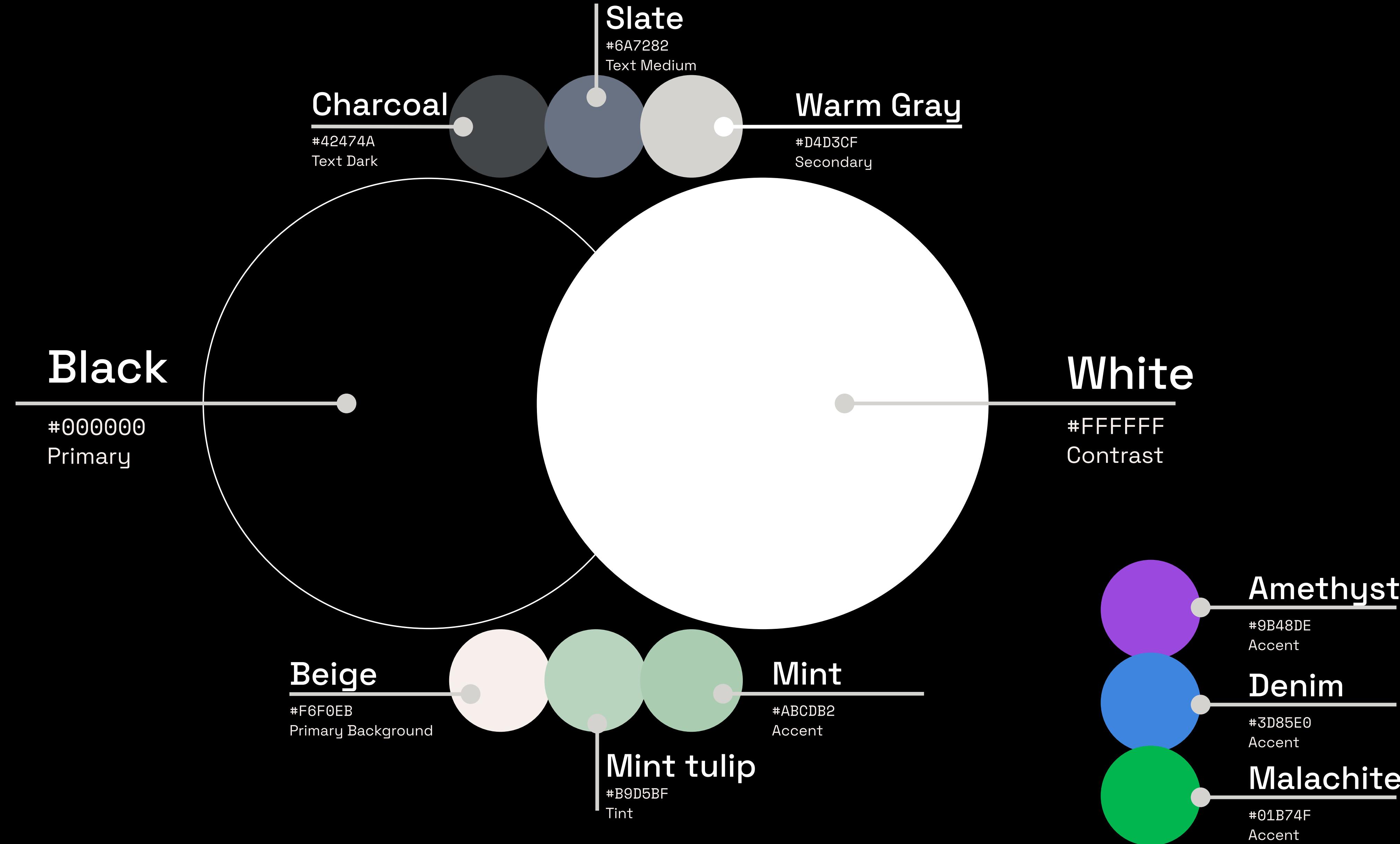
46 / 400 / Regular

...Nudge®

Color Palette

Color Palette & Primary Colors





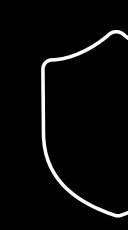
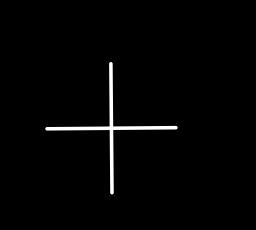
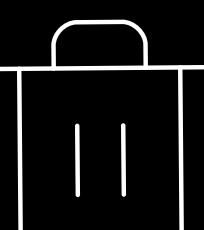
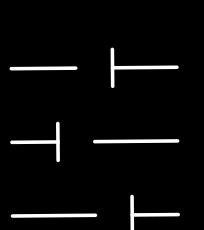
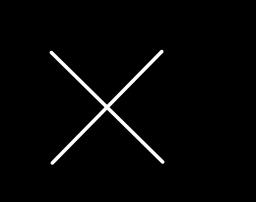
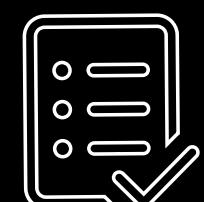
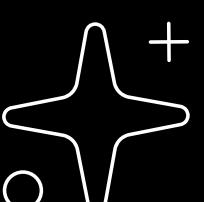
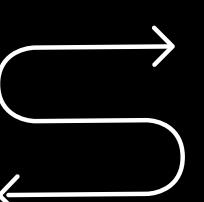
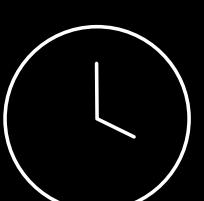
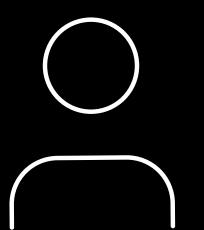
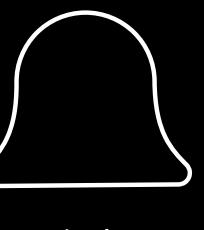
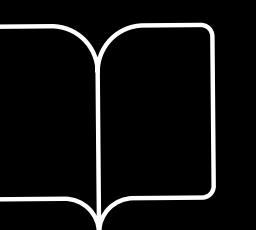
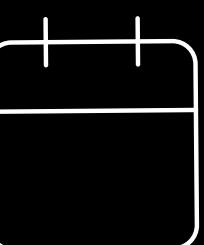
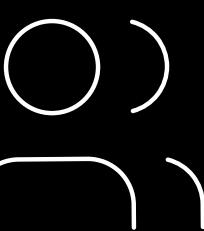
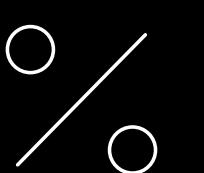
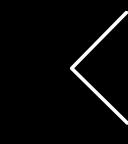
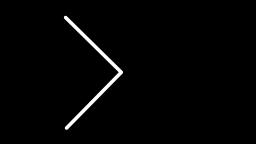
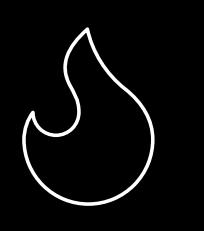
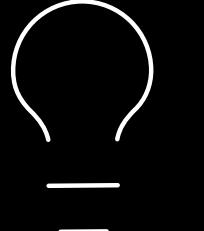
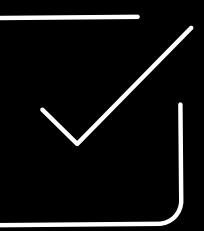
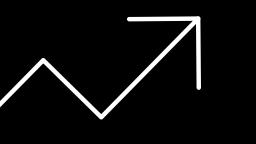
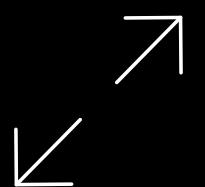
Visual Elements

Iconography & Graphic Elements



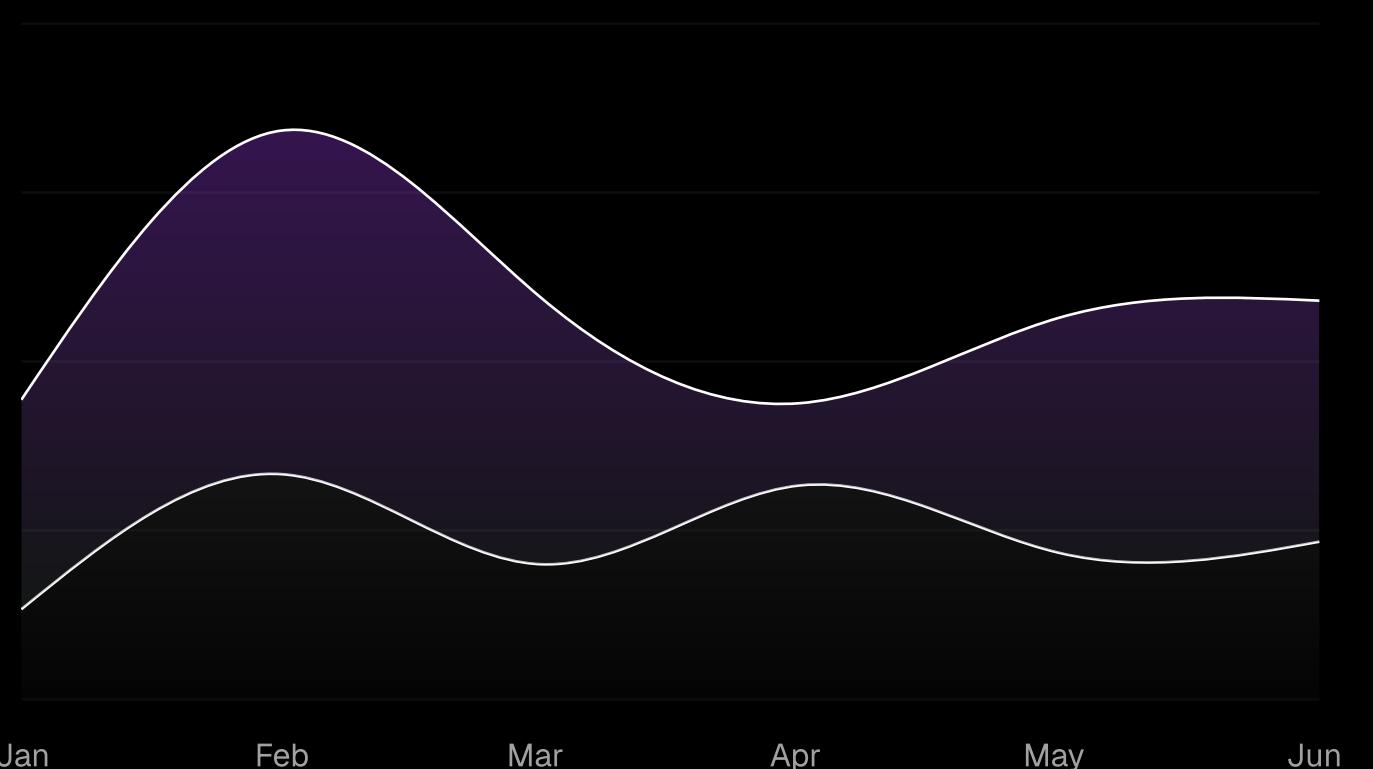
Iconography

The **Nudge® Icons** are built as a clean, minimal line system that feels light, intelligent, and quietly persuasive — just like a nudge should be. The set relies on thin, consistent strokes and simple geometric construction, creating a visual language that guides rather than demands attention.



Graphic Elements

The **Nudge® Insights & Analytics dashboard** is a premium, dark-themed interface for sales and AI growth tracking. It uses a modular card system to highlight key performance indicators and deep-dive modals for detailed data analysis.



The Tooltip A minimalist floating overlay providing clean, non-obstructive data values upon hover without visual clutter.

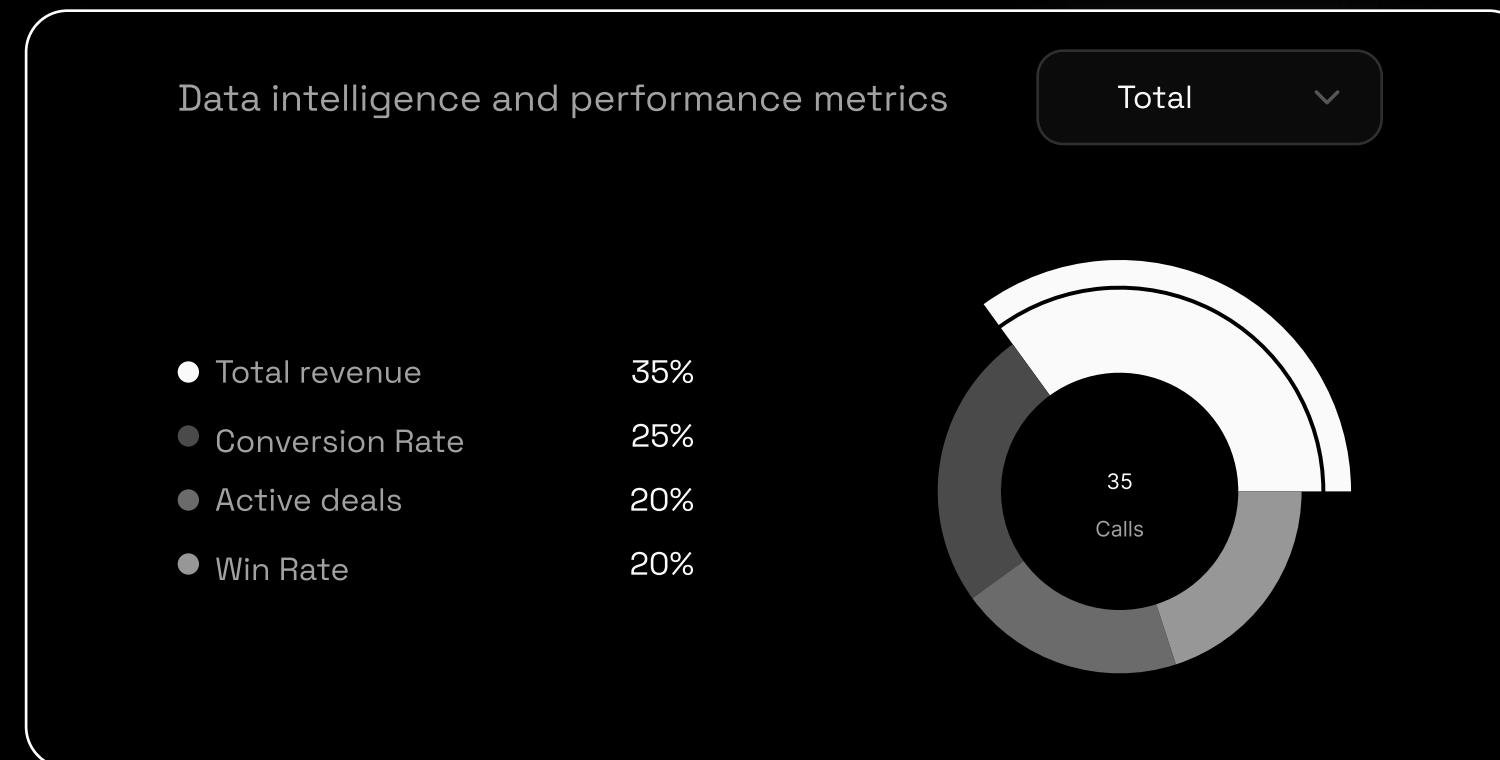


The Interaction Timeline uses a purple-to-gray gradient Area Chart to visualize engagement trends and interaction density over time.

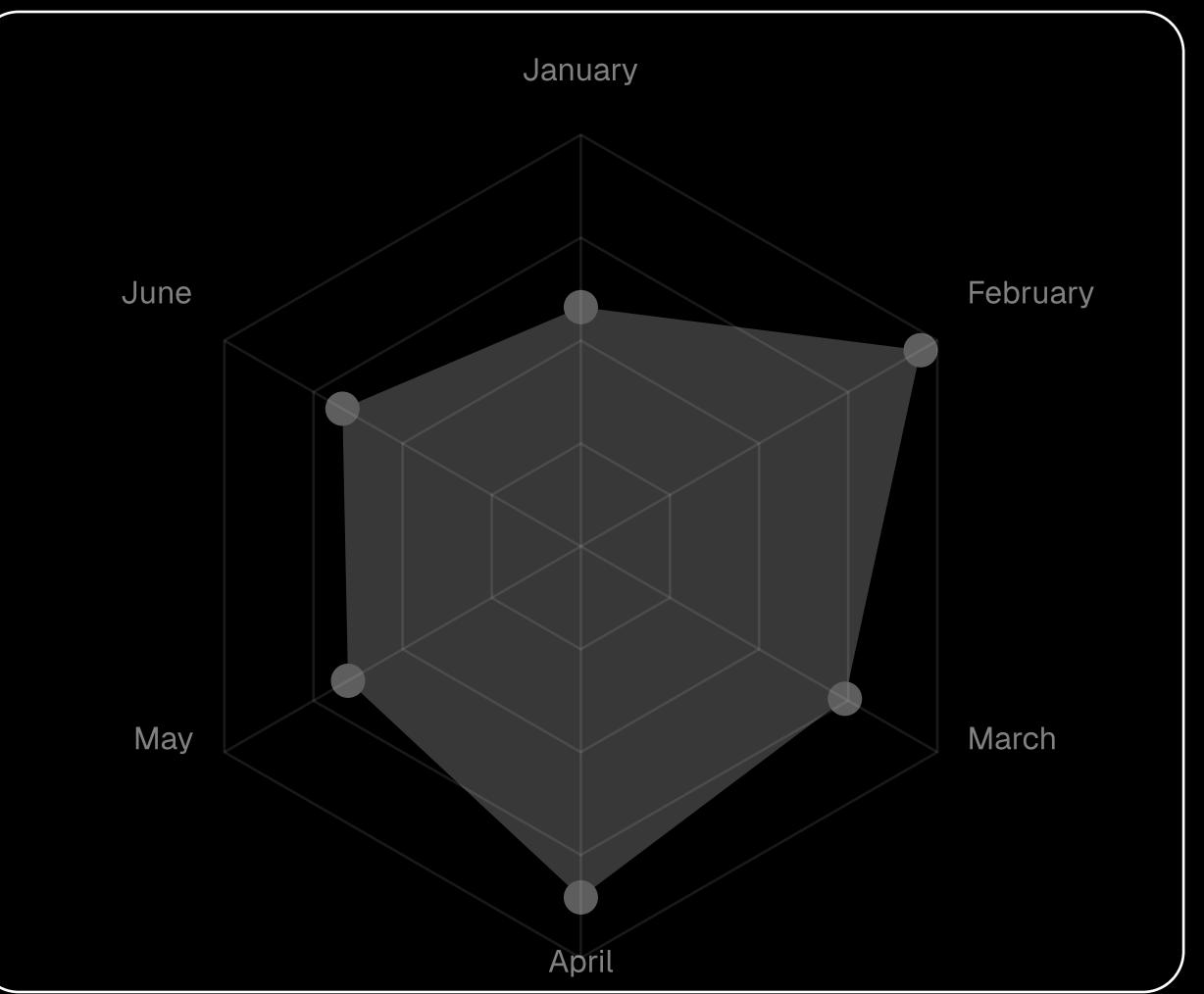
The dashboard features a sidebar with navigation icons and a notification badge for 'Nudge®' (3 notifications). The main area includes a header with the 'Nudge®' logo and three cards: 'Insights & Analytics' (Total Revenue: \$328K, up 22% vs last month), 'AI-Powered Insights' (Revenue Growth Accelerating, +22%), and 'Deal Velocity Increased' (Average time to close decreased from 45 to 38 days, -7 days).

Graphic Elements

The Nudge® Insights & Analytics dashboard is a premium, dark-themed interface for sales and AI growth tracking. It uses a modular card system to highlight key performance indicators and deep-dive modals for detailed data analysis.



The Radar Chart A radial visualization using precision markers to compare daily performance dimensions like revenue and retention at a glance.



The Radial Progress Chart for Data Intelligence visualizes performance metrics like Total Revenue and Win Rate through concentric, color-coded rings and a central call-to-action.

The dashboard interface includes a sidebar with navigation icons and a notification center. The main area displays key performance indicators (KPIs) and AI-powered insights. The KPIs include Total Revenue (\$328K, up 22% vs last month) and Active deals (92%, up 12%). The AI-powered insights section highlights 'Revenue Growth Accelerating' (+22%) and 'Deal Velocity Increased' (-7 days).

...Nudge®

Insights & Analytics
Data intelligence and performance metrics

Total Revenue
\$328K
↑ 22% vs last month

AI-Powered Insights

Key trends and patterns detected from your sales data

Revenue Growth Accelerating
Revenue increased by 22% compared to last month
+22%

Deal Velocity Increased
Average time to close decreased from 45 to 38 days
-7 days

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Brand Applications

Physical & Digital Application



Physical Application

Nudge's physical presence

communicates precision, credibility, and premium innovation. The brand expression remains clean, confident, and high-impact, reinforcing Nudge's role as a forward-thinking AI solution built for performance and trust.

Physical Application

The Nudge® Signature Cap

A premium, minimalist cap designed for everyday wear — combining clean embroidery, a structured fit, and a timeless look that matches the Nudge® identity.

Physical Application

The Nudge® Pin Badges

High-gloss, black & white enamel pins featuring the brand logo, designed as versatile, tactile brand touchpoints for community engagement.

Physical Application

The Nudge® Stickers

High-durability, matte-finish stickers High- featuring the Nudge logo; a sleek, professional mark designed to brand your workspace with the same integrity and precision we bring to your pipeline.

Physical Application

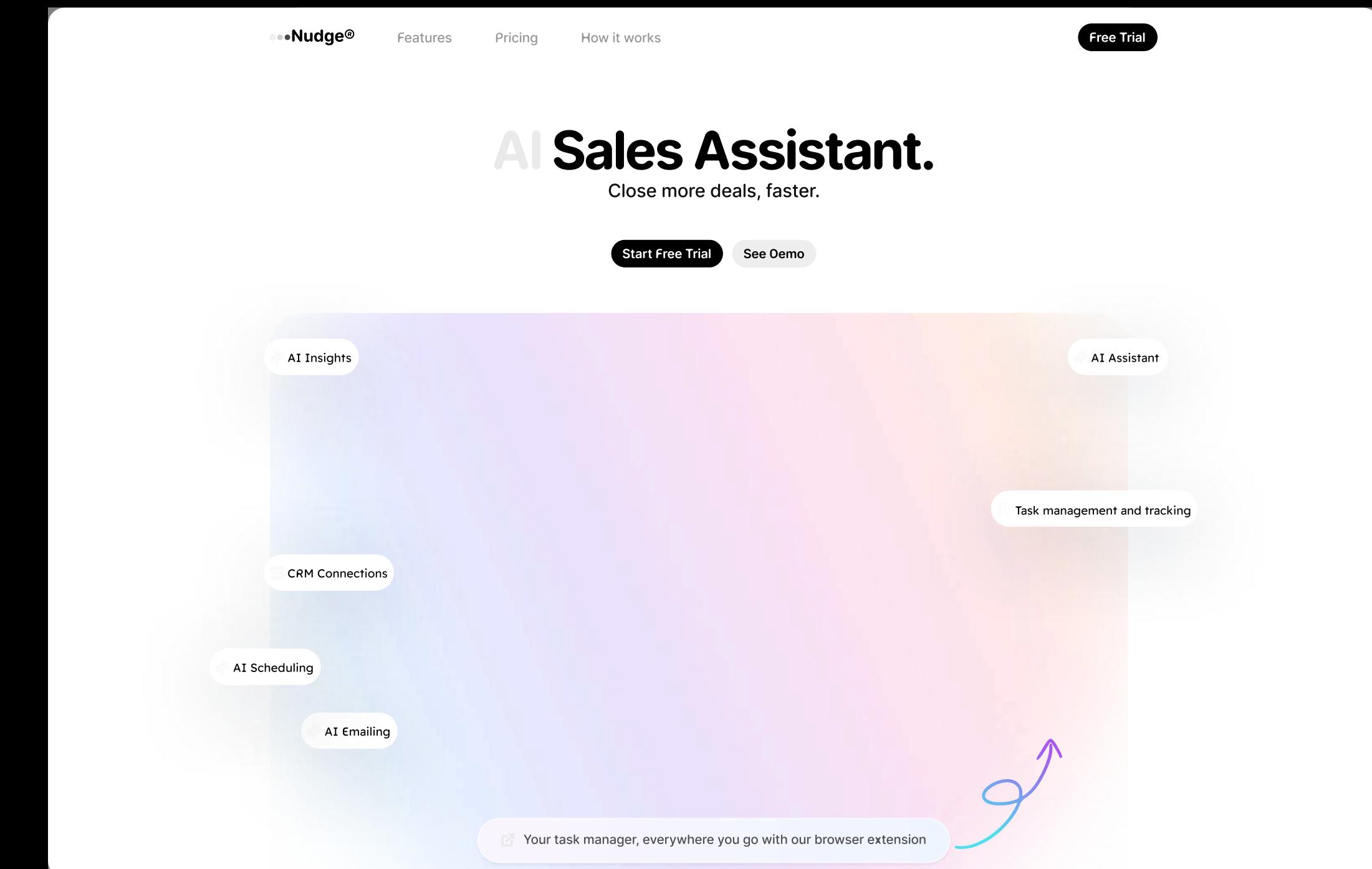
The Nudge® Stationery

Sleek, matte-finished pens featuring the brand logo, designed to bring a premium, tactile quality to everyday professional writing tasks.

Digital Application

The Nudge® Website

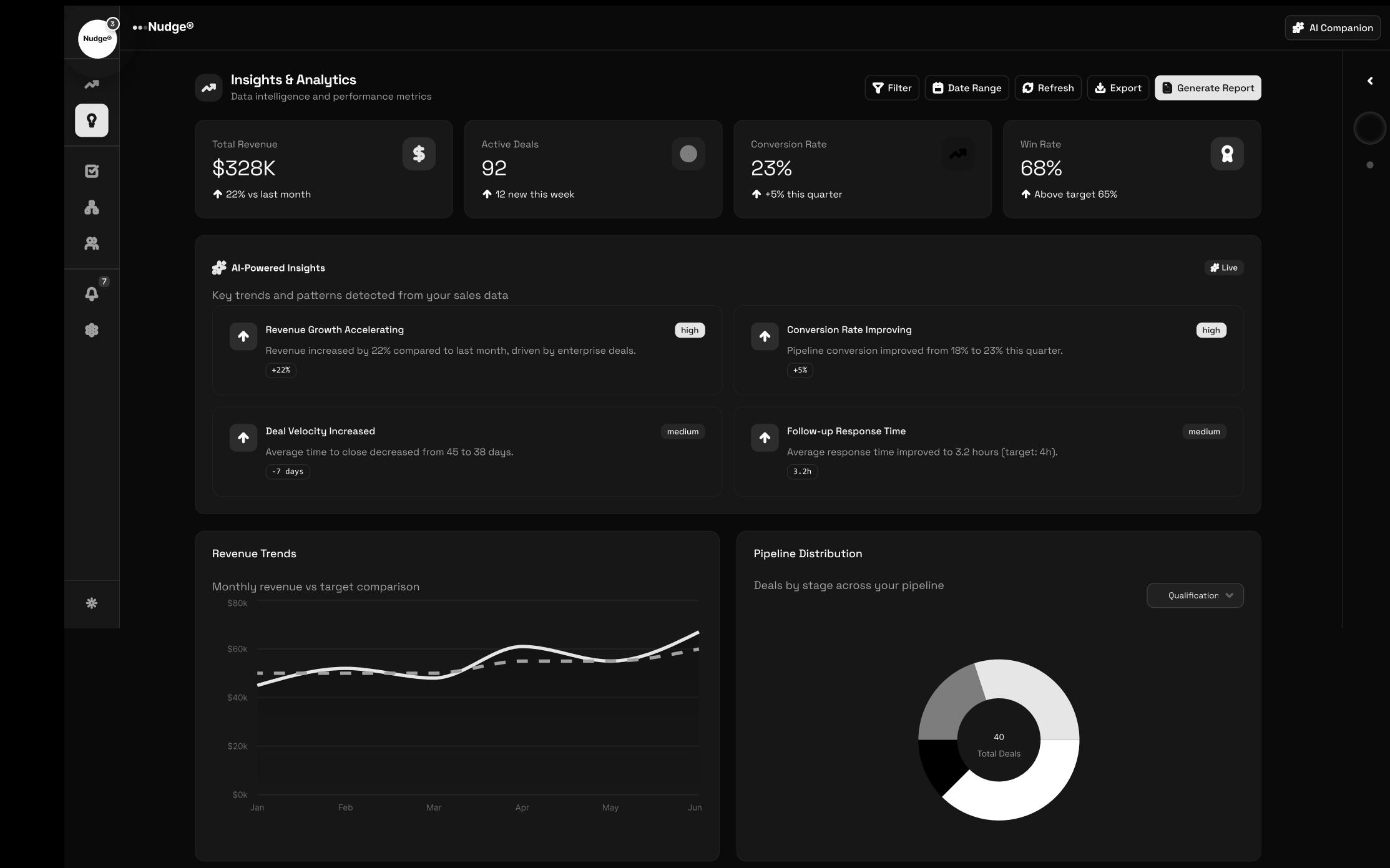
The Nudge Website presents the brand as a focused, intelligent layer for revenue teams. Its clean, high-contrast design and structured layout emphasize *clarity*, *momentum*, and *decisive action* — positioning Nudge as a system that protects pipeline health, not just another SaaS tool.



Digital Application

The Nudge® Product

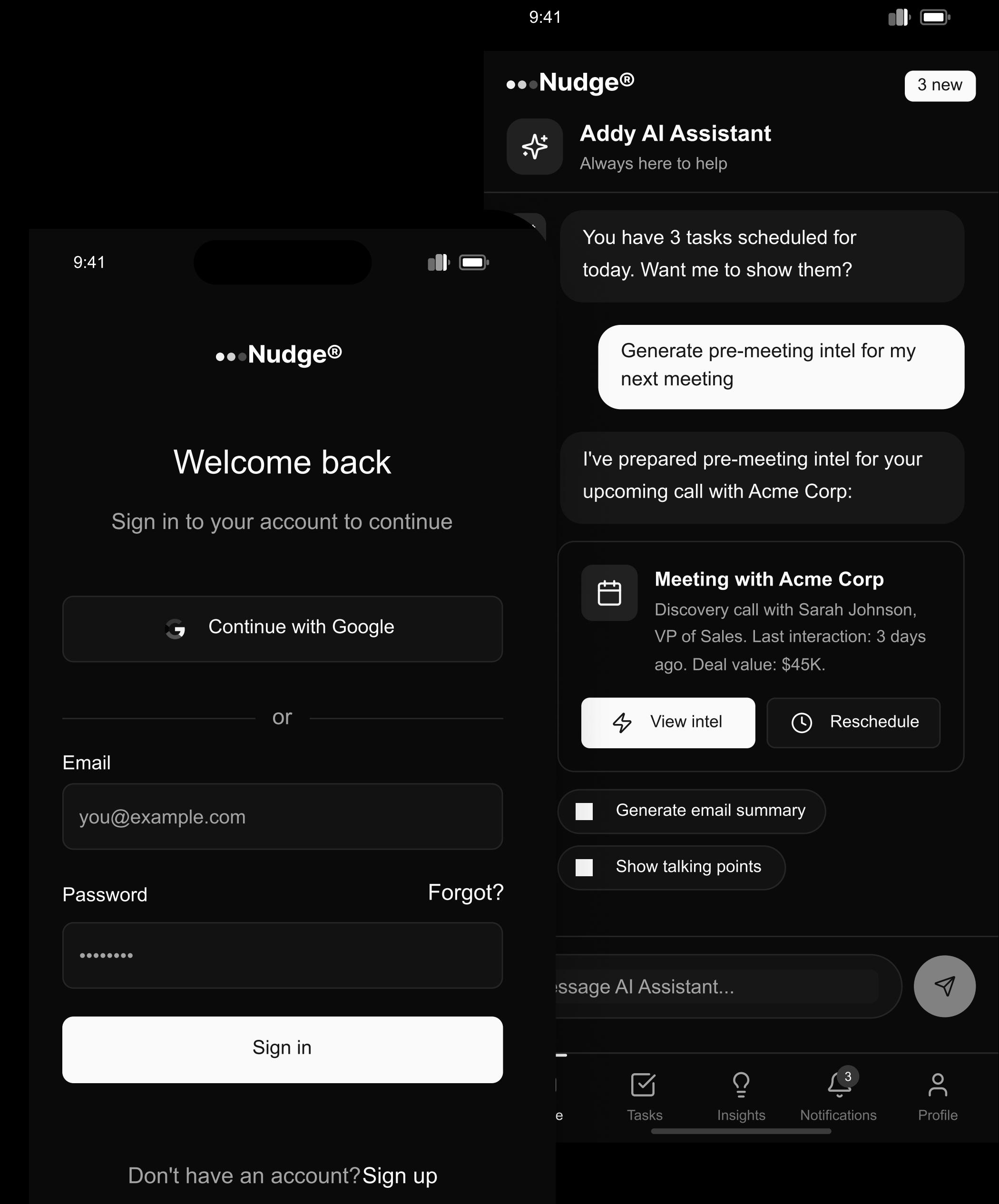
The Nudge Product is a *Recovery and Integrity System* that sits above the CRM, identifying stalled or drifting deals, diagnosing the cause, and prescribing the minimum effective action to restore momentum. It prioritizes signal over noise, helping teams recover pipeline and improve forecast reliability.



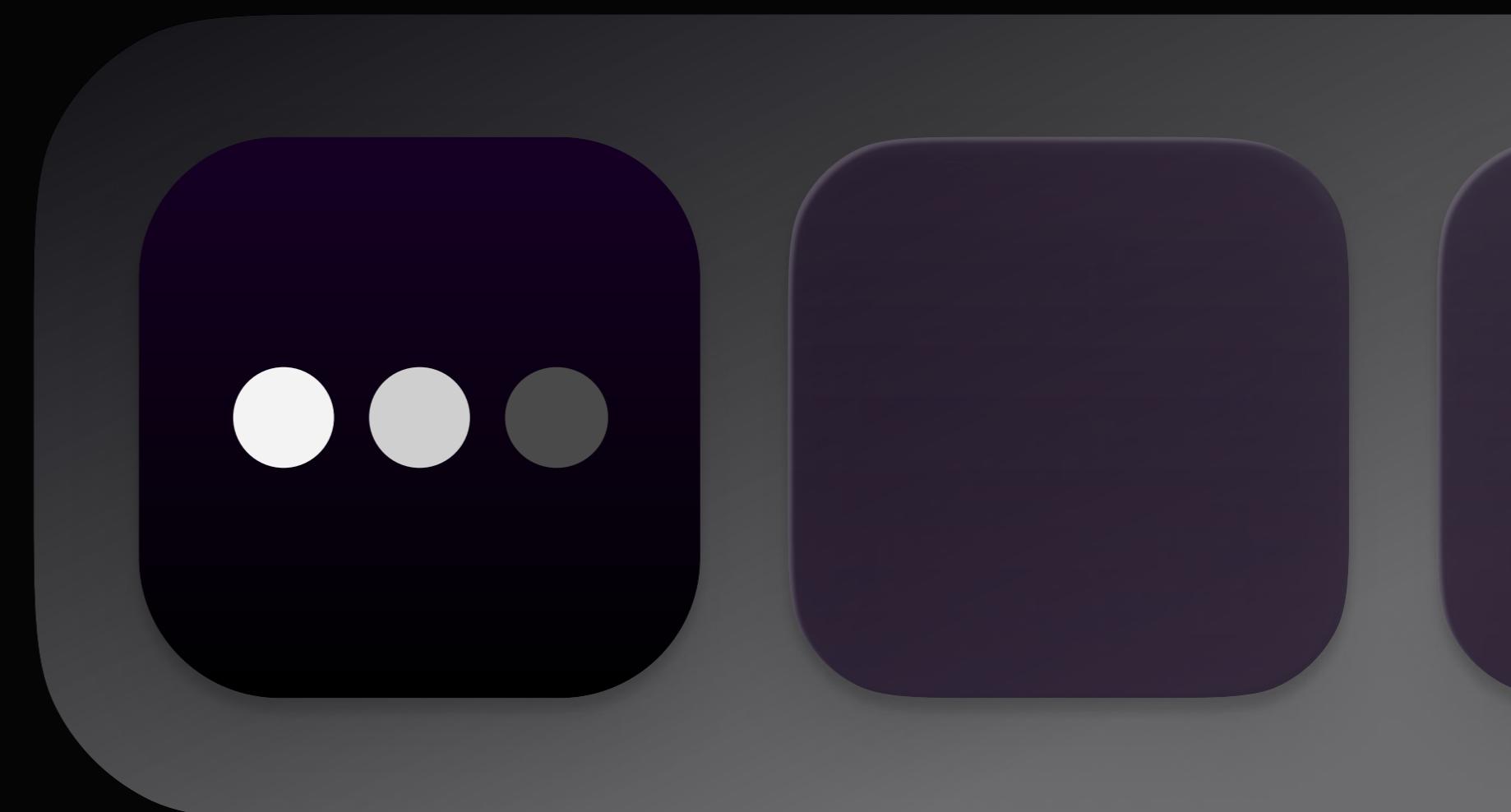
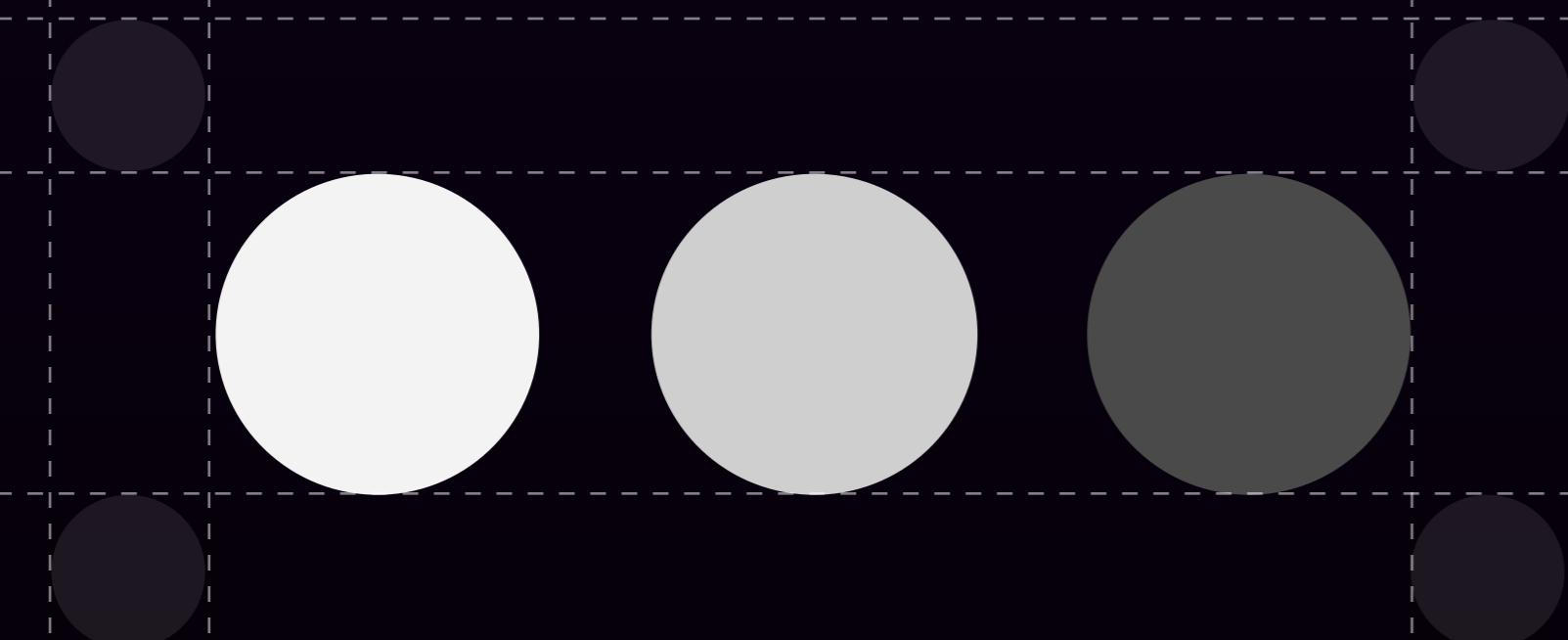
Digital Application

The Nudge® AI Interface

A *dark-mode mobile interface* featuring high-contrast UI elements and a conversational *AI assistant*, designed for streamlined task management and productivity.



Don't have an account? [Sign up](#)



Digital Application

The Nudge® Slide Templates

Professional presentation layouts featuring a *clean, grid-based structure* and *minimalist data visualization tools*, designed for clear and impactful business storytelling.

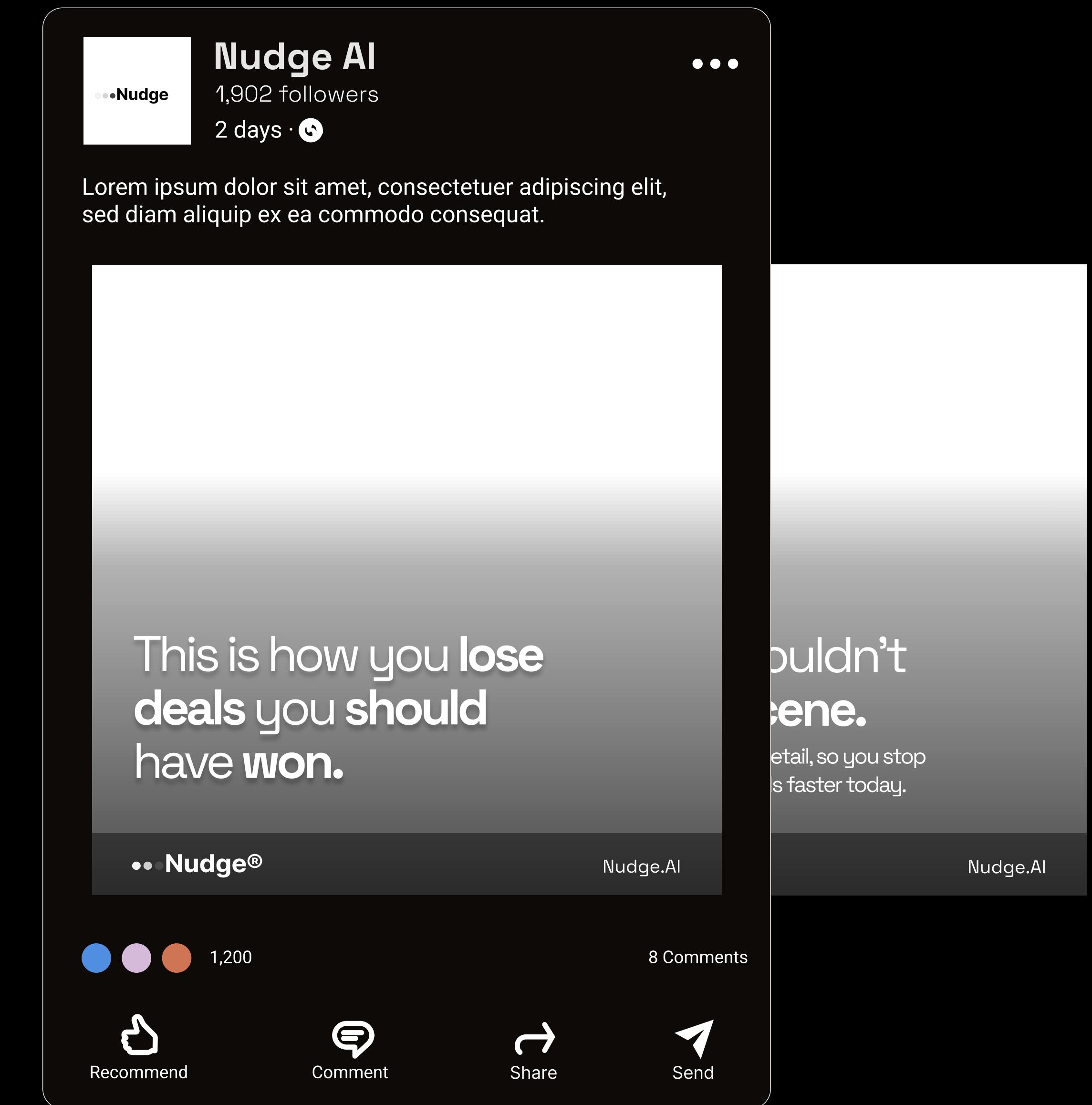


Digital Application

Nudge® on LinkedIn

The official LinkedIn presence for

Nudge our public-facing hub for brand credibility and positioning. It standardizes how we present Nudge's mission, messaging, visuals, and company details, ensuring a consistent first impression across social and search.



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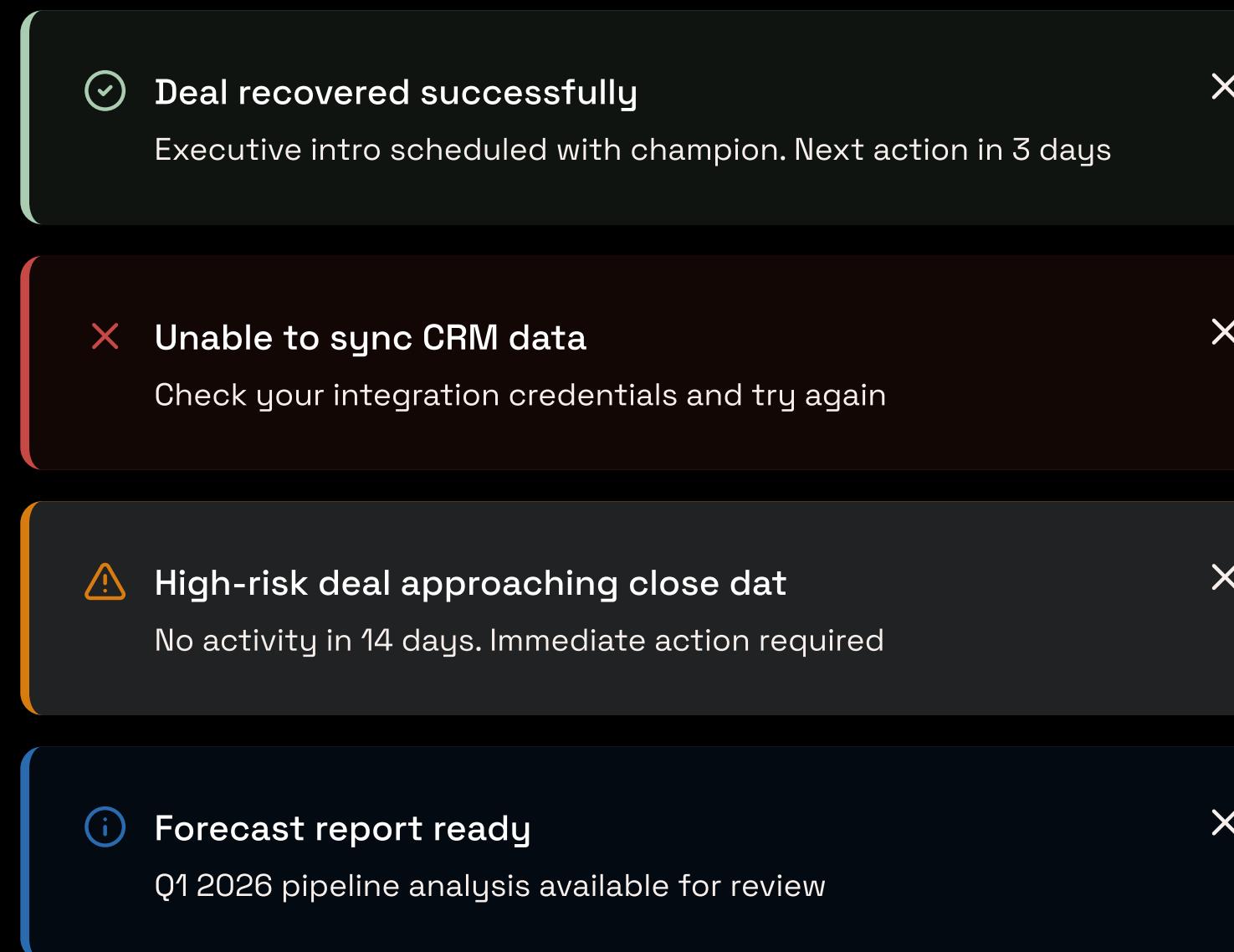
Design System

*UI Kit, Accessibility
Standard, Grid & Spacing System*

UI Component Library

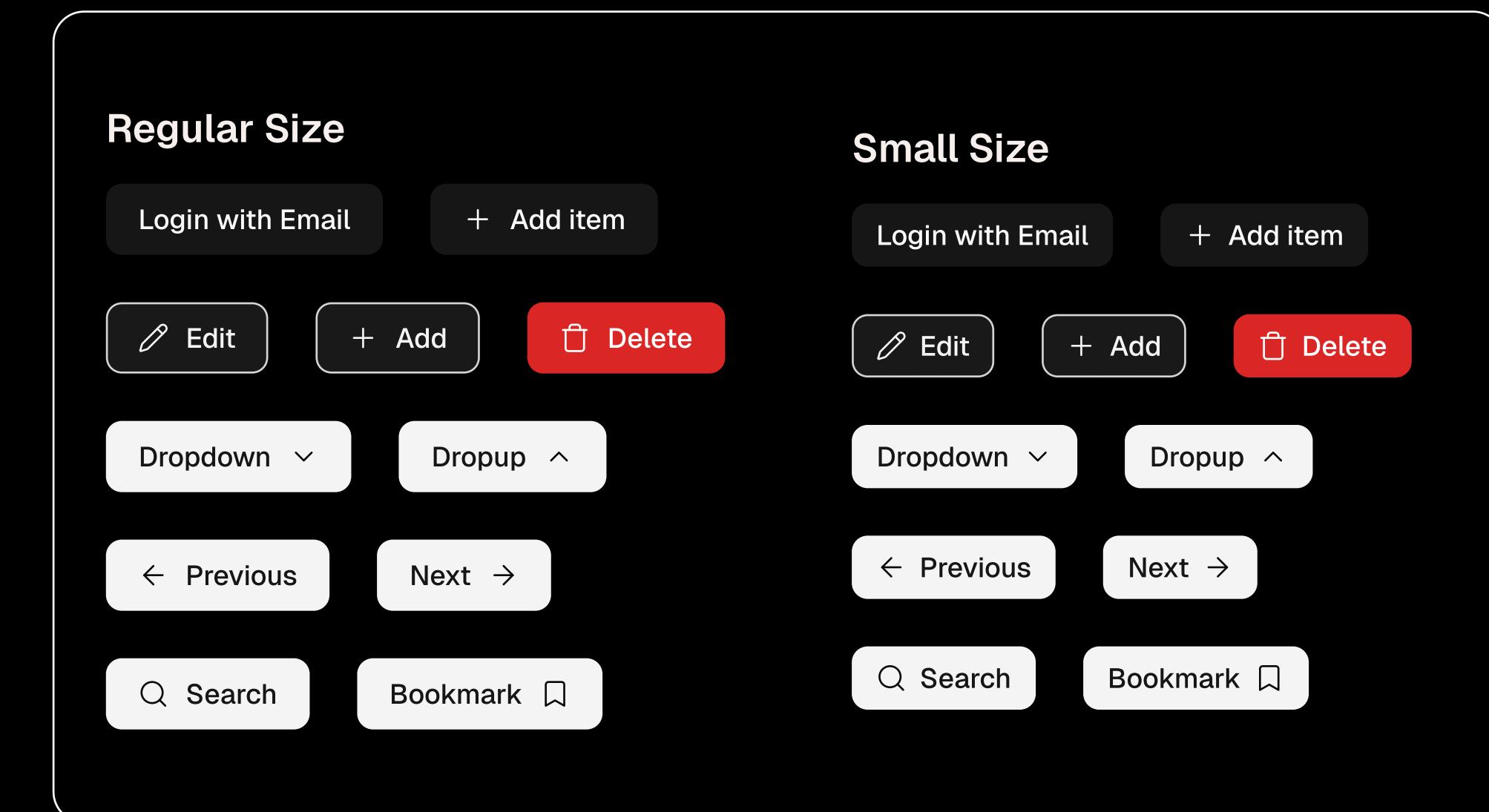
Notifications & Alerts

System feedback and user communication patterns



Buttons

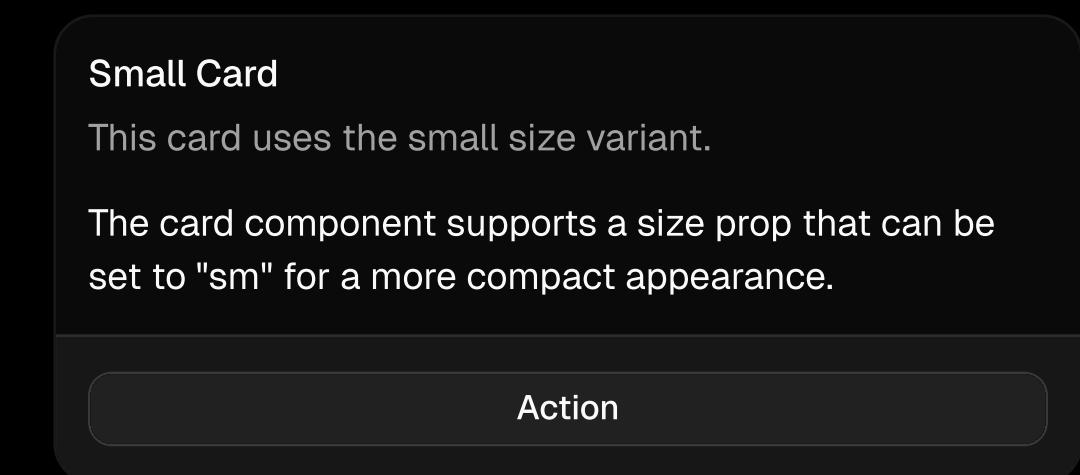
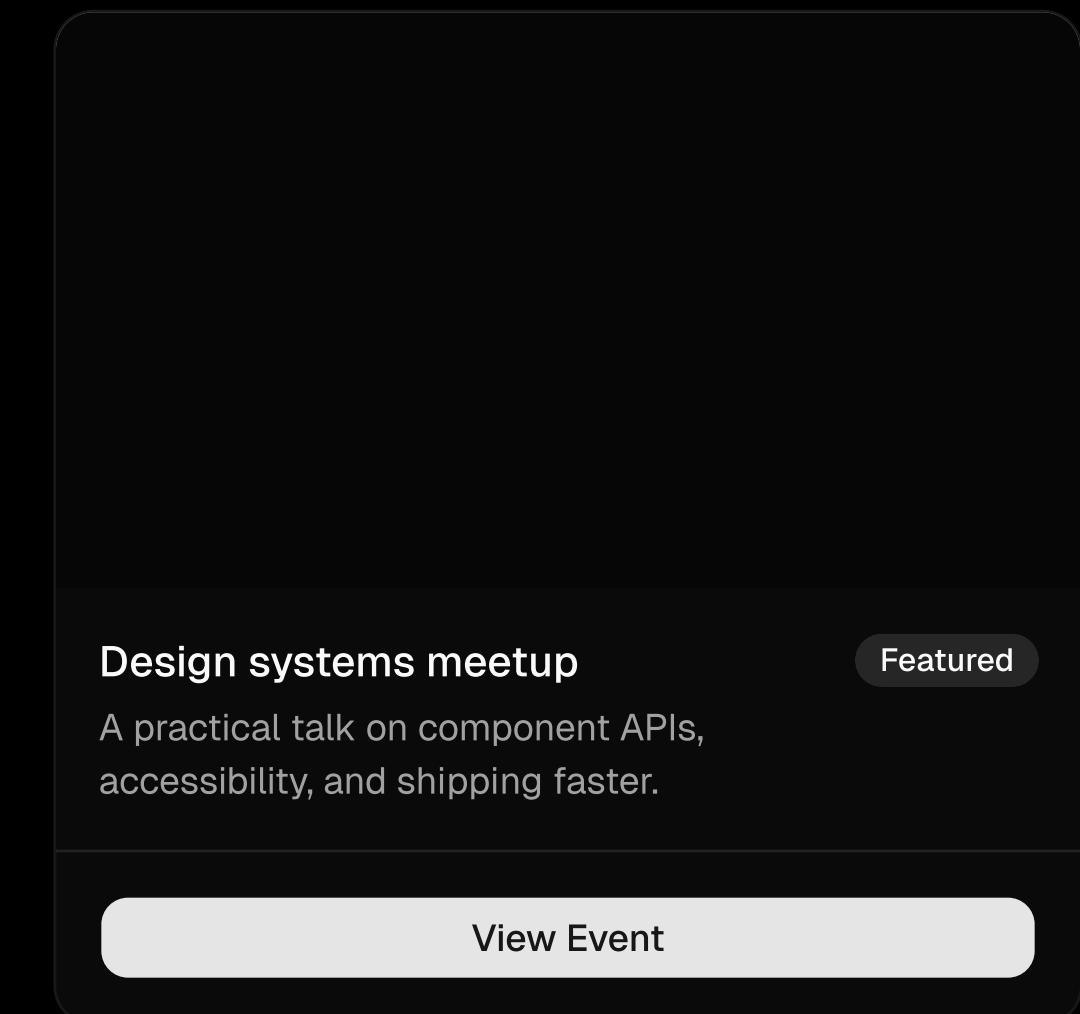
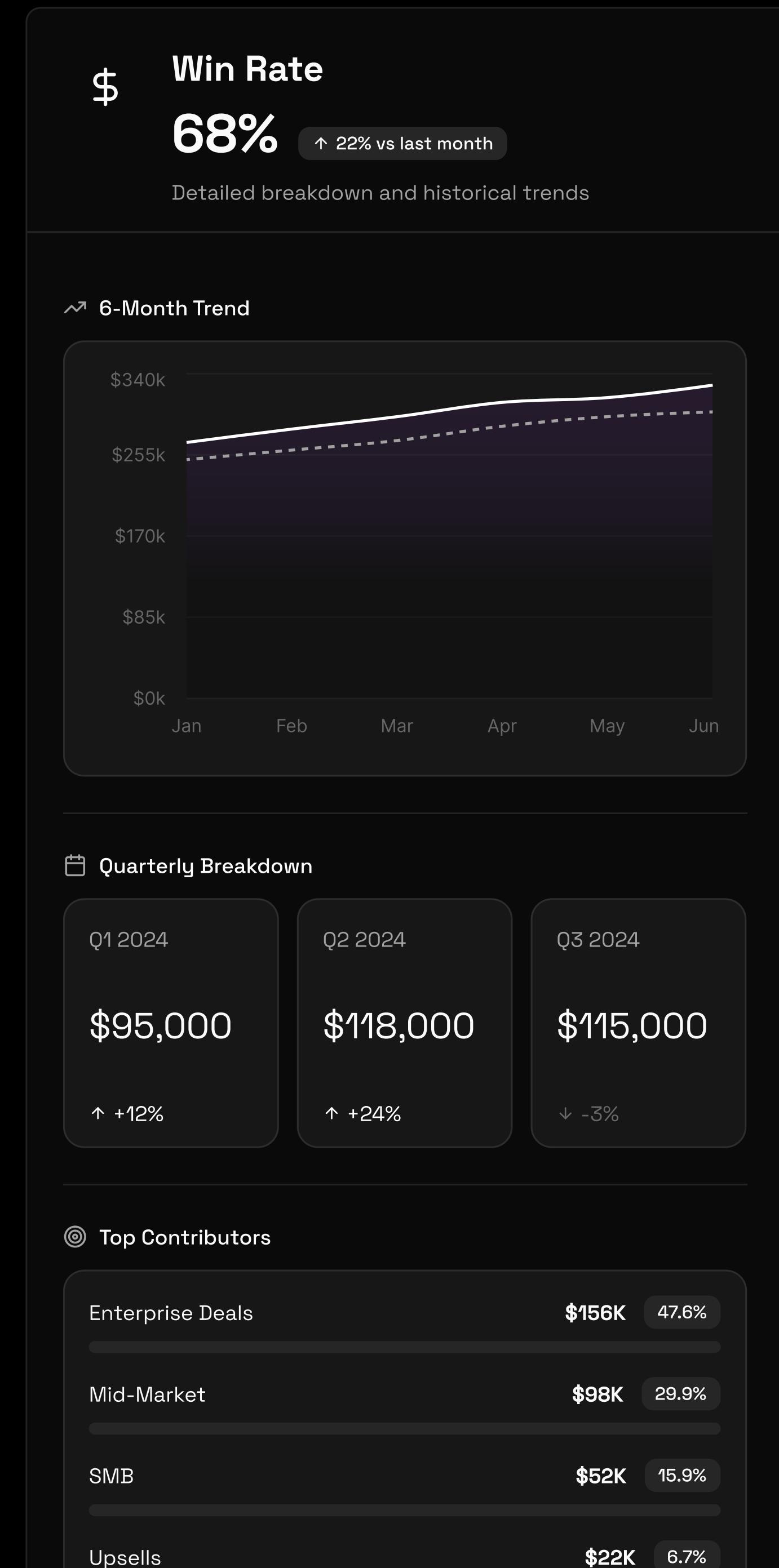
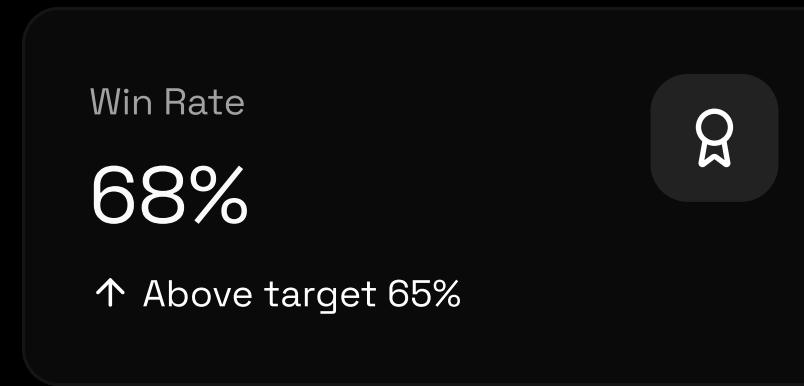
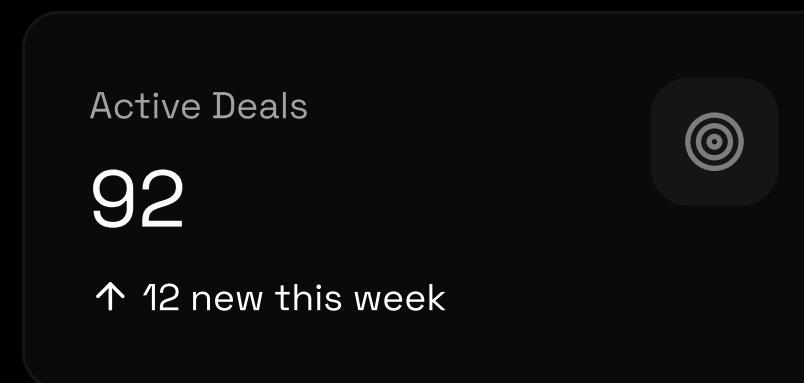
All button states with clear hierarchy and action signals



UI Component Library

Cards & Containers

All button states with clear hierarchy and action signals



Login to your account [Sign Up](#)

Enter your email below to login to your account

Email

Password [Forgot your password?](#)

[Login](#)

[Login with Google](#)

UI Component Library

Form Elements

Input fields, selects, and form validation patterns

Create an account

Enter your email below to create your account

[Sign In with Email](#)

Or continue with

 GitHub

By clicking continue, you agree to our [Terms of Service](#) and [Privacy Policy](#).

Same as shipping address

Comments

[Submit](#) [Cancel](#)

Payment Method

All transactions are secure and encrypted

Name on Card

Card Number

Enter your 16-digit card number

Month Year CVV

MM YYYY

Billing Address

The billing address associated with your payment method

Same as shipping address

Comments

[Submit](#) [Cancel](#)

UI Component Library

Badges & Tags

Status indicators and categorical labels

Accessibility Standard

Color Contrast Ratios

All text must meet WCAG AA standards (4.5:1 for normal text, 3:1 for large text)

Aa	Black on Beige 14.2:1	Aa	Charcoal on White 10.3:1	Aa	Black on White 20.1:1
Aa	Slate on White 5.8:1	Aa	Mint on Black 4.7:1	Aa	Black on Mint 9.8:1

AAA



Text & Typography Accessibility

Minimum Text Sizes

16px	Body text minimum
14px	Small text minimum
42px	Meta Data only

Spacing Scale (8pt Grid)

4px
(space-0.5)

Micro spacing, icon padding

8px
(space-1)

Tight spacing, inline elements

12px
(space-1.5)

Small gaps, form fields

16px
(space-2)

Standard spacing, card padding

48px
(space-6)

Large section spacing

24px
(space-3)

Component spacing

64px
(space-8)

Page section spacing

32px
(space-4)

Section spacing, card padding

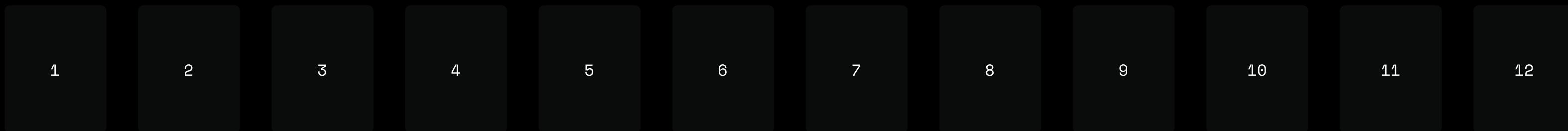
96px
(space-12)

Major section breaks

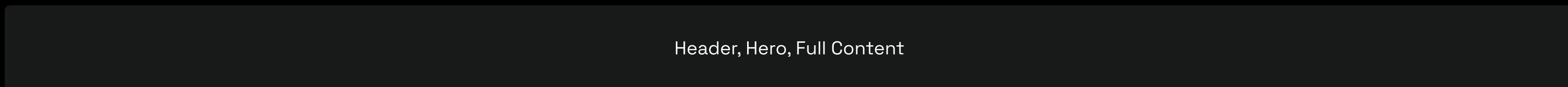
Grid & Spacing System

12-Column Layout Grid

// Desktop Grid



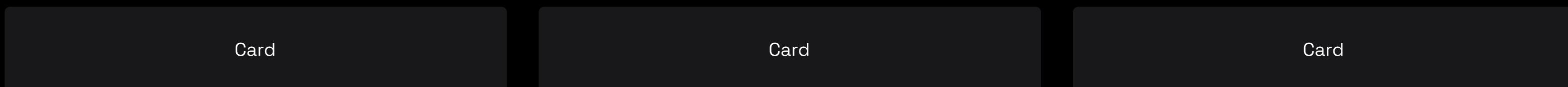
FULL WIDTH (12 cols)



TWO-COLUMN (6/6)



THREE-COLUMN (4/4/4)



ASYMMETRIC (8/4)

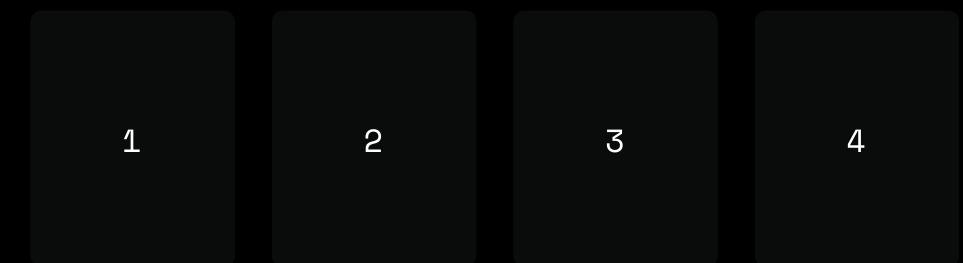


Margin / 10px

Gutter / 24px

Column / 12

// Mobile Grid



Header, Hero, Full Content

Card

Left Right

Main Content

Margin / 14px

Gutter / 14px

Column / 4