Welcome to the Research Style Guide

This guide was built to help facilitate the creation and maintenance of pages on the Salesforce AI Research website: https://www.salesforceairesearch.com/. The guide is consistent with the elements of the main Salesforce website and is to be used by developers to easily replicate visual branding and imagery across the AI Research site.

Figma file: https://www.figma.com/file/WzvuEer9uD5FuDcUPum2Lv/AI-Research-Style-Guide?node-id=157%3A532

The Salesforce branding guide can be found here: https://brand.salesforce.com/

salesforce

Colors

Color Palette

Most Commonly Used

Blue - 20
Hex: #032D60
RGB: 3,45,96

Blue - 40
Hex: #0B5CAB
RGB: 11,92,171

Blue - 50
Hex: #0176D3
RGB: 1,118,211

Neutral - 10
Hex: #181818
RGB: 24,24,24

White - 100
Hex: #FFFFFF
RGB: 255,255,255

Full Digital Palette

HOT ORANGE	ORANGE	YELLOW	GREEN	TEAL	CLOUD BLUE	BLUE	INDIGO	PURPLE	VIOLET	PINK	NEUTRAL	(ERROR) RED
HOT ORANGE - 95 #FEF1ED R254 G241 B237	ORANGE - 95 #FFF1EA R255 G241 B234	YELLOW - 95 #FBF3E0 R251 G243 B224	GREEN - 90 #CDEFC4 R205 G239 B196	TEAL - 95 #DEF9F3 R222 G249 B243	CLOUD BLUE - 95 #EAF5FE R234 G245 B254	BLUE - 95 #EEF4FF R238 G244 B255	INDIGO - 95 #F1F3FB R241 G243 B251	PURPLE - 95 #F6F2FB R246 G242 B251	VIOLET - 95 #F9F0FF R249 G240 B255	PINK - 95 #FEF0F3 R254 G240 B243	NEUTRAL - 95 #F3F3F3 R243 G243 B243	(ERROR) RED - 95 #FEF1EE R254 G241 B238
HOT ORANGE - 65 #FF784F R255 G120 B79	ORANGE - 70 #FE9339 R254 G147 B57	YELLOW - 80 #FCC003 R252 G192 B3	GREEN - 65 #41B658 R65 G182 B88	TEAL - 80 #04E1CB R4 G225 B203	CLOUD BLUE - 80 #90D0FE R144 G208 B254	BLUE - 50 #0176D3 R1 G118 B211	INDIGO - 80 #BEC7F6 R190 G199 B246	PURPLE - 70 #C29EF1 R194 G158 B241	VIOLET - 65 #D17DFE R209 G125 B254	PINK - 60 #FF538A R255 G83 B138	NEUTRAL - 80 #C9C9C9 R201 G201 B201	(ERROR) RED - 60 #FE5C4C R254 G92 B76
HOT ORANGE - 50 #D83A00 R216 G58 B0	ORANGE - 60 #DD7A01 R221 G122 B1	YELLOW - 70 #E4A201 R228 G162 B1	GREEN - 40 #396547 R57 G101 B71	TEAL - 60 #06A59A R6 G165 B154	CLOUD BLUE - 60 #0D9DDA R13 G157 B218	BLUE - 40 #0B5CAB R11 G92 B171	INDIGO - 50 #5867E8 R88 G103 B232	PURPLE - 40 #7526E3 R117 G38 B227	VIOLET - 30 #730394 R115 G3 B148	PINK - 40 #B60554 R182 G5 B84	NEUTRAL - 30 #444444 R68 G68 B68	(ERROR) RED - 40 #BA0517 R186 G5 B23
HOT ORANGE - 20 #4A2413 R74 G36 B19	ORANGE - 30 #5F3E02 R95 G62 B2	YELLOW - 30 #6F3400 R111 G52 B0	GREEN - 20 #1C3326 R28 G51 B38	TEAL - 30 #024D4C R2 G77 B76	CLOUD BLUE - 20 #023248 R2 G50 B72	BLUE - 20 #032D60 R3 G45 B96	INDIGO - 20 #321D71 R50 G29 B113	PURPLE - 20 #401075 R64 G16 B117	VIOLET - 20 #481A54 R72 G26 B84	PINK - 20 #61022A R97 G2 B42	NEUTRAL - 10 #181818 R24 G24 B24	(ERROR) RED - 20 #640103 R100 G1 B3

!! ***(Error) Red*** *should only be used by our UX teams. This color is solely used as a negative association primarily used with Errors and Error States, for patterns like badges, alerts, and icons.*

White - 100

WHITE 100
#FFFFFF
R255 G255 B255

Neutral - 95

NEUTRAL - 95
#F3F3F3
R243 G243 B243

Neutral - 80

NEUTRAL - 80
#C9C9C9
R201 G201 B201

Neutral - 30

NEUTRAL - 30
#444444
R68 G68 B68

Neutral - 10

NEUTRAL - 10
#181818
R24 G24 B24

Font Styles

Font and Type Scale

	DESKTOP/TABLET (minimum width of 768px)	MOBILE (maximum width of 767px)	
Heading One	52 px	36 px	ITC Avant Garde Gothic Pro - Demi
Heading Two	36 px	24 px	ITC Avant Garde Gothic Pro - Demi
Heading Three	24 px	18 px	ITC Avant Garde Gothic Pro - Demi
Eyebrow	11 px	11 px	ITC Avant Garde Gothic Pro - Demi
Body Small	14 px	14 px	Salesforce Sans - Regular
Body Medium	16 px	16 px	Salesforce Sans - Regular
Body Large	22 px	16 px	Salesforce Sans - Regular
Button	14 px	14 px	ITC Avant Garde Gothic Pro - Demi
Input Text	15 px	15 px	Salesforce Sans - Regular
Dropdown Items	15 px	15 px	Salesforce Sans - Regular

Page Elements

Buttons

Normal

Button

Name: button
Font: ITC Avant Garde
Text color: white-100 (#FFFFFF)
Button color: blue-50 (#0176D3)
Align-items: center
Padding: 14px 24px
Border: 1px
Border radius: 4px
Border color: transparent

Hover

Button

Button color: blue-40 (#0B5CAB)

Inactive

Button

Button color: neutral-80 (#C9C9C9)

Variant

Name: btn-variant
Font: ITC Avant Garde
Text color: blue-50 (#0176D3)
Button color: white-100 (#FFFFFF)
Align-items: center
Padding: 14px 24px
Border: 2px
Border radius: 4px
Border color: #0176D3

Variant

Button color: blue-90 (#D8E6FE)

Variant

Text color: neutral-80 (#C9C9C9)
Button color: white-100 (#FFFFFF)
Border color: neutral-80 (#C9C9C9)

Inputs and Dropdown Menus

Name: Input-text
Font: Salesforce Sans 15px
Text color: neutral-10 (#181818)
Placeholder text color: neutral-60 (#939393)
Padding: 6px 12px
Border: 1px
Border radius: 4px
Border color: neutral-30 (#444444)

Textbox

Email

johndoe@gmail.com

Dropdown Select

United States

Tables

Name: Table
Font: Salesforce Sans 16px
Text color: neutral-10 (#181818)
Border color: neutral-80 (#C9C9C9)
Border: 1px
Align-items: center
Cell padding: 10px 24px

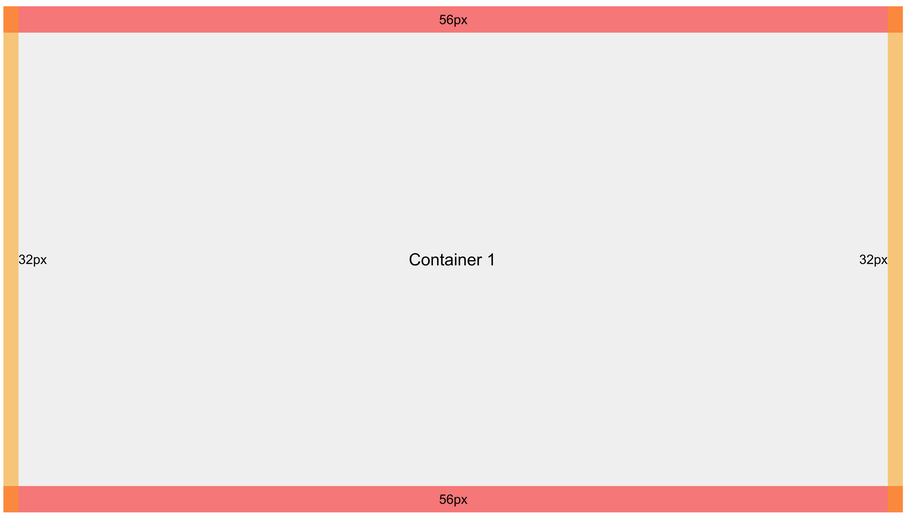
Cell example	Cell example	Cell example	Cell example
Cell example	Cell example	Cell example	Cell example
Cell example	Cell example	Cell example	Cell example
Cell example	Cell example	Cell example	Cell example

Layouts and Spacing

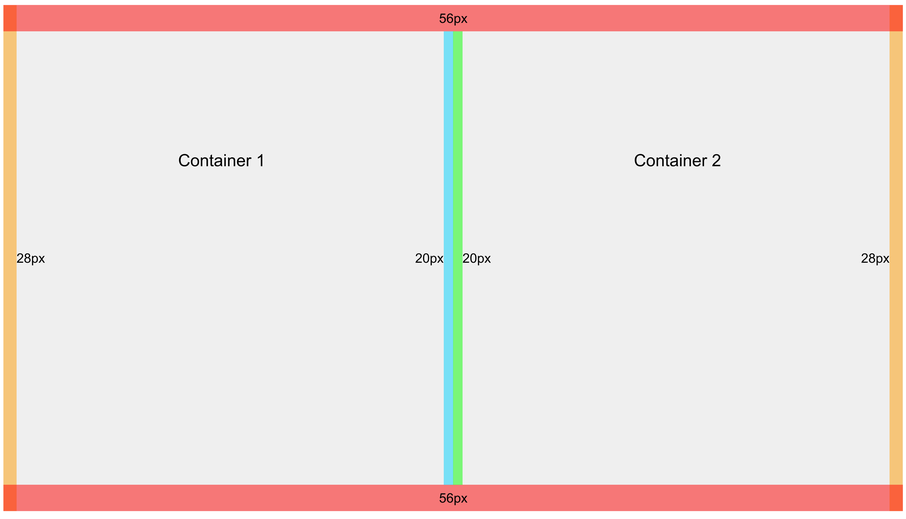
Layouts

Note: These dimensions are to serve as a guide based on a 1920×1080 resolution. It is recommended to use em units when constructing responsive webpage layouts.

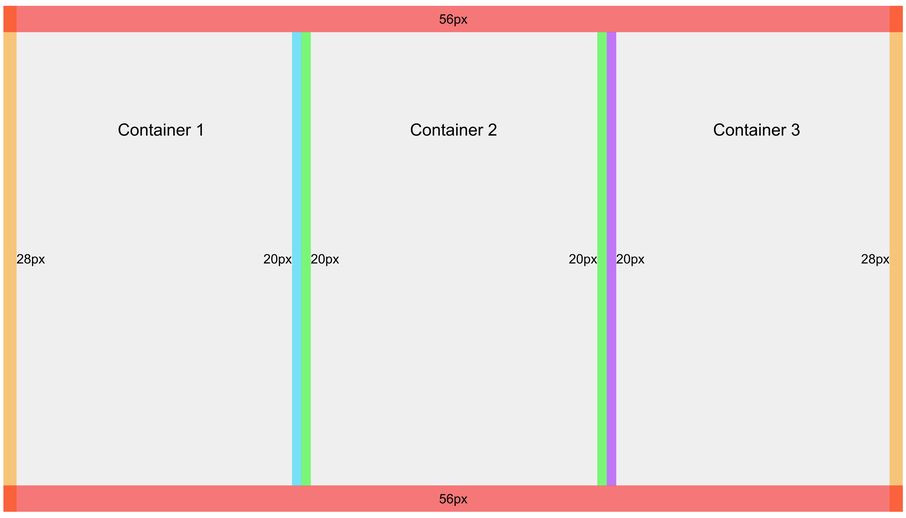
One Column Layout
Padding: 56px 32px



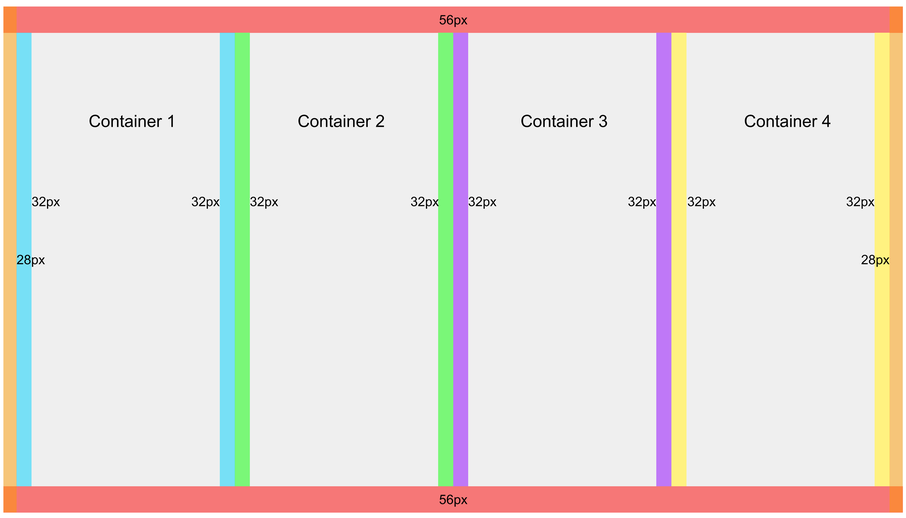
Two Column Layout
Padding: 56px 28px
Container 1 padding: 0px 20px 0px 0px
Container 2 padding: 0px 0px 0px 20px



Three Column Layout
Padding: 56px 28px
Container 1 padding: 0px 20px 0px 0px
Container 2 padding: 0px 20px 0px 20px
Container 3 padding: 0px 0px 0px 20px



Four Column Layout
Padding: 56px 28px
Container 1 padding: 0px 32px
Container 2 padding: 0px 32px
Container 3 padding: 0px 32px
Container 4 padding: 0px 32px



Text Spacing

Heading 1:
Margin: 0px 0px 24px

Heading 2:
Margin: 0px 0px 18px

Heading 3:
Margin: 0px 0px 12px

Eyebrow:
Margin: 0px 0px 8px

Body-small:
Margin: 8px 0px 0px

Body-medium:
Margin: 16px 0px 0px

Body-large:
Margin: 24px 0px 0px

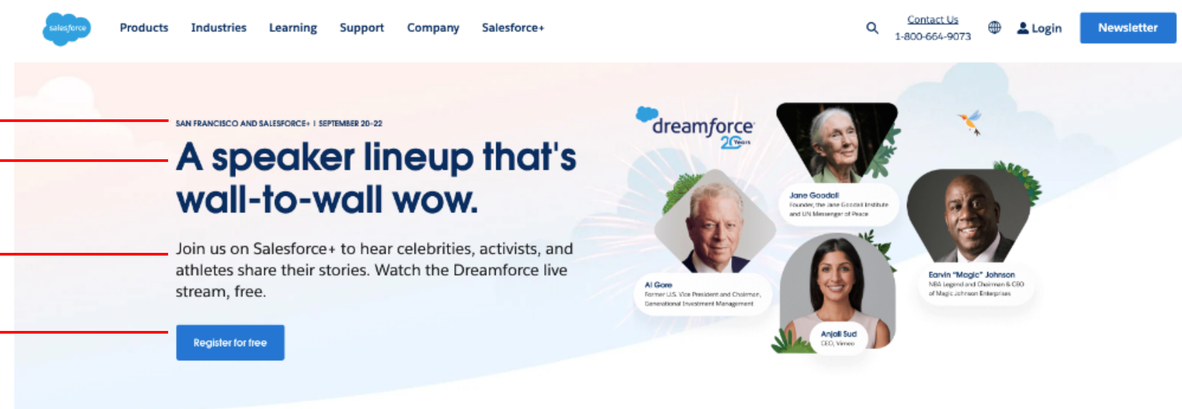
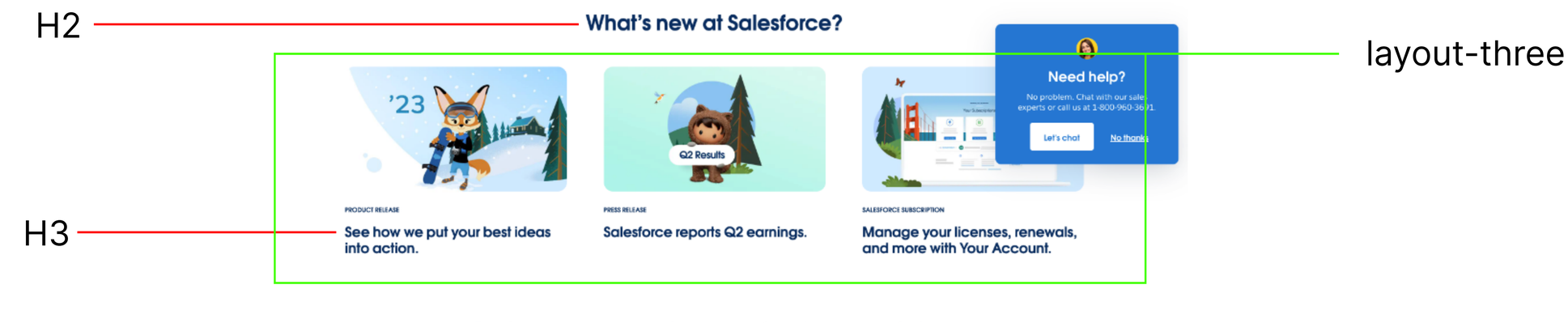
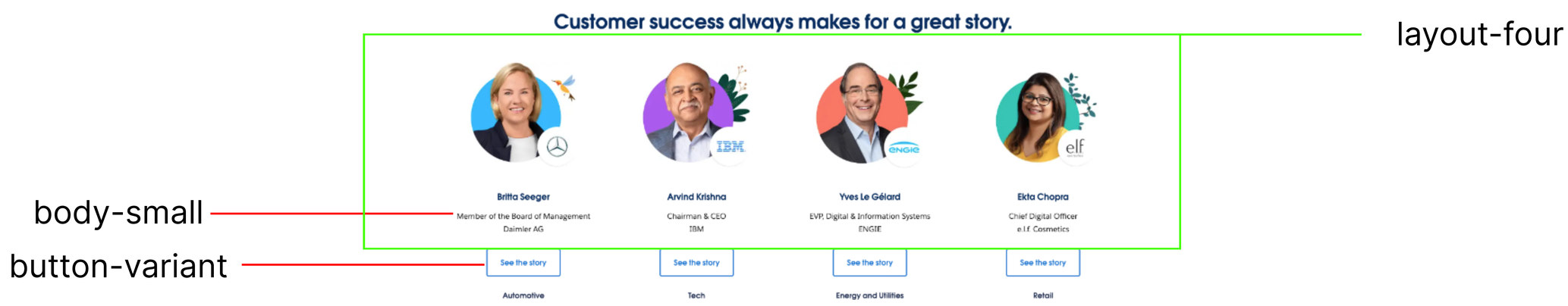
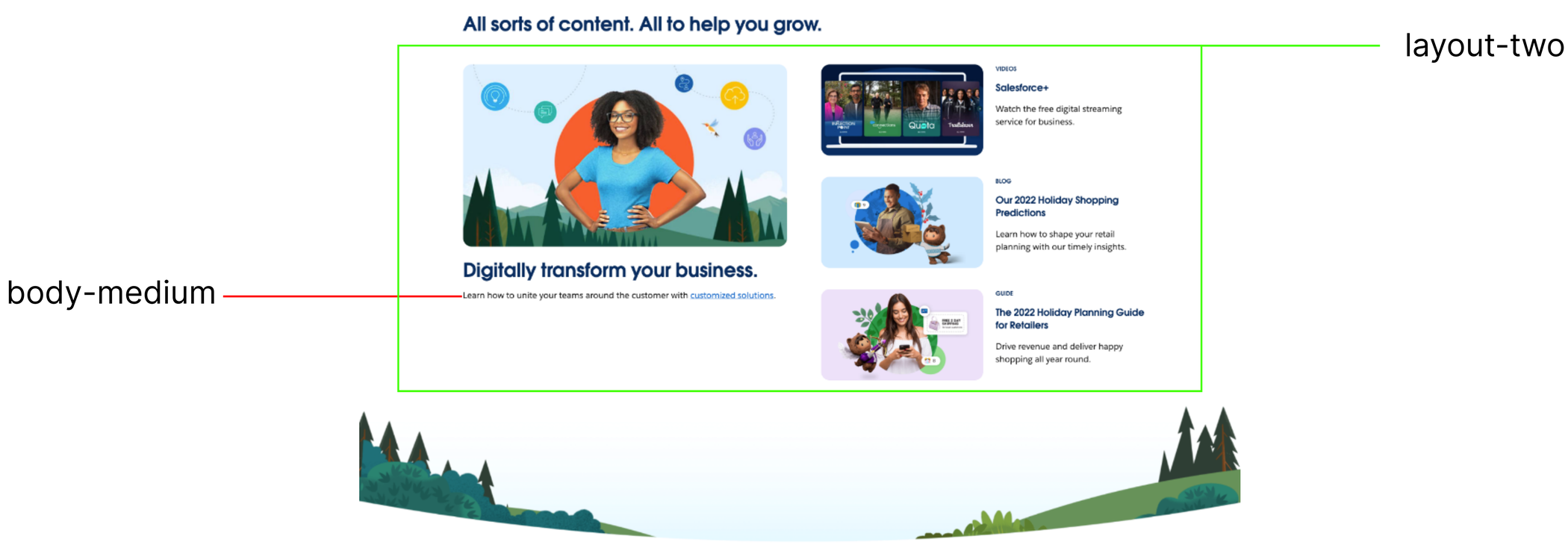
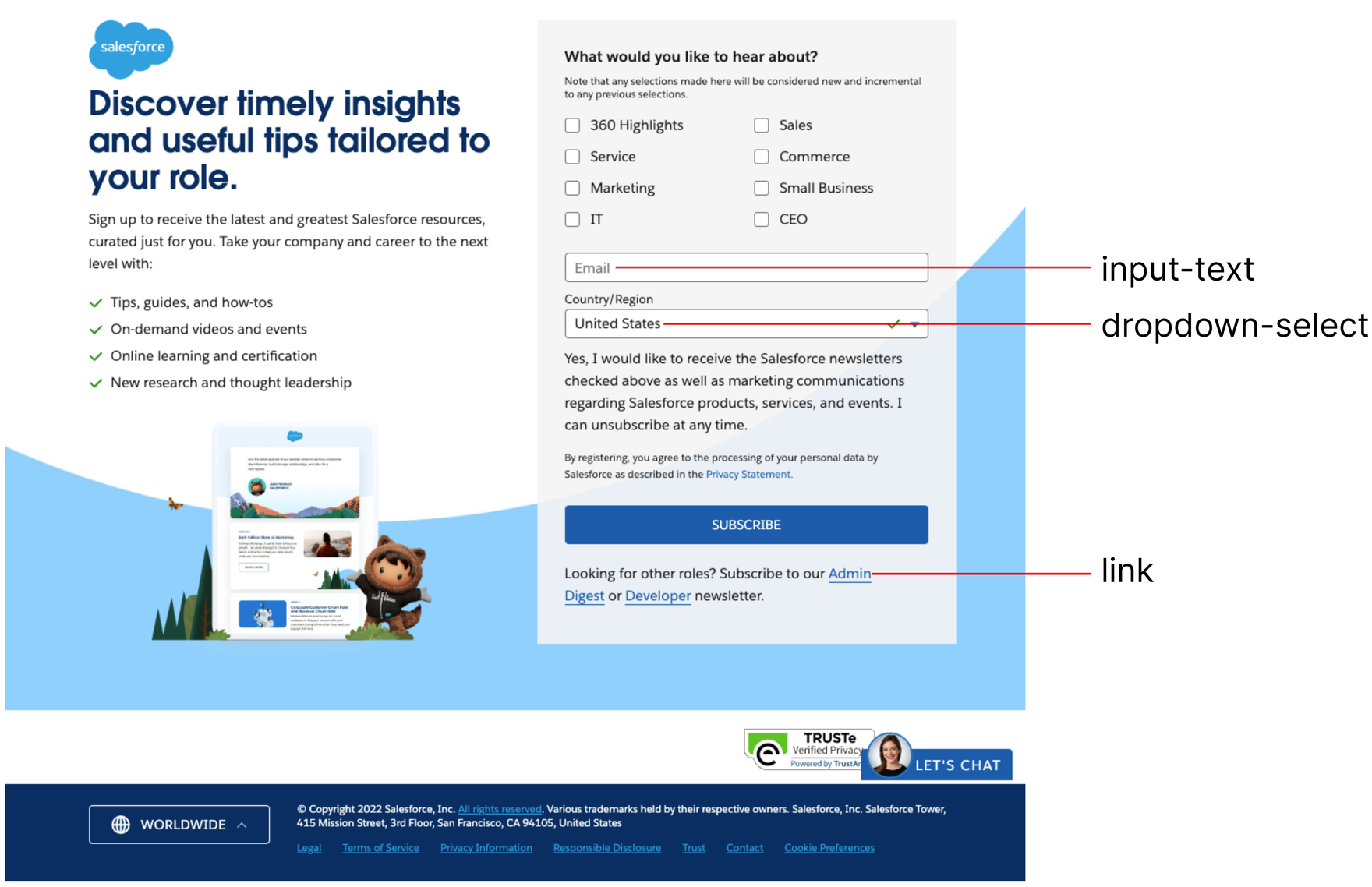
Input-text:
Padding: 19px 0px 0px

Dropdown-select:
Padding: 19px 0px 0px

Quick Reference

Style Guide Quick Reference (Desktop)

Element	Element Name	Font	Color	Properties	Class
This is H1	H1	ITC Avant Garde	blue-20 #032D60	N/A	header headline-1
This is H2	H2	ITC Avant Garde	blue-20 #032D60	N/A	header headline-2
This is H3	H3	ITC Avant Garde	blue-20 #032D60	N/A	header headline-3
THIS IS EYEBROW	eyebrow	ITC Avant Garde	blue-20 #032D60	text-transform: uppercase	eyebrow
This is body-small	text-body-small	Salesforce Sans	neutral-10 #181818	N/A	text-body
This is body-medium	text-body-medium	Salesforce Sans	neutral-10 #181818	N/A	text-body
This is body-large	text-body-large	Salesforce Sans	neutral-10 #181818	N/A	text-body
Button	button	ITC Avant Garde	blue-50 #0176D3 #FFFFFF	padding: 14px 24px border: 1px	button
Variant	btn-variant	ITC Avant Garde	#FFFFFF blue-50 #0176D3	padding: 14px 24px border: 2px	button
	layout-one	N/A	N/A	padding: 56px 32px	layout
	layout-two	N/A	N/A	padding: 56px 28px	layout
	layout-three	N/A	N/A	padding: 56px 28px	layout
	layout-four	N/A	N/A	padding: 56px 28px	layout
This is input-text	input-text	Salesforce Sans	neutral-10 #181818	N/A	input
This is dropdown-select	dropdown-select	Salesforce Sans	neutral-10 #181818	N/A	input
This is a link	link	Salesforce Sans	blue-40 #0B5CAB	border-bottom: 1px solid	link

Visual Examples

Visual Reference