

↳ Narrative

Brand *Guidelines*

Core Visuals

Logo

Main Logo



Considering most backgrounds should be White, use our Main Logo for most cases where there is sufficient contrast.

Dark Mode



Use our Dark Mode logo on backgrounds that don't contrast enough with the main logo.

Icon



You can use our Icon only after it is clear that the context is related to Narrative AI and there is already a reference to the brand.

Color Palette

Use **Pure White** for digital backgrounds, and never as text color.

Use **Cream** as the secondary background color and text on dark backgrounds.

Use **Purple** sparingly as an accent, but never as a full background.

Use **Charcoal** for all text, except on dark backgrounds.

Use **Narrative Green** for small details in digital designs (like website and product UI), and as an alternate background for marketing materials (like swag and conference banners)

Use **Mid Green & Dark Green** to expand the design on graphics and other creative assets.

Narrative Green

HEX: #008B68
RGB: 0, 139, 104
HSL: 165, 100%, 27%

Purple

HEX: #6C75F1
RGB: 108, 117, 241
HSL: 236, 83%, 68%

Mid Green

HEX: #00663D
RGB: 0, 102, 61
HSL: 156, 100%, 20%

Dark Green

HEX: #042623
RGB: 4, 38, 35
HSL: 175, 81%, 8%

Cream

HEX: #F8F5F3
RGB: 248, 245, 243
HSL: 24, 26%, 96%

Charcoal

HEX: #262529
RGB: 38, 37, 41
HSL: 255, 5%, 15%

Pure White

HEX: #FFFFFF
RGB: 255, 255, 255
HSL: 0, 0%, 0%

Typography

Headings & Subheadings

Use Noto Sans in Bold for all headings and titles.

Noto Sans, Bold

Top 5 Tools for *Top Performers*

Headings Highlights

Use Playfair **Display in Bold and in Italics** to highlight one to three words maximum (not always needed).

*Playfair Display,
Bold & Italics*

Learn how the top sales execs get C-suite buyers to read beyond the subject line.

Body Text

Use Note Sans as Regular for all body text and areas where information needs to be crisp and clear.

Noto Sans,
Regular

After interviewing the top 10% of 125,362 sales leaders, they all had in common these 5 tools.

Graphics



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context intelligence for sales leaders

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Narrative

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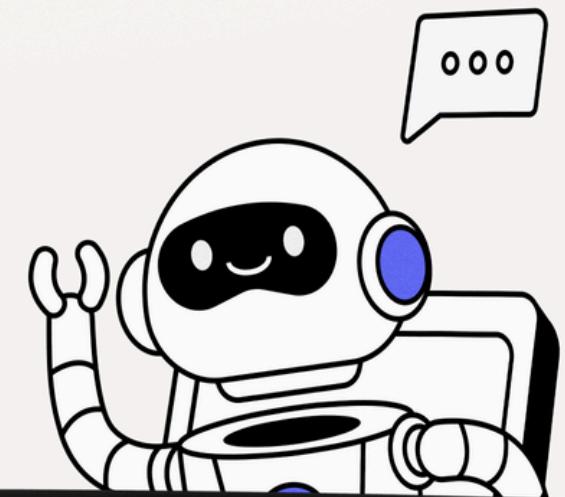
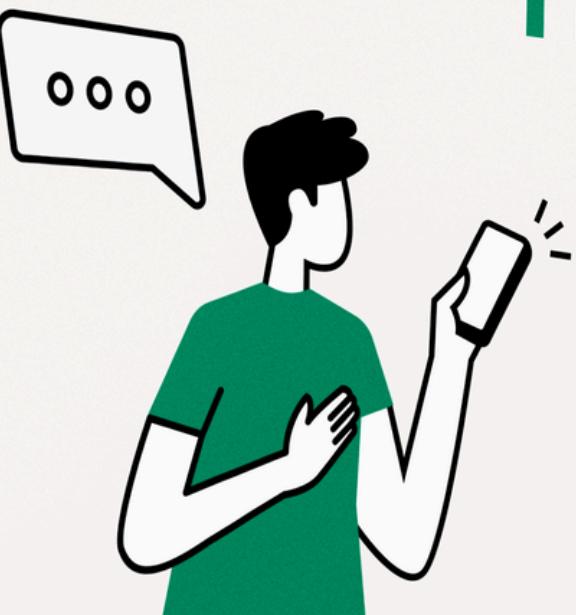
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getnarrativeai.com

The future of sales is *human + AI*

We empower sales leaders with
context intelligence.



**Enterprise Sales
*Playbook***

Narrative



Thank you

Questions about this guide?

Contact our CEO, Mike at mike@getnarrativeai.com