

Notion Template Visual Brand Kit

1. Premium Color Palette

Use these muted, calming tones consistently across all pages.

Category	Hex	Preview
Muted Blue (Legal, Accounts)	#B3CDE0	
Deep Slate Blue (Titles, Accents)	#2F4858	
Soft Green (Reflections, Memory)	#CDEAC0	
Earth Beige (Funeral, Obituary)	#F5F5DC	
Neutral Gray (Lines, Borders)	#888888	

2. Typography Recommendations

While Notion uses its own default font stack, keep text styles consistent:

- **Headings:** Use Notion's Heading 1/2/3 consistently (avoid random bolds).
- **Body:** Stick to Notion's default sans-serif for clarity.
- **Callouts:** Use italics or muted text for emotional prompts.

3. Icon Set

Icons should reinforce categories. Suggested emoji pack:

Category	Emoji/Icon	Meaning
Welcome	👋	Greeting & Orientation
Checklist	📋	Master To-Do
Legal	📄	Documents
Will	✍️	Signature / Will
Advance Directives	⚖️	Law / Rights
Accounts	💰	Financial Access
Funeral	🪦	Memorial
Obituary	👤	Life Story
Letters	✉️	Personal Messages
Memories	📷	Photos & Memories
Digital Legacy	💻	Online Life
Library	📖	Guides

Style Layer	■	Design
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4. Header Image Styles

Header images set tone. Best practices:

- Use **abstract or nature themes** (soft gradients, light textures, calm photography).
- Avoid harsh colors or overly personal imagery (keeps it neutral).
- Consistency: assign one theme per section (e.g., green leaves for Reflections, muted cityscape for Legal).

5. Callouts & Buttons

Use callout blocks styled as buttons for navigation:

Example:

➡■ Back to Dashboard

■■ Important Note: You don't need to complete this in one sitting.