FOR CREATORS

Notebook brand guide.

Everything you need to show Notebook in your videos, posts and shop, and to talk about it in a way that feels like us.

getnotebook.app/creators

THE BASICS

Who we are

Notebook is a journal, planner and notebook app for iPad and Apple Pencil. It keeps every button off the screen until you reach for one, so it's just you, your Pencil and the page. It's like having a paper notebook, but on the iPad you already own.

Our name

Write it as	**Notebook**, with a capital N. In context where it could be confused with paper notebooks: **Notebook for iPad** or **the Notebook app**.
On the App Store	Notebook - Journal & Planner
Website	getnotebook.app
Instagram	@get.notebook.app

Colors

Warm cream paper is our base, with four colour walls. Each wall is a soft gradient lit from one corner.

Cream
#F7F4EE

Ink
#1E1D1B

Clay
#C9734B · #B05E3A · #8E4527

Forest
#45573F · #33432F · #212C1F

Lake
#5E8295 · #43677A · #2A4655

Maroon
#7A3438 · #5E2629 · #3E1719

Cream 2
#F1EDE5

Text on color
#FBF8F2

Type

Headlines: Newsreader (free on Google Fonts), regular weight, tight letter-spacing, sentence case.
Everything else: SF Pro or your platform's system font.

Logo and icon

- Use the files in `logos/` : the full logo (mark + word) in ink or white, the wordmark alone, and the app icon.
- Use ink on light backgrounds and white on dark or busy ones. Don't recolor it otherwise.
- Leave space around it at least as wide as the mark. Don't stretch, rotate, outline or add effects.
- Over video, the ready-made overlays put the logo on a cream card so it always reads clearly.

Showing the iPad and Apple Pencil

- Real footage of you writing is always best. Show the page, not the toolbar.
- If you show an iPad in a graphic, use Apple's official iPad frame. Show it straight-on and whole: no tilting, cropping or 3D effects, and nothing on top of the screen.
- Don't use the Apple logo, and write **iPad** and **Apple Pencil** exactly like that.

How to talk about it

Say

- "Like having a paper notebook, but on your iPad."
- "Nothing on the screen but your page."
- "The tools stay hidden until you need them."
- "My planner, journal and meeting notes, all in one place."
- "Locked with Face ID. No account, no ads."

Please don't say

- That Notebook makes the screen *feel* like paper. It doesn't change how glass feels; a matte screen protector does that.
- That it uses AI. It doesn't.
- Prices or deals we haven't confirmed with you. Prices can change.

Disclosure

If we've paid you, sent you something, or you earn from a link, say so clearly at the start (for example **#ad** or "paid partnership"). It's the law in the US (FTC) and most other places, and it's how we work.