

# // PARALLEL

Brand Identity & UI Design System

**Version:** 1.0 (MVP)

**Date:** January 2026

# 1. Brand Essence

## Archetype: The Architect

We are not a community hangout. We are a financial tool for physical goods. Our aesthetic is efficient, mathematical, and precise. We bridge the gap between 'messy thrift store' and 'professional trading terminal'.

### Core Values:

- **Transparency:** Show the math. Show the fees.
- **Speed:** Low latency, high data density.
- **Authority:** We verify, we check, we gatekeep.

## 2. Color Palette (Dark Mode Native)

The UI is Dark Mode by default. Use high contrast for data.

Name	Hex Code	Usage
Midnight	#0B1120	Main Background (Body)
Surface	#162032	Cards, Modals, Sidebars
Electric Lime	#A3E635	Primary Actions, Money, Success
White	#FFFFFF	Primary Text, Headings
Dim Slate	#94A3B8	Secondary Text, Labels, Icons
Translucent	rgba(255,255,255,0.1)	Borders, Dividers

**Note for Devs:** Do not use pure black (#000000). Use Midnight (#0B1120) to maintain the 'Pro Tool' aesthetic.

## 3. Typography

### Primary Font: Inter

Used for UI elements, navigation, body copy, and descriptions.

*Weights: Regular (400), SemiBold (600), Bold (700)*

### Data Font: JetBrains Mono

Used for PRICES, FEES, SKUs, and DATES. This emphasizes the 'computational' nature of our savings.

*Weights: Regular (400), Bold (700)*

### Usage Example:

Product Title: *Nike Air Max 90* (Inter)

Price: \$102.50 (Mono)

## 4. UI Component Library

### Buttons

- **Primary:** Background #A3E635 (Lime), Text #0B1120 (Midnight). Bold. Slight outer glow.
- **Secondary:** Transparent Background, White Border (10% Opacity), White Text.
- **Radius:** 4px (Sharp, technical feel).

### Cards & Containers

- **Background:** #162032 (Surface)
- **Border:** 1px Solid #FFFFFF (10% Opacity)
- **Shadow:** None (Flat design) or subtle ambient occlusion.

### Input Fields

- Dark background (#0B1120), Light border.
- Focus State: Border color changes to Lime (#A3E635).

## 5. Visual Motifs

### The Forward Slash //

Use the double slash `//` as a decorative element in headers or as a bullet point. It signifies 'Comment' in code and 'Parallel' in geometry.

### The Split Screen

Whenever showing value, use a split layout. Left side = Old Way (Dimmed). Right side = Parallel Way (Highlighted/Lime).