

// 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).