

## 1) BRAND SUMMARY (max 10 bullets)

- Target persona: Digital Agencies, MSPs, and Website-as-a-Service (WaaS) teams managing high domain volume and client handoffs.
- Voice: Authoritative, operational, margin-focused; “agency ops dashboard” tone—calm control, minimal fluff.
- Positioning: A professional, white-label “set-it-and-forget-it” SSL operations console / single pane of glass for client portfolios.
- Core promise: Offload the renewal/verification burden (“delegate” the burden) and eliminate SSL chaos while protecting margins.
- Primary CTA: “Start Your Agency Trial” (dominant). Secondary: “Schedule a Demo” (higher-intent / enterprise).
- Key pillars/claims: Stop Certificate Sprawl • Protect Your Margins • 100% White Label.
- Required hero direction: “The Set-and-Forget SSL Dashboard for Agencies” + high-volume, 3AM outage pain + automation/workflow reassurance.
- Product motif: “All Green = All Good.” Green is a signal (status), not decoration.
- Portal emphasis: Org overview + seats + table-first domain ops + client verification links + traffic-light status system (green/yellow/red).
- SEO keyword cluster: “white label ssl”, “saas custom domains”, “manage client ssl” (+ custom domain https / cname ssl verification, etc.).

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## 2) THEME TOKENS

```
:root[data-brand="delegatedssl.com"] {  
  /* Fonts */  
  --font-sans: Inter, system-ui, -apple-system, "Segoe UI", Roboto, Helvetica, Arial, sans-serif;  
  --font-sans-alt: Manrope, Inter, system-ui, -apple-system, "Segoe UI", Roboto, Helvetica, Arial,  
  sans-serif; /* Added */
```

```
--font-mono: ui-monospace, SFMono-Regular, Menlo, Monaco, Consolas, "Liberation Mono",  
"Courier New", monospace;  
  
/* Core neutrals */  
--color-bg: #F8FAFC;  
--color-surface: #FFFFFF;  
--color-surface-2: #F1F5F9;  
--color-surface-3: #E8EEF6; /* Added */  
--color-border: #E2E8F0;  
--color-border-strong: #CBD5E1;  
  
/* Text */  
--color-text: #0F172A;  
--color-text-muted: #475569;  
--color-text-subtle: #64748B;  
  
/* Brand (Trust Blue) */  
--color-primary-500: #2563EB;  
--color-primary-600: #1D4ED8;  
--color-primary-700: #1E40AF; /* Added */  
--color-primary-contrast: #FFFFFF;  
  
/* Secondary / Accent (teal from bible; use sparingly so it never reads as "success") */  
--color-accent-500: #14B8A6;  
--color-accent-600: #0F766E; /* Added (accessible hover) */  
--color-accent-700: #115E59; /* Added */  
--color-accent-contrast: #062923; /* Added */  
  
/* Status (traffic light) */  
--color-success-600: #16A34A;  
--color-warning-600: #F59E0B;  
--color-danger-600: #DC2626;  
--color-neutral-600: #64748B;  
  
--color-success-bg: #DCFCE7;  
--color-warning-bg: #FEF3C7;  
--color-danger-bg: #FEE2E2;  
--color-neutral-bg: #F1F5F9;  
  
/* Focus / A11y */  
--focus-ring: 0 0 0 3px rgba(37, 99, 235, 0.35);  
--focus-ring-danger: 0 0 0 3px rgba(220, 38, 38, 0.25);  
  
/* Shadows (dashboard stays flatter; marketing can use more depth) */
```

```
--shadow-xs: 0 1px 1px rgba(15, 23, 42, 0.04);
--shadow-sm: 0 2px 6px rgba(15, 23, 42, 0.08);
--shadow-md: 0 8px 24px rgba(15, 23, 42, 0.14);
--shadow-lg: 0 16px 48px rgba(15, 23, 42, 0.18);

/* Radii */
--radius-sm: 10px;
--radius-md: 12px;
--radius-lg: 14px;
--radius-pill: 999px;

/* Spacing (8pt system + a 4px micro-step) */
--space-1: 4px;
--space-2: 8px;
--space-3: 12px; /* Added */
--space-4: 16px;
--space-5: 24px;
--space-6: 32px;
--space-7: 48px;
--space-8: 64px;

/* Layout */
--container-max: 1200px;

/* Breakpoints */
--bp-sm: 640px;
--bp-md: 768px;
--bp-lg: 1024px;
--bp-xl: 1280px;

/* Component helpers */
--btn-height-sm: 32px;
--btn-height-md: 40px;
--btn-height-lg: 44px;
--table-row-hover-bg: rgba(37, 99, 235, 0.04);
--table-row-selected-bg: rgba(37, 99, 235, 0.08); /* Added */
--overlay: rgba(11, 18, 32, 0.55);

/* Aliases (compat with blueprint starter markup) */
--bg: var(--color-bg);
--surface: var(--color-surface);
--border: var(--color-border);
--text: var(--color-text);
--muted: var(--color-text-muted);
```

```
--primary: var(--color-primary-500);
--primaryHover: var(--color-primary-600);
--success: var(--color-success-600);
--warn: var(--color-warning-600);
--danger: var(--color-danger-600);
--neutral: var(--color-neutral-600);
--radius: var(--radius-lg);
}
```

### 3) TYPOGRAPHY + SPACING SCALE (concise)

- Font: Inter for UI (optional Manrope for a slightly more “premium” marketing feel).
- Base font size: 16px.
- Marketing type scale (authoritative, crisp):
  - H1: 48–56px / 1.05 (use ~54px default)
  - H2: 32–36px / 1.15
  - H3: 20–24px / 1.2
- UI labels / overlines: 12–13px, uppercase optional; use letter-spacing ~0.04em when uppercase.
- Spacing scale: 8pt system (8/16/24/32/48/64), with 4px micro-step for tight UI.

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### 4) COMPONENT STYLE GUIDE (bulleted, grouped by component)

#### Buttons

- Primary: Solid Trust Blue; label is direct + operational (no cleverness).

- Primary hover: shift to --color-primary-600.
  - Secondary: Outline button (surface background, border --color-border, text --color-text).
  - Tertiary: Text link button (no container), used for “View details”, “Clear filters”, etc.
  - Destructive: Red outline + confirm modal (never destructive without confirm).
  - Sizing:
    - Dense/table action: 32px height
    - Default: 40px
    - Marketing CTA: 44–48px
- (Keep icons 16px, gap --space-2).

## Inputs + forms

- Inputs/selects/textareas: surface background; border --color-border; placeholder --color-text-subtle.
- Focus: border in primary + --focus-ring (must be keyboard-visible).
- Validation: error border --color-danger-600 with short, ops-style helper text.

## Tables (Domains table is the flagship UI)

- Sticky header + row hover + inline actions + bulk select + bulk actions bar.
- Header row: background --color-surface-2; text --color-text-muted; 12–14px semibold.
- Row hover: --table-row-hover-bg; Selected: --table-row-selected-bg (Added).
- Actions column: ghost buttons + kebab menu; no icon-only without tooltip + aria-label.

## Status badges / chips

- Non-negotiable: never color-only—always dot + icon + label + tooltip explanation.
- Shape: pill (--radius-pill), padding 4px 10px.
- Label set (merged):
  - Active (green) — subtext: “Auto-renewing”
  - Action Needed (amber) — subtext: “Client DNS verification pending” (tooltip can include “Pending CNAME (Client action required)”).
  - Blocked (red) — subtext: “CAA policy prevents issuance” (tooltip can include “CAA Error (Client DNS blocks Let’s Encrypt - Click to Fix)”).
  - Pending (neutral) — subtext: “Provisioning in progress”

## Cards / panels

- App cards: surface + border; subtle/no shadow by default (ops console feel).
- Marketing cards: allow subtle shadows for depth and “enterprise” confidence.
- KPI cards: compact, numeric, scanable; used on Overview.

## Navigation (marketing + app shell)

- Marketing top nav:
  - Center: Product · Solutions · Pricing · Security · Docs
  - Right: Log in · Start Agency Trial (primary) · Schedule a Demo (secondary)
- App shell: left sidebar (collapsible) + top bar (org switcher, global search, notifications, user menu).

- Sidebar items (preferred): Overview, Domains, Clients, Verification Links, Reports, Team & Roles, White Label, Billing, Audit Log, Settings, Support.
- Active nav state: background --color-surface-2 + left indicator bar (use primary; avoid “success green” for nav). (Indicator bar is Added concept; keep consistent with “ops console”.)

## Modals

- Overlay: --overlay; modal surface --color-surface; --radius-lg; --shadow-lg.
- Accessibility: Esc close, focus trap, Enter-to-submit.

## Alerts / notices

- Tone: operational and short: “Action required”, “Client step pending”, “Blocked by CAA”.
- Visual: left border accent (primary) for info; status bg tokens for success/warn/danger.

## Tooltips

- Style: dark background, white text; keyboard accessible (focus triggers tooltip).

## Dashboard-specific components

- Overview screen: KPI cards + “Today’s Priority Queue” (red first, then yellow), with one-click actions.
- Domains screen: search “Search domains, clients...”, filters, bulk actions (Send verification / Export CSV / Assign owner / Tag), table-first scale UI.
- Row expansion: quick detail without leaving page (issuer, coverage, verification link, last error, “Send reminder”).

- Verification instructions panel: two-column—left “what client does” steps; right monospace DNS record block + copy button.
  - Copy-to-clipboard: inline toast/confirmation “Copied” (Added; keep subtle + non-blocking).
  - Client Verification Portal (white-labeled): one screen = one job; show exactly what to paste; minimal jargon.
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## 5) PAGE BLUEPRINTS

### Home

- Top nav: Product · Solutions · Pricing · Security · Docs + “Start Your Agency Trial” + “Schedule a Demo”.
- Hero (above fold): headline/subhead + CTAs + trust line (“No credit card. 10-minute setup. Cancel anytime.”).
- Pain → relief section: “Stop SSL from becoming a support burden.” + bullets (reduce tickets, save time, scale cleanly) + before/after visual.
- Core features (3-column): Stop Certificate Sprawl / Protect Your Margins / 100% White Label.
- Product story: “One dashboard. One standard. All green.” + callouts (Expiring Soon filter, Action Needed queue, Bulk actions, Audit Log).
- Workflow (“How it works”): 4 step cards (connect org → add domains in bulk → send white-labeled verification → stay green automatically).
- Pricing snippet: flat-rate emphasis + two plans + “Need custom limits... Talk to Sales”.
- Proof/Testimonial block: operational outcomes + testimonial card + metrics (use as template; swap real names later).
- FAQ: delegated validation, white-labeling, “Blocked/CAA” explanation. (Some Qs are Added in the marketing doc; keep concise.)

- Footer: Product/Resources/Company columns + CTAs.

## Pricing

- Headline: “Flat-rate plans built for agencies.”
- Plan cards:
  - Agency — \$79 / month — Up to 250 domains — CTA: Start Your Agency Trial
  - Enterprise — \$299 / month — 2000+ domains + SLA — CTA: Schedule a Demo
- Below pricing: “Need custom limits, multi-org, or special workflows? Talk to Sales”

## How it Works

- Headline: “Set it up once. Run it like a service.”
- Step cards: connect org / bulk add domains / send white-labeled verification / stay green automatically.
- Troubleshooting strip: “Blocked (CAA)” explanation + link to docs. (If you use the exact phrase “CAA Error... Click to Fix”, keep it inside the app/tooltips; marketing can stay simpler.)

## Docs/Guides (if applicable)

- Docs home: “Setup by DNS Provider” landing (Cloudflare / GoDaddy / Namecheap) + “CAA troubleshooting” guide. (Guides are Added structure; derived from the need to support provider sprawl noted in source copy.)

## Login

- Clean, enterprise-simple: logo + “Log in” + short reassurance tagline (e.g., “Ops console for managed SSL.”) (Added).
- SSO/Invite states (if platform supports): keep same component structure; only theme changes.

## **Dashboard (Domains)**

- App shell: left sidebar + top bar as defined.
- Domains screen core: search/filter/bulk actions; table columns; row expansion.
- Status system: dot + icon + label + tooltip; queue priority is red then yellow.

## **Add Domain modal**

- Primary job: add one domain or bulk import; assign Client/Owner; confirm. (Bulk import is implied by “Add domains in bulk” and empty-state messaging.)
- Fields: Domain, Client, Owner/Assignee, Notes/Tags (optional), Import CSV (optional).
- Actions: Primary “Add domain(s)”, Secondary “Cancel”.

## **Verification instructions**

- Internal panel (agency view): two-column instructions with DNS record block + copy.
- Client portal (white-labeled):
  - Header: Agency logo + “Secure Domain Setup”
  - Step 1: “Add this DNS record” (copy buttons)
  - Step 2: “Click Verify”
  - Confirmation: “You’re secured. No further action needed.”

- Helper text: “If you don’t manage DNS, forward this page to whoever does. This takes 2 minutes.”

## Billing

- Plan usage: “450 / 500 Domains Active” progress bar; “15 / 20 Seats Used” card; upgrade actions.
- Plans: Agency vs Enterprise (same pricing/cap copy as marketing).

## Settings

- White Label settings: logo upload, primary color picker (defaults to DelegatedSSL blue), custom portal domain + DNS status, email templates + “Send test email”.
- Team & Roles: Owner/Admin/Operator/Read-only + seats usage visibility.
- Audit Log: filterable events list (trust lever for MSPs).

## 6) COPY PACK (marketing + in-app)

### Home hero (verbatim / source-aligned)

- Headline: The Set-and-Forget SSL Dashboard for Agencies
- Subhead: Manage 1,000+ client domains in one place. Stop the 3 AM “Certificate Expired” calls with automated renewals, clear status alerts, and a workflow your team can run in minutes.
- Bullets (business language):
  - Reduce tickets: fewer emergency outages and “site is down” escalations

- Save time: one place to monitor renewals and client readiness
  - Scale cleanly: add clients without adding chaos or per-domain surprises
- CTAs:
  - Primary: Start Your Agency Trial
  - Secondary: Schedule a Demo
- Trust line: No credit card. 10-minute setup. Cancel anytime.

## **Pricing card titles + short descriptions (verbatim where possible)**

- Agency — \$79 / month
 

Up to 250 domains. Flat rate.
- Enterprise — \$299 / month
 

2000+ domains + SLA.

## **Key claims (use in feature cards / midpage)**

- Stop Certificate Sprawl: You have clients on GoDaddy, Namecheap, and Cloudflare. We give you a single “Green Light” dashboard for all of them.
- Protect Your Margins: Competitors charge per-domain overages that punish your growth. Our flat-rate Agency Plan lets you scale profitably.
- 100% White Label: Your clients see your brand on the validation instructions, not ours. Position SSL management as a premium service you provide.

## **Sales-deck / proof copy (use as midpage “Profit Center” block)**

- Headline: Turn SSL from a Cost Center into a Profit Center.

- Body: Most agencies absorb the cost of SSL management. With DelegatedSSL, you can bundle “Premium Security Monitoring” into your maintenance packages. Our flat rate costs you pennies per domain; you charge clients \$10/mo for peace of mind.

## In-app microscopy (ops tone)

- Overview empty/healthy state: “No urgent issues. You’re green.”
- Overview alert state: “3 domains need client verification to go live.”
- Domains search placeholder: “Search domains, clients...”
- Empty states:
  - “No domains yet. Import a list to get your first dashboard.”
  - “No action needed. Everything is green.”
- Status chip labels (merged):
  - Active — “Auto-renewing”
  - Action Needed — “Client DNS verification pending” (tooltip: “Pending CNAME (Client action required)”)
  - Blocked — “CAA policy prevents issuance” (tooltip: “CAA Error (Client DNS blocks Let’s Encrypt - Click to Fix)”)
  - Pending — “Provisioning in progress”

## Client verification portal (white-labeled) microscopy (verbatim)

- Title: Secure Domain Setup
- Step 1: Add this DNS record
- Step 2: Click Verify

- Confirmation: You're secured. No further action needed.
  - Helper: If you don't manage DNS, forward this page to whoever does. This takes 2 minutes.
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## 7) IMPLEMENTATION CHECKLIST (10-20 checkboxes)

- Add a hostname → brand resolver that sets `document.documentElement.dataset.brand = "<domain>"` (e.g., `delegatedssl.com`) before app render.
- Load brand tokens via a single global CSS file; scope tokens under `:root[data-brand="delegatedssl.com"]`.
- Ensure all shared components consume tokens (no hard-coded hex values in component CSS).
- Map legacy token names (if any) to the aliases provided (`--primary`, `--bg`, etc.) to avoid regressions.
- Enforce WCAG-friendly contrast for: primary buttons, links, badges, table text, and muted labels.
- Validate keyboard focus: visible ring on buttons, links, inputs, table row actions, kebab menus, modals.
- Implement status indicators as dot + icon + label + tooltip (never color-only).
- Domains table: sticky header + hover + bulk select + bulk actions bar + row expansion pattern.
- Standardize the status labels (Active / Action Needed / Blocked / Pending) and wire tooltips for the more technical variants ("Pending CNAME", "CAA Error").
- Add "Overview" screen widgets: KPI cards + "Today's Priority Queue" ordering red then yellow.
- Implement copy-to-clipboard affordances for DNS record blocks + verification links + API keys.

- Client verification portal: ensure 1-page flow (DNS record → verify → done) with white-label styling.
  - Marketing pages: lock nav CTA hierarchy (Start Your Agency Trial primary, Schedule a Demo secondary).
  - Confirm responsive behavior: sidebar collapses, tables scroll responsibly, CTA stack on mobile.
  - Ensure modals follow accessibility: focus trap, Esc close, Enter submits primary.
  - Add SEO metadata templates (titles/descriptions) aligned to the keyword cluster (only if marketing pages are live).
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## **VANCE MERCER REVIEW (final pass)**

This merge is now a weapon, not a mood board. The UI blueprint gave you the operational spine (table-first, priority queue, traffic-light clarity) and we kept the agency-margin narrative from the brand bible so the story sells while the product runs clean. The only thing that matters next: keep the CTA discipline (one primary: Start Your Agency Trial) and make the Domains table feel like the money screen every time it loads. If the dashboard looks like calm control and the copy screams margin + reliability, agencies don't "consider"—they convert.