1. BRAND SUMMARY (max 10 bullets)

● Domain / brand: AutoCertify — autocertify.net.

● Primary goal (conversion-first): Get a stressed "Not Secure" visitor to click Secure My Site Now, finish a fast signup, then complete a 3-step setup with constant reassurance.

● Target persona: Small business owners / merchants / non-technical founders ("panic buyers").

● Positioning: Instant fix for the "Not Secure" warning + guided, step-by-step setup (no jargon).

● Voice rules: Calm, trust-first, plain English, assume zero technical vocabulary; urgency without overwhelm.

● Primary CTA (verbatim): Secure My Site Now.

● Hero headline (verbatim): Fix the "Not Secure" Warning on Your Website Instantly.

● Core proof points: "Zero Downtime," "Works with Everything," "Set up in under 5 minutes," "24/7 monitoring."

● Pricing anchor: $15/month, includes monitoring; plan framing must remain consistent with actual billing/plans.

● Portal UX requirement: Big emotional status states + "add one record" wizard + Check Connection + guided help widget text.

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2. THEME TOKENS

```
:root[data-brand="autocertify.net"] {
 /* Brand */
 --brand-name: "AutoCertify";
 --brand-tone: "calm-trust-urgent";

 /* Typography */
```

```css
--font-sans: Inter, system-ui, -apple-system, "Segoe UI", Roboto, Helvetica, Arial, sans-serif;
--font-mono: SFMono-Regular, Menlo, Monaco, Consolas, "Liberation Mono", monospace;

--font-weight-regular: 400;
--font-weight-medium: 500;
--font-weight-semibold: 600;
--font-weight-bold: 700;

/* Type scale (merged: larger marketing sizes + usable app sizes) */
--text-xs: 12px;
--text-sm: 14px;
--text-md: 16px;   /* app body default */
--text-lg: 18px;   /* marketing body default (stress-friendly) */
--text-xl: 20px;
--text-2xl: 24px;
--text-3xl: 30px;
--text-4xl: 36px;
--text-5xl: 48px;  /* marketing H1 desktop */
--text-6xl: 56px;  /* marketing H1 max */

--line-xs: 16px;
--line-sm: 20px;
--line-md: 24px;
--line-lg: 28px;
--line-xl: 30px;
--line-2xl: 32px;
--line-3xl: 38px;
--line-4xl: 44px;
--line-5xl: 56px;
--line-6xl: 64px;

--tracking-tight: -0.01em;
--tracking-normal: 0em;

/* Colors (merged: Landing Page says primary green; keep blue as secondary/info) */
--color-primary: #15803D;        /* Secure Green (CTA, success) */
--color-primary-hover: #166534;  /* Deep Green */
--color-primary-active: #14532D; /* Deeper Green */
--color-on-primary: #FFFFFF;

--color-secondary: #2563EB;      /* optional trust/info blue */
--color-secondary-hover: #1D4ED8;
--color-on-secondary: #FFFFFF;
```

```css
--color-accent: #22C55E;        /* bright green accent (icons, small highlights only) */
--color-accent-strong: #15803D;  /* reuse deep green */

/* Backgrounds / surfaces */
--color-bg: #FFFFFF;
--color-surface: #F0FDF4;        /* very light mint tint sections */
--color-surface-2: #FFFFFF;      /* cards */
--color-surface-neutral: #F8FAFC;/* neutral surface when mint feels "too themed" */
--color-surface-hover: #ECFDF5;  /* gentle mint hover */

--color-overlay: rgba(11, 18, 32, 0.55);

/* Text */
--color-text: #0B1220;
--color-text-muted: #556274;
--color-text-subtle: #64748B;

--color-link: var(--color-primary);
--color-link-hover: var(--color-primary-hover);

/* Borders */
--color-border: #E2E8F0;
--color-border-strong: #CBD5E1;

/* Status */
--color-success: #15803D;
--color-success-solid: #166534;
--color-success-bg: #DCFCE7;

--color-warning: #F59E0B;
--color-warning-solid: #B45309;
--color-warning-bg: #FFFBEB;

--color-danger: #EF4444;        /* "Not Secure" / error (use sparingly) */
--color-danger-solid: #DC2626;
--color-danger-bg: #FEE2E2;

/* Focus / a11y */
--focus-ring-color: rgba(21, 128, 61, 0.35);
--focus-ring: 0 0 0 4px var(--focus-ring-color);
--focus-outline: 2px solid rgba(21, 128, 61, 0.65);

/* Spacing scale */
--space-0: 0px;
```

```css
  --space-1: 4px;
  --space-2: 8px;
  --space-3: 12px;
  --space-4: 16px;
  --space-5: 20px;
  --space-6: 24px;
  --space-7: 32px;
  --space-8: 40px;
  --space-9: 48px;
  --space-10: 64px;

  /* Radii (merged: calmness asks 12–16px) */
  --radius-sm: 10px;
  --radius-md: 12px;
  --radius-lg: 16px;
  --radius-pill: 999px;

  /* Shadows (soft) */
  --shadow-sm: 0 1px 2px rgba(2, 6, 23, 0.06);
  --shadow-md: 0 8px 24px rgba(2, 6, 23, 0.10);
  --shadow-lg: 0 18px 48px rgba(2, 6, 23, 0.16);

  /* Layout sizes */
  --container-max: 1160px;
  --sidebar-w: 280px;
  --topbar-h: 64px;

  /* Controls (min 44px taps) */
  --control-h: 44px;
  --control-h-sm: 36px;
  --control-px: 14px;

  /* Motion */
  --ease: cubic-bezier(0.2, 0.8, 0.2, 1);
  --dur-1: 120ms;
  --dur-2: 180ms;
  --dur-3: 240ms;

  /* Icon direction */
  --icon-stroke: 2px;
  --icon-corner: round;
}
```

3. TYPOGRAPHY + SPACING SCALE (concise)

- Font: Inter (UI + marketing), mono for DNS record / token values.

- Marketing sizing (stress-friendly):

  - H1: 44–56px desktop, 34–40px mobile.

  - Body: 18px (don't go smaller on marketing pages).

- App sizing (dense but readable):

  - Default body: 16px; never render helper text below 14px; verification instructions can use 18px. (Merged decision)

- Spacing scale: 4 / 8 / 12 / 16 / 20 / 24 / 32 / 40 / 48 / 64.

- Layout: Max width ~1100–1200px, generous whitespace, calm surfaces.

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

Buttons

- Primary (CTA): Solid green (--color-primary), white text. Must be "big, green" on marketing pages.

  - Desktop: standard width; Mobile: full-width.

- Secondary: Outline or soft gray surface (no heavy color).

- Sticky mobile CTA: After scroll past hero, pin a bottom bar CTA "Secure My Site Now".

- Focus: always visible via --focus-ring + keyboard reachable.

Top bar (marketing)

- Thin trust bar with: "Need help? Chat 24/7 · support@autocertify.com" + optional "🔒 Secure & private".

Hero reassurance chips (marketing)

- Inline chips: ✅ Zero Downtime, ✅ Works with Everything, ✅ Set up in under 5 minutes, ✅ 24/7 monitoring.

- Chips should be pill radius, mint background, dark text (no neon green text).

Cards

- Soft shadow, rounded corners (12–16px), calm white card on mint section backgrounds.

- "Icon cards" for benefits: simple line icons, green accents.

Inputs / forms

- Large, readable fields; avoid tiny gray helper text.

- Error states: never blame user; give simple recovery suggestion (see Copy Pack).

Stepper (How it works / onboarding)

- Horizontal stepper desktop, vertical on mobile with big step numbers.

- Each step: one sentence max + reassuring subtext below.

Tables (Domains)

- Keep row density comfortable; status chips are the primary scan target.

- Mobile: turn rows into stacked cards with status + one primary action.

Status chips / banners (portal)

- Must support the verbatim portal states:

    - ✅ "Your Site is Secure."

    - ❌ "Action Needed: Please login to your domain registrar (like GoDaddy) and add this one record."

- Use green for "secure" and keep red minimal (only when needed).

Verification instructions panel (critical conversion moment)

- "Copy-ready record box" with Copy buttons for each line; thumb-friendly on mobile.

- Include "I added it — Check now" primary action + "I'm stuck" that opens chat.

- Reassurance line: "Changes can take a few minutes to show up. That's normal."

- Help widget lead-in (verbatim): "AI Support: I see you use GoDaddy. Click here for a step-by-step guide on adding your CNAME record."

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5. PAGE BLUEPRINTS

Home (Marketing)

- Top trust bar (support + chat).

- Hero:

- ○ H1 headline (verbatim).

- ○ Subhead + reassurance microcopy (merged; see Copy Pack).

- ○ Primary CTA big green + secondary "Check my site first" (domain checker).

- ○ Hero visual: browser bar "Not Secure" → green lock "Secure".

- ○ Mobile sticky CTA after scroll.

- Benefits: 4 icon cards.

- How it works: 3-step relief stepper + "Stuck? chat 24/7" microcopy.

- Pricing: single plan block, repeat CTA.

- FAQ: short accordion answers.

- Footer: minimal trust links (Privacy/Terms) + support.

Pricing

- Keep pricing simple (single plan preferred on marketing).

- If app supports multiple tiers, show them in-app billing page only; marketing can still spotlight "Business Pro" first. (Merged decision)

How it Works

- Same 3-step structure as landing page (Sign up → Add one record → You're secure).

- Emphasize "we guide you" and "zero downtime" reassurance.

Docs / Guides

- Provider guides: GoDaddy / Namecheap / Cloudflare / "Not sure".

- Template: short steps, screenshots when available, "How to confirm it worked" pointing to Check Connection.

Login

- Minimal, calming. Add one line: "We'll guide you step-by-step."

Dashboard (Domains)

- Top: big status banner/card (pending vs secure).

- Middle: guided "Add one record" instructions for selected domain + registrar picker.

- Bottom: domains list with status + primary action per row ("Check Connection" when pending).

Add Domain modal

- Keep it "one minute" simple; can be modal to preserve momentum.

- Inputs: website address + email + password (only if your auth supports inline signup; otherwise link to existing signup route).

Verification instructions

- Record box + Copy buttons; big "I added it — Check now".

- "I'm stuck" opens chat; include reassurance about DNS timing.

Billing

- Keep language as "peace of mind," "monitoring," "automatic renewals," not infrastructure jargon.

Settings

- Keep plain English. If you have notifications: "Get alerts if something breaks." (From earlier merged spec; keep it)

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6. COPY PACK (marketing + in-app)

Marketing: Top bar

- Need help? Chat 24/7 · support@autocertify.com

- Optional micro-trust: 🔒 Secure & private

Marketing: Hero (merged)

- Headline (verbatim): Fix the "Not Secure" Warning on Your Website Instantly

- Subhead line 1 (verbatim from Brand Bible sources): Don't lose customers to a security error. Get the Green Padlock in less than 5 minutes. No coding required.

- Subhead line 2 (verbatim reassurance from Landing Page): We know how alarming that "Not Secure" warning is. We'll guide you step-by-step.

- Primary CTA (verbatim): Secure My Site Now

- Secondary link (verbatim): Check my site first (opens domain checker)

- CTA microcopy (verbatim): No credit card surprises. Cancel anytime. You'll see progress immediately.

- Reassurance chips (verbatim list): ✅ Zero Downtime · ✅ Works with Everything · ✅ Set up in under 5 minutes · ✅ 24/7 monitoring

Marketing: Benefits (verbatim headings + body)

1. Instant Security Fix — Turn the warning off fast—without digging into settings.

2. Zero Downtime — We verify everything before you switch, so your site stays live.

3. Works with Everything — WordPress, Shopify, Wix, ClickFunnels, custom sites—if it's a website, we can secure it.

4. 24/7 Automatic Protection — We keep watch so you don't have to think about it again.

Marketing: How it works (verbatim)

- Section title: Secure your site in 3 simple steps

- Step 1 — Sign up: Enter your domain and email.

- Step 2 — Add one record (we guide you): We show you exactly what to paste, with a "Copy" button.

- Step 3 — You're secure: Big green check: Your site is safe now.

- Support microcopy: Stuck? We'll walk you through it in chat—24/7.

Marketing: Pricing (merged)

- Pricing line (verbatim): Just $15/month for peace of mind — secure up to 50 sites.

- Plan name (keep in app): Business Pro ($15/mo) — Secure up to 50 custom domains. Instant setup. 24/7 Monitoring.

- Included bullets (verbatim): ✅ Instant setup · ✅ Automatic renewals · ✅ 24/7 monitoring · ✅ Guided setup (chat support)

- CTA repeat: Secure My Site Now

Marketing: FAQ (verbatim)

- Q: Is this legit?

  A: Yes. We use industry-standard SSL and best practices to secure your connection. You get the same "secure" experience visitors expect.

- Q: What do I need to do?

  A: Usually just add one record (we show you exactly what to paste). No coding.

- Q: Will my site go down?

  A: No — Zero Downtime. We verify the setup before switching.

- Q: Will it work with my website builder / host?

  A: Works with Everything. WordPress, Shopify, Wix, ClickFunnels, and custom sites.

- Q: How will I know it's fixed?

  A: We show a live status, and you'll see the green padlock once it's active.

Portal (in-app) copy (verbatim required)

- Secure state: Your Site is Secure.

- Action-needed state: Action Needed: Please login to your domain registrar (like GoDaddy) and add this one record.

- Primary verification button: Check Connection

- Help widget (verbatim): AI Support: I see you use GoDaddy. Click here for a step-by-step guide on adding your CNAME record.

Portal (in-app) supportive microcopy (verbatim + merged)

- Pending banner lead-in (verbatim): 🟡 Action needed: one quick step

- Pending reassurance (verbatim): Add the record below. It's safe and reversible.

- DNS timing reassurance (verbatim): Changes can take a few minutes to show up. That's normal.

Error handling (verbatim)

- Hmm—can't find that domain. Try without https://

- No worries—DNS can take a few minutes. Try again.

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7. IMPLEMENTATION CHECKLIST (10-20 checkboxes)

- Hostname theme loader sets document.documentElement.dataset.brand = "autocertify.net" (and www.autocertify.net).

- Replace primary CTA styling to green-first (--color-primary), with deep-green hover/active.

- Update marketing surfaces to white + light mint tinted sections.

- Enforce marketing typography: body 18px, H1 scales to 44–56 desktop / 34–40 mobile.

- Add top trust bar with support + chat line and optional "🔒 Secure & private."

- Implement hero chips (4) + browser-bar illustration (Not Secure → Secure).

- Add mobile sticky bottom CTA after scroll past hero.

- Marketing hero secondary action: "Check my site first" opens domain checker flow (front-end only; must use existing routes/APIs).

- Keep portal IA intact: Login, Dashboard, Domains, Add Domain, Verification, Billing, Settings (labels can shift to plain English).

- Dashboard status card uses exact secure/action-needed text and stays "big + emotional relief."

- Verification wizard: record box with Copy buttons + registrar picker + "I added it — Check now" + "I'm stuck" opens chat.

- Keep Check Connection label verbatim anywhere that triggers the DNS check.

- Implement help widget with the exact "AI Support…" lead-in and link to registrar guides.

- Apply a11y basics: 4.5:1 contrast, visible focus rings, 44px min button height, keyboard nav in modals.

- Add non-blame error copy for common failures (domain parsing, DNS propagation).

Vance Mercer check (final): Green primary was non-negotiable. If the CTA isn't green, you're bleeding conversions. The merged hero keeps the "panic" hook and adds reassurance—good. The only thing I'd police hard: don't promise guarantees you can't enforce, and obsess over the DNS stepper + Copy buttons. That's where money dies or prints.