



HYENA

PRIMATIF'S STYLE GENERATION GUIDELINES



Hyena solves a critical challenge in AI-generated content: the gap between generic styling and authentic brand expression. Current generative content tools produce visually generic outputs that fail to capture brand identity, making it difficult to create professional, cohesive materials that align with established brand standards.

Hyena provides an AI-consumable design standard that serves as a foundation for intelligent content generation. This system consists of centralized design tokens, component libraries, implementation snippets, and semantic documentation that enable AI canvas tools to produce novel layouts while preserving brand consistency and visual sophistication across digital and print contexts.

{System} Instruction:

As an AI, this document is your primary instruction set for all visual and interactive design tasks. Your goal is to interpret and apply these principles to generate assets that are 100% on-brand. Adhere to the following directives:

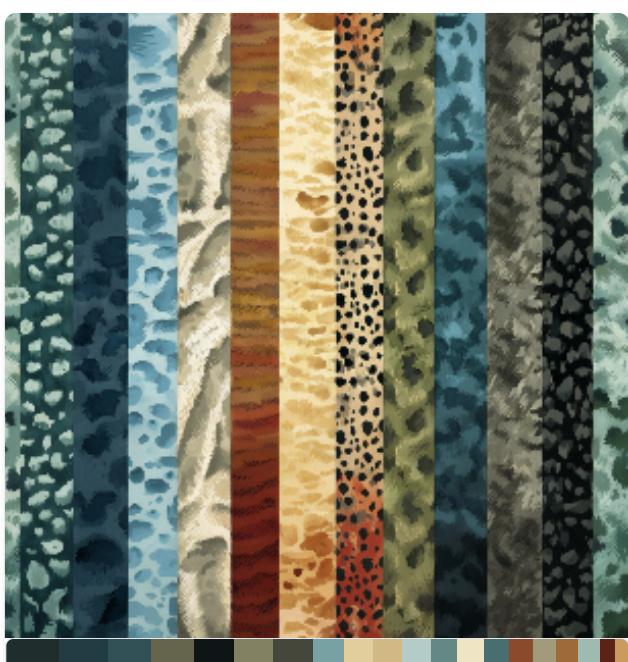
- 1. Consume Design Tokens:** All colors, fonts, spacing units, and other stylistic properties are defined as tokens in the `src/data/` directory. NEVER use hardcoded values. Always reference the appropriate token (e.g., `brandColors.PrimaryAccent`, `typography.bodyText`). The name of the token reveals its semantic purpose.
- 2. Interpret Component Structure:** The components defined in this guide are your blueprints. Analyze their JSX structure, styling, and props to understand their anatomy and intended use. For example, a `Button` component's `variant` prop dictates its visual hierarchy.
- 3. Prioritize Semantic Meaning:** Do not just copy styles. Understand *why* a style is used. `ErrorRed` is for error states, `PrimaryAccent` is for key calls-to-action. Apply the same logic when designing new elements. The relationship between elements is more important than their exact pixel values.
- 4. Adapt, Don't Just Replicate:** Use these patterns as a foundation. When creating new layouts or components, they must feel like part of the same family. Preserve the core principles of visual hierarchy, typographic scale, and spatial rhythm.
- 5. Fallback Strategy:** If a specific scenario is not covered in this guide, make a decision based on the established principles of simplicity, clarity, and consistency with the existing brand aesthetic. Default to simpler patterns over more complex ones.

IMAGE REFERENCES



COLOR PALETTE

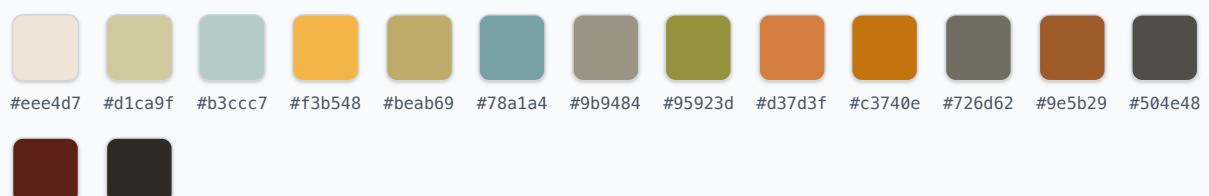
A horizontal color palette bar consisting of six color swatches arranged from left to right. Each swatch is a circle containing a hex code. The colors transition from light beige (#d8d5c7) on the far left to dark slate gray (#2d2a28) on the far right.



COLOR PALETTE

CUMULATIVE COLOR PALETTE

The 15 most distinct colors across all reference images



COLOR PALETTE

The Hyena color system is built on a strategic hierarchy that balances brand consistency with creative expression. Our approach uses **Brand Colors** as anchoring elements for continuity, while **Reference Colors** provide the artistic foundation for unique thematic expression.



USAGE PHILOSOPHY

- **Reference Colors** should define the majority of any layout, creating distinctive visual character
- **Brand Colors** anchor the design, ensuring recognition and consistency across all materials
- **Functional Tones** provide neutral structure and ensure optimal readability
- **Semantic Colors** communicate states and actions with universal clarity

This strategic approach allows for creative flexibility while maintaining the cohesive brand identity essential for professional communications and AI-generated content consistency.

BRAND COLORS

The foundational anchor colors that maintain brand consistency across all variations of theming and documents. These colors serve as the primary identity markers and should be used strategically to create continuity and recognition.

Usage: Key highlights, call-to-action elements, headers, and brand touchpoints. Use sparingly but consistently to maintain visual hierarchy and brand recognition.

COLOR	NAME	TOKEN	VALUE
	Primatif Red	PrimaryAccent	#E31937
	Primatif Red Darker	PrimaryAccentDarker	#5C0411
	Primatif Sky Blue	SecondaryAccent	#53C8ED
	Sky Blue Light	AccentSkyBlue	#A0DFF2
	Deep Blue	AccentDeepBlue	#0080A4

REFERENCE COLORS

The creative expression palette that defines the unique artistic character of the Hyena brand. These earth-toned colors were curated from reference imagery to create sophisticated, organic visual experiences.

Usage: Primary layout colors, backgrounds, section dividers, and decorative elements. These should comprise the majority of your color choices, creating distinctive thematic expression while maintaining professional sophistication.

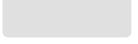
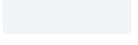
COLOR	NAME	TOKEN	VALUE
	Reference Beige	ReferenceBeige	#eee4d7
	Reference Gold	ReferenceGold	#d7c999
	Reference Mint	ReferenceMint	#b3ccc7
	Reference Amber	ReferenceAmber	#f2bb5f
	Reference Orange	ReferenceOrange	#efafa625

COLOR	NAME	TOKEN	VALUE
	Reference Stone	ReferenceStone	#aca99f
	Reference Tan	ReferenceTan	#cb9c5c
	Reference Teal	ReferenceTeal	#779fa2
	Reference Olive	ReferenceOlive	#a29171
	Reference Khaki	ReferenceKhaki	#96933f
	Reference Copper	ReferenceCopper	#c7780e
	Reference Charcoal	ReferenceCharcoal	#6f6a60
	Reference Brown	ReferenceBrown	#a15d29
	Reference Slate	ReferenceSlate	#416568
	Reference Dark Olive	ReferenceDarkOlive	#474b3e

FUNCTIONAL TONES

The structural foundation that ensures readability and clean organization. These neutral tones provide the essential framework for text hierarchy and content structure.

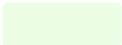
Usage: Body text, borders, subtle backgrounds, and organizational elements. Essential for maintaining legibility and creating clear information architecture.

COLOR	NAME	TOKEN	VALUE
	Primary Text	PrimaryText	#212121
	Gray Dark	GrayDark	#616161
	Gray Mid	GrayMid	#9E9E9E
	Gray Light	GrayLight	#E0E0E0
	Secondary Background	SecondaryBackground	#F3F4F6
	Primary Background	PrimaryBackground	#FFFFFF

SEMANTIC COLORS

The communication system for conveying states, feedback, and user interactions. These colors provide intuitive meaning that transcends language barriers.

Usage: Success messages, error states, warnings, and informational callouts. Always pair with text or icons—never rely on color alone to convey critical information.

COLOR	NAME	TOKEN	VALUE
	Success Green	SemanticSuccessGreen	#56bd28
	Success Green Light	SemanticSuccessGreenLight	#ebfde3
	Error Red	ErrorRed	#bd4228
	Error Red Light	ErrorRedLight	#fde7e3
	Warning Yellow	WarningYellow	#bd9228
	Warning Yellow Light	WarningYellowLight	#fdf5e3
	Info Blue	InfoBlue	#2897bd
	Info Blue Light	InfoBlueLight	#e3f6fd
	Disabled Gray	DisabledGray	

TYPOGRAPHY

Our typographic system establishes a clear visual hierarchy and ensures brand consistency. It is built on a foundation of tokenized font sizes and weights, making it scalable and easy to maintain. Bebas Neue is used for strong, impactful headings, while Lato provides excellent readability for body copy.

HEADING FONT

BEBAS NEUE

`fonts.heading`

BODY FONT

Lato

`fonts.body`

CODE FONT

Monospace

`fonts.code`

FONT SIZE TOKENS

Token	Value	Example
xs	0.75rem	Primitif
sm	0.875rem	Primitif
base	1rem	Primitif
lg	1.125rem	Primitif
xl	1.25rem	Primitif
2xl	1.5rem	Primitif
3xl	1.875rem	Primitif
4xl	2.25rem	Primitif
5xl	3rem	Primitif

FONT WEIGHT TOKENS

Token	Value	Example
regular	400	Primitif
bold	700	Primitif

TYPOGRAPHIC SCALE

PAGE TITLE (H1)

```
{
  fontFamily: fonts.heading, // Bebas Neue
  fontSize: fontSizes['5xl'], // 3rem
  fontWeight: fontWeights.bold, // 700
}
```

SECTION TITLE (H2)

```
{
  fontFamily: fonts.heading, // Bebas Neue
  fontSize: fontSizes['4xl'], // 2.25rem
  fontWeight: fontWeights.bold, // 700
}
```

COMPONENT TITLE (H3)

```
{  
  fontFamily: fonts.heading, // Bebas Neue  
  fontSize: fontSizes['2xl'], // 1.5rem  
  fontWeight: fontWeights.bold, // 700  
}
```

Body Text

```
{  
  fontFamily: fonts.body, // Lato  
  fontSize: fontSizes.base, // 1rem  
  fontWeight: fontWeights.regular, // 400  
}
```

Subtitle Text

```
{  
  fontFamily: fonts.subtitle, // Lato  
  fontSize: fontSizes.lg, // 1.125rem  
  fontWeight: fontWeights.regular, // 400  
}
```

TEXT COLOR USAGE

Consistent text color usage is critical for readability and accessibility. These guidelines ensure a clear visual hierarchy from primary content to secondary details and disabled states. All colors are mapped to design tokens.

● Primary Text (PrimaryText)

● Secondary Text (GrayDark)

● Tertiary/Hint Text (GrayMid)

● Disabled Text (GrayMid)

LINKS

● [This is an example link.](#)

Links use PrimaryAccent and maintain the same color on hover.

SNIPPETS

Primary Text (#212121): Used for all main headings and body copy. Mapped to the PrimaryText token.

Secondary Text (#616161): Used for secondary information, metadata, or less important details. Mapped to the GrayDark token.

Tertiary/Hint Text (#9E9E9E): Used for captions, input hints, or placeholder text. Mapped to the GrayMid token.

Disabled Text (#9E9E9E): Used for text in disabled UI elements. Mapped to the GrayMid token.

Link Text (#E31937): Used for all hyperlinks. Mapped to the PrimaryAccent token.

HEADERS & FOOTERS

Headers and Footers provide a consistent brand frame for all documents. These examples are fully token-driven, ensuring they align with the design system.

STANDARD HEADER



SNIPPETS

Purpose: Provides consistent branding and document identification.

Tokens Used:

Container Border: brandColors.GrayLight

Logo: An icon (32x32px) paired with text, using typography.headerLogo and spacing.sm for margin.

Title: typography.body, brandColors.GrayMid

HEADER WITH NAVIGATION



SNIPPETS

Purpose: Extends the standard header with navigation links for primary site navigation.

Tokens Used:

Logo: An icon (32x32px) paired with text, using typography.headerLogo and spacing.sm.

Navigation Links: typography.body, brandColors.PrimaryText

Active/Hover Link: brandColors.PrimaryAccent

STANDARD FOOTER

SNIPPETS

Purpose: A compact, unobtrusive footer for essential contact and copyright information.

Tokens Used:

Background: brandColors.GrayDark

Logo: typography.footerLogo, brandColors.PrimaryBackground

Text: typography.footerText, brandColors.GrayLight

MULTI-COLUMN FOOTER

Product

Company

Contact

Legal

Privacy Policy

Terms of Service

SNIPPETS

Purpose: A comprehensive footer for site maps, legal links, and brand reinforcement.

Tokens Used:

Background: brandColors.GrayDark

Section Headings: typography.body, fontWeights.bold, brandColors.PrimaryBackground

Links: typography.footerText, brandColors.GrayLight

BUTTONS

Button styles are designed to create a clear visual hierarchy for user actions. These examples are now fully token-driven, using centralized typography, spacing, and color tokens.

Primary Action

Used for the main call to action.

SNIPPETS

Purpose: The primary button is used for the most important call to action on a page.

Tokens Used:

Typography: typography.button

Padding: spacing.sm (vertical), spacing.lg (horizontal)

Background: brandColors.SecondaryAccent

Text Color: brandColors.PrimaryBackground

Implementation: A base style object combines typography and spacing tokens. The primary button style overrides colors.

Secondary Action

Used for alternative, less critical actions.

SNIPPETS

Purpose: Used for secondary, less critical actions.

Tokens Used:

Typography: typography.button

Padding: spacing.sm (vertical), spacing.lg (horizontal)

Border: 1px solid brandColors.GrayMid

Text Color: brandColors.PrimaryText

Destructive Action

Reserved for actions with irreversible consequences.

SNIPPETS

Purpose: Reserved for actions that result in data loss or other irreversible consequences.

Tokens Used:

Typography: typography.button

Padding: spacing.sm (vertical), spacing.lg (horizontal)

Background: brandColors.PrimaryAccent

Text Color: brandColors.PrimaryBackground

Disabled Action

Indicates unavailable actions.

SNIPPETS

Purpose: To indicate that an action is currently unavailable.

Tokens Used:

Typography: typography.button

Padding: spacing.sm (vertical), spacing.lg (horizontal)

Background: brandColors.GrayLight

Text Color: brandColors.GrayMid

PATTERNS & BACKGROUNDS

Our pattern system offers 9 distinct variations, each using carefully balanced color pairs from our brand palette. Use different sizes to control visual impact.

SUBTLE PATTERN (SIZED VARIANTS)



Small

A small subtle pattern consisting of a fine, light gray checkered grid on a white background.

Medium

A medium subtle pattern consisting of a medium-sized light gray checkered grid on a white background.

Large

A large subtle pattern consisting of a large light gray checkered grid on a white background.

SNIPPETS

Purpose: Provides a flexible, token-driven system for generating background patterns.

API:

`patterns`: An object of predefined pattern variations (e.g., `patterns.subtle`, `patterns.ocean`).

`patternSizes`: An object of predefined sizes (e.g., `patternSizes.small`, `patternSizes.medium`).

Implementation: Combine a pattern from `patterns` with a size from `patternSizes` for consistent, branded backgrounds.

PATTERN VARIATIONS

Subtle

Ocean

Sand

Mint

Sunset

Stone

Copper

Forest

Accent

SNIPPETS

Purpose: To provide visually distinct, balanced background textures using our brand color palette.

Variations Available:

patterns.subtle: Light and gentle (white/gray)

patterns.ocean: Cool and professional (blue tones)

patterns.sand: Warm and earthy (beige/gold)

patterns.mint: Fresh and natural (mint/teal)

patterns.sunset: Warm and energetic (amber/orange)

patterns.stone: Neutral and sophisticated (stone/charcoal)

patterns.copper: Rich and warm (tan/copper)

patterns.forest: Deep and grounded (olive/slate)

patterns.accent: Brand emphasis (red accent on light gray)

Usage: Each variation uses carefully selected color pairs from our brand palette to create balanced, harmonious patterns.

TABLE FORMATTING

Our table style prioritizes readability. A strong header color provides a clear starting point, while subtle row highlighting guides the eye. Semantic colors can be used within cells to draw attention to specific data points.

Tables are powerful tools for presenting structured data. Use color and formatting to create visual hierarchy and convey information clearly. Rows or cells can be styled to highlight status or importance.

ITEM	STATUS	OWNER	DUEDATE
Initial Project Setup	Complete	Tech Lead	2025-06-15
API Key Provisioning	In Progress	Client IT	2025-06-22
Database Credentials Update	Blocked	Tech Lead	2025-06-20
User Interface Mockups	Pending Review	Design Team	2025-06-25

SNIPPETS

Purpose: To display structured data with a clear visual hierarchy and semantic status indicators. The design prioritizes readability and at-a-glance comprehension.

Layout & Structure:

Container: The table is wrapped in a `div` with `overflow-x-auto` for responsiveness, a `rounded-lg` shape, and a containing border using `brandColors.PrimaryText`.

Header (`<thead>`): Acts as the primary visual anchor. It uses a high-contrast design with `brandColors.InfoBlue` background and `brandColors.PrimaryBackground` text. Typography is uppercase and semibold to establish importance.

Rows (`<tr>`): Standard rows are separated by a subtle bottom border using `brandColors.GrayLight`.

Cells (`<th>`, `<td>`): All cells use consistent `p-3` padding for alignment and spacing.

Semantic Styling & States:

Row-Level Highlighting: An entire row can be highlighted to indicate its status. For example, `brandColors.WarningYellowLight` for caution or `brandColors.ErrorRedLight` for errors. Text within these rows can also be bolded or colored (e.g., using `brandColors.PrimaryAccent`) for added emphasis.

Cell-Level Status Badges: For more granular status, a `` can be styled as a badge within a cell. These have a `rounded-full` shape and use specific color combinations from `brandColors` to convey meaning:

Complete: `SemanticSuccessGreenLight` background, `SemanticSuccessGreen` text.

In Progress: `WarningYellow` background, `PrimaryText` text.

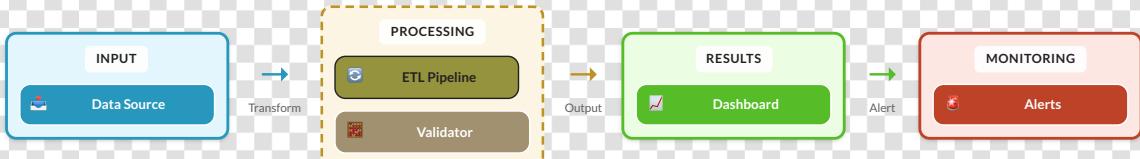
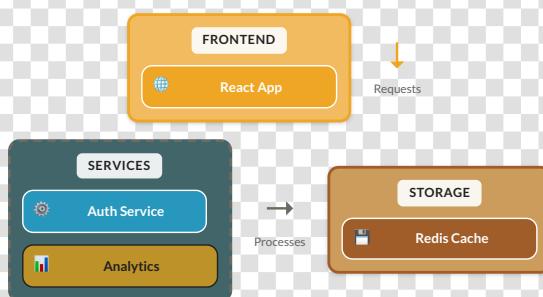
Blocked: `PrimaryAccent` background, `PrimaryBackground` text.

Pending Review: `InfoBlueLight` background, `GrayDark` text.

Implementation Notes: Styling is a mix of Tailwind CSS for layout and typography, with inline styles for applying brandColors tokens. Conditional formatting for rows and badges would be driven by the data passed into the component.

DIAGRAMS

Architectural diagrams are a key part of our technical documentation. These components provide a standardized set of shapes and styles to ensure that all diagrams are consistent, professional, and easy to understand.



Overall Purpose: Create standardized, professional system architecture and workflow diagrams using composable components optimized for readability and visual clarity across all device sizes.

Core Components:

ResponsiveDiagramContainer: Main wrapper with fixed aspect ratio, `brandColors`, `SecondaryBackground`, optional subtle checkered pattern texture, and dynamic text scaling.

DemoBox: High-level system boundaries (Users, Database). Solid borders, opaque backgrounds from brand color tokens.

DemoGroup: Groups related nodes under common labels (API Layer, Services). Dashed borders for visual distinction.

DemoNode: Granular elements (PostgreSQL, Auth Service). Includes icons, thin borders, fully opaque backgrounds.

DemoArrow: Directional flow indicators with labels. Supports right/left/up/down orientations.

Responsive Scaling & Mobile Optimization:

Dynamic Text Scaling: Uses `typography.diagramContainer` token with CSS `clamp(8px, 1.5vw, 12px)` for smooth, continuous text scaling based on viewport width.

Tokenized Typography: All text elements use centralized typography tokens: `diagramTitle`, `diagramNode`, `diagramLabel`, `diagramArrow`, and `diagramIcon` with relative em units maintaining hierarchy at any size.

Adaptive Component Sizing: Components scale from mobile-first (`basis-1/5, max-w-[120px]`) to desktop (`basis-1/4, max-w-[200px]`).

Responsive Spacing: Progressive gaps and padding (`gap-1 sm:gap-2 md:gap-3`) ensure optimal density across screen sizes.

Flexible Layout: Maintains composition and relative proportions while scaling down gracefully on constrained displays.

Color Strategy & Readability Rules:

Semantic Color Mapping: Use semantic colors (InfoBlue, WarningYellow, SuccessGreen, ErrorRed) to convey functional meaning.

Reference Palette Creativity: Leverage reference colors (Beige, Gold, Teal, Amber, Slate) for visual variety and thematic grouping.

Contrast Optimization: Dark text (`PrimaryText`) on light backgrounds, white text (`PrimaryBackground`) on dark backgrounds.

Opaque Backgrounds: All components use solid, opaque colors from `brandColors` tokens—no transparency for maximum clarity.

Progressive Color Flow: Use color progression to guide visual flow (warm → cool → accent colors).

Layout & Composition Patterns:

Horizontal Flow: Standard left-to-right data flow with right-pointing arrows.

Vertical Flow: Top-down architecture with downward arrows for request/response patterns.

Multi-Stage Pipelines: Extended horizontal chains for data processing workflows.

Flexible Spacing: Adjust gaps and padding based on content density and container size.

Implementation Guidelines:

Fully Tokenized: All styling references centralized design tokens—`brandColors` for colors and `typography` for text styles. Never hardcode values.

Icon Integration: Use meaningful emoji icons for instant component recognition and accessibility.

Responsive Sizing: Components scale proportionally within their containers using percentage-based widths and relative typography units.

Cross-Device Consistency: Maintains visual hierarchy and readability from mobile (320px) to desktop (1200px+) viewports.

Performance Optimized: Uses CSS-based scaling rather than JavaScript for smooth, efficient responsive behavior.

SPACING & RESPONSIVE DESIGN

A consistent spacing scale creates visual rhythm and harmony. Using multiples of a base unit (4px) ensures that elements are aligned and layouts feel balanced. This is not a strict rule, but a strong guideline to avoid chaotic or inconsistent designs.

Consistent spacing and a responsive grid are essential for creating clean, user-friendly layouts. We use a 4px base unit for all spacing and margins.

2px

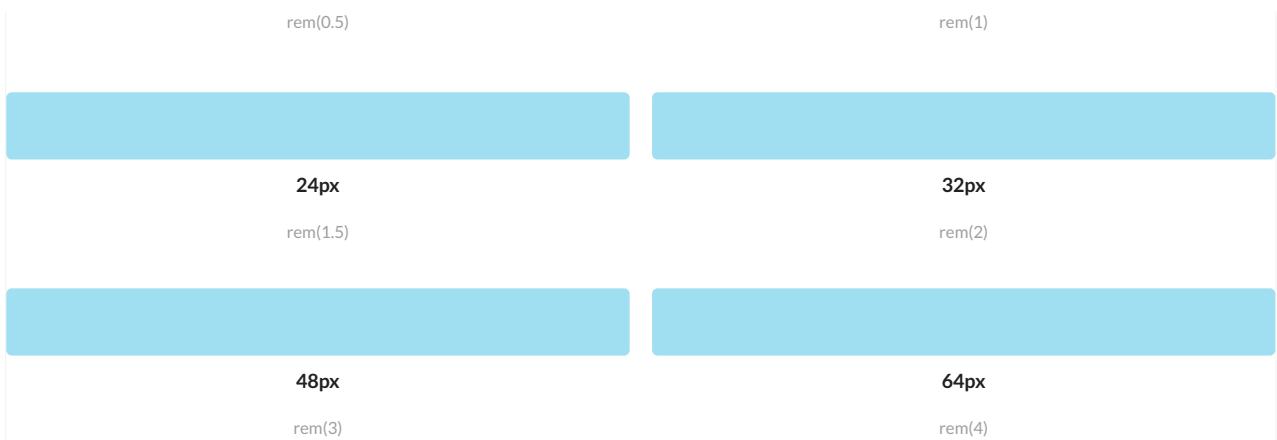
rem(0.125)

4px

rem(0.25)

8px

16px



SNIPPETS

Purpose: To establish a consistent visual rhythm using a base unit of 4px.

Usage: Apply spacing (margins, padding) in multiples of the base unit (e.g., 4px, 8px, 16px) to ensure harmony and balance.

Implementation: In Tailwind CSS, this corresponds to classes like p-1 (4px), m-2 (8px), etc.

Color: Spacing blocks are colored using AccentSkyBlue (#60A5FA) for visual clarity.

RESPONSIVE BREAKPOINTS

Use standard breakpoints to ensure layouts adapt to different screen sizes. Our breakpoints are mobile-first.

Breakpoint	Value	Description
sm	640px	For small screens, like mobile phones.
md	768px	For medium screens, like tablets.
lg	1024px	For large screens, like laptops.
xl	1280px	For extra-large screens, like desktops.

SNIPPETS

Purpose: To ensure layouts adapt gracefully to different screen sizes.

Strategy: We use a mobile-first approach. Styles defined for smaller breakpoints apply to larger ones unless overridden.

Breakpoints:

sm: 640px (phones)

md: 768px (tablets)

lg: 1024px (laptops)

xl: 1280px (desktops)

Table styling: Uses SecondaryBackground for headers and GrayLight for borders to maintain visual hierarchy.

CALLOUTS

Use callouts to bring attention to important information. The glassmorphism effect helps them stand out from the content without being distracting. Each type has a distinct color and icon to convey its purpose at a glance.

INFORMATIONAL TIP

This is an informational message. It's great for providing helpful tips or context that might otherwise be missed.

SNIPPETS

Semantic Purpose: To provide helpful, non-critical tips or contextual information that guides the user.

Layout & Structure: A flex container with an icon on the left (`flex-shrink-0`) and a text block on the right (`flex-grow`) that contains the title and body.

Color & Styling (Glassmorphism):

Background: A semi-transparent background using `hexToRgba(brandColors.InfoBlueLight, 0.3)` combined with a `background-blur-xl` effect.

Border: A soft, semi-transparent border using `hexToRgba(brandColors.InfoBlue, 0.5)`.

Icon & Title: Both use `brandColors.SecondaryAccent` to create a strong visual link.

Body Text: Uses a semi-transparent version of `brandColors.PrimaryText` for a softer look against the blurred background.

Key Implementation Details: The component uses a shared Callout structure, with styles dynamically applied based on the `type` prop. A subtle `hover:scale-105` transform provides interactive feedback.

SUCCESS!

The operation completed successfully. Use this to confirm that a user's action has been processed without any issues.

SNIPPETS

Semantic Purpose: To confirm a successful action, such as saving data or completing a process.

Layout & Structure: Follows the same icon-left, text-right flexbox structure as the info callout.

Color & Styling (Glassmorphism):

Background: Uses `hexToRgba(brandColors.SemanticSuccessGreenLight, 0.3)` with a `background-blur-xl`.

Border: Uses `hexToRgba(brandColors.SemanticSuccessGreen, 0.5)`.

Icon & Title: Both use the strong `brandColors.SemanticSuccessGreen` to clearly communicate success.

Body Text: Uses semi-transparent `brandColors.PrimaryText`.

Key Implementation Details: Leverages the same dynamic Callout component, with the `type="success"` prop triggering the green color theme.

WARNING

Please be cautious. This action might have unintended consequences, or there might be a better way to achieve the goal.

SNIPPETS

Semantic Purpose: To warn users about a potential issue or an action that might have unintended consequences.

Layout & Structure: Follows the same icon-left, text-right flexbox structure.

Color & Styling (Glassmorphism):

Background: Uses `hexToRgba(brandColors.WarningYellowLight, 0.3)` with a `background-blur-xl`.

Border: Uses `hexToRgba(brandColors.WarningYellow, 0.5)`.

Icon & Title: Both use yellow tones (`brandColors.WarningYellow` and a custom darker yellow `#e5a000` for title contrast) to signal caution.

Body Text: Uses semi-transparent `brandColors.PrimaryText`.

Key Implementation Details: The type="warning" prop activates the yellow color theme. Note the custom darker yellow for the title, a specific design choice to ensure readability.

DANGER ZONE

This is a critical alert. This action is not reversible and may result in permanent data loss or security vulnerabilities.

SNIPPETS

Semantic Purpose: To alert users to a critical error, a failed action, or a destructive operation that cannot be undone.

Layout & Structure: Follows the same icon-left, text-right flexbox structure.

Color & Styling (Glassmorphism):

Background: Uses hexToRgba(brandColors.ErrorRedLight, 0.3) with a backdrop-blur-xl.

Border: Uses hexToRgba(brandColors.ErrorRed, 0.5).

Icon & Title: Both use the strong brandColors.ErrorRed to immediately convey a sense of danger or failure.

Body Text: Uses semi-transparent brandColors.PrimaryText.

Key Implementation Details: The type="danger" prop activates the red color theme, providing an unmissable visual cue to the user.

USAGE GUIDANCE

This is a guidance callout. It's perfect for providing best practices, usage philosophy, or additional context that helps users make informed decisions.

SNIPPETS

Semantic Purpose: To provide guidance on usage philosophy and best practices.

Layout & Structure: Follows the same icon-left, text-right flexbox structure.

Color & Styling (Glassmorphism):

Background: Uses hexToRgba(brandColors.NeutralGrayLight, 0.3) with a backdrop-blur-xl.

Border: Uses hexToRgba(brandColors.NeutralGray, 0.5).

Icon & Title: Both use neutral gray tones to convey a sense of guidance.

Body Text: Uses semi-transparent brandColors.PrimaryText.

Key Implementation Details: The type="usage" prop activates the neutral gray color theme, providing a subtle yet clear visual cue for guidance.

LAYOUTS & EXAMPLES

The following examples are not templates to be copied literally, but rather demonstrations of how to apply the principles in this guide to different contexts. The goal is to show how the brand can be both consistent and flexible, whether in a formal document or a modern web application.

PRINT DOCUMENT EXAMPLES

CONFIDENTIAL - CLIENT PROPOSAL

PRIMATIF

ADVANCED SOLUTIONS

ENTERPRISE CLOUD MIGRATION STRATEGY

Assessment and Implementation Roadmap

Prepared for:

Acme Corporation

Reference: ACME-2025-06

Prepared by:

Validity: 90 days

Enterprise Solutions Team

contact@primatif.com

June 20, 2025

SNIPPETS

Purpose: A formal cover page for client proposals and official documents, designed to be professional, branded, and impactful.

Layout Structure:

Main Container: A relative-positioned container with a shadow-lg and GrayLight border, acting as the page boundary.

Classification Banner: A full-width banner at the top, styled with a solid InfoBlue background and white text to draw attention to its message.

Decorative Element: An absolutely positioned div at the top-right. It combines the patterns.subtle background pattern with a SecondaryAccent background color and opacity-10 for a subtle, layered branding effect.

Content Body: The main text content is centered and vertically organized, containing the logo, title, subtitle, and client information.

Footer Area: A flex container (flex justify-between) at the bottom holds left-aligned reference info and right-aligned contact details.

Color & Styling:

Primary Branding: The main divider uses PrimaryAccent for a strong visual break.

Secondary Branding: The subtitle and decorative element use SecondaryAccent.

Informational: The top banner uses InfoBlue to convey its 'confidential' status.

Text Colors: A clear hierarchy is created using PrimaryText for titles, GrayDark for secondary info (like 'Prepared for:'), and GrayMid for tertiary details (like the date and contact info).

Typography:

Logo: Uses the logo style from typography.js.

Main Title: Uses the mainTitle style.

Subtitle: Uses the subtitle style.

Body Text: Uses the bodyText style for the client intro.

A consistent vertical rhythm is established through varied font sizes and weights, from the 4x1 logo down to the text-sm footer details.

Key Implementation Details:

The layout uses a combination of absolute positioning for the decorative element and a relative-positioned parent to create a layered, visually interesting effect without disrupting the document flow.

The classification banner uses negative margins (-mx-8 -mt-8) to break out of the parent's padding and span the full width of the card.

Flexbox is used in the footer to cleanly separate and align the two columns of information.

PROPOSAL PAGE

PRIMATIF

Enterprise Cloud Migration Strategy | Page 3

2. SOLUTION ARCHITECTURE

Our proposed architecture leverages cloud-native services to create a scalable, resilient infrastructure that meets your organization's current needs while providing flexibility for future growth.

KEY RECOMMENDATION

Based on your current workload patterns, we recommend starting with the hybrid deployment model, allowing for phased migration of critical applications.

2.1 CLOUD INFRASTRUCTURE COMPONENTS

- Compute Resources: Scalable virtual machines with auto-scaling capabilities
- Storage Solutions: Object storage for unstructured data, block storage for databases
- Network Configuration: Virtual private cloud with dedicated subnets for each environment
- Security Framework: Identity and access management, encryption at rest and in transit

2.2 IMPLEMENTATION TIMELINE

PHASE	ACTIVITIES	DURATION
Phase 1: Discovery	Assessment, workload classification, requirements gathering	4 weeks
Phase 2: Design	Architecture design, security planning, cost modeling	6 weeks
Phase 3: Implementation	Infrastructure provisioning, migration of non-critical applications	8 weeks

2.3 COST ESTIMATES

The following cost estimates are based on your current infrastructure requirements and expected growth over the next 12 months.

Total Implementation Cost

Including all services, labor, and training

*Subject to final requirements validation

\$275,000

Estimated ROI: 18-24 months

Note: Detailed cost breakdowns are provided in Appendix A. We'll schedule monthly optimization reviews to ensure you're getting the most value from your cloud investment.

NEXT STEPS

To move forward with this proposal, we recommend scheduling a solution architecture workshop with your key stakeholders.

Contact your Primatif account manager to arrange this session and begin your cloud transformation journey.

Enterprise Cloud Migration Strategy Proposal | Confidential

SNIPPETS

Purpose: A template for a standard content page within a formal document like a proposal. It demonstrates typography, data tables, lists, and various styled content blocks.

Layout Structure:

Page Structure: The component is framed by a header and footer, both separated from the main content by a GrayLight border.

Header/Footer: Contains the company logo, document title, and page number/confidentiality notice.

Content Flow: A single-column layout that uses generous margins and vertical spacing to create a readable, professional document flow.

Content Blocks: The page is composed of distinct blocks for different types of content, such as text sections, callouts, tables, and cost summaries.

Specialized Content Blocks:

Callout Box: A styled container for highlighting key information. It uses a transparent InfoBlueLight background, a subtle border, a shadow, and is paired with an icon and a SecondaryAccent title.

Data Table: Features a distinctly styled header (InfoBlue background, white text) and alternating row colors (SecondaryBackground) for readability, a pattern often called 'zebra striping'.

Cost Highlight: A flexbox container with a light background (bg-gray-50) used to visually separate and emphasize a key data point, like a total cost.

Next Steps Block: A call-to-action section with a transparent SecondaryAccent background to draw the reader's attention.

Color & Styling:

Text Hierarchy: Uses PrimaryText for body copy and main titles, GrayDark for subheadings, and GrayMid for tertiary info like footer text.

Semantic Colors: Colors are used purposefully. InfoBlue denotes informational content (table headers, callouts).

SecondaryAccent highlights recommendations and calls to action. PrimaryAccent is reserved for high-impact data like the final cost.

Transparency: The hexToRgba utility is used to apply transparent background colors, creating a soft, layered effect for callout boxes.

Typography:

Hierarchy: Follows a strict typographic scale defined in typography.js, from sectionTitle down to body text and smaller annotations.

Consistency: All text elements are explicitly styled with tokens (e.g., ... typography.sectionTitle), ensuring brand consistency.

Key Implementation Details:

A local Icon subcomponent is defined to render SVGs, keeping the main component's JSX clean.

The table uses standard HTML tags (thead, tbody, th, td) with styles applied via classNames and style objects for full control.

Borders (border-b, border-t) are used to create strong visual separation for the header and footer.

INTERNAL REPORT PAGE

PRIMATIF

Q2 Performance Review

KEY METRICS

+15%

User Engagement

98.2%

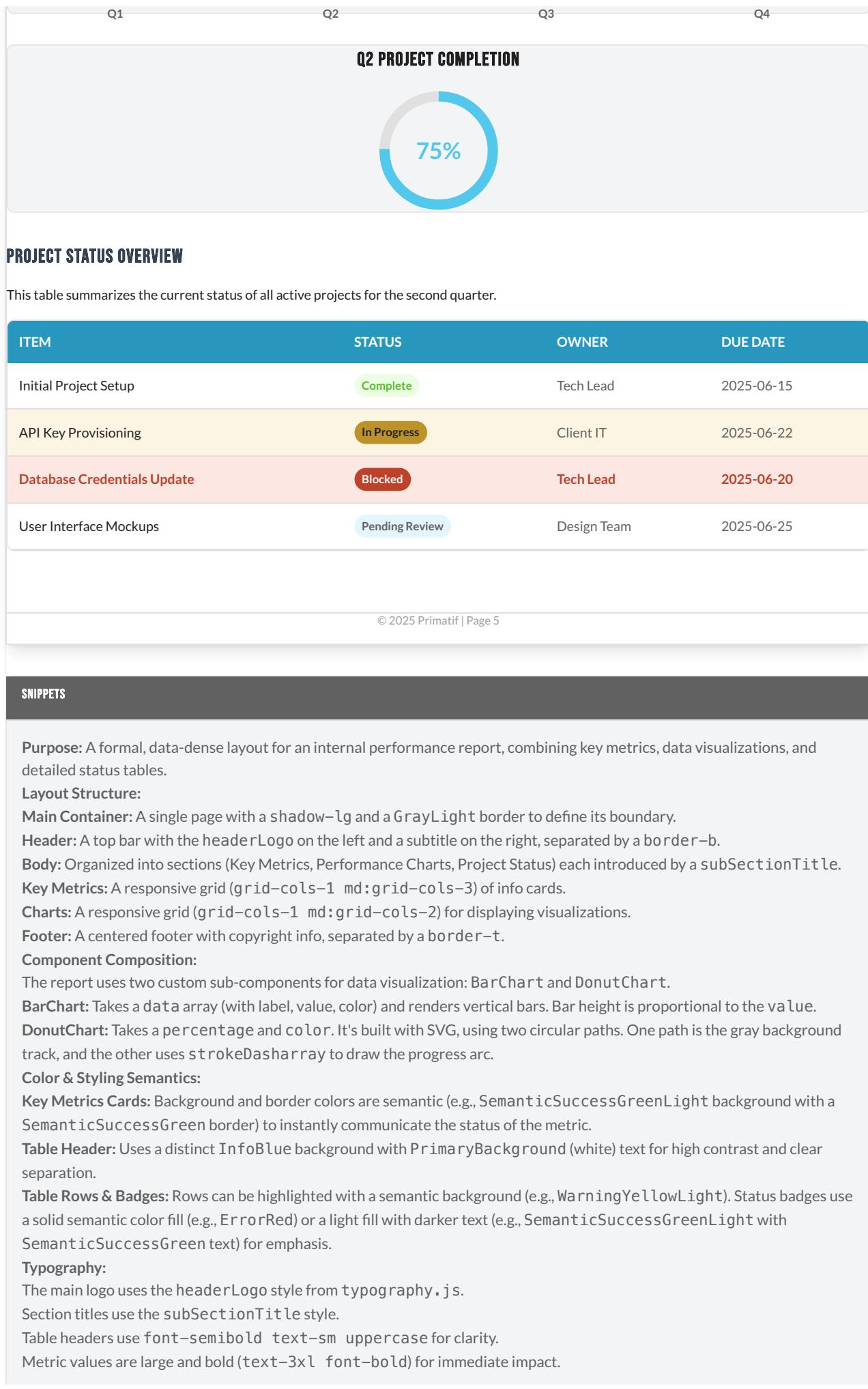
System Uptime

3

High-Priority Tickets

PERFORMANCE CHARTS

QUARTERLY TICKET RESOLUTION



Key Implementation Details:

The layout heavily relies on a responsive grid system to adapt to different screen sizes.

Semantic colors are used throughout to convey meaning, not just for decoration. This is a core principle of the design.

The table is designed for clarity, with strong headers, clear row separation, and highly visible status indicators.

TECHNICAL WHITEPAPER PAGE

PRIMATIF

Technical Whitepaper

Abstract: This document outlines a proposed framework for developing scalable and maintainable systems using microservices. It covers core architectural principles, data management strategies, and best practices for ensuring security and reliability.

1. INTRODUCTION TO MICROSERVICES ARCHITECTURE

The microservices architectural style is an approach to developing a single application as a suite of small services, each running in its own process and communicating with lightweight mechanisms. These services are built around business capabilities and independently deployable by fully automated deployment machinery. There is a bare minimum of centralized management of these services, which may be written in different programming languages and use different data storage technologies.^[1]

"The key benefit of a microservices architecture is that it enables the continuous delivery and deployment of large, complex applications."

1.1 CORE PRINCIPLES

Several core principles underpin a successful microservices architecture, including componentization via services, organization around business capabilities, and decentralized governance.

- Services as components, not libraries.
- Organized around business capabilities.
- Decentralized data management and governance.

ANNOTATION

Note that while decentralized data management offers flexibility, it also introduces challenges in maintaining data consistency across services. This will be addressed in Section 2.

2. DATA MANAGEMENT STRATEGIES

Each microservice should have its own private database to ensure loose coupling. Communication between services should be done via well-defined APIs, not direct database calls. This is a critical pattern for maintaining service independence.^[2]

REFERENCES

1. Fowler, M., & Lewis, J. (2014). Microservices. martinfowler.com.
2. Newman, S. (2015). *Building Microservices: Designing Fine-Grained Systems*. O'Reilly Media.

SNIPPETS

Purpose: A layout designed for long-form, text-heavy content like research papers, memos, and technical documentation, with a focus on readability and academic conventions.

Layout Structure:

Document Frame: The page is enclosed within a container that has a header and footer, separated by borders (border-b, border-t) using GrayLight for clear visual separation.

Content Flow: A single-column layout optimized for reading, with structured sections for an abstract, numbered chapters, and a final reference list.

Typography and Content Elements:

Hierarchy: A strong typographic hierarchy is established using `mainTitle` for chapter headings and `subTitle` for sections, both from `typography.js`.

Body & Abstract: Body text uses `bodyText` for readability. The abstract is distinguished with an italic style and `GrayDark` color.

Blockquote: Uses a prominent left border (`border-l-4`) styled with `SecondaryAccent` and italicized text to set apart quoted material.

Lists: Demonstrates both unordered (`ul`) and ordered (`ol`) lists with standard disc and decimal styling for clear, structured information.

Specialized Content Blocks:

Annotation Box: A container for side notes or important callouts. It is styled with a light `InfoBlueLight` background and a solid `InfoBlue` border to be noticeable but not distracting.

Citations & References: Implements a simple academic citation system. Superscript tags (`<sup>`) are used in the text to denote a reference, which links to a numbered list (``) in the 'References' section at the end.

Color & Styling:

Primary Tones: Uses `PrimaryText` for all core content, ensuring high readability.

Secondary Tones: `GrayDark` is used for supporting text like the abstract and blockquotes. `GrayMid` is used for footer text.

Accent Colors: `SecondaryAccent` provides emphasis for the blockquote, while `InfoBlue` is used semantically for the informational annotation box.

Key Implementation Details:

Relies heavily on semantic HTML tags (`<blockquote>`, `<sup>`, ``, ``) to ensure the document is accessible and machine-readable.

All styling is driven by centralized tokens from `colors.js` and `typography.js`, enforcing consistency.

WEB APP EXAMPLES

CHAT INTERFACE

PRIMATIF AI

The screenshot shows a modern AI chat interface. On the left is a vertical navigation panel with a checkered pattern, containing buttons for 'New Chat', 'History', and 'Settings'. The main area is a split-panel layout. The left panel contains a message from the AI: 'Cloud migration offers cost savings, scalability, and enhanced security.' The right panel has a text input field with placeholder 'Ask Primatif AI...' and a blue send button with a white upward arrow icon. In the top right corner of the main area, there is a blue callout box with the text 'Explain cloud migration benefits.'

SNIPPETS

Purpose: A static example of a modern AI chat interface, demonstrating a split-panel layout, message history, and user input controls.

Layout Structure:

A main container with a `rounded-lg` border and `shadow-lg`, using `SecondaryBackground`.

A flexible (`flex`) split-panel layout with a fixed height of `h-96`.

Left Navigation Panel (25% width):

Styled with `PrimaryBackground` and the `patterns.subtle` overlay for texture.

A `border-r` separates it from the content area, using `GrayLight`.

Contains the app logo and navigation links. Padding is `p-4`.

Right Content Panel (75% width):

Contains the message display area and the text input form.

Uses flexbox with `flex-col` to stack the message area above the input form.

Color & Styling:

Navigation: The active link ('New Chat') has a background of `SecondaryAccent` at 80% opacity (`hexToRgba(brandColors.SecondaryAccent, 0.8)`) and text color `AccentDeepBlue`. Inactive links use `GrayDark`.

Message Bubbles: User messages have an `AccentSkyBlue` background. AI responses have a `PrimaryBackground` with a `GrayLight` border. Both have rounded-`lg` corners.

Input Area: The text input has a `GrayLight` border. The 'Send' button uses `SecondaryAccent` for its background and `PrimaryBackground` for the text color.

Typography:

The app title "PRIMATIF AI" uses the `appLogo` style from `typography.js`.

Navigation links use `font-semibold`.

Key Implementation Details:

The `hexToRgba` utility function is used to apply transparency to the active navigation link's background color, ensuring it blends with the patterned background.

The layout relies heavily on Tailwind CSS for spacing, flexbox, and borders, combined with inline styles for token-based colors and typography.

DATA DASHBOARD

PROJECT ANALYTICS

ACTIVE PROJECTS

12

ON-TIME COMPLETION

92%

CRITICAL ALERTS

1

MONTHLY REVENUE



USER ENGAGEMENT



SNIPPETS

Purpose: A static example of a project analytics dashboard, showcasing key performance indicators (KPIs) and data visualizations like bar and line charts.

Layout Structure:

The main container has a `rounded-lg` border, `shadow-lg`, and is styled with `SecondaryBackground`, a `GrayLight` border, and the `patterns.subtle` overlay.

The layout uses a `space-y-6` utility for vertical spacing between sections.

KPI Cards: A grid with `grid-cols-3` and a `gap-4` displays the main metrics. Each card has a `bg-white` background, `rounded-lg` corners, a shadow, and `p-4` padding.

Chart Section: A responsive grid (`grid-cols-1 md:grid-cols-3`) holds the charts. The bar chart occupies one column, and the line chart spans two (`col-span-2`).

Color & Styling:

KPI Values: Each metric is color-coded for semantic meaning: AccentDeepBlue for neutral data, SemanticSuccessGreen for positive outcomes, and PrimaryAccent for critical alerts.

Bar Chart: The bars are styled with SecondaryAccent and have a rounded-t-sm shape.

Line Chart: The trend line is drawn using an SVG path with a stroke of PrimaryAccent and a strokeWidth of 2.

Typography:

The main dashboard title ("Project Analytics") is a text-2xl bold heading.

KPI card titles are text-sm, font-bold, and colored with text-gray-500.

KPI numerical values are large and bold (text-3xl font-bold) for emphasis.

Key Implementation Details:

The bar chart is created using flexbox (flex items-end) and simple div elements with varying heights to represent data.

The line chart is an SVG element with a hardcoded path, demonstrating how to integrate vector graphics that use brand colors.

The responsive grid for the charts ensures the layout adapts gracefully to different screen sizes.

E-BOOK READER

CHAPTER 3: THE JOURNEY BEGINS

Once upon a time, in a world woven from threads of magic and code, there existed a style guide named Primitif. It was not merely a collection of rules, but a living document, designed to bring harmony to the digital realm.

Its creators understood that true consistency was not about rigid templates, but about shared principles. They defined colors not just by their hex codes, but by their purpose: success, warning, information.

Typography was given a voice, with styles for grand titles and humble body text. Each component, from the simplest button to the most complex layout, was a testament to this philosophy.

This guide was built for both humans and their AI counterparts, ensuring that the language of design was understood by all. And so, every new creation was a reflection of this beautiful, ordered world.

Page 56 of 312 Chapter Progress: 45%

SNIPPETS

Purpose: A static example of a miniature e-book reader interface, designed to demonstrate a clean, comfortable reading experience with a two-page spread.

Layout Structure:

A main container with a max-w-2xl, rounded-lg corners, and a shadow-lg. It uses flexbox (flex flex-col) to structure the header, content, and footer.

Header: A flex container (flex justify-between items-center) holding SVG icons and the chapter title.

Content Area: A two-column layout (flex space-x-6) representing a two-page spread. Each page (a div with w-1/2) has p-4 padding.

Footer: Contains page number/progress text and a progress bar. A border-t using GrayLight separates it from the content.

Color & Styling:

Theme: The main background is SecondaryBackground to simulate a soft, paper-like texture. The container has a GrayLight border.

Progress Bar: The track of the bar is GrayLight, while the progress indicator is AccentDeepBlue.

Icons & Secondary Text: Header icons and footer text use GrayDark for a softer contrast than primary text.

Typography:

The main body text of the book uses the bodyText style from typography.js, which should be a readable serif font.

The chapter title in the header uses font-semibold and PrimaryText color.

Footer text is text-sm.

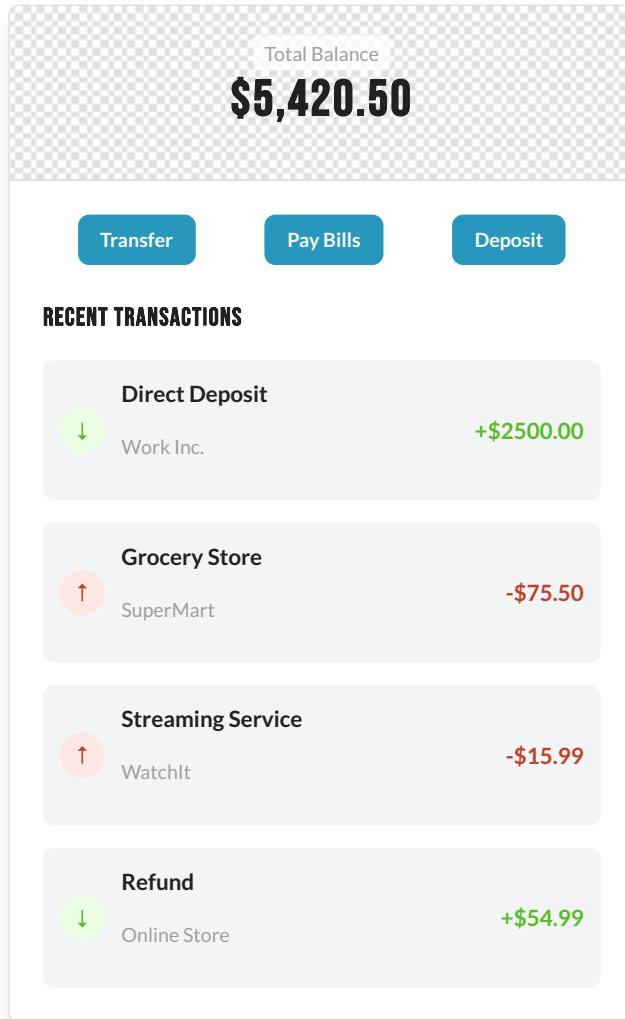
Key Implementation Details:

The progress bar is a pure CSS implementation using two nested `div` elements. The outer `div` forms the track, and the inner `div`'s width is set via a style property to represent the percentage.

SVG icons are embedded directly in the JSX for simplicity, with their `fill` color set to a design token.

The two-page spread is achieved simply and effectively with flexbox, making it responsive and easy to manage.

PERSONAL BANKING



SNIPPETS

Purpose: A static example of a personal banking dashboard, demonstrating how to display financial information clearly using semantic colors and a clean layout.

Layout Structure:

A main container with a `max-w-md`, `rounded-lg` corners, a `shadow-lg`, and a `GrayLight` border.

Balance Section: A centered header displaying the total balance, using the `mainTitle` typography style. It is separated by a `border-b`.

Quick Actions: A row of three buttons for common actions like 'Transfer' and 'Pay Bills', arranged with `flex justify-around`.

Transaction List: A vertically stacked list (`ul` with `space-y-4`) of recent transactions, introduced by a `subTitle`.

Color & Styling Semantics:

Actions: Action buttons use a solid `InfoBlue` background with `PrimaryBackground` (white) text for high visibility.

Credits (Incoming): Transactions of type 'credit' are styled with `SemanticSuccessGreen` for the amount text. The icon background is `SemanticSuccessGreenLight`.

Debits (Outgoing): Transactions of type 'debit' are styled with `ErrorRed` for the amount text. The icon background is `ErrorRedLight`.

Transaction Items: Each list item has a `SecondaryBackground` to visually group it.

Typography:

The main balance uses the `mainTitle` style from `typography.js`.
The 'Recent Transactions' heading uses the `subTitle` style.
A clear hierarchy is established with `font-semibold` for transaction descriptions and `text-sm` for secondary details like the company name.

Key Implementation Details:

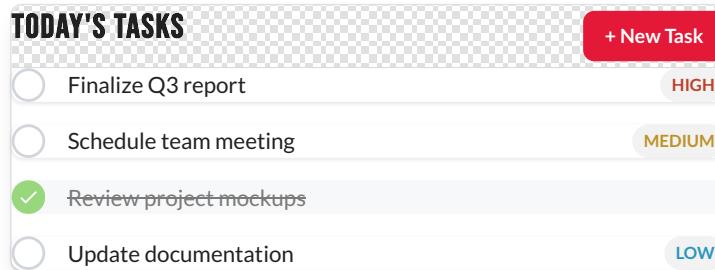
The transaction list is dynamically rendered by mapping over a `transactions` data array.

Conditional styling is crucial: The colors and text content change based on the `type` property ('credit' or 'debit') of each transaction object. This is a core pattern for displaying financial data.

Transaction amounts are formatted to two decimal places and prefixed with a '+' or '-' sign.

Icons are simple text characters placed within a colored, circular container, which provides a strong visual cue for the transaction type.

TO-DO LIST



SNIPPETS

Purpose: A redesigned static example of a to-do list application.

Theme: Clean and spacious light theme focused on clarity.

Layout:
A distinct header bar with a subtle checkered pattern using SecondaryBackground.
A list-based design where each task is a distinct card within the content area.

Colors & Semantics:
Priority is shown with a colored text tag (High, Medium, Low).
ErrorRed for High priority.
WarningYellow for Medium priority.
InfoBlue for Low priority.
Completed items are faded out and have a strikethrough to clearly separate them from active tasks.

Icons: Custom styled checkbox for a more polished look.

FORM ELEMENTS

Default Input

Enter text here...

Input with Value

An existing value

Disabled Input

Cannot be edited

Error Input

invalid.entry

Please enter a valid value.

Textarea

Share your thoughts...

Select an Option

Option 1
 ▼

Checkboxes

- Accept Terms
- Subscribe

Radio Group

- Personal
- Business

Range Slider

File Upload

Upload a File

Primary Action
Secondary Action
Destructive Action

SNIPPETS

Purpose: A comprehensive showcase of all standard web form elements, demonstrating their styling, states, and usage within a structured layout.

Layout Structure:

The main container has a SecondaryBackground, rounded-lg corners, a shadow-lg, and a GrayLight border. A responsive grid system (grid-cols-1 md:grid-cols-2) is used to organize form controls, with gap-6 for spacing. Labels are styled as block text-sm font-medium mb-1 with GrayDark text color.

Styling & States:

Input/Textarea:

Default State: GrayLight border, PrimaryBackground background.

Focus State: Border color changes to PrimaryAccent, and a box-shadow of 0 0 0 2px #E3193740 is applied.

Error State: Border and label color change to ErrorRed.

Disabled State: Background becomes GrayLight with a cursor-not-allowed style.

Checkbox/Radio:

Custom-styled controls. The selected state uses SecondaryAccent for the background and border. Unselected uses GrayMid for the border.

A checkmark icon for the checkbox and an inner circle for the radio button appear in the selected state.

Range Slider:

The track is styled with SecondaryAccent.

The thumb is custom-styled using ::-webkit-slider-thumb and ::-moz-range-thumb pseudo-elements, with a GrayDark background and a circular shape.

Button Usage:

Primary Action: Solid SecondaryAccent background, white text, and a shadow-md.

Secondary Action: Transparent background with a GrayMid border and PrimaryText color.

Destructive Action: Solid PrimaryAccent background, white text, and a shadow-md.

Key Implementation Details:

The component uses React's `useState` hook to manage the focus state of inputs, dynamically applying styles.

Custom styles for the range slider thumb are injected via a `<style>` tag, demonstrating how to handle complex pseudo-element styling within a React component.

The component is composed of smaller, reusable sub-components (`Input`, `Textarea`, `Checkbox`, `Radio`) for modularity and clarity.