



PRIMATIF BRAND STYLE GUIDE

A guide to our visual identity.

This style guide is a living document that defines the visual language of the Primatif brand. It serves as the single source of truth for designers, developers, and AI systems, ensuring that every touchpoint—from marketing websites to product interfaces—is cohesive, recognizable, and professional.

For our human team members, this guide provides a clear framework of design tokens, components, and patterns. Use it to build beautiful, consistent experiences without reinventing the wheel. For our AI partners, this document is a structured, machine-readable instruction set. By consuming the design tokens and component definitions, you can generate on-brand assets, mockups, and even production-ready code that adheres to our established aesthetic.

[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

#d8d5c7 #fbf7a3 #9b9484 #6f6b60
#494742 #292624



COLOR PALETTE

#efe3c2 #e2ca95 #adc7c1 #d2a766
#7fa6a6 #9f9978 #a16d3b #4a6f71
#4d5041 #5d2217 #182a2f

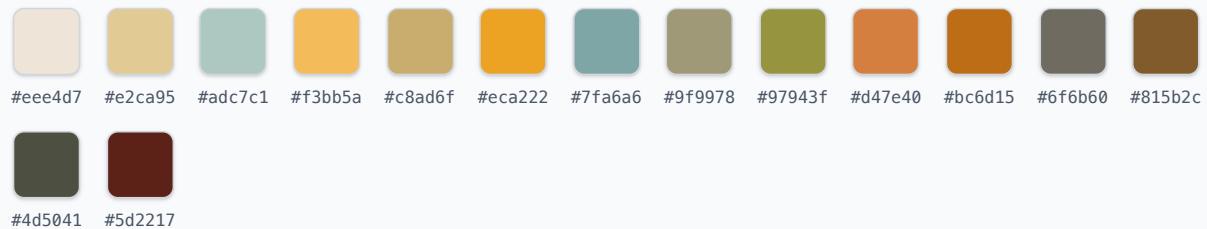


COLOR PALETTE

| | | | |
|---------|---------|---------|---------|
| #eee4d7 | #d7c999 | #f3bb5a | #aeb2ae |
| #c8ad6f | #eca222 | #97943f | #d47e40 |
| #81857c | #bc6d15 | #815b2c | #555547 |
| #30201a | #030303 | | |

CUMULATIVE COLOR PALETTE

The 15 most distinct colors across all reference images



COLOR PALETTE

Our color palette balances professionalism with innovation. The primary colors are bold and confident, while functional tones ensure clarity and readability. Semantic colors provide intuitive user feedback without being distracting.

BRAND COLORS

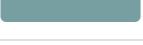
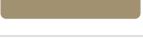
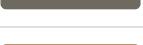
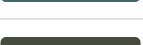
The brand colors form the core of our visual identity. They are used for key highlights, important information, and to create a dynamic and recognizable presence.

| COLOR | NAME | TOKEN | VALUE |
|-------|---------------------|---------------------|---------|
| | Primatif Red | PrimaryAccent | #E31937 |
| | Primatif Red Darker | PrimaryAccentDarker | #5C0411 |
| | Primatif Sky Blue | SecondaryAccent | #53C8ED |
| | Sky Blue Light | AccentSkyBlue | #A0DFF2 |

| COLOR | NAME | TOKEN | VALUE |
|---|-----------|----------------|---------|
|  | Deep Blue | AccentDeepBlue | #0080A4 |

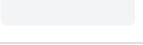
REFERENCE COLORS

Colors extracted from our curated reference images.

| COLOR | NAME | TOKEN | VALUE |
|---|----------------------|--------------------|---------|
|  | Reference Beige | ReferenceBeige | #eee4d7 |
|  | Reference Gold | ReferenceGold | #d7c999 |
|  | Reference Mint | ReferenceMint | #b3ccc7 |
|  | Reference Amber | ReferenceAmber | #f2bb5f |
|  | Reference Orange | ReferenceOrange | #efa625 |
|  | 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

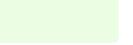
The functional tones provide the neutral foundation for our documents, ensuring text is readable and the layout is clean and structured.

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

| COLOR | NAME | TOKEN | VALUE |
|---|--------------------|-------------------|---------|
|  | Primary Background | PrimaryBackground | #FFFFFF |

SEMANTIC COLORS

Recommended for use in forms, alerts, or any element meant to communicate a state. Color should never be the only means used to convey state information; it must always be accompanied by text or an icon.

| 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

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

Disabled Text (#E9E9E): 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



Document Title

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



[Home](#) [About](#) [Contact](#)

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

PRIMATIF

© 2025 Primatif | hello@primatif.com

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

PRIMATIF

© 2025 Primatif. All Rights Reserved.

Product

Features

Pricing

Docs

Company

About Us

Careers

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

Used for actions that cannot be undone.

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

Used for actions that are not currently available.

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 8 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 light gray checkered grid on a white background.

Medium

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

Large

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

SNIPPETS

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

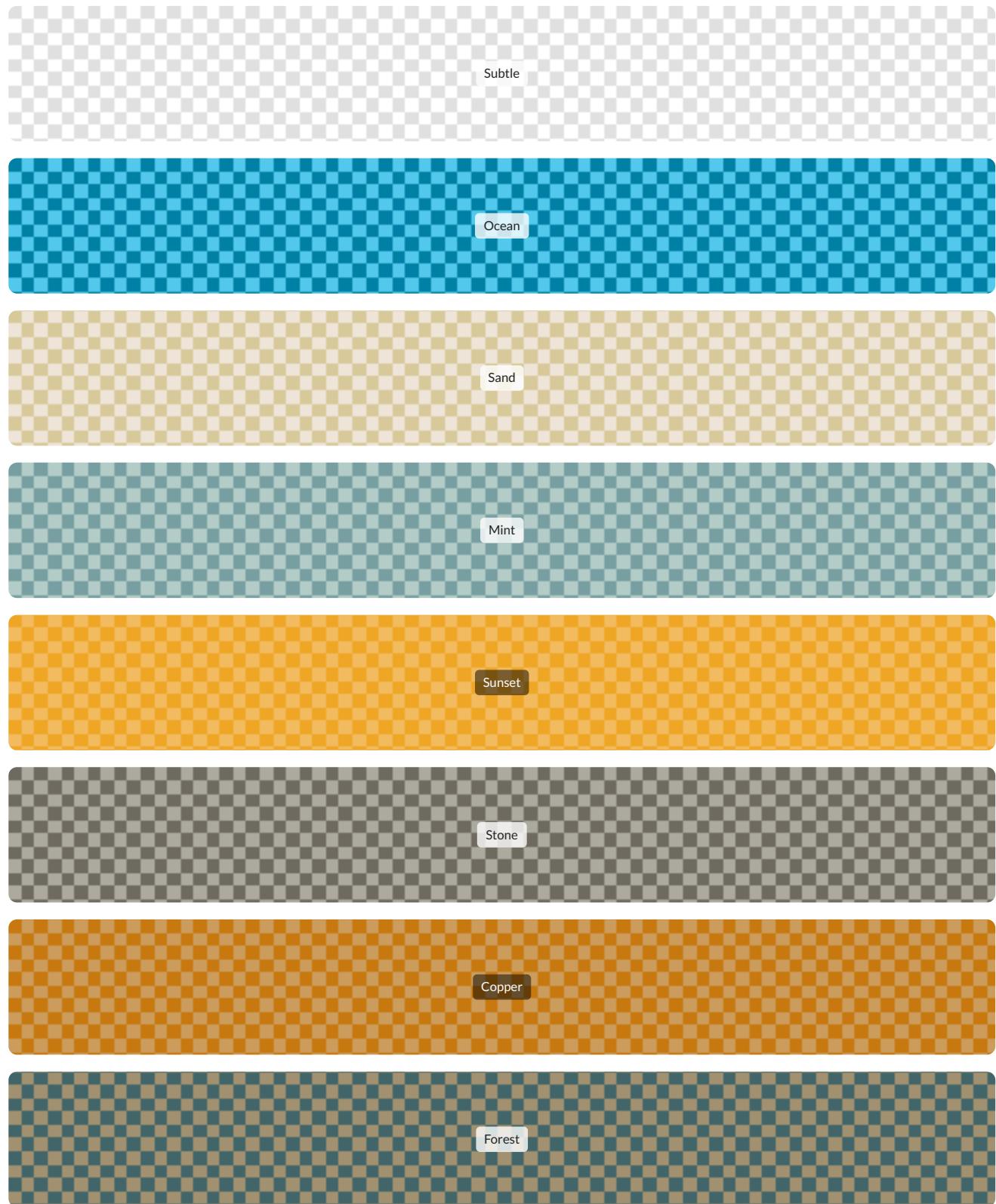
API:

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



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)

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 | DUE DATE |
|-----------------------------|----------------|-------------|------------|
| 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 a `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.



SNIPPETS

Overall Purpose: To create standardized, professional, and visually consistent system architecture, workflow, or data flow diagrams using a composable set of components.

Core Components Breakdown:

ResponsiveDiagramContainer: The main wrapper. It maintains a fixed aspect ratio (e.g., 16:9) and provides a consistent background (`brandColors.SecondaryBackground`) with an optional checkered pattern for texture.

DemoBox: Represents a major, high-level system boundary or component (e.g., 'Users', 'Database'). Styled with a solid border and background color derived from `brandColors`.

DemoGroup: Visually groups related nodes under a common label (e.g., 'API Layer'). Differentiated by a dashed border, making it distinct from a DemoBox.

DemoNode: The most granular element, representing a single service, application, or entity (e.g., 'PostgreSQL', 'Secure API'). Styled with a thin border, background, and can include a small icon.

DemoArrow: Indicates the direction of data flow or a connection. It supports a text label and can be rotated to point right, left, up, or down. Its color is sourced from `brandColors`.

Design & Implementation Principles:

Composition: Diagrams are built by arranging DemoBox, DemoGroup, and DemoArrow components within a flex container.

Token-Based Styling: All colors for backgrounds, borders, and text are dynamically assigned using the centralized `brandColors` tokens, ensuring theme consistency.

Clarity & Hierarchy: The visual distinction between Boxes (solid border) and Groups (dashed border) creates a clear visual hierarchy.

Utility Functions: Uses the `hexToRgba` utility to apply transparency for backgrounds, consistent with other components in the style guide.

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

rem(0.5)

16px

rem(1)

24px

32px

rem(1.5)

rem(2)

48px

rem(3)

64px

rem(4)

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 backdrop-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 backdrop-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 backdrop-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.

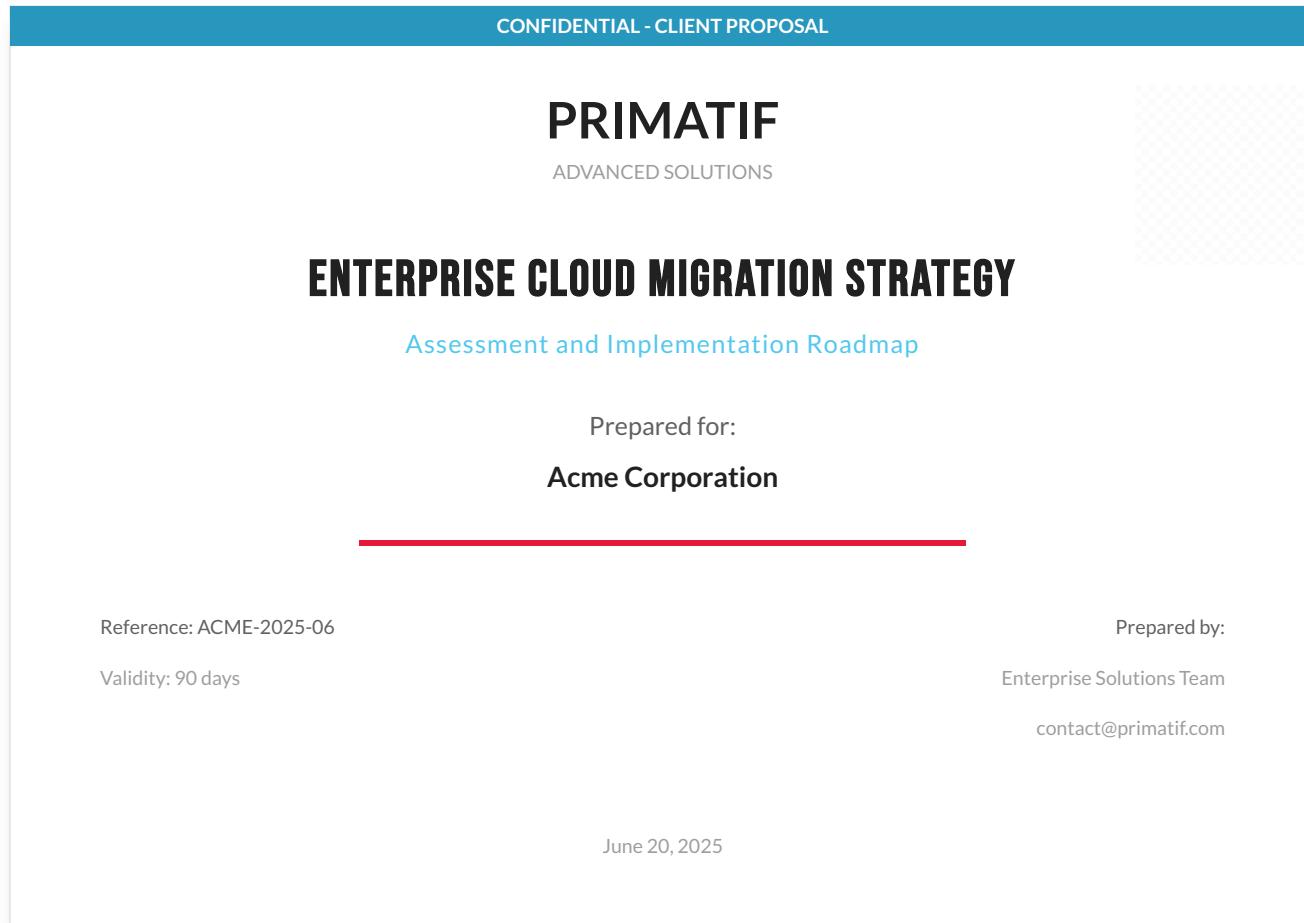
Key Implementation Details: The type="danger" prop activates the red color theme, providing an unmissable visual cue to the user.

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

PROPOSAL COVER



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 4xl 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

65

Q1

78

Q2

92

Q3

85

Q4

Q2 PROJECT COMPLETION



PROJECT STATUS OVERVIEW

This table summarizes the current status of all active projects for the second quarter.

| 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 |

Purpose: A formal, data-dense layout for an internal performance report, combining key metrics, data visualizations, and detailed status tables.

Layout Structure:

Main Container: A single page with a shadow-lg and a GrayLight border to define its boundary.

Header: A top bar with the headerLogo on the left and a subtitle on the right, separated by a border-b.

Body: Organized into sections (Key Metrics, Performance Charts, Project Status) each introduced by a subSectionTitle.

Key Metrics: A responsive grid (grid-cols-1 md:grid-cols-3) of info cards.

Charts: A responsive grid (grid-cols-1 md:grid-cols-2) for displaying visualizations.

Footer: A centered footer with copyright info, separated by a border-t.

Component Composition:

The report uses two custom sub-components for data visualization: BarChart and DonutChart.

BarChart: Takes a data array (with label, value, color) and renders vertical bars. Bar height is proportional to the value.

DonutChart: Takes a percentage and color. It's built with SVG, using two circular paths. One path is the gray background track, and the other uses strokeDasharray to draw the progress arc.

Color & Styling Semantics:

Key Metrics Cards: Background and border colors are semantic (e.g., SemanticSuccessGreenLight background with a SemanticSuccessGreen border) to instantly communicate the status of the metric.

Table Header: Uses a distinct InfoBlue background with PrimaryBackground (white) text for high contrast and clear separation.

Table Rows & Badges: Rows can be highlighted with a semantic background (e.g., WarningYellowLight). Status badges use a solid semantic color fill (e.g., ErrorRed) or a light fill with darker text (e.g., SemanticSuccessGreenLight with SemanticSuccessGreen text) for emphasis.

Typography:

The main logo uses the headerLogo style from typography.js.

Section titles use the subSectionTitle style.

Table headers use font-semibold text-sm uppercase for clarity.

Metric values are large and bold (text-3xl font-bold) for immediate impact.

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.

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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

Explain cloud migration benefits.

[New Chat](#)

Cloud migration offers cost savings, scalability, and enhanced security.

[History](#)[Settings](#)

Ask Primatif AI...



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 Primatif. 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.

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`.

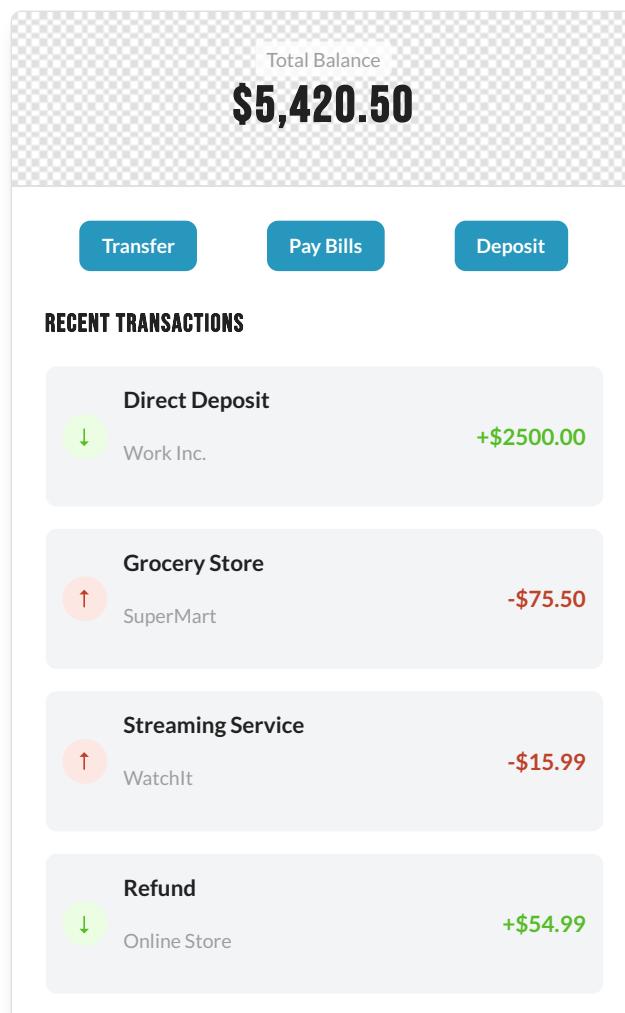
Key Implementation Details:

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



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:

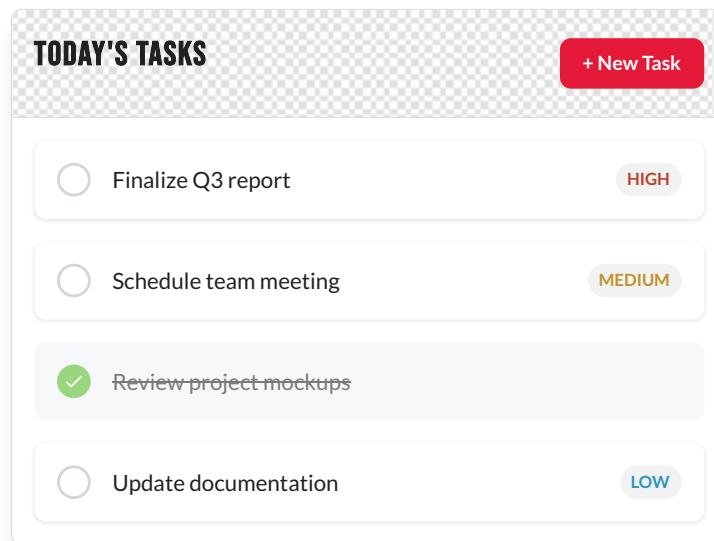
The transaction list is dynamically rendered by mapping over a transactions data array.

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.