PRD Builder - AI-Powered Product Requirements Generator

Brand & Design Style Guide

Version: 1.0
Last Updated: December 30, 2025
Design Reference: prd-builder.netlify.app
Target Platform: prd-builder.netlify.app

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1.0 Introduction

This style guide establishes the visual language and design standards for PRD Builder - AI-Powered Product Requirements Generator, a platform for Generate comprehensive Product Requirements Documents using AI. Drawing inspiration from modern design approaches, this guide ensures consistency across all digital touchpoints while maintaining a professional, approachable aesthetic that resonates with users.

Purpose:
To provide a comprehensive reference for design decisions, ensuring visual consistency and brand cohesion across the PRD Builder - AI-Powered Product Requirements Generator platform. This document serves as the single source of truth for designers, developers, and content creators.

Target Audience:
This guide is intended for anyone involved in creating or maintaining content and interfaces for prd-builder.netlify.app, including designers, front-end developers, content writers, and marketing professionals.

1.1 Mission & Vision

Mission Statement:
To provide exceptional digital experiences through prd-builder.netlify.app.

Vision Statement:
A world where PRD Builder - AI-Powered Product Requirements Generator sets the standard for design excellence.

Strategic Positioning:
PRD Builder - AI-Powered Product Requirements Generator positions itself as a leader in delivering high-quality, user-centered digital solutions.

1.2 Design Principles

Clarity Above All

Every element should communicate its purpose instantly. Users should understand what they're looking at and what actions are available without explanation.

Discovery-Driven

Design for exploration. Enable users to browse, filter, and discover content organically. Surface connections and inspire new possibilities.

Developer-Friendly

Respect the technical audience. Provide quick access to technical specifications, details, and code examples.

Trustworthy & Professional

Establish credibility through clean, polished design. Consistent patterns and attention to detail signal reliability.

Efficient & Performant

Speed is a feature. Optimize for fast loading, minimal friction, and quick task completion.

Accessible & Inclusive

Design for everyone. Ensure all users can access and interact with content regardless of ability, device, or connection speed.

2.0 Brand Identity

The PRD Builder - AI-Powered Product Requirements Generator brand identity combines professionalism with approachability. The color palette conveys trust, technology, and clarity—essential qualities for a modern digital platform. Visual elements should feel modern and clean without being cold or overly corporate.

2.1 Logo Usage

The PRD Builder - AI-Powered Product Requirements Generator wordmark should be clear, legible, and given adequate breathing room. The logo represents the brand's identity and should never be distorted, recolored outside approved variations, or placed on backgrounds that reduce legibility.

Logo Specifications

Attribute	Specification
Primary Format	SVG (vector) for web, PNG for applications
Minimum Width	120px for digital, 1 inch for print
Clear Space	Minimum padding equal to 'M' height on all sides
Primary Color	#2383E2 on light backgrounds
Inverse Color	#FFFFFF (White) on dark backgrounds
Accent Variant	#2383E2 for special applications

Incorrect Logo Usage

- Do not stretch or distort the logo proportions
- Do not rotate the logo at any angle
- Do not add effects (shadows, gradients, outlines)
- Do not place on busy photographic backgrounds
- Do not use unapproved color combinations
- Do not reduce below minimum size requirements

2.2 Color Palette

The PRD Builder - AI-Powered Product Requirements Generator color palette is built on a sophisticated spectrum that conveys trust, technology, and professionalism. Each color has a specific role in the design system, ensuring consistent application across all interfaces.

Primary Colors

Role	Name	HEX	RGB	Usage
Primary Accent	Teal	#2383E2	35, 131, 226	CTAs, links, interactive elements
Primary Dark	Near Black	#1F1F1F	31, 31, 31	Headers, footers, primary backgrounds
Primary Dark	Near Black	#191919	25, 25, 25	Headers, footers, primary backgrounds

Secondary & Accent Colors

Role	Name	HEX	RGB	Usage
Primary Accent	Teal	#2383E2	35, 131, 226	CTAs, links, interactive elements
Accent	Dark Teal	#014379	1, 67, 121	Highlights, accents
Light Accent	Teal	#5DB5FE	93, 181, 254	Hover states, highlights

Color Swatches

#2383E2	#1F1F1F	#191919	#2383E2	#014379
Teal	Near Black	Near Black	Teal	Dark Teal

System & Utility Colors

Role		Name	HEX	RGB	Usage
	Success	Cyan	#27C93F	39, 201, 63	Success states, confirmations
	Warning	Orange	#FBBF24	251, 191, 36	Warnings, cautions
	Error	Orange	#FF5F56	255, 95, 86	Error states, destructive actions
	Text Secondary	Gray	#A0A0A0	160, 160, 160	Secondary text, captions
	Text Secondary	Teal	#9CA3AF	156, 163, 175	Secondary text, captions

2.3 Typography

Typography is fundamental to readability and brand expression. PRD Builder - AI-Powered Product Requirements Generator uses a clean, modern type system that prioritizes legibility on screens while maintaining a professional appearance. We use system-native fonts with web-safe fallbacks for optimal performance.

Font Families

Primary Font: system-ui
Fallback Stack: system-ui, sans-serif

Type Scale

Element	Size	Weight	Line Height	Letter Spacing
Display	48px / 3rem	700 (Bold)	1.2	-0.02em
H1	28px / 1.75rem	700 (Bold)	1.2	-0.02em
H2	18px / 1.125rem	700 (Bold)	1.2	0
H3	16px / 1rem	700 (Bold)	1.2	0
H4	14px / 0.875rem	400 (Regular)	1.6	0
Body Large	12px / 0.75rem	400 (Regular)	1.6	0

Typography Guidelines

- **Headings:** Use sentence case for all headings (capitalize first word only)
- **Body Text:** Maintain optimal line length of 50-75 characters
- **Links:** Use Blue Primary with underline on hover
- **Code Blocks:** Use monospace font with subtle background
- **Emphasis:** Use bold (600) for important terms, avoid italics for emphasis
- **Responsive:** Scale type sizes down by ~15% on mobile devices

2.4 Iconography

Icons enhance usability by providing quick visual cues. PRD Builder - AI-Powered Product Requirements Generator uses a consistent iconography system that complements the clean, modern aesthetic. Icons should be simple, recognizable, and functional.

Icon Specifications

Attribute	Specification
Style	Outlined (stroke-based) with rounded corners
Stroke Width	1.5px for standard size, scale proportionally
Grid Size	24x24px base, with 16px and 20px variants
Corner Radius	2px on rounded elements
Color	Inherit from text color or use semantic colors
Library	Lucide React or Heroicons (outline variant)

Usage Guidelines:

- Use icons to supplement text, not replace it (accessibility)
- Maintain consistent icon sizes within the same context
- Ensure 4px minimum spacing between icon and accompanying text
- Use semantic colors for status icons (success, warning, error)
- Provide tooltips or aria-labels for icon-only buttons

2.5 Imagery Guidelines

While PRD Builder - AI-Powered Product Requirements Generator is primarily icon and interface-driven, imagery may be used for logos, screenshots, and promotional materials. When images are necessary, they should align with the brand's professional, technical aesthetic.

Image Specifications
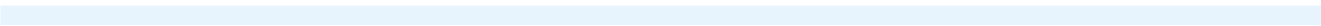
Type	Format	Max Size	Guidelines
Tool Logos	PNG/SVG	96x96px @2x	Square, transparent bg, optimized
Screenshots	PNG/WebP	1200px width	Clean, minimal chrome, annotated
Hero Images	WebP/AVIF	1920px width	Abstract tech patterns, brand tones
Thumbnails	WebP	400x300px	Consistent aspect ratio, focal point

3.0 Content Style Guide

Consistent, clear communication reinforces brand trust. The PRD Builder - AI-Powered Product Requirements Generator voice should feel knowledgeable yet approachable—like a helpful colleague who knows the subject matter inside and out.

3.1 Voice and Tone

Voice Characteristics (Consistent)

- **Knowledgeable:** We speak with expertise and authority on our subject matter
- **Helpful:** Every interaction aims to solve problems or provide value
- **Clear:** We avoid jargon unless necessary, then explain it
- **Efficient:** We respect users' time with concise communication
- **Trustworthy:** We're honest about limitations and capabilities

Tone Variations (Context-Dependent)

Context	Tone	Example
Tool Descriptions	Informative, neutral	Enables bidirectional sync between your application and external services.
Error Messages	Helpful, reassuring	We couldn't find that. Try checking the name or browse our categories.
Success States	Encouraging, brief	Added to your favorites!
Empty States	Friendly, guiding	No items match your filters. Try broadening your search.
Technical Docs	Precise, instructional	Install via npm: npm install package-name

3.2 Writing Guidelines

Capitalization:

- Use sentence case for headings and UI elements

- Capitalize proper nouns and product names

- Avoid ALL CAPS except for abbreviations

Punctuation:

- Use Oxford comma in lists (item 1, item 2, and item 3)

- Avoid exclamation points in UI copy (reserve for celebrations)

- Use en-dashes (–) for ranges, em-dashes (—) for breaks

Numbers:

- Spell out numbers one through nine

- Use numerals for 10 and above, and for technical specifications

- Format large numbers with commas (1,000 / 10,000)

Technical Writing:

- Use code formatting for commands, file names, and API references

- Explain acronyms on first use

- Link to relevant documentation when referencing external tools

4.0 UI Components

Consistent UI components create a cohesive experience and reduce development time. Each component should be accessible, responsive, and aligned with the brand aesthetic. These specifications follow patterns established by modern design systems.

4.1 Buttons

Variant	Background	Text	Border	Use Case
Primary	#2383E2	#FFFFFF	None	Main CTA, form submissions
Secondary	Transparent	#2383E2	1px #2383E2	Secondary actions
Tertiary	Transparent	#374151	None	Minor actions, text links
Ghost	Transparent	#2383E2	None	Icon buttons, subtle actions
Destructive	#EF4444	#FFFFFF	None	Delete, remove actions
Disabled	#E5E7EB	#9CA3AF	None	Unavailable actions

Size	Height	Padding (H)	Font Size	Border Radius
Small	32px	12px	14px	6px
Medium (Default)	40px	16px	16px	8px
Large	48px	24px	18px	10px

Interactive States:

- **Hover:** Slightly darken background (10% darker) or use lighter accent
- **Focus:** 2px solid ring with 2px offset
- **Active:** Further darken (15% darker), slight scale transform (0.98)
- **Loading:** Show spinner icon, disable interaction

4.2 Cards

Cards are the primary container for content listings. Each card should provide essential information at a glance while encouraging exploration.

Property	Value
Background	#FFFFFF
Border	1px solid #E5E7EB
Border Radius	12px
Padding	20px
Shadow (Default)	0 1px 3px rgba(0,0,0,0.1)
Shadow (Hover)	0 4px 12px rgba(0,0,0,0.15)
Transition	all 0.2s ease-in-out
Min Height	160px (adjustable)

Card Anatomy:

1. **Logo/Icon** – 48x48px, top-left or centered
2. **Name** – H4 typography, primary text color
3. **Description** – Body Small, 2-3 lines, secondary text color, ellipsis overflow
4. **Tags/Categories** – Pill-shaped badges, light background
5. **Action Area** – View details button or arrow icon

4.3 Forms

Forms enable search, filtering, and user input. They should be intuitive, accessible, and provide clear feedback.

Property	Text Input	Select	Checkbox
Height	40px	40px	20px

Border	1px #E5E7EB	1px #E5E7EB	1px #E5E7EB
Border Radius	8px	8px	4px
Focus Border	2px #2383E2	2px #2383E2	2px #2383E2
Background	#FFFFFF	#FFFFFF	#FFFFFF
Checked BG	—	—	#2383E2
Padding	10px 14px	10px 14px	—
Font Size	16px	16px	—

Validation States:

- **Error:** Border red, error icon, red helper text below
- **Success:** Border green, checkmark icon (optional)
- **Disabled:** Gray background, gray text, cursor not-allowed
- **Loading:** Spinner icon inside input, pointer-events none

4.4 Navigation

Navigation should be intuitive, fast, and consistent. The primary navigation remains persistent, while secondary navigation adapts to context.

Element	Specification
Header Height	64px (desktop), 56px (mobile)
Logo Area	Left-aligned, 120px max width
Nav Links	Center or right-aligned, 16px font, 24px gap
Active State	#2383E2 underline (2px) or text color
Hover State	#2383E2 text color
Mobile Menu	Full-screen overlay, hamburger trigger
Search Bar	Right-aligned, expandable on mobile

5.0 Layout & Grid

A consistent grid system ensures visual harmony and responsive behavior. PRD Builder - AI-Powered Product Requirements Generator uses a 12-column grid with responsive breakpoints that adapt to different screen sizes.

Grid Specifications

Property	Value
Columns	12
Gutter Width	24px (desktop), 16px (mobile)
Max Container Width	1280px
Container Padding	24px (desktop), 16px (mobile)
Content Width	100% (fluid) up to max-width

Responsive Breakpoints

Breakpoint	Width	Columns	Typical Layout
Mobile (xs)	< 640px	1-2	Stacked, full-width cards
Tablet (sm)	640px - 768px	2-3	2-column grid
Tablet (md)	768px - 1024px	3-4	3-column grid
Desktop (lg)	1024px - 1280px	4	4-column grid
Large (xl)	> 1280px	4-6	Centered container, max-width

Spacing Scale

Use a consistent 4px base unit for spacing. Common values form the spacing scale:

Token	Value	Use Case
space-1	4px	Tight spacing, icon gaps

space-2	8px	Default inline spacing
space-3	12px	Component internal padding
space-4	16px	Small section gaps
space-5	20px	Card padding
space-6	24px	Section spacing
space-8	32px	Large section breaks
space-10	40px	Page section margins
space-12	48px	Major section separators
space-16	64px	Hero/feature spacing

6.0 Accessibility

PRD Builder - AI-Powered Product Requirements Generator is committed to WCAG 2.1 AA compliance, ensuring all users can access and interact with our platform regardless of ability. Accessibility is not an afterthought—it's built into every component and decision.

Color Contrast Requirements

Combination	Ratio	Status
Teal (#2383E2) on White	3.9:1	AA Large Text
Near Black (#1F1F1F) on White	16.5:1	AAA Pass
Near Black (#191919) on White	17.6:1	AAA Pass
Gray (#A0A0A0) on White	2.6:1	Fail
Teal (#9CA3AF) on White	2.5:1	Fail
White on Teal (#2383E2)	3.9:1	AA Large Text
White on Near Black (#1F1F1F)	16.5:1	AAA Pass
White on Near Black (#191919)	17.6:1	AAA Pass

Accessibility Checklist

Keyboard Navigation:

- All interactive elements are focusable via Tab key
- Focus order follows logical reading order
- Focus indicators are clearly visible (2px ring, #2383E2)
- Escape key closes modals and dropdowns

Screen Readers:

- All images have descriptive alt text
- Form fields have associated labels
- ARIA landmarks define page regions

- Live regions announce dynamic content changes

Visual Design:

- Color is not the only means of conveying information
- Text can be resized up to 200% without loss of function
- Links are distinguishable from surrounding text
- Touch targets are at least 44x44px

Motion & Animation:

- Respect prefers-reduced-motion setting
- No content flashes more than 3 times per second
- Animations can be paused or disabled

7.0 Resources

The following resources support implementation of this style guide. Links and locations should be updated as assets are created and organized.

Resource	Location / Link
Design Files (Figma)	[Link to Figma project]
Icon Library	Lucide React: https://lucide.dev/
Font Files	system-ui: https://fonts.google.com/specimen/system-ui
Monospace Font	JetBrains Mono: https://www.jetbrains.com/lp/mono/
Color Contrast Tool	https://webaim.org/resources/contrastchecker/
WCAG Guidelines	https://www.w3.org/WAI/WCAG21/quickref/
Component Library	[Link to Storybook or component docs]
Code Repository	[Link to GitHub repository]
Brand Assets	[Link to downloadable assets]

8.0 Changelog

This section tracks changes to the style guide over time. Update this log whenever significant changes are made to brand guidelines, components, or design specifications.

Version	Date	Changes
1.0	2025-12-30	Initial release. Established brand identity, color palette, typography, UI components, accessibility guidelines.

Questions or Feedback?

This style guide is a living document. If you have questions, suggestions, or notice inconsistencies, please reach out to the design team.