

TomsMCPs.com

Brand & Design Style Guide



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Design Reference: ToolFinder.co

Target Platform: tomsmcps.com

Table of Contents

1.0	Introduction
1.1	Mission & Vision
1.2	Design Principles
2.0	Brand Identity
2.1	Logo Usage
2.2	Color Palette
2.3	Typography
2.4	Iconography
2.5	Imagery Guidelines
3.0	Content Style Guide
3.1	Voice and Tone
3.2	Writing Guidelines
4.0	UI Components
4.1	Buttons
4.2	Cards
4.3	Forms
4.4	Navigation
5.0	Layout & Grid
6.0	Accessibility
7.0	Resources
8.0	Changelog

1.0 Introduction

This style guide establishes the visual language and design standards for TomsMCPs.com, a directory platform for discovering MCP (Model Context Protocol) servers. Drawing inspiration from ToolFinder.co's clean, tool-focused design approach, this guide ensures consistency across all digital touchpoints while maintaining a professional, approachable aesthetic that resonates with developers and AI enthusiasts.

Purpose: To provide a comprehensive reference for design decisions, ensuring visual consistency and brand cohesion across the TomsMCPs 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 TomsMCPs.com, including designers, front-end developers, content writers, and marketing professionals.

1.1 Mission & Vision

Mission Statement:

To be the definitive resource for discovering, comparing, and integrating MCP servers, empowering developers and organizations to seamlessly connect AI applications with external tools and services.

Vision Statement:

A world where finding the right MCP server is effortless—where developers can instantly discover, evaluate, and deploy the integrations they need to build powerful AI-enhanced applications.

Strategic Positioning:

TomsMCPs positions itself as the trusted curator of the MCP ecosystem—similar to how ToolFinder serves the productivity tool space. We are not just a directory; we are a discovery platform that helps users navigate the rapidly evolving landscape of AI integrations with expert curation and community insights.

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. Reduce cognitive load through clear hierarchy and intuitive patterns.

Discovery-Driven

Design for exploration. Enable users to browse, filter, and stumble upon relevant MCP servers organically. Surface connections between tools and inspire new integration possibilities.

Developer-Friendly

Respect the technical audience. Provide quick access to technical specifications, integration details, and code examples. Avoid unnecessary abstractions that slow down experienced users.

Trustworthy & Professional

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

Efficient & Performant

Speed is a feature. Optimize for fast loading, minimal friction, and quick task completion. Respect users' time with streamlined workflows.

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 TomsMCPs brand identity combines professionalism with approachability. The blue-focused color palette conveys trust, technology, and clarity—essential qualities for a developer-focused resource. Visual elements should feel modern and clean without being cold or overly corporate.

2.1 Logo Usage

The TomsMCPs 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	#021A2E (Navy Dark) on light backgrounds
Inverse Color	#FFFFFF (White) on dark backgrounds
Accent Variant	#0D91FD (Primary Blue) 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 TomsMCPs color palette is built on a sophisticated blue 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 Dark	Navy Dark	#021A2E	2, 26, 46	Headers, footers, primary backgrounds
Primary Medium	Navy Medium	#014379	1, 67, 121	Secondary backgrounds, overlays
Primary Accent	Blue Primary	#0D91FD	13, 145, 253	CTAs, links, interactive elements

Secondary & Accent Colors

Role	Name	HEX	RGB	Usage
Light Accent	Blue Light	#5DB5FE	93, 181, 254	Hover states, highlights, accents
Background	Blue Pale	#C2E3FE	194, 227, 254	Card backgrounds, subtle fills

System & Utility Colors

Role	Name	HEX	RGB	Usage
Success	Green	#10B981	16, 185, 129	Success states, confirmations
Warning	Amber	#F59E0B	245, 158, 11	Warnings, cautions
Error	Red	#EF4444	239, 68, 68	Errors, destructive actions
Text Primary	Gray Dark	#374151	55, 65, 81	Body text, primary content
Text Secondary	Gray Medium	#6B7280	107, 114, 128	Secondary text, captions
Border/Divider	Gray Light	#E5E7EB	229, 231, 235	Borders, dividers, subtle lines

Color Swatches



Navy Dark — Navy Medium — Blue Primary — Blue Light — Blue Pale

2.3 Typography

Typography is fundamental to readability and brand expression. TomsMCPs uses a clean, modern type system that prioritizes legibility on screens while maintaining a professional appearance. Following ToolFinder's approach, we use system-native fonts with web-safe fallbacks for optimal performance.

Font Families

Primary Font: Inter (Google Fonts)

Fallback Stack: -apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, Oxygen, Ubuntu, sans-serif

Monospace: 'JetBrains Mono', 'Fira Code', 'SF Mono', Consolas, monospace

Type Scale

Element	Size	Weight	Line Height	Letter Spacing
Display (Hero)	48px / 3rem	700 (Bold)	1.1	-0.02em
H1 (Page Title)	36px / 2.25rem	700 (Bold)	1.2	-0.01em
H2 (Section)	28px / 1.75rem	600 (Semi)	1.3	0
H3 (Subsection)	22px / 1.375rem	600 (Semi)	1.4	0
H4 (Card Title)	18px / 1.125rem	600 (Semi)	1.4	0
Body Large	18px / 1.125rem	400 (Regular)	1.6	0
Body	16px / 1rem	400 (Regular)	1.6	0
Body Small	14px / 0.875rem	400 (Regular)	1.5	0
Caption	12px / 0.75rem	400 (Regular)	1.4	0.02em
Code	14px / 0.875rem	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 (#0D91FD) with underline on hover
- **Code Blocks:** Use monospace font with subtle background (#F3F4F6)
- **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. TomsMCPs 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 TomsMCPs is primarily icon and interface-driven (similar to ToolFinder), imagery may be used for tool 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, blue tones

Thumbnails	WebP	400x300px	Consistent aspect ratio, focal point
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3.0 Content Style Guide

Consistent, clear communication reinforces brand trust. The TomsMCPs voice should feel knowledgeable yet approachable—like a helpful colleague who knows the MCP ecosystem inside and out.

3.1 Voice and Tone

Voice Characteristics (Consistent)

- **Knowledgeable:** We speak with expertise and authority on MCP servers
- **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	"Notion MCP enables bidirectional sync between your AI assistant and Notion workspace"
Error Messages	Helpful, reassuring	"We couldn't find that server. Try checking the name or browse our categories."
Success States	Encouraging, brief	"Added to your favorites!"
Empty States	Friendly, guiding	"No servers match your filters. Try broadening your search."
Technical Docs	Precise, instructional	"Install via npm: <code>npm install @mcp/server-name</code> "

3.2 Writing Guidelines

Capitalization:

- Use sentence case for headings and UI elements
- Capitalize proper nouns and product names (MCP, Claude, Notion)
- 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 ToolFinder's clean, card-based interface.

4.1 Buttons

Variant	Background	Text	Border	Use Case
Primary	#0D91FD	#FFFFFF	None	Main CTA, form submissions
Secondary	Transparent	#0D91FD	1px #0D91FD	Secondary actions
Tertiary	Transparent	#374151	None	Minor actions, text links
Ghost	Transparent	#0D91FD	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 Blue Light for accents
- **Focus:** 2px solid ring (#0D91FD) 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 MCP server listings, following ToolFinder's grid-based presentation. Each card should provide essential information at a glance while encouraging exploration.

Property	Value
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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 (MCP Server Card):

1. **Logo/Icon** – 48x48px, top-left or centered
2. **Server Name** – H4 typography, primary text color
3. **Description** – Body Small, 2-3 lines, secondary text color, ellipsis overflow
4. **Tags/Categories** – Pill-shaped badges, Blue Pale 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 #0D91FD	2px #0D91FD	2px #0D91FD
Background	#FFFFFF	#FFFFFF	#FFFFFF
Checked BG	—	—	#0D91FD
Padding	10px 14px	10px 14px	—
Font Size	16px	16px	—

Validation States:

- **Error:** Border #EF4444, error icon, red helper text below
- **Success:** Border #10B981, checkmark icon (optional)
- **Disabled:** Background #F3F4F6, text #9CA3AF, 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	Blue Primary underline (2px) or text color
Hover State	Blue Light 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. TomsMCPs 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

TomsMCPs 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
Navy Dark (#021A2E) on White	18.3:1	✓ AAA Pass
Blue Primary (#0D91FD) on White	3.2:1	✓ AA Large Text
Blue Primary (#0D91FD) on Navy Dark	5.7:1	✓ AA Pass
Gray Dark (#374151) on White	9.8:1	✓ AAA Pass
Gray Medium (#6B7280) on White	5.4:1	✓ AA Pass
White on Navy Dark (#021A2E)	18.3:1	✓ AAA Pass
White on Blue Primary (#0D91FD)	3.2:1	✓ AA Large Text

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, #0D91FD)
- 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	Inter: https://fonts.google.com/specimen/Inter
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	2025-11-25	Initial release. Established brand identity, color palette, typography, UI components, access

Questions or Feedback?

This style guide is a living document. If you have questions, suggestions, or notice inconsistencies, please reach out to Tom Panos at tom@tom-panos.com.