

COLOR

Basic black/white/grey colors for readability and minimalist

Blue and green for color accents, nature-like colors for soothing vibe

11151C

Rich black

0F4C81

Indigo dye

FFFFFF

White

416249

Hunter green

808080

Gray



Search



Notion AI



Home



Inbox

Examples from Notion, iMessages, Rei

Glad to hear it

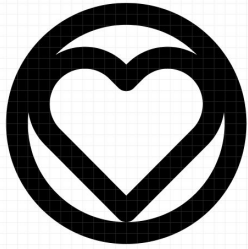
It's been getting better!

you?

Camp

Upgrade your setup v

Shop camp



TYPOGRAPHY

Rounded corners for more informal, personal feel

Larger, bolder font for headers

Underlined text to signal situational context

Examples from Browser
Company, Pinterest, and
Patagonia

Regular 400

Whereas recognition of the inherent dignity

Medium 500

Whereas recognition of the inherent dignity

SemiBold 600

Whereas recognition of the inherent dignity

Patagonia

Worn Wear

Food + Drink

Created

Saved

01 WHY SHOULD I CARE ABOUT WEB BROWSERS? One of

our favorite questions! Which I'm going to answer with...

MORE