

Design Guidelines

Welcome to the JEB Incubator design system! This platform presents visual guidelines, components, and design principles shaping our identity. Here you'll find our color palette, typography system, interface components, and usage rules ensuring visual consistency across all media. Whether you're a designer, developer, or collaborator, this space connects you directly with our visual language and quality standards.

Color Palette

Our palette, inspired by the oceans—from deep blue to crystal turquoise—evokes trust, innovation, and serenity.



Typography System

Inter, our typeface, combines modernity and readability for clear and professional communication.

Heading Hierarchy

Main Title
Subtitle
Section Title

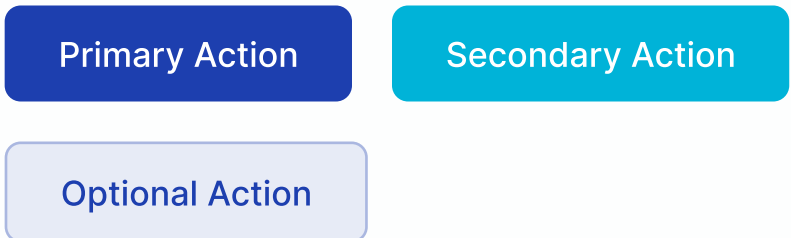
Body Text

Main text optimized for smooth reading and immediate understanding of presented content.

Secondary text for metadata and additional information.

Interface Components

Interactive elements consistent with our visual identity and accessibility standards.



Recommended Usage:

- Primary button: critical actions (login, submit)
- Secondary button: complementary actions (learn more)
- Outline button: tertiary actions (cancel, back)

Project Cards

Startup presentations with glassmorphism effect and structured information.

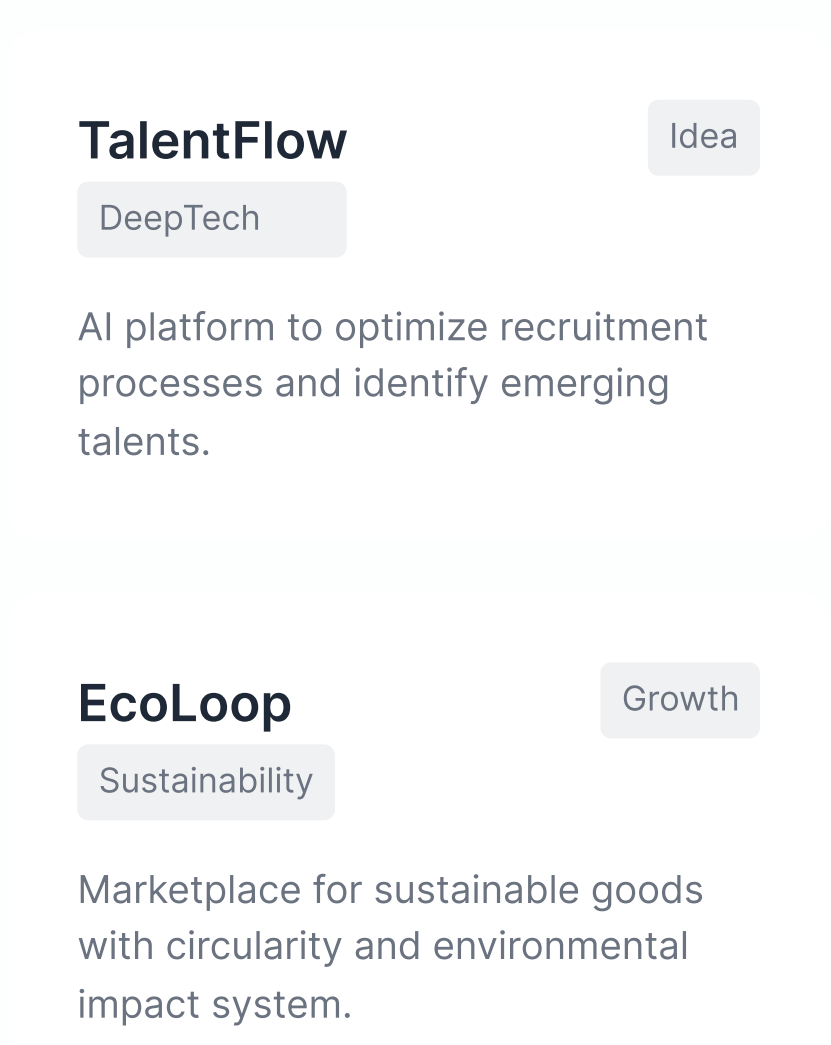


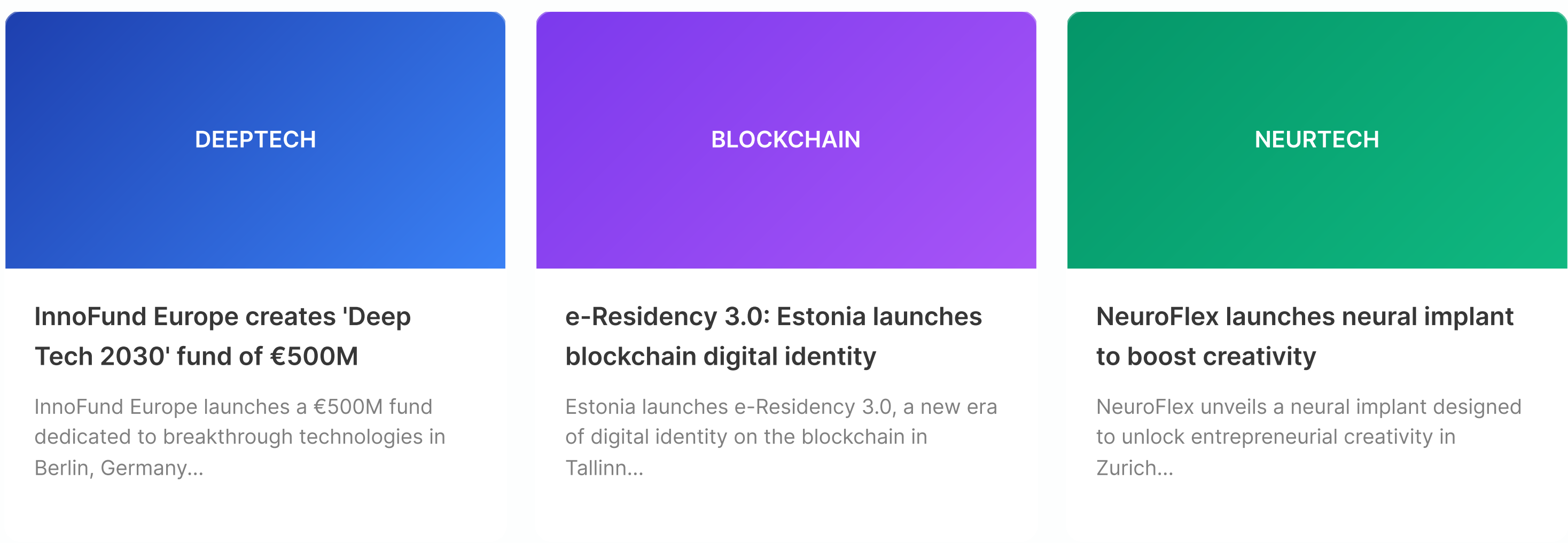
Table Format - Projects

Clear organization of project information with intuitive filtering and sorting.

Sector	Maturity	Project Name	Location
DeepTech	Idea	TalentFlow AI recruitment platform	Paris, FR
Sustainability	Growth	EcoLoop Marketplace for sustainable goods	Berlin, DE
HealthTech	Scale	HealthBridge Virtual learning environment with AI tutors	Zurich, CH

News Cards

Dynamic presentation of news with impactful visuals and engaging excerpts.



Design Principles

The values that guide our creative and technical decisions.

