

Done.ai Brand Guidelines

This is an instruction manual explaining how we present ourselves to the world as an organization and brand.

Quick Access



Colors

Our visual identity palette with usage rules.



Typography

DM Sans type system for clear hierarchy.



Components

Reusable UI components with specifications.



Brand DNA

Our core values, mission, and positioning.



Tone of Voice

Authority through Simplicity.



Design Tokens

CSS variables for spacing, colors, shadows.

For Developers (Hi there, Mattias 🙌)



CSS Tokens

Copy-paste SCSS variables, CSS custom properties, and Tailwind config.



Dark Mode

Class-based toggle implementation with token overrides.



Asset Library

Download logos, icons, and design token files.



Spacing & Layout

8pt grid system and container widths.



Motion

Animation timing, easing functions, and patterns.



Components

Buttons, inputs, cards with Svelte 5 examples.