

# Brand Design Skill



## Skill Directory Structure

You need to create a folder named brand-identity inside your .agent/skills/ directory. Inside that folder, create the following structure:

.agent/skills/brand-identity/

- |—— SKILL.md # The main entry point
- |—— resources/ # Folder for specific guidelines
  - |—— design-tokens.json # Colors, fonts, radii (machine readable)
  - |—— tech-stack.md # Frameworks and coding rules
  - |—— voice-tone.md # Copywriting guidelines

## File Contents

1. .agent/skills/brand-identity/SKILL.md

This file acts as the router. It tells the agent *where* to look based on what it's trying to do.

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name: brand-identity

description: Provides the single source of truth for brand guidelines, design tokens, technology choices, and voice/tone. Use this skill whenever generating UI components, styling applications, writing copy, or creating user-facing assets to ensure brand consistency.

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## # Brand Identity & Guidelines

**\*\*Brand Name:\*\*** [INSERT BRAND NAME HERE]

This skill defines the core constraints for visual design and technical implementation for the brand. You must adhere to these guidelines strictly to maintain consistency.

## ## Reference Documentation

Depending on the task you are performing, consult the specific resource files below. Do not guess brand elements; always read the corresponding file.

### ### For Visual Design & UI Styling

If you need exact colors, fonts, border radii, or spacing values, read:

👉 **\*\*[`resources/design-tokens.json`](resources/design-tokens.json)\*\***

### ### For Coding & Component Implementation

If you are generating code, choosing libraries, or structuring UI components, read the technical constraints here:

👉 `**[resources/tech-stack.md](resources/tech-stack.md)**`

### ### For Copywriting & Content Generation

If you are writing marketing copy, error messages, documentation, or user-facing text, read the persona guidelines here:

👉 `**[resources/voice-tone.md](resources/voice-tone.md)**`

## 2. `.agent/skills/brand-identity/resources/design-tokens.json`

This is the most crucial file for design. Agents prefer JSON for exact values. **Fill in your specific hex codes and font names here.**

JSON

```
{
  "meta": {
    "brand_name": "[INSERT NAME]",
    "description": "Core design tokens for UI implementation."
  },
  "colors": {
    "primary": {
      "DEFAULT": "#000000",
      "hover": "#333333",
      "foreground": "#FFFFFF"
    },
    "secondary": {
      "DEFAULT": "#F4F4F5",
      "foreground": "#18181B"
    },
    "background": "#FFFFFF",
```

```
"foreground": "#09090B",

"muted": "#F4F4F5",

"accent": "#F4F4F5",

"destructive": "#EF4444",

"success": "#10B981"

},

"typography": {

  "font_family_headings": ["Inter", "sans-serif"],

  "font_family_body": ["Roboto", "sans-serif"],

  "font_weight_bold": "700",

  "font_weight_normal": "400"

},

"ui": {

  "border_radius_default": "0.5rem",

  "border_radius_small": "0.25rem",

  "spacing_base_unit": "4px"

}

}
```

### 3. [.agent/skills/brand-identity/resources/tech-stack.md](#)

Define the strict technical rules here. This stops the agent from randomly using Bootstrap when you want Tailwind.

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# Preferred Tech Stack & Implementation Rules

When generating code or UI components for this brand, you **\*\*MUST\*\*** strictly adhere to the following technology choices.

## ## Core Stack

- \* **Framework:** React (TypeScript preferred)
- \* **Styling Engine:** Tailwind CSS (Mandatory. Do not use plain CSS or styled-components unless explicitly asked.)
- \* **Component Library:** shadcn/ui (Use these primitives as the base for all new components.)
- \* **Icons:** Lucide React

## ## Implementation Guidelines

### ### 1. Tailwind Usage

- \* Use utility classes directly in JSX.
- \* Utilize the color tokens defined in `design-tokens.json` (e.g., use `bg-primary text-primary-foreground` instead of hardcoded hex values).
- \* **Dark Mode:** Support dark mode using Tailwind's `dark:` variant modifier.

### ### 2. Component Patterns

- \* **Buttons:** Primary actions must use the solid Primary color. Secondary actions should use the 'Ghost' or 'Outline' variants from shadcn/ui.
- \* **Forms:** Labels must always be placed *above* input fields. Use standard Tailwind spacing (e.g., `gap-4` between form items).
- \* **Layout:** Use Flexbox and CSS Grid via Tailwind utilities for all layout structures.

### ### 3. Forbidden Patterns

- \* Do NOT use jQuery.
- \* Do NOT use Bootstrap classes.
- \* Do NOT create new CSS files; keep styles located within component files via Tailwind.

## 4. .agent/skills/brand-identity/resources/voice-tone.md

Simple rules for how the agent should "speak" when writing on behalf of the brand.

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### # Copywriting: Voice & Tone Guidelines

When generating text, adhere to this brand persona.

#### ## Brand Personality Keywords

- \* Professional but approachable
- \* Direct and efficient
- \* Tech-savvy but jargon-free
- \* Empathetic

#### ## Grammar & Mechanics rules

- \* **Headings:** Use Title Case for main headings (H1, H2). Use sentence case for subheadings (H3+).
- \* **Punctuation:** Avoid exclamation points (!) in standard interface copy. Use periods for complete sentences.
- \* **Clarity:** Prefer active voice over passive voice. Keep sentences concise.

#### ## Terminology Guide

| Do Not Use | Use Instead |

| :--- | :--- |

| "Utilize" | "Use" |

| "In order to..." | "To..." |

