

RASUTO - Design System Guide

Brand Identity

Brand Mission

Rasuto helps collectors and deal hunters stay ahead of the curve by alerting them when high-demand items are nearly gone. We empower users with real-time stock insights, so they never miss out on that last one.

Brand Ethos

"Rasuto" is derived from the Japanese phonetic spelling of "Last" (ラスト). It embodies the concept of the final opportunity, the last item, creating urgency and emotional value for collectors and enthusiasts.

Tagline Options

- "Never miss the last one."
- "Track the drop. Stay ahead."






Typography

Element	Font	Size	Weight
Titles	SF Pro Display	28pt	Bold
Headings	SF Pro	22pt	Semibold
Body	SF Pro	17pt	Regular
Button Text	SF Pro	16pt	Medium
Captions/Labels	SF Pro	13pt	Regular

Color Palette

Role	Hex	RGB	Description
Primary	<div><div></div><div>#1E1E1E</div></div>	30, 30, 30	Dark theme background
Secondary	<div><div></div><div>#FFFFFF</div></div>	255, 255, 255	Text contrast on dark
Accent	<div><div></div><div>#FFD700</div></div>	255, 215, 0	Gold - Luxury appeal
Alerts	<div><div></div><div>#FF3B30</div></div>	255, 59, 48	Red for low stock
Success	<div><div></div><div>#34C759</div></div>	52, 199, 89	Green for availability

Additional Colors

Role	Hex	RGB	Description
Background Secondary	 #2C2C2E	44, 44, 46	Card background in dark mode
Divider	 #3A3A3C	58, 58, 60	Separator lines
Inactive	 #8E8E93	142, 142, 147	Disabled states
High Stock	 #5AC8FA	90, 200, 250	Abundant inventory
Medium Stock	 #FFCC00	255, 204, 0	Moderate inventory

Icons & Visual Elements

App Icon

A minimalist design featuring:

- "R" lettermark or "ラ" in a bold, sleek font
- Alternatively, a stylized "1" fading out or glowing
- Use of negative space to create tension and urgency
- Background gradient from Primary to Background Secondary

UI Icons

- Use SF Symbols where possible for native iOS feel
- Custom icons should follow minimalist Japanese-inspired aesthetics
- Key icons:
 - Notification bell
 - Low stock indicator
 - Wishlist/favorite heart
 - Search/filter
 - Product categories (sneakers, tech, fashion)

Components

Buttons

- **Primary Button:** Rounded rectangle, Accent color, 16pt Medium text
- **Secondary Button:** Outlined, Accent color border, transparent fill
- **Alert Button:** Alerts color, for urgent actions
- **Icon Button:** Circular, for actions like favorite, share

Cards

- **Product Card:** Rounded corners (12pt), image thumbnail, title, price, stock indicator
- **Alert Card:** Distinctive border in Alerts color, prominent notification symbol
- **History Card:** Subtle card showing stock history with mini-graph

Navigation

- Tab bar with 4-5 sections: Home, Search, Watchlist, Favorites, Profile
- Navigation bar with large title format (iOS standard)

Status Indicators

- **Low Stock:** Red pill with "Only X left" text
- **Medium Stock:** Yellow pill with quantity
- **High Stock:** Green or blue pill with "In Stock" text
- **Out of Stock:** Gray pill with strikethrough or inactive styling

Animation Guidelines

- Splash screen: Subtle fade-in of logo with "1" counter element that animates down
- Stock indicators: Gentle pulse when quantity changes
- Add to tracking: Satisfying bounce or expansion
- Notification: Subtle shake or bounce for urgency

Design Principles

1. **Minimize UI Noise:** Focus on what matters – product information and stock status
2. **Create Urgency:** Visual hierarchy should emphasize low stock items
3. **Consistency:** Maintain spacing, color, and typographic rhythm throughout
4. **Accessibility:** Ensure readable contrast ratios and touch targets
5. **Emotive Design:** Subtle cues that create excitement and exclusivity