Linear Design System Analysis

Overview

Linear uses a sophisticated, dark-first design system with exceptional attention to micro-interactions and premium feel. The site demonstrates world-class polish in every detail.

Color Philosophy

- **Dark-first**: Near-black backgrounds (#08090a to #191a1b)
- **Layered backgrounds**: 5 distinct background levels for depth
- **Muted text hierarchy**: Primary (#f7f8f8) → Quaternary (#62666d)
- **Brand accent**: Purple/indigo (#5e6ad2, #7170ff)
- **Semantic colors**: Muted, not saturated (green #4cb782, red #eb5757)

Typography

- **Font**: Inter Variable with OpenType features (cv01, ss03)
- **Fallback stack**: SF Pro Display → system fonts
- **Weights**: Light (300), Normal (400), Medium (510), Semibold (590), Bold (680)
- **Letter spacing**: Tight for headings (-1.4px to -1.8px), subtle for body (-0.01em)
- **Line heights**: Tight for headings (1.06-1.1), generous for body (1.5-1.6)

Type Scale

Level	Size	Weight	Line Height
H1	64px	510	1.06
H2	56px	538	1.1
H3	21px	510	1.33
Body Large	21px	510	1.33
Body	17px	400	1.6
Body Small	15px	510	1.6

Spacing & Layout

- **Page max-width**: 1024px
- **Page padding**: 24px inline, 64px block
- **Header height**: 64px
- **Min tap size**: 44px
- **Grid**: 12 columns

Border Radius

- **Small**: 4px, 6px
- **Medium**: 8px, 12px
- **Large**: 16px, 24px, 32px
- **Cards**: 30px (large rounded)

- **Pills**: 9999px

Shadows

- **None**: For flat elements
- **Low**: 0px 2px 4px rgba(0,0,0,.1)
- **Medium**: 0px 4px 24px rgba(0,0,0,.2)
- **High**: 0px 7px 32px rgba(0,0,0,.35)
- **Stack effect**: Multi-layer shadow for depth

Animation Philosophy

- **Micro-interactions everywhere**: 67+ keyframe animations
- **Quick transitions**: 0.1s for hovers
- **Regular transitions**: 0.25s for state changes
- **Scale animations**: 0.9-0.98 for dialogs/menus
- **Blur effects**: blur(4px) for transitions

Key Easing Functions

- **Default out**: cubic-bezier(.25,.46,.45,.94) - ease-out-quad
- **Snappy**: cubic-bezier(.23,1,.32,1) - ease-out-quint
- **Dramatic**: cubic-bezier(.19,1,.22,1) - ease-out-expo

Component Patterns

Buttons

- **Nav buttons**: 32px height, 8px radius, 13px font, 510 weight
- **Cards as buttons**: 30px radius, 360px height
- **Suggestion buttons**: Dashed border, 4px radius, 24px height

Header

- **Backdrop blur**: 20px
- **Semi-transparent**: rgba(11,11,11,.8)
- **Border**: rgba(255,255,255,.08)
- **Z-index**: 100

Page Structure - ASCII Wireframes

Full Page Layout
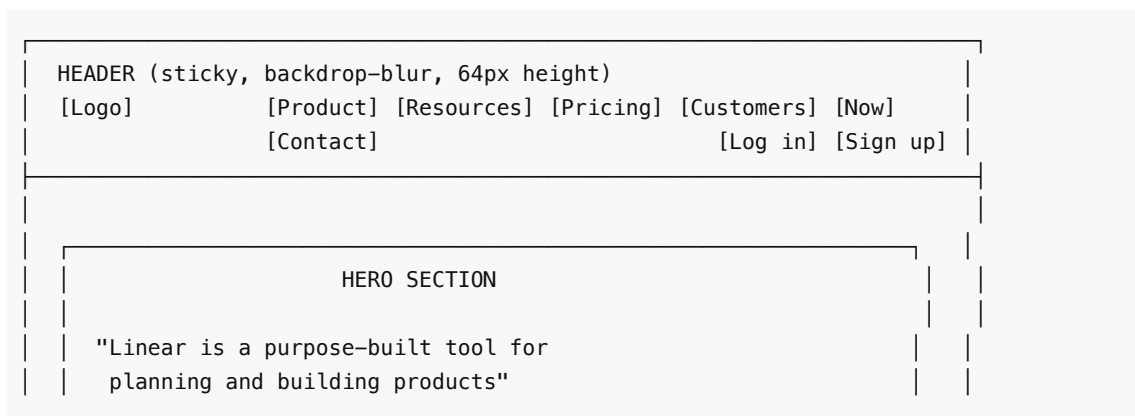
```
┌─────────────────────────────────────────────────────────┐
│  HEADER (sticky, backdrop-blur, 64px height)            │
│  [Logo]        [Product] [Resources] [Pricing] [Customers] [Now]   │
│                [Contact]                    [Log in] [Sign up]  │
├─────────────────────────────────────────────────────────┤
│                                                         │
│   ┌─────────────────────────────────────────────┐       │
│   │              HERO SECTION                   │       │
│   │                                             │       │
│   │  "Linear is a purpose-built tool for        │       │
│   │   planning and building products"           │       │
```

```
| |                                                              | |
| |  Meet the system for modern software development.      |  |
| |  Streamline issues, projects, and product roadmaps.   |  |
| |                                                         |  |
| |  [Start building]  New: Linear agent for Slack >        |  |
| |                                                         |  |
| |     ┌─────────────────────────────────────────┐      |  |
| |     │     LAYERED UI SHOWCASE (3D perspective)  │      |  |
| |     │   ┌────────┐  ┌────────┐  ┌────────────┐ │      |  |
| |     │   │Sidebar │  │ Inbox  │  │ Issue Detail│ │      |  |
| |     │   │────────│  │ list   │  │ + Code panel│ │      |  |
| |     │   │Linear  │  │ view   │  │            │ │      |  |
| |     │   │Inbox   │  │        │  │            │ │      |  |
| |     │   │Issues  │  │        │  │            │ │      |  |
| |     │   └────────┘  └────────┘  └────────────┘ │      |  |
| |     │                                           │      |  |
| |     └─────────────────────────────────────────┘      |  |
| |                                                         |
|───────────────────────────────────────────────────────────|
|                   SOCIAL PROOF / LOGOS                     |
|                                                            |
|  "Powering the world's best product teams.                |
|   From next-gen startups to established enterprises."      |
|                                                            |
|  [OpenAI]  [Cash App]  [scale]  [ramp]                     |
|  [Vercel]  [coinbase]  [BOOM]  [CURSOR]                    |
|                                                            |
|───────────────────────────────────────────────────────────|
|                  VALUE PROPS — 3 COLUMN                    |
|                                                            |
|  "Made for modern product teams"                          |
|                                                            |
|  ┌─────────────┐  ┌─────────────┐  ┌─────────────┐        |
|  │ [Illustration] │  │ [50ms visual] │  │ [Create button] │
|  │             │  │             │  │             │        |
|  │ Purpose-built │  │ Designed to  │  │ Crafted to  │      |
|  │ for product   │  │ move fast [+]│  │ perfection [+]│    |
|  │ development [+]│  │             │  │             │      |
|  └─────────────┘  └─────────────┘  └─────────────┘        |
|                                                            |
|───────────────────────────────────────────────────────────|
|                   AI FEATURES SECTION                     |
|                                                            |
|  ● Artificial intelligence >                              |
|  "AI-assisted product development"                         |
|                                                            |
|  Linear for Agents. Choose from AI agents...              |
|  [Learn more >]                                            |
|                                                            |
|     ┌──────────────────────────────────┐                 |
|     │  Assign to...                     │                 |
|     │  ○ Cursor        Agent    ✓       │                 |
```

```
|     | ○ GitHub Copilot Agent      |              |
|     | ○ Sentry       Agent       |              |
|     | ○ Leela                    |              |
|     | ○ Codex        Agent       |              |
|     | ○ Conor                    |              |

|  ┌─────────────────────┬──────────────────┐  |
|  | Self-driving product | Linear MCP       |  |
|  | operations           |                  |  |
|  |                      | //mcp.linear.app/sse |
|  |  ┌────────────────┐  |  ┌─────────────┐ |  |
|  |  | Triage Intel   |  |  | "mcpServers"... | |
|  |  | Suggestions:   |  |  | | Ask anything | |
|  |  | [Accept suggest] |  | [Attach][Search] | |
|  |  └────────────────┘  |  └─────────────┘ |  |
|  └─────────────────────┴──────────────────┘  |

├──────────────────────────────────────────────┤
|              ROADMAP SECTION                   |

| ● Project and long-term planning >            |
| "Set the product direction"                   |

|   ┌──────────────────────────────────────┐    |
|   |    ISOMETRIC TIMELINE VIEW (3D perspective) | |
|   |                                      |    |
|   |    AUG 3    10    17    24  AUG 22    SEP  |
|   |    ─────────────────────────────────     |
|   |  ┌──────────────────┐                |    |
|   |  | Realtime inference | ◆ Beta       |    |
|   |  └──────────────────┘                |    |
|   |      ┌──────────────────────┐        |    |
|   |      | RLHF fine tuning     |        |    |
|   |      └──────────────────────┘        |    |
|   └──────────────────────────────────────┘    |

|  ┌─────────────────────┬──────────────────┐  |
|  | Manage projects      | Project updates  |  |
|  | end-to-end           |                  |  |
|  |                      |  ┌─────────────┐ |  |
|  |  ┌────────────────┐  |  | ● On track  | |  |
|  |  | Project Overview |  | "We are ready" | |
|  |  | Properties: ●  |  |  | Sep 8       | |  |
|  |  | Resources: []  |  |  └─────────────┘ |  |
|  |  | Milestones: ◆  |  |                  |  |
|  |  └────────────────┘  |                  |  |
|  └─────────────────────┴──────────────────┘  |

├──────────────────────────────────────────────┤
|              IDEATION SECTION                  |
```

"Ideate and specify what to build next"
| Collaborative documents
| Inline comments
| Text-to-issue commands

📄 Spice harvester > Project specs

👥 Collaborate on ideas
Write down product ideas and work together...
_____
_____

| ○ Initiatives | | ⊙ Cross-team | | ◆ Milestones | | 📊 Progress |
| | | projects | | | | insights |

ISSUE TRACKING SECTION

● Task tracking and sprint planning >
"Issue tracking you'll enjoy using"

ISOMETRIC CARD STACK (3D perspective)

High Priority   Urgent

ENG-1025   ENG-1018
● Improve kbd   ○ Implement AES
  shortcuts
[📊][✨ Refresh]

ENG-1012
✓ Update payment gateway
  integration

Build momentum with	Manage incoming work
Cycles	with Triage
Cycle 55	Triage
■ Scope	○ Accept
■ Started	○ Mark duplicate
■ Completed	○ Decline
[~~~graph~~~]	

```
|  |  |_____|  |                                        |                    |
|  |_____|  |_____|       |                    |
|                                                                |                    |
|                                                                |                    |
|_____|                    |
|                      INSIGHTS SECTION                          |                    |
|                                                                |                    |
| "Linear Insights"                                              |                    |
| Take the guesswork out of product planning...                  |                    |
| [Learn more >]                                                 |                    |
|                                                                |                    |
|      _____          |                    |
|     |          3D SCATTER PLOT VISUALIZATION        |          |                    |
|     |                                                |          |                    |
|     |   7d |            .  .  .                       |          |                    |
|     |   6d |          .  .  .. .  .                   |          |                    |
|     |   5d |        .  ..  .. .. .                    |          |                    |
|     |   4d |     .  .. . ...  ..         _____     |          |                    |
|     |   3d | .  ... ....                | Measure |   |          |                    |
|     |   2d | .... .                     | Cycle   |   |          |                    |
|     |                                   | Slice   |   |          |                    |
|     |   _____      | Segment |   |          |                    |
|     |      Jul'22  Oct'22  Jan'23  Apr'23  |_____|  |          |                    |
|     |_____|          |                    |
|                                                                |                    |
|    _____   _____   _____   _____        |                    |
|   |○ Tailored|  |⊙ Custom  |  |≡ Filters|  |⚡ SLAs   |        |                    |
|   |workflows |  |  views   |  |         |  |         |        |                    |
|   |_____|  |_____|  |_____|  |_____|        |                    |
|                                                                |                    |
|_____|                    |
|                   INTEGRATIONS SECTION                         |                    |
|                                                                |                    |
| ● Workflows and integrations >                                 |                    |
| "Collaborate across tools and teams"                           |                    |
|                                                                |                    |
|  _____  _____  _____  _____   |                    |
| | Customer    | | Powerful git| | Linear Mobile| | Linear Asks| |                    |
| | Requests    | | workflows   | |             | |            | |                    |
| |             | |             | |  _____  | | Turn work- | |                    |
| | [Intercom UI]| | [Git log UI]| | |▊ Phone  | | | place into | |                    |
| |             | |             | | |  Inbox  | | | actionable | |                    |
| | Build what  | | Automate PRs| | |_____| | |            | |                    |
| | customers   | | and commits | | Move product| |            | |                    |
| | want    [>] | |         [+] | | forward  [>]| |        [>] | |                    |
| |_____| |_____| |_____| |_____| |                    |
|                     [<]      [>]                                |                    |
|                                                                |                    |
|_____|                    |
|                   FOUNDATIONS SECTION                          |                    |
|                                                                |                    |
| ○ Under the hood                                               |                    |
| "Built on strong foundations"                                  |                    |
|                                                                |                    |
```
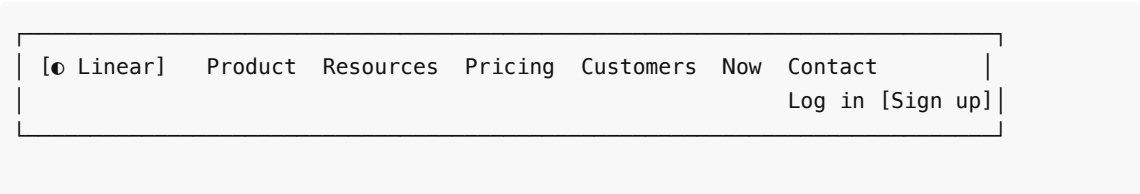
```
|  ┌──────────────────────────┐    ┌───────────────────────────────────┐ |
| |                          |    |  LINEAR SYNC ENGINE                | |
| |  Linear Sync Engine      |    |  ┌────────────────────────────┐   | |
| |  High-performance arch   |    |  |     [+]                    |   | |
| |                          |    |  |     5,000                  |   | |
| |  Enterprise-ready      > |    |  |     [−]      ▓▓▓▓▓▓▓▓       |   | |
| |  security                |    |  |                            |   | |
| |                          |    |  |          ▒▒▒▒▒▒▒▒▒▒▒▒▒      |   | |
| |  Engineered for scale    |    |  |                            |   | |
| |                          |    |  |  [Compliance]    ◉ API     |   | |
| └──────────────────────────┘    |  └────────────────────────────┘   | |
|                                 └───────────────────────────────────┘ |
|                                                                       |
|   ┌─────────┐   ┌─────────┐   ┌─────────┐                             |
|   |  AICPA  |   |  GDPR   |   |  HIPAA  |     ┌───────────────────┐    |
|   |  SOC2   |   |   ⭐    |   |COMPLIANT|     | [◉][  ][  ][  ]    |    |
|   |   ✓     |   |   ✓     |   |   ✓     |     └───────────────────┘    |
|   └─────────┘   └─────────┘   └─────────┘                             |
|                                                                       |
├───────────────────────────────────────────────────────────────────────┤
|                    FINAL CTA                                          |
|                                                                       |
|  "Plan the present. Build the future."                               |
|                                                                       |
|                      [Contact sales]  [Get started]                  |
|                                                                       |
├───────────────────────────────────────────────────────────────────────┤
|                    FOOTER                                            |
|                                                                       |
|  [◉ Logo]                                                            |
|                                                                       |
|  Features      Product       Company    Resources    Connect         |
|  ─────────     ─────────     ─────────   ─────────    ─────────       |
|  Plan          Pricing       About       Developers   Contact us      |
|  Build         Method        Customers   Status       Community       |
|  Insights      Integrations  Careers     Startups     X (Twitter)     |
|  Customer      Changelog     Now         Report vuln  GitHub          |
|  Requests      Documentation README      DPA          YouTube         |
|  Linear Asks   Download       Quality     Privacy                     |
|  Security      Switch        Brand       Terms                        |
|  Mobile                                                               |
|                                                                       |
└───────────────────────────────────────────────────────────────────────┘
```

Section-by-Section Analysis

1. Header (Sticky Navigation)

```
┌─────────────────────────────────────────────────────────────────────┐
| [◉ Linear]   Product  Resources  Pricing  Customers  Now  Contact    |
|                                                     Log in [Sign up] |
└─────────────────────────────────────────────────────────────────────┘
```

```
Properties:
– Height: 64px
– Background: rgba(11,11,11,0.8) + backdrop-blur(20px)
– Border-bottom: 1px solid rgba(255,255,255,0.08)
– Position: sticky, z-index: 100
– Logo: 24px height, Inter Variable
– Nav items: 13px, weight 510, color #b3b3b3
– CTA "Sign up": White bg, black text, 8px radius
```

2. Hero Section

```
┌──────────────────────────────────────────────────────────┐
│                                                          │
│         Linear is a purpose-built tool for               │
│         planning and building products                   │
│                                                          │
│         Meet the system for modern software development.  │
│         Streamline issues, projects, and product roadmaps.│
│                                                          │
│         [Start building]    New: Linear agent for Slack > │
│                                                          │
└──────────────────────────────────────────────────────────┘
```

```
Properties:
– H1: 64px, weight 510, line-height 1.06, letter-spacing -1.4px
– Subtext: 21px, weight 400, color #b3b3b3, line-height 1.33
– Primary CTA: White bg, black text, 32px height, 8px radius
– Secondary CTA: Gray text with arrow, hover underline
– Vertical padding: 120px+ top
```

3. Hero Product Showcase

```
┌─────────────────────────────────────────────────────────┐
│                 LAYERED 3D UI SHOWCASE                  │
│                                                         │
│                                                         │
│    ┌─────────┐                                          │
│    │ Sidebar │   ┌──────────────┐                       │
│    │ ● ● ●   │   │ Inbox        │                       │
│    │─────────│   │ ─────────────│   ┌──────────────────┐ │
│    │ Linear  │   │ □ ENG-135... │   │ Refactor sonic   │ │
│    │ Inbox   │   │ □ LLM Chat...│   │ _____ │ │
│    │ Issues  │   │ □ ENG-159... │   │ Comment.docume...│ │
│    │         │   │ □ DES-498... │   │ _____ │ │
│    │Workspace│   │ □ ENG-160... │   │ // code block    │ │
│    └─────────┘   └──────────────┘   └──────────────────┘ │
│                                                         │
│                                                         │
└─────────────────────────────────────────────────────────┘
```
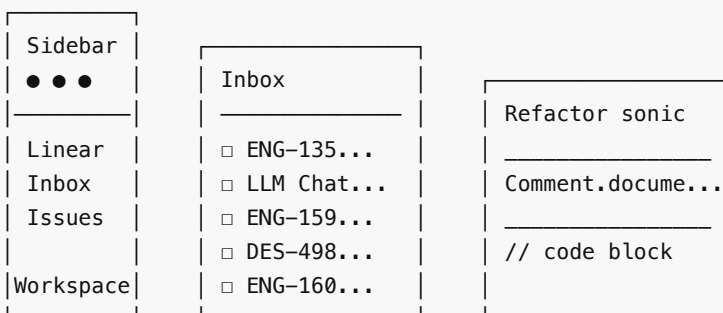
```
Visual Pattern:
– 3 overlapping panels in isometric perspective
– Z-depth: Sidebar (back) → Inbox (middle) → Detail (front)
```

```
— Subtle shadows between layers
— Glass—like card surfaces with slight transparency
— Animated entrance (cards slide/fade in)
```

4. Social Proof / Logo Bar
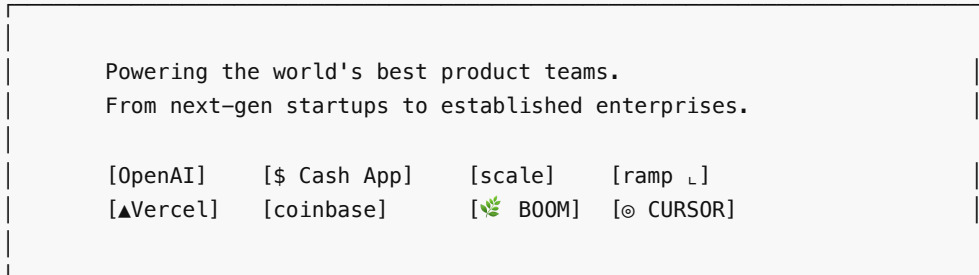
```
┌─────────────────────────────────────────────────────────┐
│                                                         │
│        Powering the world's best product teams.         │
│        From next—gen startups to established enterprises.│
│                                                         │
│                                                         │
│      [OpenAI]    [$ Cash App]    [scale]    [ramp ∟]     │
│        [▲Vercel]   [coinbase]    [🌿 BOOM]  [◎ CURSOR]   │
│                                                         │
└─────────────────────────────────────────────────────────┘


Properties:
— Centered text, 17px, color #858585
— Logo grid: 4 columns × 2 rows
— Logos: Grayscale/white, consistent height (~24px)
— Spacing: 80px gaps horizontal, 40px vertical
— No hover effects on logos
```

5. Feature Cards (3-Column)
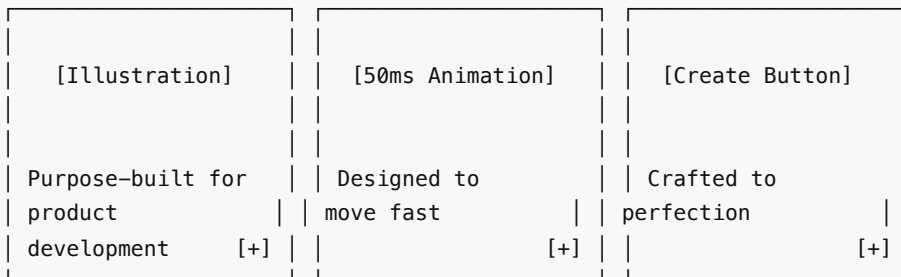
```
┌──────────────────┐  ┌──────────────────┐  ┌──────────────────┐
│                  │  │                  │  │                  │
│   [Illustration] │  │   [50ms Animation]│ │  [Create Button] │
│                  │  │                  │  │                  │
│                  │  │                  │  │                  │
│ Purpose—built for│  │ Designed to      │  │ Crafted to       │
│ product          │  │ move fast        │  │ perfection       │
│ development   [+]│  │              [+] │  │              [+] │
└──────────────────┘  └──────────────────┘  └──────────────────┘


Properties:
— Card: ~360px width, dark bg, 30px border—radius
— Illustration area: ~200px height
— Title: 21px, weight 510
— Expand button [+]: 32px circle, subtle border
— Gap between cards: 24px
— Interactive illustrations animate on scroll
```

Key Insights for Adapty

1. **Layered backgrounds create depth** without relying on shadows
2. **Extremely tight letter-spacing** on large headings (-1.4px+)
3. **Scale animations** (0.95-0.98) feel premium vs simple fades
4. **Inter Variable** with OpenType features adds refinement
5. **Muted semantic colors** feel more premium than saturated
6. **Backdrop blur** on sticky elements is signature Linear

7. **Quick hover transitions** (0.1s) feel responsive
8. **Large border radius on cards** (30px) is modern trend
9. **3D isometric visualizations** are signature - cards, timelines, charts all use perspective
10. **Information-dense but clean** - lots of content, well organized
11. **Consistent section structure**: Badge → Headline → Subtext → Visual → Sub-features
12. **Two-column feature blocks** with matching heights and visual balance
13. **Footer is comprehensive** with 5 well-organized columns

---

project: adapty-redesign type: analysis tags: [reference, attio, design-system, light-theme] extracted: 2026-01-12

Attio Design System Analysis

Overview

Attio uses a clean, light-first design with sophisticated LAB color space for perceptually uniform colors. Modern, professional feel with excellent information hierarchy.

Color Philosophy

- **Light-first**: White backgrounds with subtle gray variations
- **LAB color space**: Perceptually uniform, modern approach
- **Subtle gradients**: White scale from 100 (pure) to 900 (gray)
- **Black scale**: 10 levels for text hierarchy
- **Semantic colors**: Vibrant but not overwhelming

Color Scales

Scale	Range	Use
White	100-900	Backgrounds, surfaces
Black	0-900	Text, foregrounds
Blue	100-600	Links, accents
Green	500-600	Success
Red	500-600	Error
Yellow	500-600	Warning

Typography

- **Primary**: Inter (body), Inter Display (headings)
- **Serif**: Tiempos Text (accent/quotes)
- **Mono**: JetBrains Mono (code)
- **Weights**: 400 (normal), 500 (medium), 600 (semibold), 700 (bold)
- **Default weight**: 500 (medium) - slightly heavier than typical

Type Scale

Level	Size	Weight	Letter Spacing	Line Height
H1	64px	600	-1.28px	64px
H2	32px	600	-0.32px	38px
H3	20px	600	-0.2px	26px
Body	16px	500	-	-
Small	15px	500	-	-

Spacing & Layout

- **Base spacing**: 0.25rem (4px)
- **Header height**: 68px
- **Banner height**: 48px
- **Breakpoint lg**: 992px

Border Radius Scale

Size	Value
xs	2px
sm	4px
md	6px
lg	8px
xl	12px
2xl	16px
3xl	20px

Buttons

- **Nav buttons**: 36px height, 10px radius, 15px font, 500 weight
- **Transparent backgrounds** with color on text
- **Ghost style** predominant in navigation

Animation

- **Default duration**: 0.15s (fast)
- **Easing**: cubic-bezier(.2,0,0,1) - emphasized in-out
- **Collapsible**: 0.3s with cubic-bezier(.65,0,.35,1)
- **Navigation**: 0.2-0.4s for appear/disappear

Container Widths

Size	Width

sm	384px
md	448px
lg	512px
xl	576px
2xl	672px
3xl	768px
4xl	896px
5xl	1024px
6xl	1152px
7xl	1280px

Full Page ASCII Wireframe

```
┌─────────────────────────────────────────────────────────────────┐
│ ░░░░░░░░░░░░░░░░░░░ ANNOUNCEMENT BAR ░░░░░░░░░░░░░░░░░░░░░░░░░░░░ │
│        "Meet the Attio Developer Platform →"              [×]  │
├─────────────────────────────────────────────────────────────────┤
│                                                                 │
│  ⬤  attio    Platform ▾   Resources ▾   Customers   Pricing   [Sign in] ▉ │
│              ↓dropdown     ↓dropdown                     [Start] │
│                                                                 │
├─────────────────────────────────────────────────────────────────┤
│                                                                 │
│           ──── Explore our integration with Granola ────        │
│                                                                 │
│                      Customer                                   │
│                relationship magic.                              │
│                                                                 │
│       Attio is the AI-native CRM for GTM builders.              │
│                                                                 │
│             ▉▉▉▉▉▉▉▉▉▉▉▉                                        │
│             |Start for free|  | Talk to sales |                 │
│             ▉▉▉▉▉▉▉▉▉▉▉▉                                        │
│                                                                 │
├─────────────────────────────────────────────────────────────────┤
│                                                                 │
│   ┌───────┐  ┌───────────┐  ┌───────────┐  ┌───────────┐        │
│   │ Data  │  │ Workflows │  │ Reporting │  │ Pipeline  │  ← TABS │
│   └───────┘  └───────────┘  └───────────┘  └───────────┘        │
│                     │                                           │
│       ┌─────────────┴────────────────────┐                     │
│  ┌─┐  ┌───────────┐ ┌─────────────────────┐ ┌─────────────┐ ┌─┐ │
│  │ │  │⬤Basepoint│ │↻ Workflows │ Automatically │ │ 👥 │ Share │ │ │ │
│  │ │  │ ▾        │ │   qualify leads       │ │               │ │ │ │
│  │ │  └───────────┘ └─────────────────────┘ │ ● Live ─○─   │ │ │ │
```

```
| | | Quick    | |  ⠿ Editor | ↵ Runs 70    |  | ┌────────────────────┐ | |
| | | actions  | |                          |  | | ◉ Run #70 Executing| | |
| | |──────────| |                          |  | | ✓ Run #69    ⏱ 15  | | |
| | |🔔Notifs  | | ┌──────────────────────┐ |  | | ✓ Run #68    ⏱ 11  | | |
| | |☑ Tasks   | | | ⊙ Trigger            | |  | | ✓ Run #67    ⏱ 11  | | |
| | |📧 Emails | | | 🖼 When Deal update  | |  | | ✓ Run #66    ⏱ 16  | | |
| | |📊 Reports| | |                      | |  | | ✓ Run #65    ⏱ 14  | | |
| | |▷Automate | | └──────────────────────┘ |  | └────────────────────┘ | |
| | | └Workflow| |            │             |  |                        | |
| | | └Sequence| |            ○             |  |                        | |
| | |          | |         ┌─────────┐      |  |                        | |
| | |          | | ┌───────┴───────┐ │      |  |                        | |
| | |          | | | 🔀 Research   |        |  |                        | |
| | |          | | |    record     |─AI     |  |                        | |
| | |          | | └───────────────┘        |  |                        | |
| | |          | |                          |  |                        | |
|                                                                            |
|                                                                            |
├────────────────────────────────────────────────────────────────────────────┤
|                SOCIAL PROOF LOGO STRIP                                       |
|  granola|   Coca-Cola   Flatfile   Modal   USV   Replicate                   |
|                                                                             |
├────────────────────────────────────────────────────────────────────────────┤
|                                                                             |
|                                                                             |
|    "When I first opened Attio,                                              |
|     I instantly got the feeling this was                                    |
|        the next generation of CRM."                                         |
|                                                                             |
|                       Margaret Shen                                         |
|              Head of Business Operations · Modal                            |
|                                                                             |
|          ← Gradient text animation effect on scroll →                       |
|                                                                             |
├────────────────────────────────────────────────────────────────────────────┤
| [01] POWERFUL PLATFORM                                      / ITEM 1:4  |
|·····························································································|
|                                                                             |
|    GTM at full throttle. Execute your revenue strategy with                 |
|    precision. Design powerful workflows, deploy AI, integrate               |
|    your data and build detailed reports — all in one platform.              |
|                                                                             |
├────────────────────────────────────────────────────────────────────────────┤
|                                                                             |
| ┌──────────────┐   ┌──────────────────┐ ┌───────────────────────┐          |
| | Automate     |   | ⊙ Trigger ✓Triggered| | ⠿ Re-engage cold leads |         |
| | everything   |   | 🖼 When Deal updated| | ⠿ MQL lead routing     |        |
| |              |   |                  | | ▮ Onboarding hand-off  |          |
| | You're in ctrl.| |        ○         | | ▮ New Deal email camp. |          |
| | Automate even  | |     ┌────┴────┐  | | ⠿ Lead form submissions|          |
| | complex business| | ┌──┴───┐     │  | | ⠿ Monitor customer hea.|          |
| | processes with | | | 🔀 Switch  |   | | ⠿ Identify expansion   |          |
| | our intelligent| | |  Condition |   | └───────────────────────┘          |
| | automation   |   | └────────────┘  |           [3D CUBES]                |
| | engine.      |   |   │      │      |                                      |
|                  |   Upsell Nurture  |                                      |
```

| Explore → | | |Enroll||Enroll| |

Deploy AI

Put our research
agent to work
and scale
complex tasks
like prospecting
lead routing.

Explore AI →

🖼 New lead found

○

| Activate PLG |AI|
| motion | |

✓ B2B SaaS business

| Evaluate size |AI|
| of opportunity | |

✓ $25M Series A

⚪ Basepoint

🌐 Domains: basepoint.
📝 Name: Basepoint
💰 Est ARR: $1–10M ▮▮
📍 Location: CA, USA
📒 Categories: SaaS B2B
🔢 Funding: $25M A
👥 Stakeholders: Adam..

[3D CIRCLE]

**Connect any
type of data**

Sync product
data, billing
data, everything
for real-time
source of truth

Explore data →

Sales engage	Email & calendar
Data wareh.	Customer support
Billing	Product data

| ⚪attio |

Workspace Company   Deal
2,857   3,096   5,491

| ⚙ | 📊 |
| Gmail Outl |
| $ ▮ | ▮ |
| Stripe |
| ◉ | M |
| Vero Mix |

[3D]

**Powerful
reporting**

Create real-time
detailed reports
that scale with
your data.
Visualize,
customize, get
deep insights
in seconds.

Explore →

7D |30D| 3M | 6M |12M| All
───────────
Apr–Jun Jul–Sep ● Plus ● Pro ● Enterprise

$2.8M ┤
$2.4M ┤
$2.0M ┤
$1.6M ┤
$1.2M ┤
$0.8M ┤
$0.4M ┤

       July   August   September
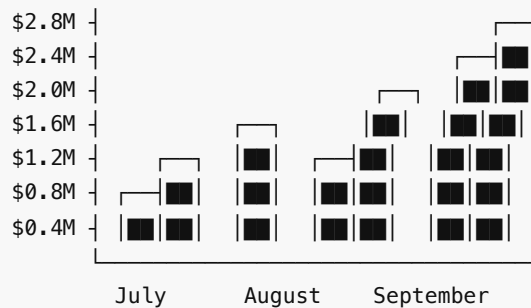
Insight, Historical,

Funnel, Time, Stage

Start with a 14-day
free trial of Pro.

█████████████
|Start for free| | See our plans |
█████████████

```
        /‾‾‾‾‾‾‾‾‾‾\
       /  ► ► ► ►   \
      /  isometric   \
     /   chevrons     \
    /‾‾‾‾‾‾‾‾‾‾‾‾‾‾‾‾‾‾\
```
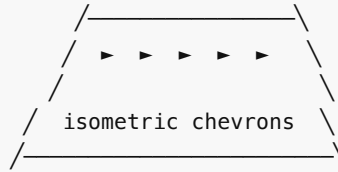
[02] ADAPTIVE MODEL   / DATA ↔ BUSINESS
....

A seismic shift in CRM flexibility. Attio's powerful data model
adapts to how your business works, not the other way around.
Your business model — perfectly reflected in your CRM.

| Explore our data model |

| Scale-ups | SaaS startups | SMBs | Investors | ← AUDIENCE TABS

```
┌─────────────────────────┐      ┌─────────────────────────┐
│ 👤 User     Standard     │      │ 💼 Deal     Standard     │
│ ─────────────────────    │      │ ─────────────────────    │
│ 🔑 User ID               │      │ 🗒 Deal name             │
│ ⚡ Engagement score       │      │ 🏢 Workspace             │
│ 👥 User type             │      │ 📊 Stage                 │
│ + 4 More Attributes      │      │ + 2 More Attributes      │
└─────────────────────────┘      └─────────────────────────┘
```

```
        ┌────────────────────────────┐
        │ 👤 Person      Standard     │
        │ ─────────────────────       │
        │ 📝 Name                     │
        │ 📧 Email                    │
        │ 🏢 Company                  │
        │ + 12 More Attributes        │
        └────────────────────────────┘
```

┌ ─ ─ ─ ─ ─ ┐
| ⊕ Add object |
└ ─ ─ ─ ─ ─ ┘

DATA TABLE VIEW

○	User	User ID	User type	Engagement
○	Albert Lund	6s59-027f-4C54-...	Member	Light

```
|    | o  | Jenna Roberts| 2d77-027f-5B23-... |  Admin  |   Light    |       |
|    | o  | David Chen   | 1dj0-d7dd-5090-... |  Admin  | Power User |       |
|    | o  | Marc Lopez   | 9bc0-3abd-8990-... |  Member |  Inactive  |       |
|                                                                              |
|                    Color-coded tags: green, orange, blue                     |
|                                                                              |
```

TESTIMONIAL WITH ILLUSTRATIONS
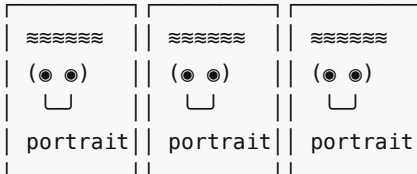
```
    ┌──────────┐┌──────────┐┌──────────┐
    | ≈≈≈≈≈    || ≈≈≈≈≈    || ≈≈≈≈≈    |    ▽ BRAVADO
    | (◉ ◉)    || (◉ ◉)    || (◉ ◉)    |
    |  ⊔       ||  ⊔       ||  ⊔       |    "Attio is the first CRM
    | portrait || portrait || portrait |     that feels truly modern.
    └──────────┘└──────────┘└──────────┘     It's powerful, flexible,
           Line art illustrations           and fast to build with.
                                              There's nothing like it
                                              on the market."

                                             Sahil Mansuri
                                             CEO & Co-founder

    Bravado's favorite features:  ↺ Workflows  💼 Deals  📊 Reports
```

[03] DATA ENRICHMENT   / SPEED 1:1

    Build fast. Forget months of setup. Attio syncs immediately
    with your email and calendar, building a powerful CRM right
    before your eyes.

```
                        ┌──────────────┐
                        | Start for free |
                        └──────────────┘
```

```
| Email events | Calendar evts | Segment evts | Data sources |
```

```
| 📧  Email: sarah@greenleaf.com    | ✨ Activity            |
| 📍 Location: San Francisco, CA    | ───────────────────── |
| 🏢 Company: 🟢 GreenLeaf Inc.     | 💬 Michael attended   |
| 🕓 Last interac: 6 hours ago      |    in-person meeting  |
|                                   | 📅 Sarah attended     |
|                                   |    an event           |
|                                   | 📞 Michael made       |
|                                   |    outbound call      |
```

The system of action for the next generation. Attio is built
for scale. Our customers sort through millions of records
with sub-50ms latency.

200,000,000	132+	
Customer records	Countries	/
		/
5,000+	99.9%	/ Growth curve
Customers	Uptime	/
		/
		/─────────────
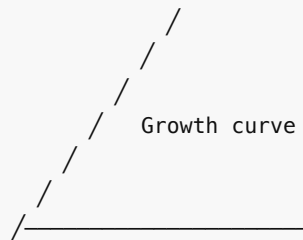
Scale with security. Attio is audited and certified by
industry-leading third party standards.

| Talk to sales | | ✓GDPR | | ✓CCPA | | ISO 27001 |

The CRM behind
thousands of companies.

|Start for free| | Talk to sales |

■■■■■■■■■■■■■■■■■■■■■■■■ DARK FOOTER ■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■■

● attio	Platform	Import from	Apps	Resources
	Refer a team 🆕	Salesforce	Gmail	Startup
	Changelog	Hubspot	Outlook	Help center
	Gmail extension	Pipedrive	Segment	Automation
	iOS app ↗	Zoho	Mailchimp	templates
	Android app ↗	Excel	Slack	Developers
	Security	CSV	Outreach	System stat
			Mixmax	Downloads
	Company	Attio for	Typeform	
	Customers	Startups	Zapier	
	Announcements	Deal flow		
	Engineering 🆕			
	Careers			
	Manifesto			
	Partner			

```
|                                                                  |
|  _____     |
|                                                                  |
|  [in] [X] [●] [▶]      © 2026 Attio Ltd.    Terms | Privacy | LLMs  |
|                                                                  |
|_____|
```

Section Inventory

#	Section	Height	Key Elements
1	Announcement Bar	48px	Black bg, centered text, close button
2	Navigation	68px	Ghost nav, dropdowns, CTA buttons
3	Hero	~600px	Centered headline, subheadline, dual CTA
4	Product Tabs	~500px	4-tab interface showing product features
5	Logo Strip	~100px	6 customer logos, grayscale
6	Big Quote	~400px	Large animated quote with gradient reveal
7	Feature Section 01	~800px	"Powerful Platform" - 4 feature cards
8	Mid CTA	~300px	14-day trial, isometric chevrons
9	Feature Section 02	~600px	"Adaptive Model" - data model viz
10	Data Table	~300px	Sample user data with color tags
11	Testimonial	~400px	Illustrated portraits, quote, features
12	Feature Section 03	~400px	"Data Enrichment" - sync viz
13	Feature Section 04	~500px	"Built for Scale" - metrics, security
14	Final CTA	~200px	Centered headline + buttons
15	Footer	~400px	Dark bg, 5 columns, social links

Key Visual Patterns

1. Section Numbering System

```
[01] POWERFUL PLATFORM                              / ITEM 1:4
................................................................
```

- Bracketed numbers `[01]`, `[02]`, etc.
- All caps section titles
- Right-aligned metadata with slash prefix
- Dotted separator line

2. Feature Cards (3-Column Layout)

```
┌───────────────────┐  ┌───────────────────┐  ┌───────────────────┐
│ Title             │  │ Interactive       │  │ Supporting        │
│                   │  │ Demo/UI           │  │ Visual            │
│ Description       │  │                   │  │                   │
│ paragraph text    │  │ Shows product     │  │ 3D isometric      │
│                   │  │ in action         │  │ illustrations     │
│ Explore → link    │  │                   │  │                   │
└───────────────────┘  └───────────────────┘  └───────────────────┘
```
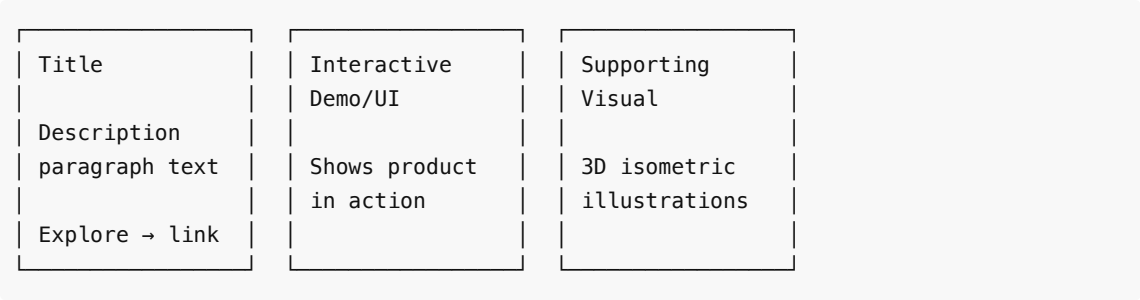
3. Quote Animation

- Large serif-style quote
- Gradient text reveal on scroll
- Part of text lighter (grayed out)
- Animates which section is highlighted

4. Color-Coded Tags System

Tag	Color	Use
Member	Green	User role
Admin	Orange	User role
Light	Blue	Engagement level
Power User	Orange	Engagement level
Inactive	Blue	Engagement level
SaaS	Blue	Category
B2B	Blue	Category
Excellent	Green	ICP Fit
Good	Green	ICP Fit
Medium	Yellow	ICP Fit
Low	Red	ICP Fit

5. 3D Isometric Illustrations

- Cubes, chevrons, circles in dotted outline style
- Appear as supporting visuals alongside features
- Consistent line-drawn aesthetic
- Add depth without photos

Key Insights for Adapty

1. **LAB color space** provides perceptually uniform colors
2. **Inter Display** for headings vs Inter for body creates hierarchy
3. **Medium weight (500) as default** makes text feel substantial
4. **Tight line-height on H1** (1:1 ratio) creates compact headlines
5. **Subtle gray scale** (white-100 to white-900) for depth without darkness

6. **Fast animations (0.15s)** feel snappy and responsive
7. **Ghost buttons** with transparent backgrounds feel modern
8. **Small border radius** (10px for buttons) vs Linear's larger radii
9. **Section numbering** creates clear content hierarchy and wayfinding
10. **3D isometric line art** adds visual interest without heavy imagery
11. **Animated gradient quotes** create engagement on scroll
12. **Color-coded tag system** provides instant data categorization
13. **Audience tabs** (Scale-ups, SaaS, SMBs, Investors) for personalization
14. **Dark footer** creates strong contrast with light content

---

project: adapty-redesign type: analysis tags: [reference, polar, design-system, dark-theme, minimal] extracted: 2026-01-12

Polar Design System Analysis

Overview

Polar uses a minimal, developer-focused dark design with Geist fonts (Vercel's typeface). Clean, code-aesthetic feel with excellent readability for technical content.

Color Philosophy

- **Dark-first**: Near-black backgrounds (#171719)
- **Custom "polar" scale**: 11 levels from light (#d7d7db) to dark (#070708)
- **LAB color space**: For semantic colors (blue, green, red, yellow)
- **Blue accent**: Deep blue as primary (lab 44% - vivid but not overwhelming)
- **Muted foreground**: #6f717b for secondary text

Key Colors

Token	Value	Use
background	#171719	Main bg
card	#171719	Card surfaces
popover	#101011	Dropdowns, popovers
sidebar	#070708	Darkest surface
border	#1d1d20	All borders
foreground	#6f717b	Secondary text
primary	lab(44% ...)	Blue accent

Typography

- **Sans**: Geist Sans (Vercel's font)
- **Mono**: Geist Mono (excellent for code)
- **Weights**: 300 (light) → 700 (bold)

- **Default line-height**: 1.5 (normal)

Type Scale

Size	Rem	Pixels
xxs	.65rem	10.4px
xs	.75rem	12px
sm	.875rem	14px
base	1rem	16px
lg	1.125rem	18px
xl	1.25rem	20px
2xl	1.5rem	24px
3xl	1.875rem	30px
4xl	2.25rem	36px
5xl	3rem	48px
6xl	3.75rem	60px
7xl	4.5rem	72px

Border Radius

- **Base**: 0.6rem (9.6px) - slightly larger than typical
- **Calculated sm/md**: Based on base minus pixels
- **Large cards**: Up to 2rem (32px)

Spacing

- **Base unit**: 0.25rem (4px)
- **Tailwind-compatible**: Uses standard Tailwind spacing

Animation

- **Duration**: 0.15s (fast, snappy)
- **Easing**: cubic-bezier(.4,0,.2,1) - standard ease-in-out

Layout

Breakpoint	Width
sm	640px
md	768px
xl	1280px
2xl	1536px

Component Patterns

Cards

- Background matches main background (#171719)
- Subtle borders (#1d1d20)
- Large radius (visible in screenshot)

Buttons

- "Get Started" - white background, dark text, rounded
- "Why Polar" - dark background, light text, rounded

ASCII Wireframes

Full Page Structure

```
┌─────────────────────────────────────────────────────┐
│ HEADER (transparent, sticky)                         │
│ ○ Logo          Features  Docs  Company    [Log In]  │
├─────────────────────────────────────────────────────┤
│                                                       │
│                    HERO SECTION                       │
│                                                       │
│            "Monetize your software"                   │
│                (large, centered)                      │
│                                                       │
│      Turn your software into a business with 4 lines of code  │
│                                                       │
│          [Get Started →]   [Why Polar]                │
│            (white btn)     (dark btn)                 │
│                                                       │
├─────────────────────────────────────────────────────┤
│                3-COLUMN FEATURE CARDS                 │
│                                                       │
│   ┌───────────────┐ ┌───────────────┐ ┌───────────┐  │
│   │ Payments,     │ │ Customer      │ │ Global    │  │
│   │ Usage &       │ │ Management    │ │ Merchant  │  │
│   │ Billing       │ │               │ │ of Record │  │
│   │               │ │ [profile card]│ │           │  │
│   │ [tag pills]   │ │ John Doe      │ │ [tax report] │ │
│   │ Subscriptions │ │ Premium Plan  │ │ VAT €2,450 │  │
│   │ Usage Billing │ │               │ │ Sales $3,120 │ │
│   │ Benefits      │ │               │ │           │  │
│   │ Customer Port │ │               │ │           │  │
│   │ Checkout Links│ │               │ │           │  │
│   │ Metrics       │ │               │ │           │  │
│   └───────────────┘ └───────────────┘ └───────────┘  │
├─────────────────────────────────────────────────────┤
│                DASHBOARD PREVIEW                      │
│                                                       │
│   ┌───────────────────────────────────────────────┐  │
│   │ [blurred/bokeh dashboard screenshot]          │  │
│   │  Latest Orders    | Active Subscribers: 252   │  │
```

```
|  |   June 5 12:56     |  [bar chart with blue accent]      |  |
|  |   Bitspace Pro     |                                    |  |
|  |                                                            |
|  |                                                            |
|                       "polar.sh"                             |
|                   (italic script logo)                       |
|                                                              |
|──────────────────────────────────────────────────────────────|
|                 REALTIME METRICS (Beta)                      |
|                                                              |
|  ┌─────────────────────┐  ┌───────────────────────────────┐ |
|  | [Now in Beta] pill  |  | Activity      Profit: −$50    | |
|  |                     |  | ─────────────────────         | |
|  | A realtime view of  |  | Anthropic Inf.   $0.52 ▼      | |
|  | your revenue & costs|  | OpenAI Inf.      $0.78 ▼      | |
|  |                     |  | Trial Started    −            | |
|  | Track revenue, costs|  | Customer Acq.    $50 ▼        | |
|  | & profits in realtime|  |                               | |
|  |                     |  |                               | |
|  | [Read the docs →]   |  |                               | |
|  └─────────────────────┘  └───────────────────────────────┘ |
|──────────────────────────────────────────────────────────────|
|                   FRAMEWORK ADAPTERS                         |
|                                                              |
|        "Integrate in under a minute"                         |
|                                                              |
|   [Next.js]  BetterAuth  TypeScript  All 13 Adapters →       |
|    (selected)                                                |
|                                                              |
|                                                              |
|  ┌──────────────────────┬───────────────────────────────┐  |
|  | Next.js Adapter      |  ┌────────────────────────────┐ |  |
|  |                      |  | import { Checkout }        || |
|  | Payments and Checkouts|  | from "@polar−sh/nextjs";  || |
|  | made dead simple     |  |                            || |
|  |                      |  | export const GET =         || |
|  | ✓ Secure & Simple    |  |   Checkout({               || |
|  | ✓ Integrated Portal  |  |     accessToken: 'xxx'     || |
|  | ✓ Webhook Handler    |  |   });                      || |
|  | ✓ Merchant of Record |  |                            || |
|  |                      |  | [gradient bg: orange →     || |
|  | [Learn More →]       |  |   pink → blue]             || |
|  └──────────────────────┴──┴────────────────────────────┘  |
|──────────────────────────────────────────────────────────────|
|                  INGESTION STRATEGIES                        |
|                                                              |
|    "Usage Based Billing on Autopilot with Ingestion"         |
|                                                              |
|     [LLM]  Delta Time  Custom  All Strategies →              |
|     (selected)                                               |
|                                                              |
|  ┌──────────────────────┬───────────────────────────────┐  |
|  | LLM Strategy         | [long code example with       |  |
|  |                      |  @polar−sh/ingestion          |  |
```

```
|  | Capture Customer's    |  LLMStrategy, generateText |  |
|  | LLM Usage & bill them  |  openai integration       |  |
|  |                        |  externalCustomerId       |  |
|  | ✓ Auto Token Ingestion |  model, system, prompt]   |  |
|  | ✓ Prompt & Completion  |                           |  |
|  | ✓ Vercel AI SDK Support |  [gradient bg: orange →  |  |
|  |                        |   pink → blue → purple]   |  |
|  | [Learn More →]         |                           |  |
|  |_____|_____|  |
|_____|
|                   TESTIMONIAL (Featured)                |
|                                                         |
|                        " "                              |
|                                                         |
|    "The speed at which Polar is executing on the        |
|     financial infrastructure primitives the new         |
|     world needs is very impressive"                     |
|                                                         |
|                        (○)                              |
|                   Guillermo Rauch                       |
|                 CEO & Founder of Vercel                 |
|                                                         |
|_____|
|                   CHECKOUTS SECTION                     |
|                  "Built for simplicity"                 |
|              "Powerful Checkouts made simple"           |
|                                                         |
|                 [Integrate Checkouts →]                 |
|                                                         |
|   _____         |
|  | ○ Pro Tier            | Email: janedoe@gmail.com |   |
|  |                       | Cardholder: Jane Doe     |   |
|  | [spotlight/beam effect]| □ I'm purchasing as business |  |
|  |                       | Billing address: [Country ▼] |  |
|  |                       | Discount code: [_____] |   |
|  |_____|_____|   |
|_____|
|                   MERCHANT OF RECORD                    |
|                                                         |
|   _____         |
|  | Polar as Merchant     | [Dashboard screenshot]   |   |
|  | of Record             | Finance tab              |   |
|  |                       | Balance: $1,328.56       |   |
|  | Forget billing & taxes | Transactions:           |   |
|  | We handle it all      | Jan 1, 2025  Subscription |  |
|  |                       | Dec 24, 2024 Subscription |  |
|  | ✓ Sales Tax, VAT, GST | Dec 1, 2024  Subscription |  |
|  | ✓ Stripe Connect      | Nov 24, 2024 Subscription |  |
|  | ✓ Transaction Ledger  |                          |   |
|  |                       |                          |   |
|  | [Learn more →]        |                          |   |
|  |_____|_____|   |
|_____|
```

TESTIMONIALS GRID
"Testimonials"
"Why people love Polar"

(o) Guiller	(o) Steven	(o) Mitchell
"The speed	"Open source	"I've joined
at which..."	+ great DX"	as advisor"
————	————	————
Guillermo	Steven Tey	Mitchell H.
Vercel	Dub	Ghostty

(o) Samuel	(o) Morgan	(o) Lee
"Amazing!"	"Huge cong–	"I switched
Pydantic	rats..."	Best ever"
	Bold Metrics	1042 Studio

(o) Alex	(o) Pontus	(o) Suhas
"killer API"	"DX first"	"BEST
Efficient	Midday	onboarding"
		Cubix

COMPETITIVE PRICING

Competitive Pricing	Feature	Polar	Stripe
	————————————		
Polar is proud to be	Payment Proc.	✓	✓
the cheapest Merchant	Subscription	✓	✓
of Record	Merchant of Rec	✓	✗
	Tax Compliance	✓	✗
✓ 4% + 40¢ per trans	Framework Adapt	✓	✗
✓ No hidden fees	6 lines of code	✓	✗
✓ Global MoR	Flex Usage Bill	✓	✗
✓ Volume Discounts			
	[gradient bg: pink/blue]		
[Pricing] [vs Stripe→]			

FOOTER (dark)

o Polar	Features	Resources	Company	Support
	Products	Why Polar	About	Docs
[Join Polar →]	Usage Bill	MoR	GitHub	Contact
	Customers	Pricing	X/Twitter	Status
© Polar 2026	Analytics	Downloads	Discord	
	Benefits		Brand Assets	

```
|              Finance                    Terms/Privacy        |
|_____|
```

Section Inventory (12 sections)

#	Section	Description
1	Header	Transparent, minimal nav, logo left, links center, login right
2	Hero	Large headline, subline, dual CTAs (white/dark)
3	Feature Cards	3-column grid with tag pills, embedded UI previews
4	Dashboard Preview	Blurred/bokeh screenshot, script logo below
5	Realtime Metrics	Beta badge, 2-column with activity feed
6	Framework Adapters	Tab switcher, feature + code side-by-side
7	Ingestion Strategies	Tab switcher, LLM billing code example
8	Featured Testimonial	Large centered quote, avatar, title
9	Checkouts	Product card + form preview
10	Merchant of Record	Feature list + dashboard screenshot
11	Testimonials Grid	3x3 masonry grid of quote cards
12	Pricing Comparison	Feature list + comparison table
13	Footer	5-column links, legal

Key Visual Patterns

1. **Code-First Aesthetic**: Multiple code snippets with syntax highlighting on gradient backgrounds
2. **Gradient Backgrounds**: Orange → pink → blue gradients for code blocks
3. **Tab Switchers**: Horizontal tabs for switching between framework/strategy options
4. **Feature + Code Layout**: Left side features, right side code example
5. **Pill Badges**: "Now in Beta" blue pills, feature tags in cards
6. **Masonry Testimonials**: 3-column grid with varying heights
7. **Comparison Tables**: Feature checkmark tables with gradient bg
8. **Blurred Dashboard Previews**: Bokeh effect on dashboard screenshots
9. **Minimal Buttons**: Outlined or solid, arrow icons (→)
10. **Green Checkmarks**: Feature lists use ✓ in brand green

Component Patterns

Buttons

```
Primary:    [Get Started →]  white bg, dark text, rounded-full
Secondary: [Why Polar]      dark bg (#1d1d20), light text, rounded-full
Ghost:      [Learn More →]   transparent, light text, arrow icon
Outlined:   [Pricing Guide]  border only, rounded-full
```

Cards

```
Feature Card:

┌─────────────────────┐
│ Title (white, bold) │
│ Description (gray)   │
│                     │
│ [embedded UI preview]│
│ or                  │
│ [tag] [tag] [tag]   │
│ [tag] [tag] [tag]   │
└─────────────────────┘

Border: #1d1d20, radius: 0.6rem
```

Testimonial Card

```
┌─────────────────────┐
│ (○) avatar          │
│                     │
│ "Quote text in white"│
│                     │
│ ──────────          │
│ Name                │
│ Company (muted)     │
└─────────────────────┘
```

Key Insights for Adapty

1. **Geist fonts** are modern, clean, excellent for technical products
2. **Very subtle surface hierarchy** (same bg for cards and page)
3. **Blue accent** similar to Linear's indigo but more vivid
4. **0.6rem base radius** creates consistent, rounded feel
5. **Muted foreground (#6f717b)** for body text reduces harshness
6. **Fast animations (0.15s)** feel responsive
7. **Simple color system** - fewer tokens than Linear, more focused
8. **Code aesthetic** - monospace font prominently featured in brand
9. **Gradient code blocks** - distinctive orange/pink/blue gradients
10. **Tab-based content switching** - clean way to show multiple options
11. **Side-by-side feature+code** - effective for developer products
12. **Testimonial diversity** - notable tech leaders (Vercel, Pydantic, Ghostty creators)

---

project: adapty-redesign type: analysis tags: [reference, vercel, design-system, dark-theme, comprehensive] extracted: 2026-01-12

Vercel Design System Analysis

Overview

Vercel has the most comprehensive design system with extensive HSLA color scales, detailed shadow systems, and signature gradient branding. The "ds-" prefix indicates a mature design system.

Color Philosophy

- **Pure black background**: hsla(0,0%,0%,1) - true black
- **HSLA format**: Perceptually meaningful color definitions
- **10-level scales**: 100-1000 for each color family
- **Alpha variants**: Separate gray-alpha scale for overlays
- **Signature gradients**: Develop (blue→cyan), Preview (purple→pink), Ship (red→yellow)

Color Scales (Dark Mode)

Scale	100 (dark)	600 (mid)	900 (light)
Gray	10%	53%	63%
Blue	12%	50%	66%
Green	9%	34%	57%
Red	12%	59%	69%
Amber	8%	49%	50%

Typography

- **Sans**: Geist (their own font)
- **Mono**: Geist Mono
- **Display**: Space Grotesk (for marketing headlines)
- **Form sizes**: Small (32px), Default (40px), Large (48px)

Spacing System

- **Base unit**: 4px
- **Multipliers**: 2x, 3x, 4x, 6x, 8x, 10x, 16x, 24x, 32x, 48x, 64x
- **Gap**: 24px (primary spacing)
- **Gap half**: 12px
- **Gap quarter**: 8px

Border Radius

- **Default**: 6px (compact, professional)
- **Marketing**: 8px (slightly larger for landing pages)

Shadow System (Dark Mode Optimized)

Vercel uses compound shadows with multiple layers:

- **Border base**: `0 0 0 1px #ffffff25` (subtle white border)
- **Background border**: `0 0 0 1px hsla(0,0%,0%,1)` (black outer)
- **Elevation layers**: Additional blur/offset for depth

Shadow Levels

Level	Use	Structure
Border	Base	White border + black outline
Small	Cards	+ 1px 2px blur
Medium	Elevated	+ 2px 2px, 8px 8px blur
Large	Prominent	+ 2px 2px, 8px 16px blur
Menu	Dropdowns	Multi-layer with 16px 24px blur
Modal	Dialogs	Multi-layer with 24px 32px blur

Motion System

- **Swift easing**: `cubic-bezier(.175,.885,.32,1.1)` - bouncy overshoot
- **Overlay duration**: 0.3s
- **Popover duration**: 0.2s
- **Scale animation**: 0.96 (slight shrink effect)

Layout

- **Header height**: 64px
- **Navbar height**: 85px
- **Page width**: 1400px
- **Page margin**: 24px

Focus States

- **Ring**: 2px background + 4px focus color
- **Color**: Blue 900 (hsla(210,100%,66%,1))

Signature Gradients

Theme	Start	End	Text
Develop	#007cf0 (blue)	#00dfd8 (cyan)	#0a72ef
Preview	#7928ca (purple)	#ff0080 (pink)	#de1d8d
Ship	#ff4d4d (red)	#f9cb28 (yellow)	#ff5b4f

Key Insights for Adapty

1. **HSLA colors** with value notation for programmatic access
2. **Compound shadows** create depth in dark mode
3. **Bouncy easing** (`cubic-bezier(.175,.885,.32,1.1)`) feels premium
4. **True black** (#000) as background - bold choice
5. **4px base unit** with extensive multiplier scale
6. **Signature gradients** for brand identity
7. **Compact radius** (6px) feels professional vs Linear's larger radii
8. **White border overlay** on dark surfaces creates subtle definition
9. **Space Grotesk** for display typography adds character

10. **Form height system** (32/40/48px) is well-defined

---

project: adapty-redesign type: analysis tags: [reference, clerk, design-system, light-theme, developer-friendly] extracted: 2026-01-12

Clerk Design System Analysis

Overview

Clerk uses a clean, light theme with developer-friendly aesthetics. Suisse International font gives it a modern, European feel. Purple brand color stands out against the neutral gray backgrounds.

Color Philosophy

- **Light theme**: Warm gray background (#F7F7F8)
- **Near-black text**: #131316 for headings
- **Muted body text**: #42434D
- **Purple accent**: #6C47FF (vibrant, distinctive)
- **Subtle borders**: #D9D9DE, #EEEEF0

Key Colors

Token	Value	Use
root-bg	#F7F7F8	Page background
heading	#131316	Titles
body	#42434D	Body text
brand	#6C47FF	CTAs, links, labels
border	#D9D9DE	Borders
muted-border	#EEEEF0	Subtle dividers

Typography

- **Primary**: Suisse International (geometric, modern)
- **Numbers**: Geist Numbers (for tabular data)
- **Mono**: Söhne Mono (premium monospace)
- **Very tight letter-spacing**: -2.24px on H1 (-3.5%)

Type Scale

Element	Size	Weight	Letter Spacing	Line Height
H1	64px	700	-2.24px	72px
H2 Label	13px	500	normal	24px
H3	16px	400	normal	24px

Body	16px	400	–	24px

Button Patterns

- **Pill buttons**: 24px radius (fully rounded)
- **Nav links**: No border-radius, minimal padding
- **CTA**: Purple background with white text

Layout

- **Header margin-top**: 3rem (48px)
- **Background**: Subtle warm gray, not pure white

Key Insights for Adapty

1. **Suisse font** gives European, professional feel
2. **Purple accent** (#6C47FF) is memorable and distinctive
3. **Warm gray background** (#F7F7F8) easier on eyes than white
4. **Extreme letter-spacing** on headlines (-3.5%)
5. **Pill-shaped buttons** (24px radius) for CTAs
6. **Minimal nav styling** - no visible buttons, just text
7. **Label-style H2s** in brand color for section headers
8. **16px/24px body** rhythm is comfortable and readable
9. **Premium monospace** (Söhne Mono) for code blocks
10. **Light, airy feel** achieved through spacing and color