```css
*{ box-sizing:border-box; }

html, body{
  height:100%;
  background:var(--bg);
  color:var(--text);
}

body{
  margin:0;
  font-family:-apple-system,BlinkMacSystemFont,"Segoe UI",Roboto,Inter,system-ui,sans-serif;
  line-height:1.6;
  display:flex;
  justify-content:center;
}

.container{
  width:100%;
  max-width:920px;
  padding:56px 22px 64px;
}

.topbar{
  display:flex;
  align-items:flex-start;
  justify-content:space-between;
  gap:16px;
  margin-bottom:18px;
}

.badge{
  display:inline-flex;
  align-items:center;
  gap:10px;
  border:1px solid var(--border-gold);
  color:var(--gold);
  padding:6px 14px;
  border-radius:999px;
  font-size:12px;
  font-weight:750;
  text-transform:uppercase;
  letter-spacing:0.12em;
  background:rgba(188,137,46,0.06);
  white-space:nowrap;
}

.meta{
  color:var(--muted);
  font-size:12px;
  text-align:right;
  white-space:nowrap;
  padding-top:2px;
}

h1{
  font-size:46px;
  line-height:1.10;
  margin:18px 0 16px;
  font-weight:850;
  letter-spacing:-0.03em;
}

.highlight{ color:var(--gold); }
```

```css
.subtitle{
  margin:0 0 26px;
  font-size:18px;
  color:var(--muted);
  max-width:780px;
}

.hero-grid{
  display:grid;
  grid-template-columns:1.2fr 0.8fr;
  gap:18px;
  margin-top:18px;
  margin-bottom:34px;
}

.card{
  background:linear-gradient(180deg,var(--panel) 0%, var(--panel-2) 100%);
  border:1px solid var(--border);
  border-radius:14px;
  padding:18px 18px;
  box-shadow:0 12px 30px var(--shadow);
}

.card h3{
  margin:0 0 10px;
  font-size:13px;
  letter-spacing:0.16em;
  text-transform:uppercase;
  color:var(--gold);
  font-weight:850;
}

.card p{
  margin:0;
  color:var(--text);
  font-size:14.5px;
}

.card p + p{
  margin-top:10px;
  color:var(--muted);
}

.section{
  margin-top:36px;
}

.section-title{
  display:flex;
  align-items:flex-end;
  justify-content:space-between;
  gap:14px;
  margin-bottom:14px;
  padding-bottom:10px;
  border-bottom:1px solid var(--border-gold);
}

.section-title h2{
  margin:0;
  font-size:12px;
  font-weight:900;
  letter-spacing:0.22em;
  text-transform:uppercase;
  color:var(--gold);
```

```css
}

.section-title .hint{
  margin:0;
  font-size:12px;
  color:var(--muted);
}

.grid{
  display:grid;
  grid-template-columns:1fr 1fr;
  gap:14px;
}

ul{
  list-style:none;
  margin:0;
  padding:0;
}

li{
  position:relative;
  padding-left:18px;
  margin:10px 0;
  color:var(--text);
  font-size:14.5px;
}

li:before{
  content:"→";
  position:absolute;
  left:0;
  top:0;
  color:var(--gold);
}

.callout{
  margin-top:16px;
  padding:18px 18px;
  border-left:4px solid var(--gold);
  border-radius:0 14px 14px 0;
  background:linear-gradient(135deg, rgba(188,137,46,0.10) 0%, rgba(17,23,42,0.55) 55%, rgba(11,15,26,0.45) 100%);
  border-top:1px solid var(--border);
  border-right:1px solid var(--border);
  border-bottom:1px solid var(--border);
}

.callout h3{
  margin:0 0 8px;
  font-size:16px;
  font-weight:900;
  letter-spacing:-0.01em;
}

.callout p{
  margin:0;
  color:var(--muted);
  font-size:14.5px;
}

.scope{
  width:100%;
  overflow-x:auto;
  border:1px solid var(--border);
  border-radius:14px;
```

```css
    background:linear-gradient(180deg,var(--panel) 0%, var(--panel-2) 100%);
    box-shadow:0 12px 30px var(--shadow);
}

table{
  width:100%;
  border-collapse:collapse;
  min-width:720px;
}

th, td{
  padding:14px 14px;
  text-align:left;
  vertical-align:top;
  border-top:1px solid rgba(255,255,255,0.07);
  font-size:14.5px;
}

th{
  border-top:none;
  color:var(--gold);
  font-size:12px;
  text-transform:uppercase;
  letter-spacing:0.16em;
  background:rgba(188,137,46,0.06);
}

td{ color:var(--text); }

.small{
  color:var(--muted);
  font-size:12.5px;
}

.footer{
  margin-top:44px;
  padding-top:18px;
  border-top:1px solid rgba(255,255,255,0.10);
  color:var(--muted);
  font-size:12.5px;
  display:flex;
  justify-content:space-between;
  gap:12px;
  flex-wrap:wrap;
}

.pill-row{
  margin-top:14px;
  display:flex;
  gap:10px;
  flex-wrap:wrap;
}

.pill{
  display:inline-flex;
  align-items:center;
  gap:8px;
  padding:8px 12px;
  border-radius:999px;
  border:1px solid rgba(255,255,255,0.12);
  background:rgba(255,255,255,0.03);
  color:var(--muted);
  font-size:12px;
  white-space:nowrap;
}
```

```css
.pill strong{
  color:var(--text);
  font-weight:900;
}

@media (max-width:860px){
  .hero-grid{ grid-template-columns:1fr; }
  h1{ font-size:38px; }
}

/* PRINT / PDF: preserve dark theme exactly */
@media print {
  /* crucial: stop Chrome from "optimizing" colors */
  *{
    -webkit-print-color-adjust: exact !important;
    print-color-adjust: exact !important;
  }

  @page{
    size: A4;
    margin: 14mm;
  }

  html, body{
    background: var(--bg) !important;
    color: var(--text) !important;
  }

  body{
    -webkit-text-size-adjust: 100%;
  }

  /* keep backgrounds, borders, and cards visible in PDF */
  .card, .scope, .callout{
    box-shadow:none !important;
  }

  /* nicer PDF flow */
  .section, .hero-grid, .scope, .callout, .card{
    break-inside: avoid;
    page-break-inside: avoid;
  }

  /* keep width stable */
  .container{
    padding: 0 !important;
    max-width: 100% !important;
  }

  /* avoid weird link styling */
  a{ color:inherit; text-decoration:none; }
}
```

Dlytful // Recognition Layer
One-pager
Investor and early adopter reference

```html
<h1>
```

```html
    Stop shipping software that looks <span class="highlight">generic.</span>
</h1>

<p class="subtitle">
    Dlytful gives AI builders a shared understanding of what you are building so your product feels intentional instead
of templated.
    It front-loads intent and outputs a reusable blueprint that keeps language and UI decisions consistent across tools.
</p>

<div class="hero-grid">
    <div class="card">
        <h3>What it is</h3>
        <p>
            Dlytful is a recognition layer for AI-built products.
            It sits before tools like Lovable, Bolt, v0, and Cursor and provides a stable source of truth they can
reference.
        </p>
        <p>
            Internally, this behaves like a spec compiler: messy human intent is normalized into a structured definition
that downstream tools can use without guessing.
        </p>
    </div>

    <div class="card">
        <h3>Who it is for</h3>
        <p>
            Indie developers and builders who ship with AI tools and want the result to feel owned, coherent, and
recognizable.
        </p>
        <p class="small">
            No marketing background required. No technical branding vocabulary required.
        </p>
    </div>
</div>

<div class="section">
    <div class="section-title">
        <h2>The problem</h2>
        <p class="hint">Recognition drift</p>
    </div>

    <p class="small" style="margin:0 0 12px;">
        AI builders make it easy to ship functional products. They do not preserve intent by default.
        Without a grounding layer, AI-built apps drift toward the same defaults.
    </p>

    <div class="grid">
        <div class="card">
            <h3>Symptoms</h3>
            <ul>
                <li>Generic language and placeholder copy</li>
                <li>Default UI decisions that feel interchangeable</li>
                <li>Inconsistent tone across screens and flows</li>
                <li>Product feels like a template, even when it works</li>
            </ul>
        </div>

        <div class="card">
            <h3>Cost</h3>
            <ul>
                <li>More rewrites and dead-end iterations</li>
                <li>More time spent explaining the product</li>
                <li>Lower trust at first glance</li>
                <li>Harder to build recognition over time</li>
            </ul>
```

```html
      </div>
    </div>

    <div class="callout">
      <h3>The core idea</h3>
      <p>
        Dlytful does not try to be creative. It reduces guesswork.
        It gives AI tools enough context to make aligned decisions repeatedly.
      </p>
    </div>
  </div>
</div>

<div class="section">
  <div class="section-title">
    <h2>The solution</h2>
    <p class="hint">Recognition blueprint</p>
  </div>

  <div class="grid">
    <div class="card">
      <h3>Input</h3>
      <p>
        A short set of grounding questions about what you are building, who it is for, what makes it different, and
what must remain consistent.
      </p>
      <p class="small">
        When details are missing, the output should explicitly mark them as not specified rather than inventing
answers.
      </p>
    </div>

    <div class="card">
      <h3>Output</h3>
      <p>
        A reusable blueprint that AI tools can reference across copy and UI decisions.
        This becomes the product context that prevents drift.
      </p>
      <p class="small">
        The blueprint is designed for reuse, validation, and iteration without creative rerolling.
      </p>
    </div>
  </div>
</div>

<div class="section">
  <div class="section-title">
    <h2>Clarity of scope</h2>
    <p class="hint">What it does and does not do</p>
  </div>

  <div class="scope">
    <table>
      <thead>
        <tr>
          <th>What Dlytful Does</th>
          <th>What Dlytful Does Not Do</th>
        </tr>
      </thead>
      <tbody>
        <tr>
          <td>Front-loads intent so AI tools stop guessing</td>
          <td>Write marketing campaigns or ads</td>
        </tr>
        <tr>
          <td>Reduces rewrite loops by keeping decisions consistent</td>
```

```
          <td>Replace professional brand strategists</td>
        </tr>
        <tr>
          <td>Improves product language and UI direction for AI-built apps</td>
          <td>Create logos or complete visual identity systems</td>
        </tr>
        <tr>
          <td>Outputs a reusable blueprint that tools can reference</td>
          <td>Invent positioning from thin air</td>
        </tr>
      </tbody>
    </table>
  </div>

  <div class="pill-row">
    <div class="pill"><strong>Promise</strong> Less guesswork</div>
    <div class="pill"><strong>Mechanism</strong> Shared context</div>
    <div class="pill"><strong>Result</strong> Fewer generic defaults</div>
  </div>
</div>

<div class="section">
  <div class="section-title">
    <h2>How to explain it fast</h2>
    <p class="hint">One sentence</p>
  </div>

  <div class="card">
    <p>
      Dlytful gives AI builders a reusable product blueprint so your AI-built app stays consistent and recognizable
instead of drifting into generic defaults.
    </p>
  </div>
</div>

<div class="footer">
  <div>Dlytful: the recognition layer for AI-built products.</div>
  <div class="small">Use this as a north star for front-facing language and scope.</div>
</div>
```