



Design System

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The complete visual language for vai. Logos, colors, typography, components, patterns, and usage guidelines for building consistent experiences across all surfaces.

Logos

Download and use the appropriate logo variant for your context. Always maintain clear space around the logo.



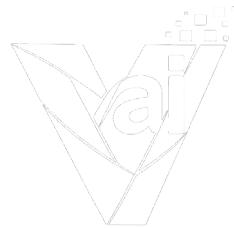
Logo (Light BG)

Use on light backgrounds. Transparent PNG.



Logo (Dark BG)

Use on dark backgrounds. Includes rounded container.



Icon Mark

Standalone V mark. Black on transparent. Use as watermark or favicon source.

Icon Mark (Inverted)

V mark inverted for dark backgrounds (apply CSS filter: invert(1)).

Clear Space



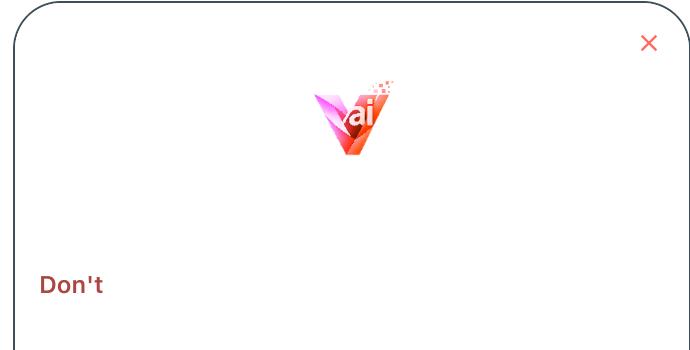
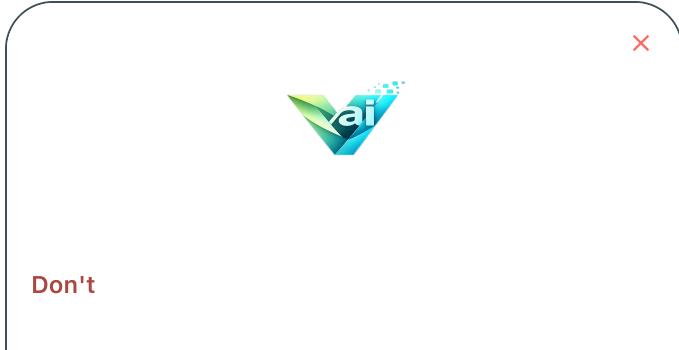
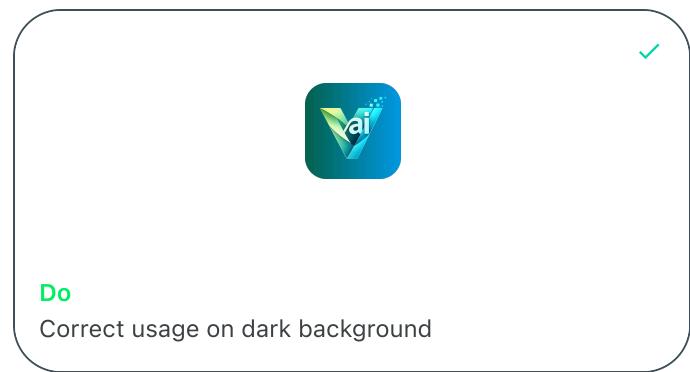
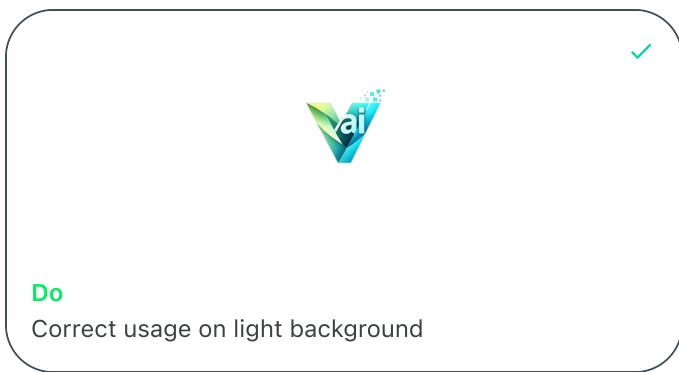
Minimum clear space around the logo equals the width of the "a" character in the vai logotype.

Minimum Size



Don't use the logo smaller than 32px in height.

Do / Don't



Don't stretch or distort

Don't recolor the logo



X

X

Don't

Don't use on busy backgrounds

Don't

Don't go below 32px height

[Download All Assets](#)

Voice & Tone

How vai sounds. Consistent voice, adaptive tone.

Voice Characteristics

Technical but approachable

We know the stack. We explain it clearly.

Confident but not arrogant

Show, don't boast. Let results speak.

Concise — every word earns its place

Cut the filler. Be direct.

Developer-first

Speak the audience's language. They build software.

Tone by Context

Marketing page	<i>"Ship semantic search in minutes."</i>	Bold, concise, aspirational
Error message	<i>"Embedding failed: invalid API key. Check your .env file."</i>	Direct, helpful, no blame

Documentation	"Pass the text array to <code>vai.embed()</code> . Returns a list of float vectors."	Precise, neutral, scannable
Changelog	"Added: batch embed command. Fixed: timeout on large docs."	Terse, factual, scannable

Writing Do / Don't

- ✓ Ship semantic search in minutes
 - ✗ Our revolutionary AI-powered solution enables enterprises to leverage...
-
- ✓ vai pipeline chunks, embeds, and indexes your docs
 - ✗ The vai pipeline functionality provides document processing capabilities
-
- ✓ Embed 100k docs in under a minute
 - ✗ Experience unprecedented throughput for your embedding workflows

Preferred Terminology

USE	AVOID
knowledge base	vector store
embed	vectorize
search	query your embeddings
pipeline	workflow
vai	Vai / VAI / V.A.I.

Color Palette

Click any swatch to copy its hex value. The palette uses a teal/cyan accent anchored to a dark neutral base.

Primary (Teal)

			
Teal #00D4AA Primary accent, buttons, interactive elements (dark mode)	Teal Dark #009E80 Primary accent (light mode), dimmed accent	Teal Darker #007A63 Button hover (light mode)	Teal Light #5CE8CC Button hover (dark mode), secondary accent

Secondary (Cyan)

	
Cyan #40E0FF Links, secondary highlights (dark mode)	Cyan Dark #0088CC Links (light mode)

Neutrals (Dark Mode)

			
MDB Black #001E2B Dark mode background	Gray Dark 4 #112733 Surface, input backgrounds	Gray Dark 3 #1C2D38 Cards	Gray Dark 2 #3D4F58 Borders
			
Gray Base #889397	Gray Light 1 #C1C7C6	Gray Light 2 #E8EDEB	

Muted text

Dimmed text

Primary text (dark mode), borders (light mode)

Neutrals (Light Mode)



White

#FFFFFF

Light mode background



Gray Light 3

#F9FBFA

Light mode surface

Semantic



Red

#FF6960

Error states (dark mode)



Yellow

#FFC010

Warning states



Purple

#B45AF2

Accent, charts

Industry Accents



Healthcare

#5CE8CC

Healthcare use case accent



Legal

#B45AF2

Legal use case accent



Finance

#FFC010

Finance use case accent



DevDocs

#40E0FF

Developer docs use case accent

Accessibility Contrast Ratios

Aa

Text on Background

14.5:1

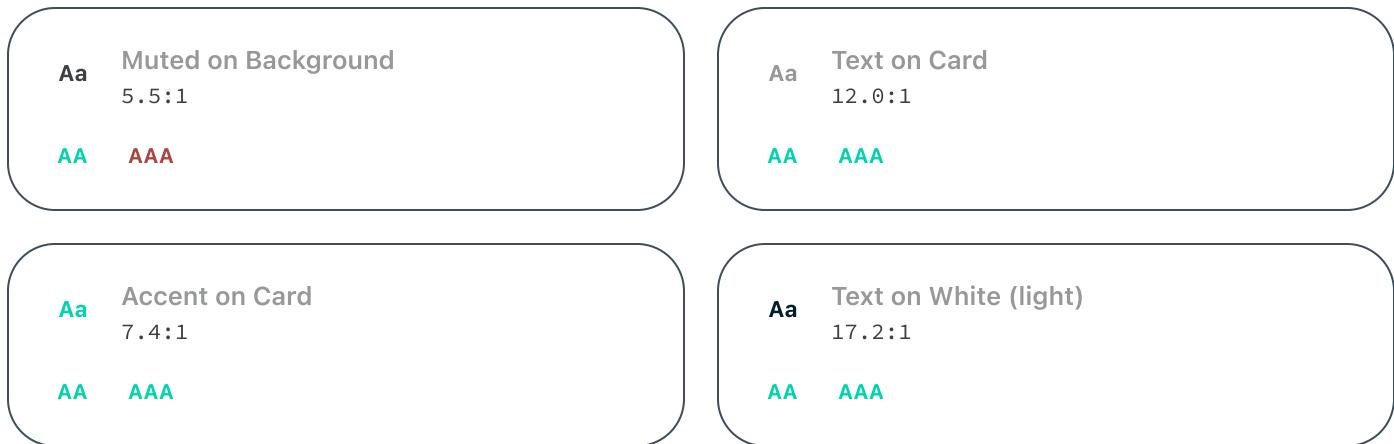
AA AAA

Aa

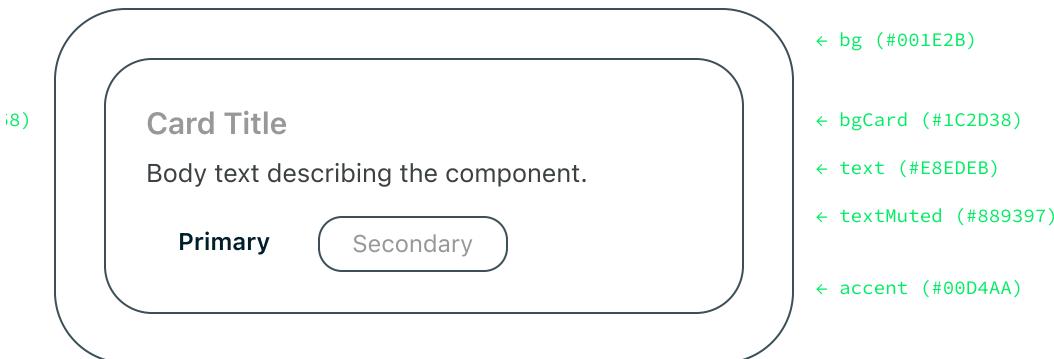
Accent on Background

9.0:1

AA AAA



Color Usage Map



Typography

System fonts for body text, monospace for branding and code. No external font loading required.

Type Scale

NAME	SIZE	PX	LINE H	SAMPLE
Display	2.5rem	40px	1.1	vai
H1	2rem	32px	1.2	Ship semantic sear...
H2	1.5rem	24px	1.3	Embed, index, and search ...

H3	1.25rem	20px	1.4	Getting started with vai
Body	1rem	16px	1.6	The complete developer toolkit for Voya...
Small	0.875rem	14px	1.5	Updated 3 minutes ago
Caption	0.75rem	12px	1.4	v2.1.0 · MIT License

Font Stacks

Display / Logo

'Source Code Pro', 'SF Mono', 'Fira Code', monospace

Headings & Body

-apple-system, BlinkMacSystemFont, 'Segoe UI', Roboto, sans-serif

Code / Terminal

'Source Code Pro', 'SF Mono', 'Fira Code', 'Cascadia Code', 'Consolas', monospace

Font Loading

vai uses system font stacks exclusively. No external font files or Google Fonts. The monospace stack (Source Code Pro → SF Mono → Fira Code) is available on most developer machines. On systems without Source Code Pro, the stack falls back gracefully.

Gradients

Used sparingly for emphasis, hero text, and interactive highlights.

Hero Text

```
linear-gradient(135deg, #0  
D4AA 0%, #40E0FF 100%)
```

Headline accents, hero text spans

Success Bar

```
linear-gradient(90deg, #00  
D4AA, #5CE8CC)
```

Progress bars, meter fills, positive indicators

Info Bar

```
linear-gradient(90deg, #40  
E0FF, #0088CC)
```

Secondary progress bars, latency indicators

Component Patterns

Key UI patterns used across the site. All examples are live-rendered MUI components.

Cards

Sample Card

Cards use bgCard background with a 1px border.
Hover lifts with translateY(-2px).

tag active

Buttons

Primary

Secondary

Ghost

Disabled

Terminal / Command Block

```
$ vai embed "Hello, vector world!"  
✓ Model: voyage-3-large  
✓ Dimensions: 1024  
✓ Latency: 42ms  
[0.0234, -0.0891, 0.1456, ...]
```

Chips & Badges

voyage-code-3

voyage-3-large

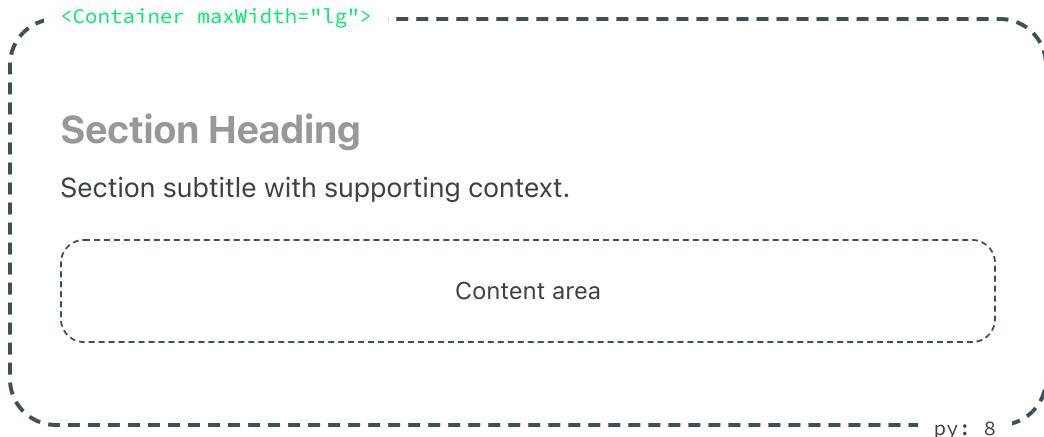
Active

Beta

Healthcare

Finance

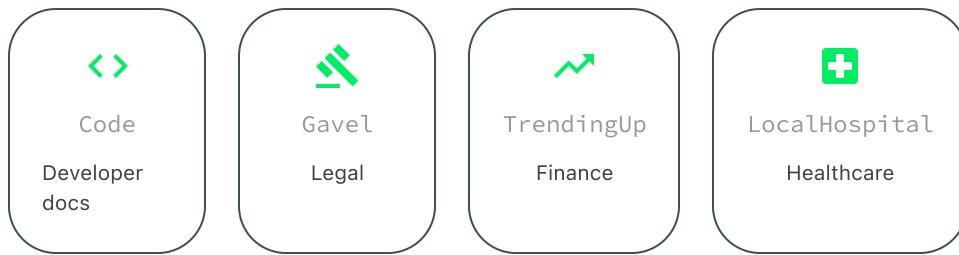
Section Container Pattern



Iconography

MUI Icons (Material Symbols), outlined style preferred. No custom icon library.

Domain Icons



Common UI Icons



Usage

Use `@mui/icons-material` exclusively. Prefer the outlined variant for consistency. No custom SVGs or icon fonts.

Motion & Animation

Prefer subtle, functional motion. No decorative animations.

Hover transition

Default for all interactive hover states

`transition: 'all 0.2s ease'`

Card lift

Subtle elevation on card hover

`transform: 'translateY(-2px)'`

Shadow on lift

Depth shadow paired with lift

`boxShadow: '0 8px 24px rgba(0,0,0,0.3)'`

Fade in

Element visibility transitions

`opacity 0.15s ease`

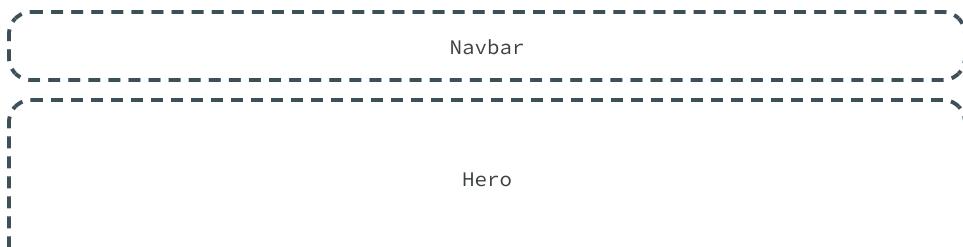
Live Demo

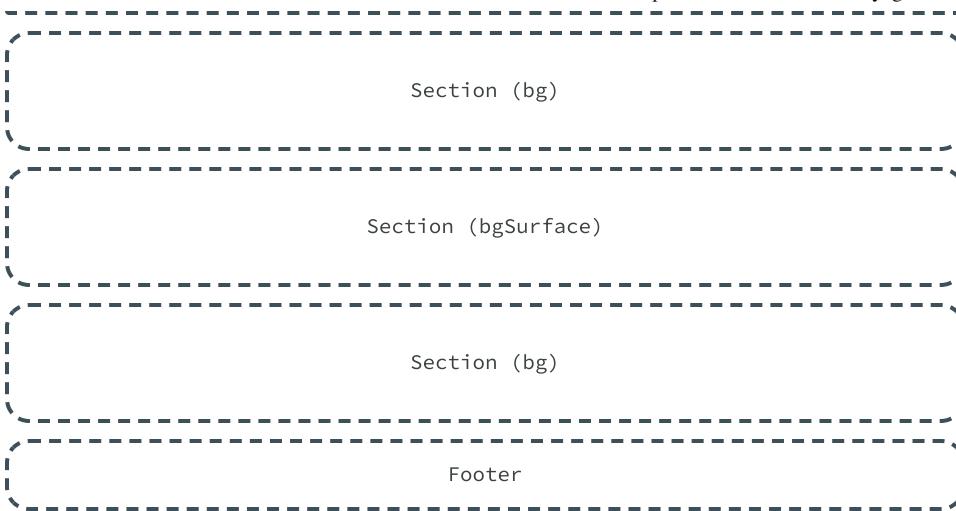


Layout Patterns

Page structure, section rhythm, and grid patterns.

Page Structure





Section Rhythm

Alternate background colors between sections: bg → bgSurface → bg .
This creates visual separation without hard dividers.

Container Widths



Grid Patterns

2-col (sm and up)



3-col (md and up)



4-col (lg and up)



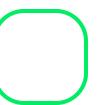
Dark / Light Mode

Dark mode is primary. Light mode support is planned.

TOKEN	DARK (CURRENT)	LIGHT (PLANNED)
bg	#001E2B	 #FFFFFF
bgSurface	#112733	 #F9FBFA
bgCard	#1C2D38	 #FFFFFF
accent	#00D4AA	 #009E80
text	#E8EDEB	 #001E2B
textDim	#C1C7C6	 #3D4F58
textMuted	#889397	 #889397
border	#3D4F58	 #E8EDEB

Spacing & Radii

Consistent spacing and border radius values used throughout the UI.

Border Radius		Spacing Scale	
	4px Small		8px Default
	12px Card		16px Large
xs	4px	sm	8px
md	16px	lg	24px
xl	32px	2xl	48px

vai Design System v1.0

Last updated February 2026

Community project by Michael Lynn. Not affiliated with Voyage AI, Inc. or MongoDB, Inc.

[← Back to vai](#)