LIVE VIBE CODING CLUB

Brand Design System v1.0

BRAND ESSENCE

AI to tomo ni, code de asobe.

Personality: Cutting-Edge / Creative / Open

COLOR PALETTE

Primary — Vibe Violet
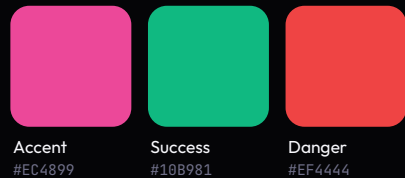
50	100	200	300	400	500	600	700	800	900	950
#F5F3FF	#EDE9FE	#DDD6FE	#C4B5FD	#A78BFA	#8B5CF6	#7C3AED	#6D28D9	#5B21B6	#4C1D95	#2E1065

Secondary — Cyber Cyan

50	100	200	300	400	500	600	700	800	900	950
#ECFEFF	#CFFAFE	#A5F3FC	#67E8F9	#22D3EE	#06B6D4	#0891B2	#0E7490	#155E75	#164E63	#083344

Accent & Semantic

Accent	Success	Danger
#EC4899	#10B981	#EF4444

Vibe Gradient

#8B5CF6 -> #06B6D4 -> #EC4899

TYPOGRAPHY

Display / Body — Outfit

Aa Bb Cc

ABCDEFGHIJKLM abcdefghijklm

Regular 400 | Black 900

Mono — JetBrains Mono

```
const vibe = await ai.code();
```

Japanese — Noto Sans JP

Noto Sans JP Regular 400 / Bold 700 / Black 900

TONE & MANNER

DO
- Active voice, action-oriented
- Name specific tools (Claude, Cursor…)
- Casual-polite Japanese
- Short punchy phrases
- Show real examples & outcomes

DON'T
- Overly formal language
- AI threat narratives
- Exclusive / elitist phrasing
- Vague superlatives
- Long paragraphs (max 3 sentences)

LOGO CONCEPTS

1. Wave Pulse
Audio wave + real-time pulse motif

2. Code Orbit
<> brackets forming orbital paths

3. Spark Node
Neural network node, glowing spark