

Brand & Design Guidelines for Market Intelligence Dashboard

Brand Identity

Brand Name: Audience Mirror

Positioning: Premium, data-driven intelligence tool for high-end medical spas

Design Philosophy: Modern, minimal, premium. Every pixel should feel deliberate and enterprise-grade, with inspiration drawn from Apple, Linear, and Stripe.

Color Palette

Dark Theme (Primary)

Background: #0B0F1A

Surface/Glass: rgba(255,255,255,0.05–0.08) with backdrop-blur

Accent Gradient: Violet #A78BFA, Sky Blue #60A5FA, Emerald #34D399

Text: White, secondary rgba(255,255,255,0.7), muted rgba(255,255,255,0.5)

Borders: rgba(255,255,255,0.12)

Status: Success #34D399, Medium #FBBF24, Error #EF4444

Light Theme (Secondary)

Background: #F9FAFB

Surface/Glass: rgba(0,0,0,0.05) with backdrop-blur

Accent Gradient: Violet #6D28D9, Sky Blue #0284C7, Emerald #059669

Text: Primary #0F172A, secondary rgba(15,23,42,0.7), muted rgba(15,23,42,0.5)

Borders: rgba(0,0,0,0.08)

Status: Success #059669, Medium #F59E0B, Error #DC2626

Typography

Font: Inter / SF Pro Display

Weights: 400, 500, 600

Hierarchy: H1 28–32px, H2 20–24px, Body 14–16px, Labels 12–13px

Tracking: -0.01em headlines

Components

Glass Cards: rounded-xl, translucent with backdrop-blur

KPI Chips: bg-white/6 dark, bg-black/5 light

Score Ring: gradient stroke, animated

Strategic Opportunities: confidence dots, ROI icons

Actions Row: Lucide icons, hover states

Layout & Spacing

12-column grid, 4–32px spacing scale, gradient dividers, clear breathing room

Motion & Microinteractions

Framer Motion for reveals, staggered 0.1s, hover glow, 2s score ring animation

Accessibility

Contrast \geq 4.5:1, accessible labels, visible focus rings

Usage Examples

Dark Theme: Investor demos, premium dashboard

Light Theme: Marketing pages, printed reports