

DESIGN SYSTEM · V1.0

# UI/UX Design Guidelines

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The complete visual language, component library, and design principles for Signal Advisory — the funding intelligence platform for Web3 founders.

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# Aesthetic Foundation

*Bloomberg Terminal* × *Premium Editorial Magazine*

## VISUAL PERSONALITY

### Editorial Refined

Structured, precise, intelligent. Never flashy — always purposeful. Density serves clarity, not decoration.

## LAYOUT STYLE

### Product-Led

Show the product early. Packet previews and workflow UI appear above the fold — not marketing copy.

## TYPOGRAPHY MOOD

### Elegant Serif

DM Serif Display for authority and legibility. DM Sans for precision UI copy. Serif differentiates from every competitor.

## THEME

### Dark · Precise

Near-black canvas. Single amber accent. Warm off-white text. No light mode — the dark theme is the brand.

*"InnMind uses purple gradients. Visible uses corporate white. Signal Advisory uses neither — dark editorial with amber gold is the deliberate contrast."*

## 02 · COLOR SYSTEM

# Brand Palette

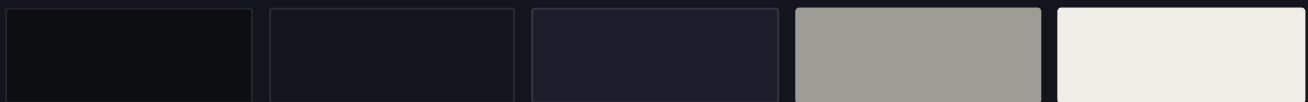
Amber gold is the only accent color. Surface tokens form the dark scale.

### AMBER GOLD SCALE



**brand-500** · #D4A843 · Primary accent, CTAs, icons    **brand-600** · #B8912E · Hover states

### SURFACE SCALE (INVERTED — 50 IS DARKEST)



surface-50  
#0D0E12 · Bg

surface-100  
#13151C · Card

surface-200  
#1C1F2B · Elevated

surface-800  
Muted text

surface-950  
#FOEDE6 · Primary

# Token Usage Rules



**surface-50**

Page background



**surface-100**

Card / panel background



**surface-200**

Elevated surface / modals



**surface-950**

Primary text — warm off-white



**brand-500**

Accent · CTA buttons · Icons · Labels



**brand-600**

Hover state for all CTAs

**Rule:** Amber is the ONLY accent color. No blue, no purple, no green. Any new UI element that needs emphasis uses brand-500. Borders use `rgba(212, 168, 67, 0.12)` (12% opacity) for subtle definition and `rgba(212, 168, 67, 0.60)` (60% opacity) for the top accent border.

# Font System

Two fonts. No exceptions.

## DISPLAY / HEADLINES

# DM Serif Display

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*Also available in italic*

Use for: Section headings, hero headline,  
pricing names, pull quotes

Weights: 400, 400 italic

## BODY / UI

# DM Sans Light DM Sans Regular DM Sans SemiBold

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Use for: Nav links, button labels, body copy,  
labels

Weights: 300, 400, 500, 600

## SECTION LABEL PATTERN

### PRODUCT

↑ Always: uppercase · tracking-widest · text-brand-500 · text-xs · font-semibold · used above section headings

# Buttons & Controls

## PRIMARY CTA

Build your profile →

bg: brand-500 · text: surface-50 · border-radius: 2px

Hover: bg brand-600 · transition-colors 150ms

## GHOST / SECONDARY

Sign in

No background · text: surface-800

Hover: text surface-950 · transition-colors 150ms

## OUTLINE VARIANT

Learn more

border: brand/40 · text: brand-500 · border-radius: 2px

Hover: border brand/80 · bg brand/05

## ▲ CORNER RULE

All buttons use **border-radius: 2px** — nearly square. This reads as precise and terminal-like.

Never use rounded-full, rounded-lg, or pill shapes. That's the consumer-app look we're deliberately avoiding.

# The Terminal Card

The signature component — used for all packet previews and data panels.

INVESTOR PACKET

## Traditional VC Deck

One structured profile generates your LP-ready deck, executive summary, and financial model in the format VCs actually review.

[Generate packet →](#)

### BACKGROUND

surface-100  
#13151C

### SIDE BORDER

brand-500 at  
12% opacity

### TOP ACCENT ★

brand-500 at  
60% · 2px solid

**Rule:** The 2px amber top border is Signal Advisory's visual signature. Every packet card, data panel, and key content block uses this pattern. It signals importance and brand identity simultaneously.

# Motion Principles

## FADE-IN

Opacity 0 → 1

Duration: 0.7s · ease-out

Use for: Image reveals, stat numbers, supporting text

## SLIDE-UP

Opacity 0 → 1 + Y(24px → 0)

Duration: 0.7s · ease-out

Use for: Hero headline, section headings, CTAs

## SLIDE-RIGHT

Opacity 0 → 1 + X(-16px → 0)

Duration: 0.6s · ease-out

Use for: Sidebar items, nav reveals, list items

## PULSE-AMBER

Opacity 1 → 0.5 → 1

Duration: 2s · infinite

Use for: Logo signal dot ONLY — not decorative

## STAGGER DELAY CLASSES

`.delay-100 0.1s`

`.delay-200 0.2s`

`.delay-300 0.3s`

`.delay-400 0.4s`

`.delay-500 0.5s`

`.delay-600 0.6s`

Use slide-up + delay-\* on hero elements for staggered entrance. Keep animation to hero and first above-the-fold section only — over-animating reads as cheap.

# Principles & Do/Don't

✓ DO

Asymmetric hero: text left, visual panel right

Show product (packet cards) above the fold

Generous padding — dark backgrounds absorb space

Amber dividers between major sections

max-w-7xl container with responsive px

DM Serif Display for all headings

Terminal card with 2px amber top border

✗ DON'T

Purple, blue, neon, or gradient colors

Rounded-full or pill-shaped buttons

Light/white backgrounds on any page

Multiple accent colors alongside amber

Heavy drop shadows (use amber borders instead)

Centered hero copy (use asymmetric grid)

Pulse-amber on decorative elements

# Site Structure

## HEADER NAVIGATION

● **SIGNAL**    How it works    Packets    Why SVA    Sign in    **Build your profile**

## FOOTER STRUCTURE

### Product

Build profile · Investor access · Submit opportunity

### Legal

Legal disclaimer · Privacy · Terms · Cookies

## ● SIGNAL ADVISORY

# One profile. Every funding channel.

signal-advisory.bywillo.ai