

Influcraft Brand Identity: Visual Standards & Implementation

This document serves as the authoritative guide for Influcraft's visual identity, encompassing core color systems, typographic hierarchies, and technical implementation specifications. Strict adherence to these standards is mandatory to ensure a cohesive and high-performance brand experience across all creator and enterprise interfaces.

1. Typographic Hierarchy

Influcraft utilizes a dual-typeface system to balance modern aesthetic appeal with high readability for dense data dashboards.

- **Display Font:** DM Sans. Used for all primary headings, marketing copy, and large display text.
- **Body Text Font:** Arimo. Used for dense dashboard interfaces, tables, and long-form reading.
- **System Fallback:** Inter, -apple-system, BlinkMacSystemFont.

2. Core Color Architecture

The Influcraft color system is built for a dark-mode-first creator operating system.

2.1 Primary Brand Palette

Color Name	Hex Code	CSS Variable	Usage
Signal Blue (Primary)	#0A5BFF	--accent	Primary buttons, active states, key highlights.
Command Blue (Secondary)	#1F6CFF	--accent-secondary	Hover states, secondary accents.
Core Navy	#061A3A	--core-navy	Deep brand backgrounds, subtle gradients.

2.2 Interface Surface System

Color Name	Hex Code	CSS Variable	Usage
Base Background	#0A0A0A	--bg	Main application background.
Surface	#111111	--bg-surface	Cards, panels, and modals.
Raised Surface	#161616	--bg-raised	Hovered cards, elevated elements, headers.

2.3 Content & Legibility Colors

Color Name	Hex / RGBA	CSS Variable	Usage
System White (Primary)	#F5F7FA	--text-primary	Main headings, core body text.
Secondary Text	rgba(245, 247, 250, 0.7)	--text-secondary	Subtitles, descriptive text, table data.
Tertiary Text	rgba(245, 247, 250, 0.4)	--text-tertiary	Placeholders, meta-data, disabled text.

2.4 Functional & Semantic States

Color Name	Hex Code	CSS Variable	Usage
Success Green	#4ade80	--green	Success states, positive growth

Color Name	Hex Code	CSS Variable	Usage
			metrics.
Warning Amber	#fbbf24	--amber	Pending states, warnings, notices.
Error Red	#87171	--red	Destructive actions, negative metrics.

3. Technical Implementation: CSS Framework

Copy and paste the following snippet into the root of your application to establish the theme.

```
:root {
  /* Backgrounds */
  --bg: #0a0a0a;
  --bg-surface: #111111;
  --bg-raised: #161616;

  /* Brand Accents */
  --accent: #0A5BFF; /* Signal Blue */
  --accent-secondary: #1F6CFF; /* Command Blue */
  --accent-dim: rgba(10, 91, 255, 0.12);
  --accent-border: rgba(10, 91, 255, 0.35);

  /* Brand Core Colors */
  --core-navy: #061A3A;

  /* Borders */
  --border: rgba(255, 255, 255, 0.07);
  --border-hover: rgba(255, 255, 255, 0.13);

  /* Typography Variables */
  --font-display: 'DM Sans', sans-serif;
  --font-text: 'Arimo', sans-serif;

  /* Text */
  --text-primary: #F5F7FA;
  --text-secondary: rgba(245, 247, 250, 0.7);
```

```
--text-tertiary: rgba(245, 247, 250, 0.4);
```

```
/* Utility/State Colors */
```

```
--green: #4ade80;
```

```
--green-dim: rgba(74, 222, 128, 0.10);
```

```
--amber: #fbbf24;
```

```
--amber-dim: rgba(251, 191, 36, 0.10);
```

```
--red: #f87171;
```

```
--red-dim: rgba(248, 113, 113, 0.10);
```

```
}
```