



BASE .AI

DESIGN SYSTEM · V1.0

DESIGN SYSTEM.

**Bold blocks. Thick ink borders. Hard shadows. Loud where it counts,
calm where it needs to be.**



FOUNDATION

PRINCIPLES.

INK FIRST

Every element anchored by a thick black border. Contrast > softness.

BLOCKS OF COLOR

Solid, saturated fields. No gradients. Color drives hierarchy.

SHADOW = WEIGHT

6px offset ink shadow signals interactive. Never blur, never soft.

COLOR

THE PALETTE.

INK

--ink
#000000

CREAM

--background
#FBF7EE

POP BLUE

--pop-blue
#3B4BE0

POP PINK

--pop-pink
#F04E9E

POP YELLOW

--pop-yellow
#F5D021

POP RED

--pop-red
#E5432B

POP GREEN

--pop-green
#7BD86B

CARD WHITE

--card
#FFFFFF

TYPOGRAPHY

TYPE STACK.

DISPLAY · ARCHIVO BLACK

Aa 360

--font-display

BODY · SPACE GROTESK

Aa 360

--font-sans

HEADLINE. H1 · Display / 40pt

SECTION. H2 · Display / 30pt

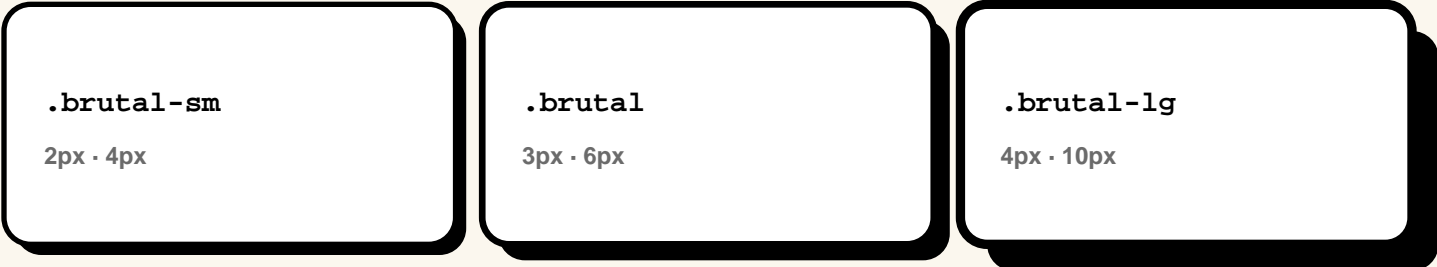
SUBHEAD. H3 · Display / 18pt

Regular body copy. Body · 11pt regular

CAPTION LABEL Caption · 8pt bold uppercase

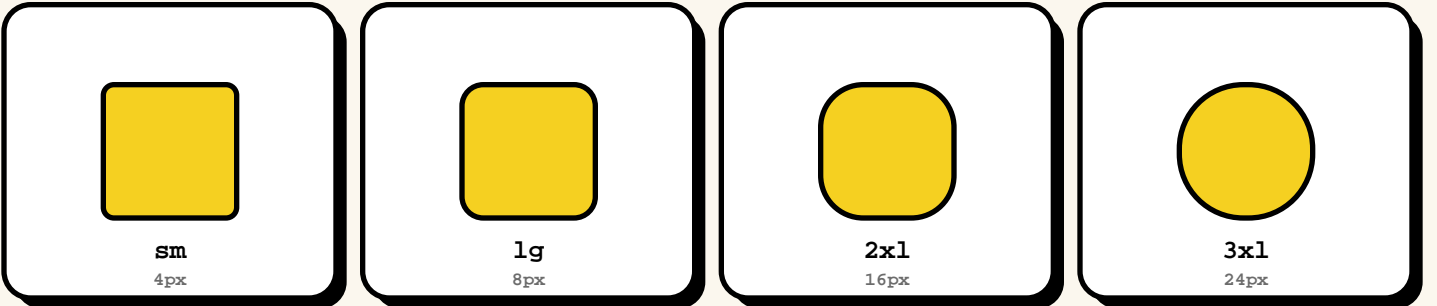
SHADOWS & BORDERS

THE BRUTAL STACK.



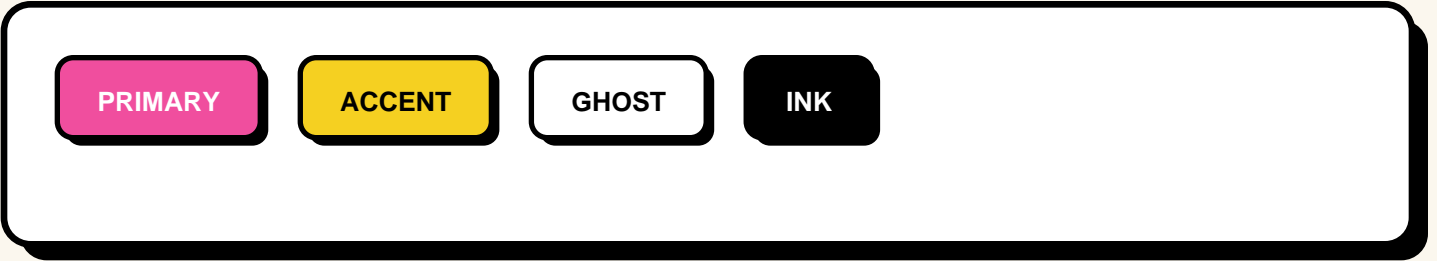
RADIUS

CORNERS.



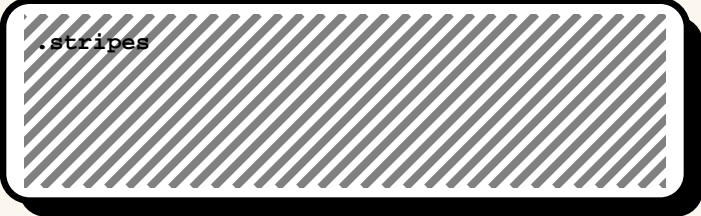
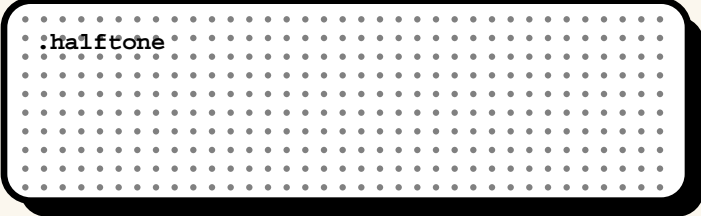
COMPONENTS

BUTTONS.



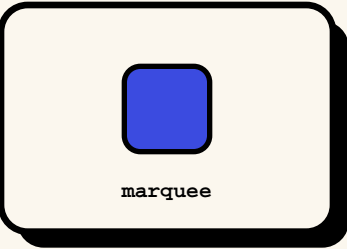
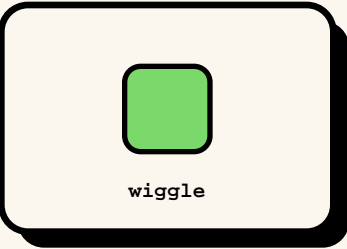
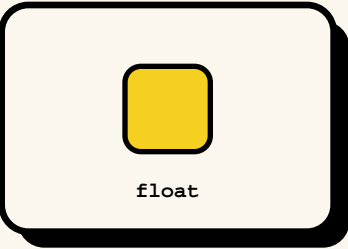
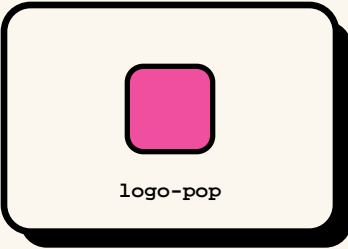
PATTERNS

TEXTURES.



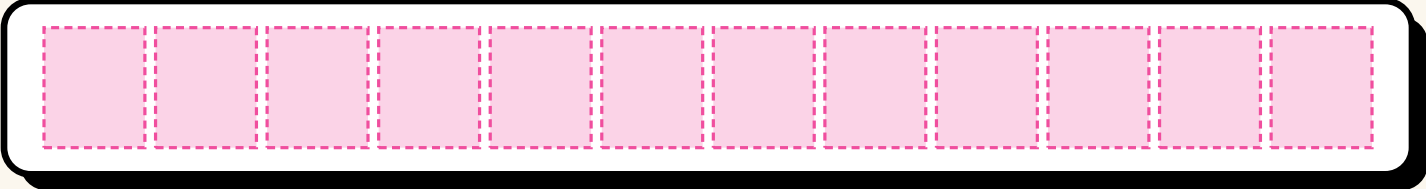
MOTION

ANIMATIONS.



SPACING & GRID

LAYOUT.



LOUD BUT NEVER MESSY.
If it's not helping the message land — cut it.
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