



Good work. A clearer proposal.

A practical identity kit for the AI proposal workspace. Use these assets to introduce the product clearly and consistently. Edition: October 2026.



The identity

Use the blue two-leaf mark on neutral backgrounds. Use the ink or white variation when a single color is required. Leave at least one quarter of the mark width clear on every side. Minimum display size: 24px. Do not stretch, rotate, add a glow, place it on busy photography or imply a partnership without permission.



Ink. Paper. Electric blue.

Ink #101316 and paper #F5F5F2 anchor the interface. Electric blue #315BF5 identifies primary actions; #A1B5FF supports dark surfaces. Use muted #606873 for secondary text on paper. Interface: system sans and Manrope. Editorial accents: Instrument Serif. Labels: Geist Mono. Documents use Arial or Helvetica for portability. Check text contrast in its actual context.



Make the product visible.

Show authentic proposal content: scope, deliverables, timelines, pricing and source evidence. Use a 4px spacing base, 24-32px card padding, restrained borders and generous reading space. Keep headlines concise. Prefer one meaningful visual to many decorative graphics. Label prepared examples and illustrative metrics. Never invent customer logos, testimonials or conversion claims.



Motion with a purpose.

Use 160ms for controls, 240ms for panels and 420ms for section reveals. Animate opacity and transform. Keep content readable without animation. Respect reduced-motion and touch input. Provide visible focus, labels, 44px primary touch targets and meaningful alt text. A splash or demo must never delay access to the application.



Ready to share.

The kit includes a company presentation, editable company brief, a fictional proposal example, vector marks, the original raster mark, product artwork and design tokens. Preserve attribution and the LightNote AI name. Brand assets identify LightNoteAi; they do not grant endorsement. For partnership or press questions: Official@lightnoteai.com. Public location: Austin, Texas, United States.