

Brandbook

Logo, color, typography, UI elements and voice of Your Next Store. For people and AI agents, from one source.

Version 1.0.0 · 2026-10-15

How to use this brandbook

The brand guidelines and assets kit of **Your Next Store (YNS)**. One source, three forms:

FOR	WHAT	FILE
People	This page and a PDF to share	<code>yns-brandbook.pdf</code>
AI agents	Every rule in one Markdown file, an index and a Claude skill	<code>brand.md</code> , <code>llms.txt</code> , <code>yns-skill.zip</code>
Code	Design tokens as CSS variables, Tailwind v4 theme and JSON	<code>tokens.css</code> , <code>tailwind.css</code> , <code>tokens.json</code>
Design	Logo (SVG/PNG), fonts and a file manifest	<code>assets/</code> , <code>yns-assets-kit.zip</code>

Every value (colors, sizes, radii) comes from one token file, so all forms always match. Use the token files instead of copying values by hand.

FOR AI AGENTS

Working on something for YNS? Read the whole `brand.md` before the first visual or copy decision. The hard rules are in the “Checklist” chapter. When a rule does not cover your case, pick what is closest to `younextstore.com` and say so in your answer – do not invent new colors or fonts.

Brand

Your Next Store (YNS) is an e-commerce platform: the simplest, fastest and most modern way to sell online. We describe it as *omakase-style commerce*: fewer knobs and better defaults. A merchant describes what they sell and AI builds the store in minutes, with currencies, languages and international payments from day one.

Promise

Your store ready to sell worldwide.

The homepage hero rotates the end of the sentence: *to sell worldwide, to grow, to launch in minutes, for AI commerce*. This is the backbone of our messaging: **Your store ready ...** + one concrete benefit.

Pillars

PILLAR	WHAT IT MEANS	HOW WE SAY IT
Speed	A store in minutes, a fast storefront by default	“30 minutes, start to sold”, “Fast by default”
Simplicity	Fewer options, better defaults	“Fewer knobs and better defaults”, “Less plugins, more built-in”
AI that does the work	Elliot builds and grows the store	“You write a message, Elliot ships the change to your live store.”
Global from day one	Translations, currencies, taxes and payments	“Sell globally from day one”
A human when it matters	An expert steps in for what is important	“A human expert runs point when it matters.”

Names

NAME	SPELLING	NOTES
Your Next Store	Exactly like this, three capitalized words	Full name on first mention
YNS	Capitals, no dots	Short form after first mention and in technical copy
Elliot	First name only, no “AI” mid-sentence	The YNS AI assistant. In navigation: “Elliot AI”

× DON'T

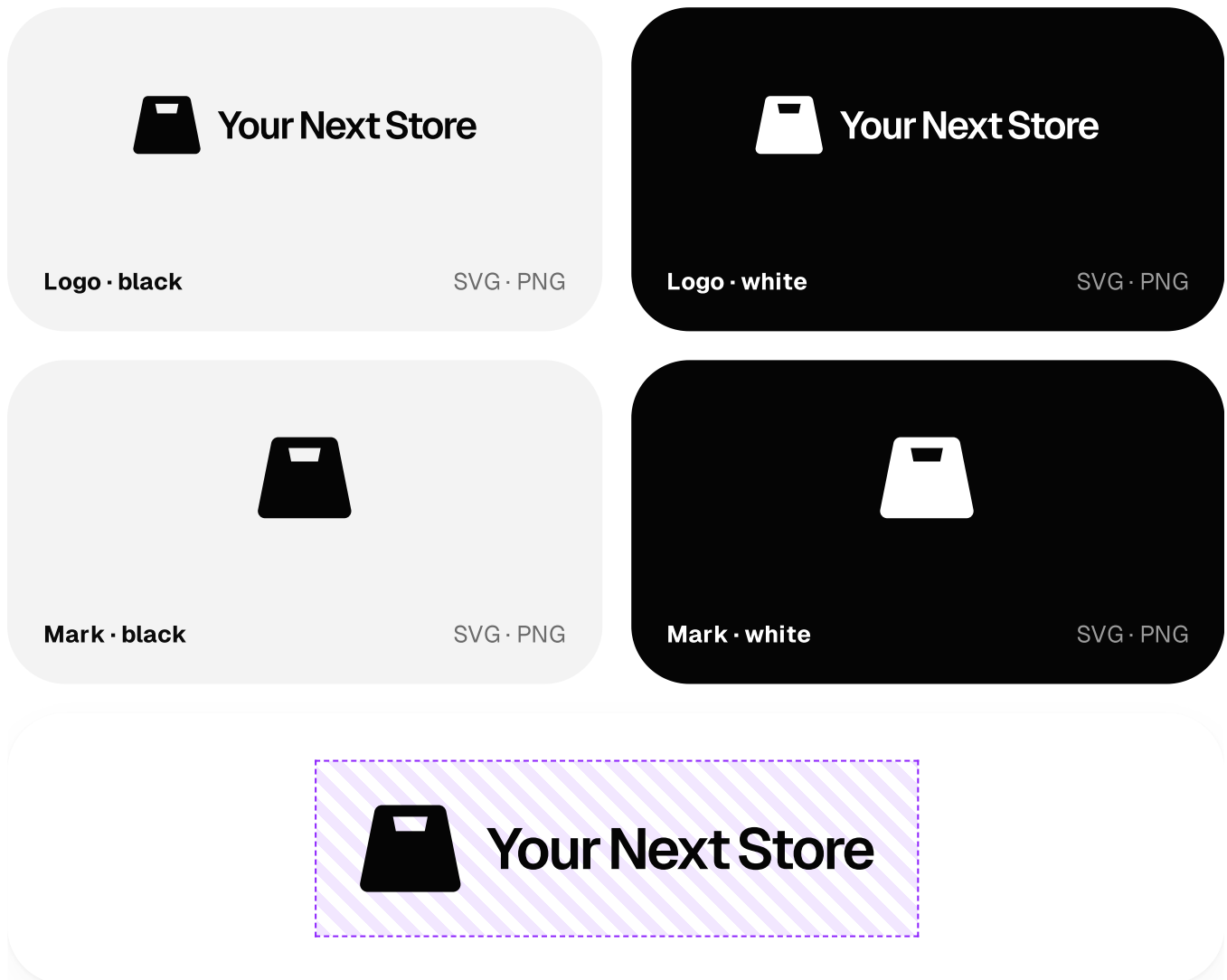
- “YourNextStore” in running text (only in the logo), “Y.N.S.”, “yns”, “Your next store”.
- “Elliot bot”, “chatbot”, “ElliotAI”.

Audience

Small and mid-sized brands that want to sell online without an agency and without fighting plugins: coffee roasters, cosmetics, delis, nutritionists, publishers. Many move to YNS from Shopify, Wix or WooCommerce. Customer stories are the strongest proof we have – lead with them.

Logo

The logo is the **mark (the bag)** + the **“YourNextStore” wordmark**. The mark can stand on its own (favicon, avatar, small sizes). The wordmark is never used without the mark.



Rules

- **Color:** black (#050505) on light backgrounds, white on photos and dark backgrounds. Never in the gradient, violet or any other color.
- **Clear space:** keep free space around the logo equal to **half the mark's height** (a 24 px tall logo needs 12 px on every side).

- **Minimum size:** the full logo from **16 px** tall on screen (about 95 px wide), 6 mm in print. The mark alone from 16 px.
- **Proportions** of the full logo: 142 × 24 (5.92 : 1). Scale proportionally only.

× DON'T

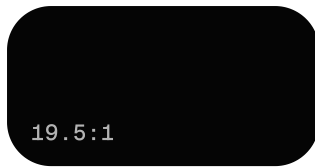
- Stretch, rotate, skew or add a shadow, outline or glow.
- Fill with the YNS gradient or recolor it to anything but black or white.
- Separate the mark and the wordmark or change their arrangement.
- Retype the wordmark in Geist instead of using the file.
- Place the black logo on a dark or busy background.

Files

FILE	USE
<code>assets/logo/yns-logo-black.svg</code>	Default: light backgrounds, web, documents
<code>assets/logo/yns-logo-white.svg</code>	Dark backgrounds, photos, black buttons
<code>assets/logo/yns-mark-black.svg</code>	Favicon, avatar, small sizes on light backgrounds
<code>assets/logo/yns-mark-white.svg</code>	The mark on dark backgrounds
<code>assets/logo/png/*</code>	Transparent PNG at 512, 1024 and 2048 px wide (full logo) and 64–1024 px (mark)

Color

YNS is **light and almost black and white**. Color is the exception: violet is the only accent in the interface, and the YNS gradient appears in small doses. On a typical screen: about 90% white and grays, 9% black (text, buttons), at most 1% gradient and violet.

**black**

#050505

Headings, calls to action (black pill), logo on light backgrounds.

**ink**

#0A0A0A

Body text.

**muted**

#6B6B6B

Secondary text: lead under a heading, descriptions, captions.

**subtle**

#A3A3A3

Helper text and placeholders. Not for long text (contrast too low).

**background**

#FAFAFA

Page background. Near-white – never pure white for a whole page.

**surface**

#FFFFFF

Cards on the page background, glass, form fields.

**surface-muted**

#F3F3F3

Section cards (bento), illustration backgrounds.

**surface-strong**

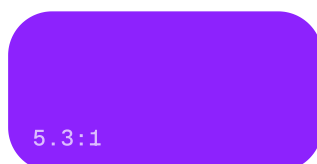
#E9E9EA

Large section containers, secondary buttons.

**border**

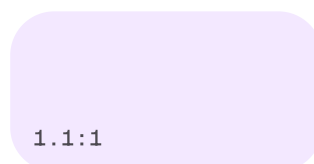
#E5E5E5

Dividers and borders.

**violet**

#8D22FD

The only accent color in the UI: selection outlines, click highlights, background lines. Accents are violet, never blue.

**violet-soft**

#F3E8FF

Very light accent background (badges, selection).

**pink**

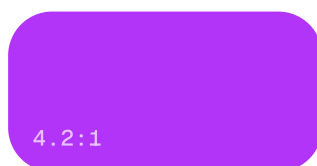
#FD477B

Only as part of the YNS gradient. Never on its own.

**rose**

#F4A0A6

Only in the background aura and the comet tail.

**magenta**

#B234F9

Only as the middle of the YNS gradient.

**purple**

#9529F6

Only in the comet (end of the arc).

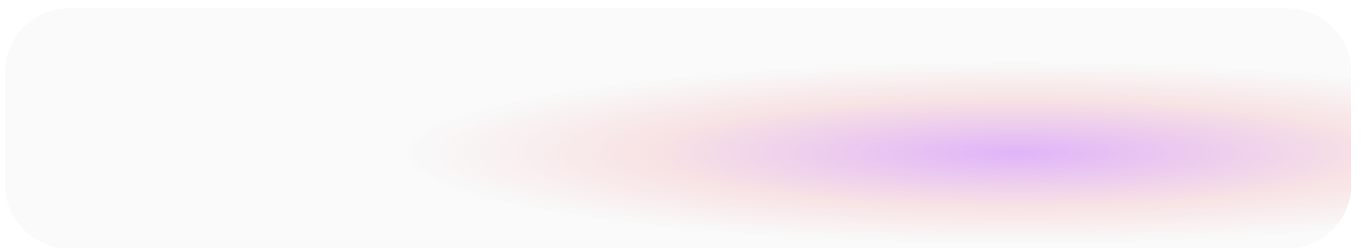
YNS gradient



yns

```
linear-gradient(100deg, #FD477B 0%, #B234F9 55%, #8D22FD 100%)
```

The brand gradient. On text: one or two words in a headline (e.g. “ready”). As a comet on an edge or a small blurred aura. Never as a large solid area of color.



aura

```
radial-gradient(60% 50% at 75% 60%, rgba(178,52,249,.35) 0%, rgba(244,160,166,.25) 45%, rgba(250,250,250,0) 75%)
```

A heavily blurred glow in the hero background, always on one side and always fading into the #FAFAFA background.

Your store **ready** to grow

Rules

- **Light theme only.** Page background #FAFAFA , cards white or light gray. No dark themes or dark sections.
- **Calls to action are black**, not colored. So is the active navigation item: black background, white text.
- **The accent is violet, never blue.** That includes links, selection, focus rings and charts.
- **The gradient has three roles only:** a word in a headline, a comet on an edge, a small blurred aura in the background. Never a full background of a section, button or card.
- **pink , magenta , rose and purple** exist only as parts of the gradient – do not use them on their own.

- Status colors (success, error, warning) come from Tailwind's defaults (`emerald-600` , `red-600` , `amber-500`) and are used for status only.

× **DON'T**

- Dark themes, dark or yellow variants.
- A strong gradient as the hero background.
- Blue accents or blue links.
- Gray fills or gray borders on glass.

Typography

One typeface: **Geist** (by Vercel, SIL Open Font License 1.1), with **Geist Mono** for code and labels. WOFF2 files (Latin and Latin Extended) are in `assets/fonts/`. In Next.js use the `geist` package (`GeistSans` , `GeistMono`) or `next/font/google` .

Aa

Geist · Regular 400 · Medium 500 · Semibold 600

Geist Mono · 0123456789 · ąćęłńóśźż

display

82px / 48px · 1 · 600 ·
-0.03em

Hero, one sentence. Two lines
at most.

Your store
ready

h1

56px / 38px · 1.05 · 600
· -0.03em

Page title.

Sell Globally From
Day One

h2

40px / 30px · 1.25 · 400
· -0.01em

Section heading. Regular
weight, not bold.

Templates launch your
store.

h3

20px · 1.4 · 500

Card or feature title.

Automatic translations

lead

18px · 1.55 · 400

Paragraph under a heading,
two sentences at most.

Describe what you sell and AI builds your store in minutes.

body

16px · 1.5 · 400

Body copy.

Sell to any country, without extra setup. Translations, currencies,
taxes and payments adjust automatically.

ui

14px · 1.7 · 500

Buttons, navigation, labels.

Create a Shop

caption

13px · 1.5 · 400
Captions, footnotes.

Backed by Vercel and Stripe

eyebrow

12px · 1.4 · 500 ·
0.08em

CORE FUNCTIONS

A short label above a heading.

Rules

- **Large headings are tight:** from 40 px up, negative letter spacing (−0.03 em for display and h1). Body text stays at 0.
- **Hero and h1 are semibold 600. Section headings (h2) are regular 400.** This contrast of weights is part of the look.
- **Leads and descriptions are gray** (muted), headings are black. Text meant to be read is never lighter than muted .
- **Gradient text:** one or two words in a headline at most, usually the key word (*ready*). Never a whole headline, never body text.
- Body line length: 45–75 characters. A lead is two sentences at most.
- Left-aligned. Center only short blocks: a section heading with one sentence under it.
- Page and section headings use Title Case, as on the website. Descriptive headings and body copy use sentence case.

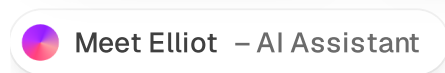
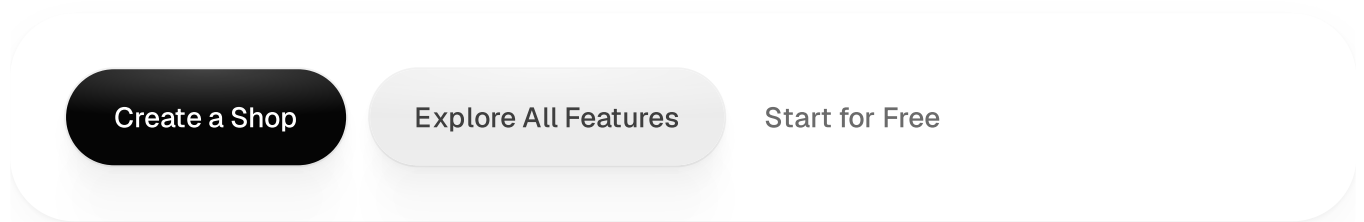
× DON'T

- Other typefaces (Inter, SF Pro, Helvetica as the main face), serifs, italic headings.
- Bold 700 or heavier (600 is the maximum).
- ALL CAPS in headings. Capitals only in the eyebrow label (Geist Mono, 12 px).

UI elements

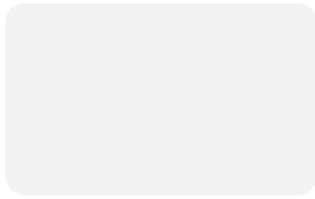
Buttons

Every button is a **pill** (`border-radius: 9999px`), set in Geist 14 px / 500.



- **One black call to action per view.** A light or text button can sit next to it.
- Button labels: verb + object, each word capitalized as on the website: “Create a Shop”, “Get Started Free”, “Try YNS Free”, “Open Demo”.

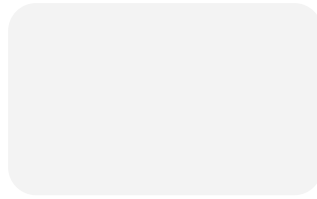
Cards and blocks



sm

10px

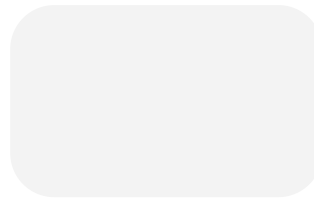
Thumbnails, small tiles.



md

14px

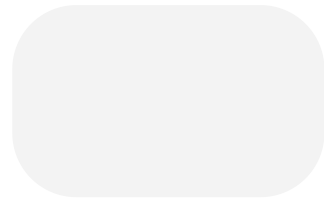
Inputs, small cards.



lg

22px

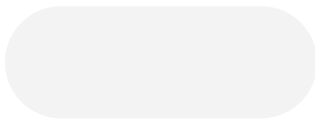
Cards and bento blocks (default).



xl

32px

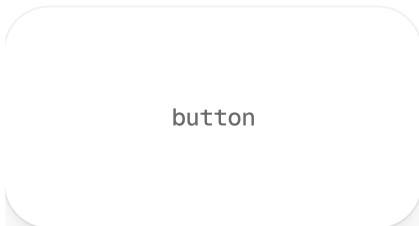
Large section containers, illustration frames.



pill

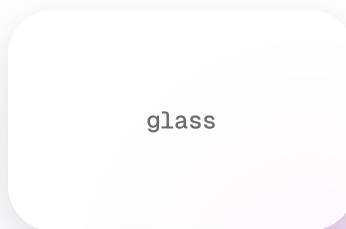
9999px

All buttons, chips and badges.



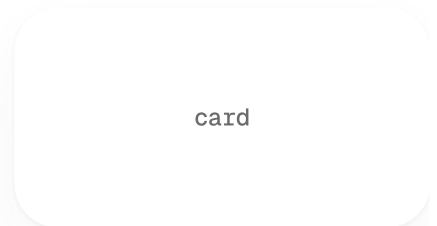
button

A layered, barely visible shadow for pill buttons.



glass

White glass (captions, floating panels). With backdrop-filter: blur(18px) saturate(1.3).



card

A white card on the #FAFAFA background. Gray cards (surface-muted) have no shadow.

- Section cards (bento) are **light gray** (surface-muted , #F3F3F3) with **no shadow and no border**. Inside: an h3 title and one or two sentences of gray description, with the illustration above the text.
- White cards on the #FAFAFA page background get the card shadow.
- Corners are large and soft: 22 px for cards, 32 px for section containers.

White glass

Floating elements (captions in videos, panels over photos, badges over illustrations) are **white, translucent glass** in the style of Apple:

```
background: rgba(255, 255, 255, .86);
border: 1.5px solid rgba(255, 255, 255, .95);
box-shadow: 0 18px 50px rgba(36,26,77,.12), 0 3px 10px rgba(0,0,0,.05), inset 0 1.5px 0 #fff;
backdrop-filter: blur(18px) saturate(1.3);
```

× DON'T

- Gray fills, gray bevels or gray edges on glass. Edges are light, white highlights.

Badge

A pill with a small gradient orb (Elliot's orb) and text: **"Meet Elliot – AI Assistant"**. The first part is dark, the second gray, separated by an en dash with spaces.

Icons

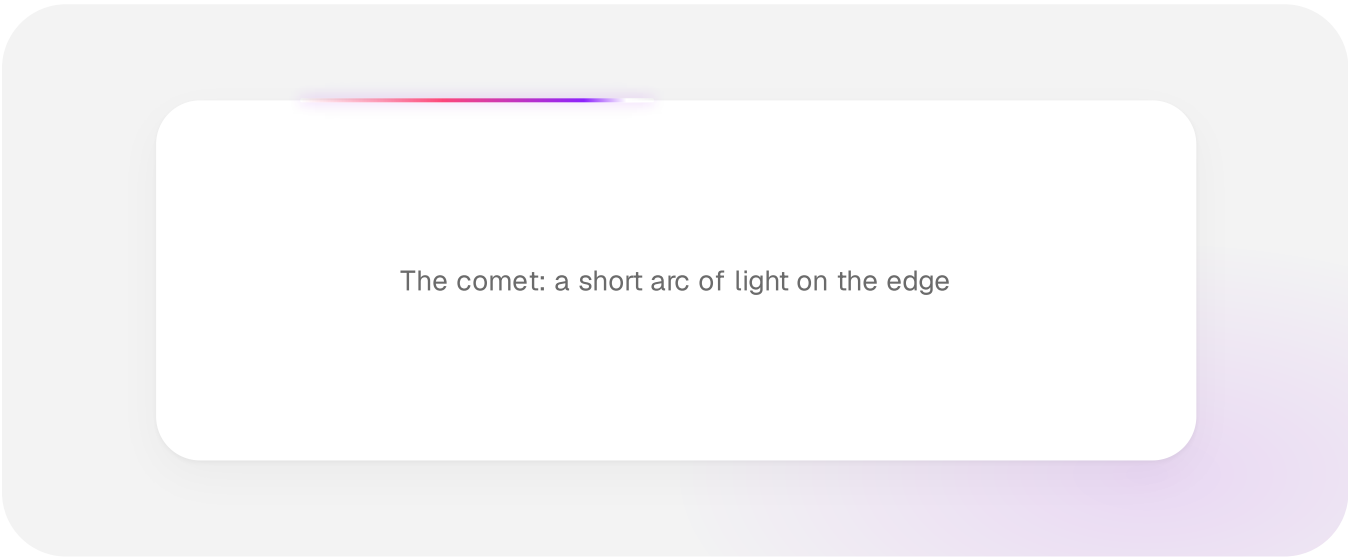
Thin line icons (1.5 px stroke, round caps) in the text color, 16–20 px – the Lucide style used on the website. No filled, colored or 3D icons.

Comet, aura and background

The three ways the YNS gradient appears in our work. Always **small and subtle**.

Comet

A short, glowing section of an element's edge (a window, card or button), as if light were traveling along it. Used in videos and on key UI moments (an active tab, a highlight).



LAYER	WIDTH	BLUR	OPACITY (CAP)
line	1.6px	–	0.85 (≤ 0.9)
glow	5px	6px	0.3 (≤ 0.35)
haze	20px	26px	0.07 (≤ 0.08)

- Color only on a **short section** of the edge (an arc of about 60°), never along a whole side or all the way around.
- Three layers: line, glow and haze. Opacity never above the cap.
- Slow movement (45°/s at most). On a large window it barely moves.

Aura

A small, heavily blurred glow of pink and violet on **one side** of the frame (on the website: bottom right of the hero), fading smoothly into the #FAFAFA background. On the website it carries a fine texture of horizontal lines.

Background

- Near-white (#FAFAFA) + a small aura + in videos, **animated lines** in a very light violet.
- **No shapes in the background:** no squares, circles, orbs, grids or blobs.

× DON'T

- The gradient as a full background of a section, hero, button or card.
- A comet running around the whole window or glowing like neon.
- Decorative shapes in the background.

Imagery and illustration

- **The real product.** We show real screens of the YNS dashboard and real customer stores (laptop and phone mockups, 1:1 screenshots). Screens are reproduced exactly: the same copy, buttons and values.
- **Customer stores as proof.** Photos and stores from customer stories, with the customer's name and domain.
- **Fictional but believable data.** In demo material: a fictional demo store, English first names, prices in USD (\$89.00). Never real data of end customers.
- **The happy path.** Show a successful flow and full states, not empty lists and errors.
- Feature illustrations in bento cards: simplified pieces of UI (white cards, pills, a cursor) in the brand palette.

× DON'T

- Stock photos of people at laptops, 3D illustrations, clip art, AI-generated images posing as product screenshots.
- Dark mockups and dark screenshots (the dashboard's dark mode).

Voice and tone

Product communication is **in English** (the website is also available in French and Polish). The tone is **confident, concrete and calm**. We speak like someone who has done this hundreds of times: briefly and with numbers, without hype.

Principles

1. **Short sentences, one idea each.** “Describe what you sell and AI builds your store in minutes.”
2. **Specifics over adjectives.** “About 30 minutes from describing your store to having it ready to launch” rather than “lightning-fast setup”.
3. **The merchant’s benefit, not the feature.** “Sell to any country, without extra setup.”
4. **Contrast in pairs:** “Improvements shipped, not tickets opened.”, “Real changes on your real store – not proposals.”, “Less plugins, more built-in.”
5. **You and your store.** We address the merchant (*your store*) and rarely talk about *we*.
6. **Every number and comparison has a source**, especially comparisons with Shopify, Wix or WooCommerce.

Examples

INSTEAD OF

WE WRITE

Revolutionary AI-powered e-commerce solution

Describe what you sell and AI builds your store in minutes.

Unlock seamless global selling! 🚀

Sell globally from day one.

Our cutting-edge platform leverages...

Fewer knobs and better defaults.

Get in touch with our support team

A human expert runs point when it matters.

× DON'T

- Empty words: *revolutionary, seamless, cutting-edge, unlock, leverage, empower, game-changer, next-level.*
- Exclamation marks and emoji in headings and buttons.
- Promises we cannot back up (“the best platform in the world”).

Style

- The en dash – with spaces as a dash. Never the em dash.
- Currency symbol before the amount: \$89.00 .

Motion and video

TOKEN	VALUE	USE
fast	150ms	Hover, state changes.
base	250ms	Screen transitions, entrances.
slow	600ms	Camera moves in videos, large entrances.
ease	cubic-bezier(0.22, 1, 0.36, 1)	Default curve (ease-out).

- **Calm, short motion:** state changes 150 ms, transitions 150–250 ms, camera moves 500–700 ms, ease-out curve.
- **No dead time.** Pace comes from removing pauses, not from speeding things up.
- **Videos:** 1920×1080, 30 fps, light theme, white glass, a subtle comet and the YNS logo at the end. Always captioned (burned in + `.srt` / `.vtt`), at most 58 characters per caption.
- **Voice-over:** English. Button names come at the end of a sentence, exactly as in the UI.

Checklist

Go through it before handing over any piece of work: a page, graphic, email, video or slide. AI agents: check every item and list the ones you do not meet in your answer, with the reason.

- ☐ Light theme. Background #FAFAFA or white, no dark sections.
- ☐ Geist (Geist Mono for code and labels). No other typefaces.
- ☐ Logo from the file, black or white, with clear space, at least 16 px tall.
- ☐ Calls to action are black pills. One main call to action per view.
- ☐ Violet accent #8D22FD, no blue anywhere.
- ☐ The YNS gradient only as one or two words in a headline, a comet on an edge or a small blurred aura.
- ☐ No decorative shapes in the background (circles, squares, blobs).
- ☐ White glass, without gray fills or edges.
- ☐ Copy in English, short sentences, no empty words or emoji. Every number has a source.
- ☐ Real product screens with fictional data, on the happy path.