

Colors

The color system is built around a clear brand color, neutral interface colors, and semantic colors for status and feedback. The brand purple is used for primary actions and important interactive elements, while neutral colors are used for backgrounds, cards, borders, and text. Status colors are used to communicate meaning, such as follow-up, new, contacted, in progress, accepted, and lost. Service colors are kept separate from status colors, so product categories do not compete with workflow states.

Base colors

Your brand color and base white and black styles.

Base

These are base black and white color styles to quickly swap out if you need to.

White

#FFFFFF

Black

#121014

Brand

The brand color is your "primary" color, and is used across all interactive elements such as buttons, links, inputs, etc. This color can define the overall feel and can elicit emotion.

50

#F1EEF6

100

#EAE2F5

200

#DDCDF3

300

#CEB2F0

400

#BE93ED

500

#B17AEB

600

#9A5ADC

700

#8743C6

800

#6C339E

900

#572A7F

950

#35134F

Neutral

Gray is a neutral color and is the foundation of the color system. Almost everything in UI design—text, form fields, backgrounds, dividers—are usually gray.

50

#FAF9FB

100

#F4F2F5

200

#E8E4EA

300

#D8D2DB

400

#A9A1AD

500

#7B727F

600

#5D5561

700

#443D48

800

#2D2830

900

#1D1920

950

#121014

Green

Green colors are used to state success.

50

#ECFDF3

100

#D1FADF

500

#22C55E

600

#16A34A

700

#15803D

Orange

Orange colors are used to state warning.

50

#FFF8E6

100

#FEEDC7

500

#F59E0B

600

#D97706

700

#B45309

Red

Danger colors are shown by the red color

50

#FEF2F2

100

#FEE2E2

500

#EF4444

600

#DC2626

700

#B91C1C

Blue

Information is shown by the blue color

50

#F0FDF4

100

#DCFCE7

500

#BBF7D0

600

#86EFAC

700

#4ADE80

Typography

The typography system helps keep the dashboard clear and easy to scan. Larger text styles are used for page titles and important numbers, while smaller styles are used for labels, descriptions, metadata, and table content. The goal is to create a clear hierarchy, so users can quickly understand what is most important without feeling overwhelmed by the amount of information on the page.

Inter

Ag

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

Headings

Heading / H1	Heading / H2	Heading / H3	Heading / H4
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Body

Body / Large Regular	Body / Large Medium	Body / Large Semibold
Body / Default Regular	Body / Default Medium	Body / Default Semibold
Body / Small Regular	Body / Small Medium	

Labels

Label / Default	Label / Small
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Buttons

The button system is used to make actions clear and consistent across the dashboard. Primary buttons are used for the most important actions, such as adding a lead or sending a quotation. Secondary buttons are used for supporting actions, such as saving, cancelling, or downloading. By keeping the button styles consistent, users can quickly recognise which actions are most important.

Primary Btn

Default



Hover



Selected



Disabled

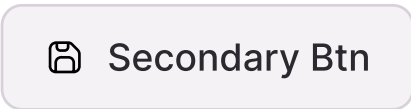


Secondary Btn

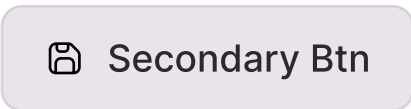
Default



Hover



Selected



Disabled



Inputs and Dropdowns

Inputs and dropdowns are designed to make forms easy to understand and complete. Each field has a clear label, placeholder text, and visual states such as default, focused, filled, and error. Dropdowns are used when users need to choose from a fixed set of options, such as service type or status. This keeps forms structured and prevents unnecessary confusion.

Input fields

Default

🔍 Placeholder

✕

Focused

🔍 |

✕

Filled

🔍 Filled text

✕

Error

🔍 Filled text

✕

This field is required.

Disabled

🔍 Placeholder

✕

Input fields variations

Leading icon, placeholder text & trailing icon

🔍 Placeholder

✕

Placeholder text & trailing icon

Placeholder

✕

Leading icon, placeholder text

🔍 Placeholder

Placeholder text

Placeholder

Dropdown

Default

Select an option

▼

First option selected

Veranda

▼

Second option selected

Sunshade

▼

Third option selected

Louvres

▼

Fourth option selected

Sliding walls

▼

Dropdown

Dropdown opened

Sliding walls

▲

Veranda

Sunshade

Louvres

Sliding walls

Badges and Chips

Badges and chips are used to show quick information without taking too much space. Status badges show the progress or urgency of a lead, such as follow-up, new, contacted, in progress, accepted, or lost. Service chips show the type of request, such as veranda, sunshade, louvres, or sliding walls. These two groups use different color logic, so status and service information stay visually separate.

Status badges

New

New

Contacted

Contacted

In progress

In progress

Accepted

Accepted

Lost

Lost

Follow-up

Follow-up

Service chips

Veranda

Veranda

Sunshade

Sunshade

Sliding walls

Sliding walls

Louvres

Louvres

Cards

Cards are used to group related information into clear sections. In the dashboard, cards are used for summary statistics, lead details, request details, internal notes, activity history, and Kanban leads. This makes the interface easier to scan because users can understand each section separately instead of reading one large block of information.

Input fields

Veranda kanban card

Veranda

Lily Van Hout

Received

5 May 2026

Follow-up

15 May 2026

Source

Configurator

Quote

€1.090,00

Input fields

Sunshade kanban card

Sunshade

Lily Van Hout

Received

5 May 2026

Follow-up

15 May 2026

Source

Configurator

Quote

€1.090,00

Input fields

Sliding walls kanban card

Sliding walls

Lily Van Hout

Received

5 May 2026

Follow-up

15 May 2026

Source

Configurator

Quote

€1.090,00

Input fields

Louvres kanban card

Louvres

Lily Van Hout

Received

5 May 2026

Follow-up

15 May 2026

Source

Configurator

Quote

€1.090,00

Input fields

Follow-up kanban card with any other service cips

▲ Follow-up

Veranda

Lily Van Hout

Received

5 May 2026

▲ Follow-up

15 May 2026

Source

Configurator

Quote

€1.090,00

Icons

Icons are used to support labels, actions, and status information. They help users recognise actions faster, such as search, filter, sort, edit, download, or warning. Icons are not used as decoration only; each icon should support the meaning of the interface and make the action or information easier to understand.

Icons



Shadows

Shadows allow you to add depth and realism to designs by positioning elements on a z-axis.

shadow-small

shadow-medium