



Brandbook

The complete visual identity, voice and design system for the Fluxr Pro platform — from color to component, from typography to tone.

CATEGORY

AI Solutions · Custom Development · SaaS

VERSION

v2.1

UPDATED

August 2026

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Who is Fluxr

The soul of the brand — mission, vision, values and positioning that guide every design and communication decision.

MISSION

"Democratizing access to first-class technology."

VISION

"To be the digital platform that truly makes a difference."

VALUE PROPOSITION

"Does your digital presence truly reflect your potential?"

BRAND VALUES

Speed

Deploy in hours, not weeks.
Performance in code, agility in business.

Results

Every pixel and every line of code exists to generate real conversion.

AI Innovation

LIA and voice agents as a real competitive advantage for clients.

Partnership

Resellers, clients and team grow together in the Fluxr ecosystem.

PRIMARY ARCHETYPE

The Creator + The Sage

GENERAL TONE

- **Confident:** speaks with technical authority without arrogance
- **Accessible:** explains complex technology with clarity
- **Results-oriented:** always connects to the client's business
- **Multilingual:** ES, PT-BR, EN with real cultural fluency

Logo System

Usage rules, variations, clear space and applications of the Fluxr Pro logo.

LOGO VARIATIONS



PRIMARY · DARK BG



PRIMARY · LIGHT BG



MONO DARK · LIME BG

CLEAR SPACE & MINIMUM SIZE

Minimum clear space = height of the "x" in Fluxr. Keep it on all sides.

MINIMUM SIZES

DIGITAL / WEB

120px

FAVICON / APP ICON

32px

PRINT

25mm width

PROHIBITED USE

NEVER ROTATE

The logo must always stay horizontal

NEVER DISTORT

Keep original proportions

NEVER USE UNAPPROVED COLORS

Official palette only

NEVER ADD EFFECTS

No drop-shadow, bevel, extra outline

How Fluxr Speaks

The brand voice is consistent across all languages (ES, PT-BR, EN) and channels — website, dashboard, emails, WhatsApp and support.

CONFIDENT · NOT ARROGANT

"We transform visions into digital experiences that convert."

Authority without arrogance. Promises what it delivers.

DIRECT · NOT COLD

"Your agent answers in 2 seconds. At 3 a.m. too."

Gets to the point without losing human warmth.

TECHNICAL · NOT CRYPTIC

"LIA attends your clients 24/7 by voice — without you having to be there."

Explains technology as a business benefit.

DO — FLUXR TONE

- Measurable and concrete results
- Action verbs: transform, automate, scale
- Benefits before features
- Client language, not IT jargon
- Real urgency, not false scarcity
- Questions that provoke reflection

AVOID — WRONG TONE

- Technical jargon without translation
- "Innovative and disruptive solution"
- Vague promises without numbers
- Excessive formal or corporate tone
- Too many emojis as decoration
- Superlatives without proof: "the best", "the only"

Fluxr Ecosystem

Each product has its own visual identity within the Fluxr system. Color, tone and positioning consistent with the main brand.

MAIN PRODUCT

AI Voice Agents

Automated 24/7 service via voice, WhatsApp and chat. Reduces operational costs by up to 70%. Integrates with any system via API.

SAAS PRODUCT

Web Rápido

Professional digital presence without hassle. Sites developed and maintained by Fluxr. Client focuses on business, we handle the technology.

PARTNERSHIP PROGRAM

Fluxr Reseller

S/ 500 per closed client. No referral limit. Sales materials, technical support and tracking dashboard included.

PLATFORM AI

LIA — AI Agent

Fluxr's AI agent. Powers the fluxr.pro ecosystem with smart automations, chatbots and business process optimization.

I18N SYSTEM — 3 LANGUAGES

ES

"Transformamos visiones en experiencias digitales que cautivan y convierten."

BR

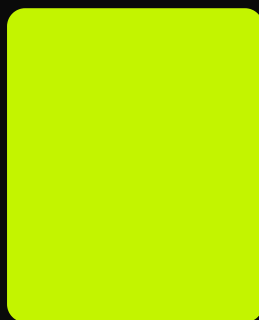
"Transformamos visões em experiências digitais que cativam e convertem."

EN

"Does your digital presence really reflect your potential?"

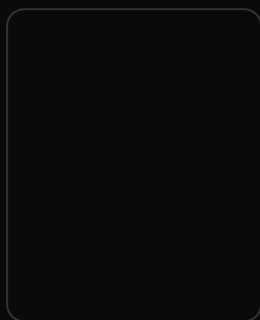
Official Palette

Lime #C3F400 as primary color. No secondary accent color — high-contrast grays for text emphasis only. Deep OLED backgrounds.

**Lime**

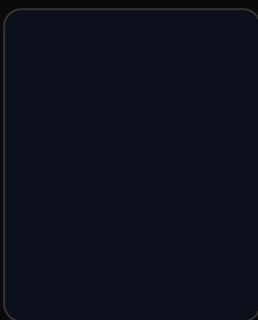
#C3F400

--LIME

CTAs · botones ·
destacados**BG**

#0a0a0a

--BG

Fondo OLED del
documento**Section**

#0B0F19

--SECAO

Cards · modales ·
secciones**Ink**

#F8F AFC

--INK

Texto principal

**Muted**

#94a3b8

--MUTED

Texto secundario

TONOS DE SOPORTE**Linha**

#222f49

--LINHA

Bordes · separadores

**On-lime**

#141414

--ON-LIME

Texto sobre lime

**Outline**

#767576

--OUTLINE

Bordes de UI

**Outline-var**

#484849

--OUTLINE-VARIANT

Bordes sutiles

Status Colors

Solo para estados de sistema — nunca como color de marca.



Success

Online · ok · confirmado

#22c55e



Warning

Alerta · pendiente

#f59e0b



Error

Error · crítico · offline

#ef4444

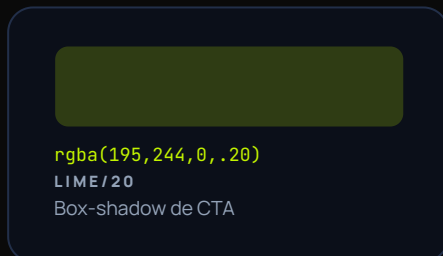
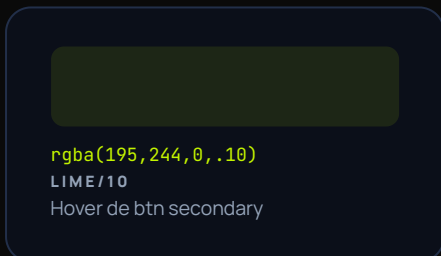
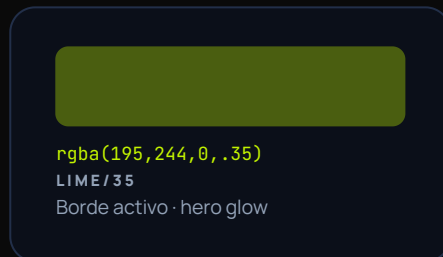
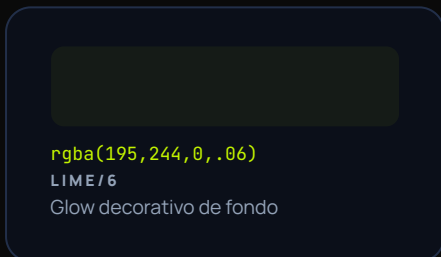


Neutral

Inactivo · texto apagado

#94a3b8

TRANSPARÊNCIAS LIME — SOMBRAS E GLOWS



Lime on white background

The brand is dark-first, but light theme exists. Pure lime #C3F400 on white scores 1.29:1 — it washes out. In light theme lime splits into three roles, each with the contrast that role demands.

LOS 3 PAPELES DEL LIME — TEMA CLARO



Relleno

#8DBE22

--COLOR-PRIMARY

2,20:1 s/blanco · #141414 em cima 8,36:1 (AAA)



Borde / Icono

#7F9F00

--COLOR-PRIMARY-UI

3,0:1 — mínimo WCAG para componente de UI



Texto

#657F00

--COLOR-PRIMARY-TEXT

4,58:1 — pasa AA para cuerpo de texto

NEVER IN LIGHT THEME

Texto #C3F400 as lettering on white — 1.29:1, illegible



#C3F400 as fill on white — vanishes into the background

Forbidden Colors

Padrões que danificam contraste, legibilidade ou identidade visual.

X PROIBIDO

Gradiente em texto

Errado: bg-clip-text + linear-gradient em qualquer texto.

Certo: Cor sólida — #C3F400 ou #F8FAFC.

X PROIBIDO

Gradiente em botão

Errado: linear-gradient como background de CTA ou botão.

Certo: background:#C3F400 — cor sólida única.

X PROIBIDO

#C3F400 sobre branco

Errado: Lime puro como letra ou fill no tema claro.

Certo: #8DBE22 (fill) · #7F9F00 (borda) · #657F00 (texto).

X PROIBIDO

Branco sobre lime

Errado: Texto #ffffff sobre fundo #C3F400.

Certo: Texto #141414 — var(–on-lime). Contraste 8,59:1 (AAA).

X PROIBIDO

Ícone fill

Errado: fill='currentColor' em ícones Lucide de UI.

Certo: stroke='currentColor' fill='none' — sempre outline.

X PROIBIDO

Muted < /60 opacidade

Errado: rgba(255,255,255,.35) — abaixo do mínimo visível.

Certo: On-surface-variant #adaaab ou opacity /60 mínimo.

Typography System

Manrope as the primary font — friendly, modern, professional. Space Grotesk for high-impact hero headings.

Manrope

PRIMARY FONT — HEADINGS + BODY + UI

The quick brown fox ju...

28px · 400

The quick brown fox jumps over the laz...

16px · 600

The quick brown fox jumps over the lazy dog

11px · 800

400

600

800

Space Grotesk

DISPLAY FONT — HERO TITLES, COVERS, LARGE NUMBERS

The quick brown fox ju...

28px · 700

The quick brown fox jumps over the lazy ...

16px · 700

700

+ JetBrains Mono — code, tokens and values

COLOR RULE

Lime text — solid color for accent headings. Gradient text is PROHIBITED (except the logo mark). Never in paragraphs, buttons, or cards.

Scale

Seven steps. Any size outside this scale is visual debt.

DISPLAY / HERO	Fluxr Pro	Space Grotesk	40px · 700
H1 · SECTION	Fluxr Pro	Space Grotesk	32px · 700
H2 · SUB-SECTION	Fluxr Pro	Space Grotesk	24px · 700
H3 · CARD TITLE	Fluxr Pro	Space Grotesk	18px · 700
BODY / LABEL	Fluxr Pro	Manrope	14px · 400
CAPTION / META	Fluxr Pro	Manrope	12px · 400
OVERLINE	Fluxr Pro	Manrope	11px · 800

Space Tokens

Spacing system based on multiples of 4px. Consistency across all components and layouts.

SPACING SCALE

Multiples of 4px. A value outside the scale breaks the vertical rhythm of the whole screen.

xs		4px	Internal gaps, icons
sm		8px	
md		16px	Default padding
lg		24px	
xl		32px	
2xl		48px	
3xl		64px	

Z-INDEX

Eight named levels. An invented z-index always beats whoever needs it most.

base	0	Default content
dropdown	10	Dropdown menus
sticky	20	Fixed headers
overlay	30	Backdrops
modal	40	Modals, sheets
popover	50	Tooltips, popovers
toast	60	Toast notifications
max	9999	Cookie banner

SHADOWS AND GLOW

The lime glow is the only colored shadow. It is reserved for CTA and focus — on any random card it stops meaning anything.

	none	Flat / Surface 0
	sm	Subtle elevation · cards
	md	Medium elevation · dropdowns
	lg	High elevation · modals
	lime	CTA · focus ring — lime only

Page Structure

Two main contexts: Landing Page and Dashboard. Each with its own grid logic, sections and breakpoints.

BREAKPOINTS

TOKEN	WIDTH	CONTAINER	COLUMNS	CONTEXT
xs	375px	—	1 col	Mobile small
sm	640px	—	1-2 cols	Mobile large
md	768px	768px	2 cols	Tablet portrait
lg	1024px	1024px	2-3 cols	Tablet landscape / Laptop
xl	1280px	1280px	3-4 cols	Desktop
2xl	1440px	1440px	4 cols	Wide desktop

LANDING PAGE – SEQUENCE



DASHBOARD – STRUCTURE



GRID 12 COLUNAS



Buttons

UI library built on Tailwind CSS v4 + Framer Motion. All components follow palette rules and mu

VARIANTES

[GET STARTED](#)[VIEW DEMO](#)[LEARN MORE](#)[DESHABILITADO](#)

SIZES

[GET STARTED](#)[GET STARTED](#)[GET STARTED](#)

REGLAS

CORRECTO

- Primario: fondo #C3F400, texto #141414
- Outline: fondo transparente, borde 1px lime
- Ghost: sin borde, texto muted — acción terciaria
- Foco visible solo en :focus-visible

PROHIBIDO

- Nunca degradado en botón ni en su texto
- Nunca borde de 2px — siempre 1px
- Nunca texto blanco sobre lime (1.29:1 — ilegible)
- No anillo de foco estático en reposo

TOKENS CSS

```
.btn-primary { background: #C3F400; color: #141414; border: none; border-radius: 100px; }
.btn-outline { background: transparent; color: #C3F400; border: 1px solid #C3F400; border-radius: 100px; }
.btn-ghost    { background: transparent; color: #94a3b8; border: none; }
/* Foco — nunca en reposo */
.btn:focus-visible { outline: 2px solid #C3F400; outline-offset: 2px; }
```

Inputs & Badges

INPUTS

NAME

Your full name

normal — borde #222f49

EMAIL

email@company.com

focus — borde lime + glow 14%

CONTRASEÑA

.....

error — borde rojo 60%

BADGES & CHIPS

ADVANCED AI

SAAS PLATFORM

ONLINE

PENDING

CRITICAL

NEW FEATURE

CARDS

AI Voice Agent

Attends clients 24/7 with advanced artificial intelligence.

View details →

Web Rápido

Professional digital presence without technical hassles.

View details →

Reseller Program

S/ 500 per client. No limit, no earnings cap.

View details →

Feedback Components

Alerts, toasts, modals, empty states and loading — visual feedback patterns for the user.

ALERTS

INFO New version available. Update to take advantage of improvements.

OK Operation completed successfully.

ATENCIÓN Usage limit near. Consider upgrading.

ERROR Something went wrong. Try again.

TOAST NOTIFICATIONS

● Changes saved

● Connection lost

● Storage 92%

● Update available

EMPTY STATES

No items

Create your first item to get started.

CREATE NEW

No results

Try different terms or clear the filters.

CLEAR SEARCH

Something went wrong

Unexpected error. Try again.

RETRY

Icon Rules

Lucide React as primary set. Heroicons as alternative. Never emojis as functional icons — always SVG.

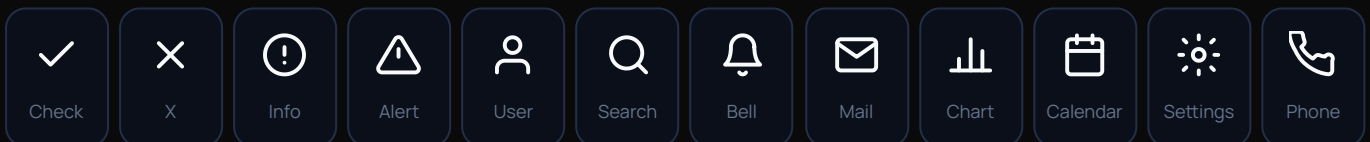
CORRECT USAGE

- Lucide React — set primario (outline-only)
- Heroicons — alternativa aprobada
- SVG con `stroke="currentColor"` + `fill="none"`
- Tamaño base 20×20px, escalar con `width/height`
- Logos de marca pueden usar `fill`

FORBIDDEN

- Nunca emojis como íconos funcionales de UI
- Nunca `fill="currentColor"` en íconos de UI
- No SVG inline con `fill` para UI
- No mezclar sets sin aprobación del sistema

APPROVED SETS — EJEMPLOS LUCIDE



USO EN CÓDIGO

```
import { Check, AlertCircle, User } from "lucide-react";

// Correcto: outline por defecto
<Check size={20} />

// Incorrecto: nunca fill en íconos funcionales
// <Check fill="currentColor" /> ← prohibido
```

Visual Language

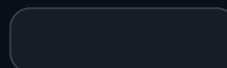
The effects that define Fluxr's visual character — glow, glassmorphism, grid, blur and gradient working together.

GLOW



Decorative background glows, radial blur

GLASS



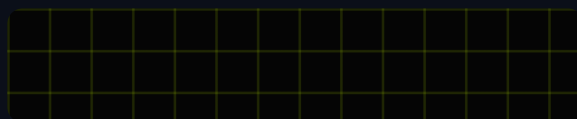
Modals, overlays, nav

GRADIENT



Radial glows and subtle background dividers (NEVER in text, button, or card)

GRID



Hero sections, backgrounds

BLOB BACKGROUNDS



Blob Effect — Hero Sections

Motion Principles

Smooth animations that bring the interface to life without distracting. Framer Motion as the primary engine. Respect prefers-reduced-motion.

TIMING TOKENS

instant	80ms	
Micro-interactions (dots, badges)		
fast	120ms	
Hover states, focus rings		
normal	200ms	
Buttons, cards, inputs		
smooth	300ms	
Dropdowns, tooltips		
enter	400ms	
Page transitions, modals		
hero	600ms	
Hero entry animations		

EASING TOKENS

default
[0.4, 0, 0.2, 1]
General transitions
inOut
[0.4, 0, 0.6, 1]
Modals, overlays
spring
type: 'spring', stiffness: 300
Cards with scale
outBack
[0.34, 1.56, 0.64, 1]
Entry elements

FRAMER MOTION PATTERNS

```
// Framer Motion Patterns
const variants = {
  hidden: { opacity: 0, y: 10 },
  visible: { opacity: 1, y: 0,
    transition: { duration: 0.4, ease: [0.4, 0, 0.2, 1] } },
};
// Respeitar prefers-reduced-motion
const dur = prefersReduced ? 0 : 0.4;
```

Patterns & Textures

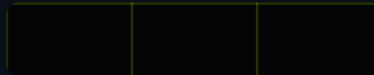
Decorative grids, dividers, textures and visual patterns that make up the Fluxr Pro visual DNA.

GRID PATTERNS



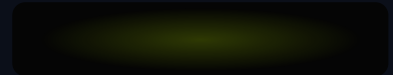
DOT GRID

16px · lime dots · backgrounds



LINE GRID

48px · lime lines · hero sections



RADIAL GLOW

lime center glow · hero/CTA

TILE PATTERNS



CROSS PATTERN

60×60 tile · white SVG · opacity 0.05 via ::before · Voice Agents landing
`url(SVG 60x60 cross) / background-size: 60px`



DIAGONAL HATCH

45° · 8px · white 6% · high-density textural sections
`repeating-linear-gradient(45deg, white 6%, ...) / 8px`



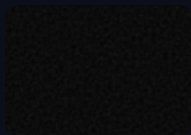
SUBTLE CHECKERBOARD

conic-gradient · 20px · lime 5% · panels and hero
`conic-gradient(lime 5%, transparent) / 20px 20px`



RADAR / RIPPLES

multi-layer radial · 80px · lime · highlight sections
`radial-gradient(circle, lime layers)`



SVG NOISE

`feTurbulence fractalNoise · monochrome · opacity 0.04`
`<feTurbulence type=fractalNoise baseFreq=0.65 />`

Charts & Data Visualization

Chart, KPI and data visualization patterns used in the dashboard and analytics pages.

CHART TYPES

BAR CHART



Comparison between categories. Used in analytics and reports.

DONUT CHART



Percentage distribution. Used in overview and KPIs.

LINE CHART



Trends over time. Used in analytics.

CHART COLOR TOKENS



PRIMARY
Primary series



SECONDARY
Secondary / inactive series



SUCCESS
Success / positive



WARNING
Warning / attention



ERROR
Error / negative



BG
Inactive / remaining

KPI CARDS

REVENUE

\$124K

+12%

ACTIVE USERS

8.4K

+5%

CHURN RATE

2.1%

-0.3%

AVG. RESPONSE

1.2s

-8%

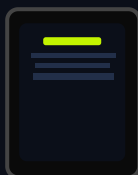
Device Mockups

Device frames for presenting screenshots, demos and marketing materials.



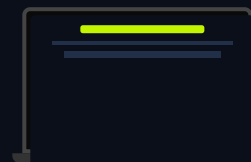
Mobile

375 × 812 · iPhone frame



Tablet

768 × 1024 · iPad frame



Desktop

1440 × 900 · MacBook frame

USAGE RULES

CORRECT

- Real product screenshots (not generic mockups)
- Product dark theme inside the device frame
- Native device resolution
- Subtle shadow for depth

FORBIDDEN

- Light theme screenshots in a dark device
- Distorted or cropped images
- Android device mockups with iOS UI
- Device frames with non-standard colors

What **Never** To Do

Common mistakes that violate Fluxr identity. Any component that violates these rules must be fixed before deploy.

× **NUNCA**

Default Light Mode

Fluxr is dark-first. Never deliver screens in light mode without explicit request.

× **NUNCA**

Emojis as icons

Emojis are decoration, never functional icons. Use Lucide or Heroicons.

× **NUNCA**

cursor:default on clickable

Every interactive element must have cursor:pointer. No exceptions.

× **NUNCA**

Instant transitions

Always 150–300ms on hover states. Zero transition looks broken.

× **NUNCA**

Invisible focus states

Required for a11y. Use box-shadow with `rgba(var(--brand-primary-rgb),0.3)`.

× **NUNCA**

Insufficient contrast

Minimum 4.5:1 WCAG AA. Test with contrast tools.

What **Never** To Do

× NUNCA

Scale hover with shift

Hovers with scale must use `translateY(-2px)`, never scale that causes layout shift.

× NUNCA

Forbidden colors

#135BEC (old blue), #8b5cf6 (purple), #a855f7, #40c9ff, #e81cff, #256af4. Any of these invalidates the component.

× NUNCA

Mobile horizontal scroll

Every screen must be tested at 375px. `overflow-x:hidden` on body.

× NUNCA

Content under fixed nav

Verify sufficient padding-top when navbar is sticky/fixed.

× NUNCA

Outline with mixed colors

Outline buttons must have border and text in the SAME color. Never blue border with purple text or vice versa.

Accessibility 06 — WCAG 2.1 AA

CONTRAST

Ratios computed at build time. If a documented pair drops below AA, the build fails.

PAIR	RATIO	MINIMUM	USO
 #F8FAFC →  #0a0a0a	18,9:1	AAA	Texto principal
 #C3F400 →  #0a0a0a	15,3:1	AAA	Lime como énfasis
 #141414 →  #C3F400	14,3:1	AAA	Texto dentro del botón lime
 #94a3b8 →  #0a0a0a	7,7:1	AA	Subtítulos / muted

FOCUS

Lime ring required on every actionable element. An invisible focus ring is a failure, not a style. Solo con `:focus-visible` — no en clic ni tap.

MOTION

Under prefers-reduced-motion the interface delivers the FINAL state, not a slower version.

TOUCH TARGETS

Minimum 44×44px on any tappable control. On mobile a finger does not hit 32px.

SEMANTICS

One h1 per page, no heading level skips, real landmarks, alt on every content image.

Delivery Checklist

VISUAL

- ☐ No emojis as icons (use SVG)
- ☐ Icons from one consistent set (Lucide/Heroicons)
- ☐ cursor-pointer on every clickable element
- ☐ Hover states with 150–300ms transitions
- ☐ Minimum 4.5:1 contrast
- ☐ Lime #C3F400 as primary; no purple accent
- ☐ Light theme: fill lime is #8DBE22, never #C3F400
- ☐ Correct background (#0a0a0a / #0B0F19)

TECHNICAL / A11Y

- ☐ Visible focus states (keyboard)
- ☐ prefers-reduced-motion respected
- ☐ Responsive: 375px, 768px, 1024px, 1440px
- ☐ No horizontal scroll on mobile
- ☐ No content under the fixed navbar
- ☐ Console.log removed (production)
- ☐ Routes in English, content via i18n

FOCUS RING

El anillo lime (`box-shadow: 0 0 0 2px #C3F400`) solo aparece con `:focus-visible` — navegación por teclado. No se muestra en clic ni tap.



Este documento é um retrato do sistema de marca. A versão viva, sempre atualizada, está em fluxr.pro/brandbook.

