

Done

Design System
Guidelines

2026

Version 1.1

1. Colors

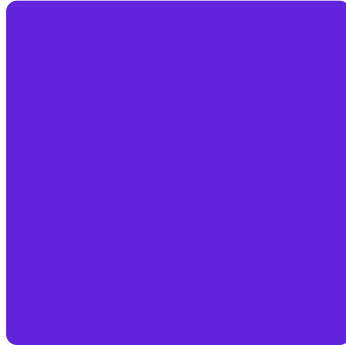
Foundations

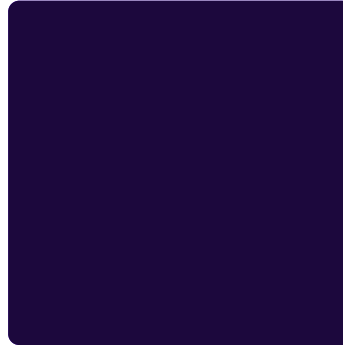
Color primitives

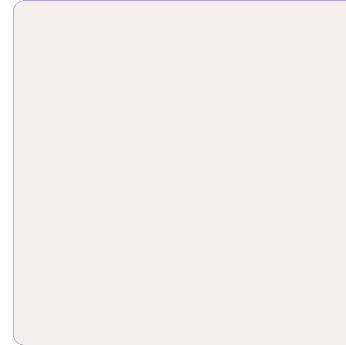
Brand

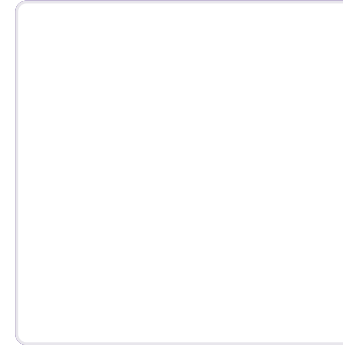
The foundational colors of Done’s visual identity. Iris is the brand accent and appears in key moments, and identity-led surfaces; semantic tokens reference Iris when expressing brand presence in product. Black, white, and greige serve as neutral counterparts — used in marketing and surfaces where the system’s neutral palette is set directly rather than through the alpha scale.

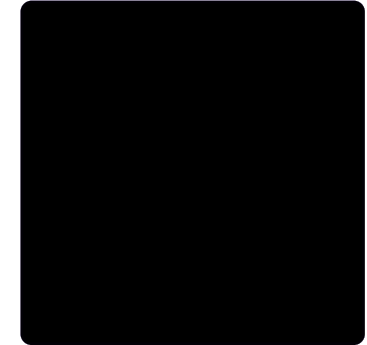












Color/Brand/Iris 200
#EEE7FF

Color/Brand/Iris 500
#6323DD

Color/Brand/Iris 800
#1C093E

Color/Brand/Greige
#F3F0ED

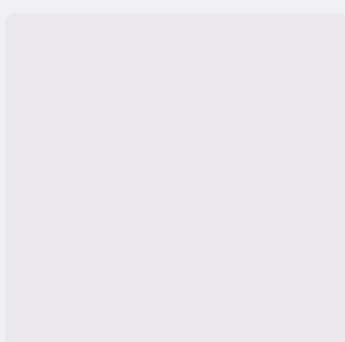
Color/Brand/White
#FFFFFF

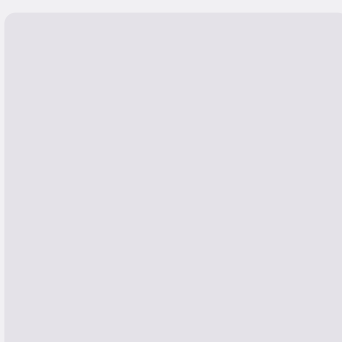
Color/Brand/Black
#000000

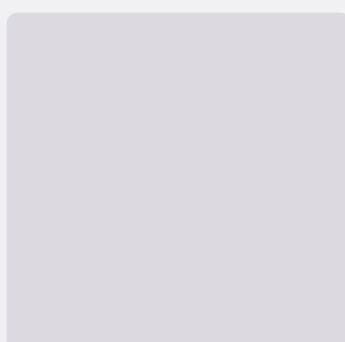
Alpha scale

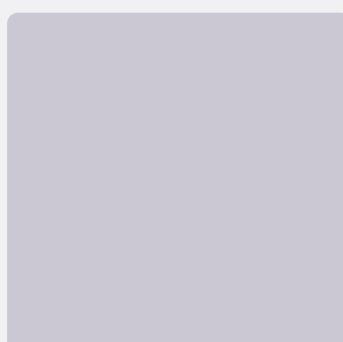
Two paired ramps of translucent black and white, used as the underlying values for surface, fill, border, and text tokens. Dark Alpha darkens light contexts; Light Alpha lightens dark contexts. Stops range from 50 (3%) to 950 (96%), giving the system fine control over contrast without committing to opaque colors. Designers and developers should reach for semantic tokens — Surface, Fill, Border, Text — rather than alpha primitives directly.

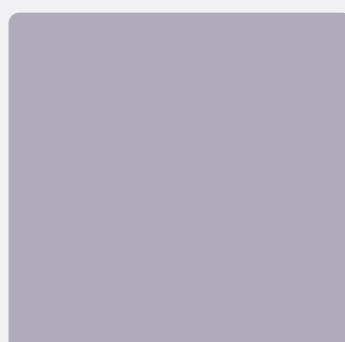
Dark Alpha

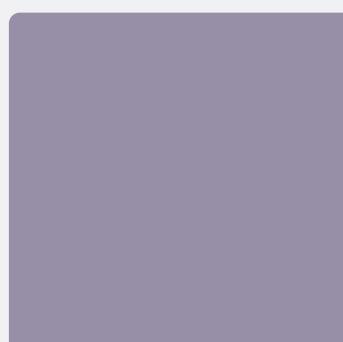


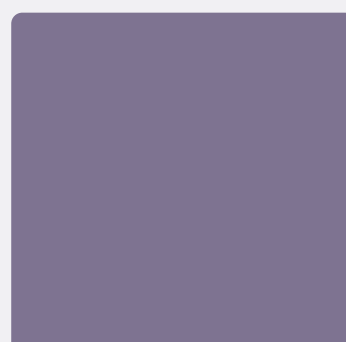


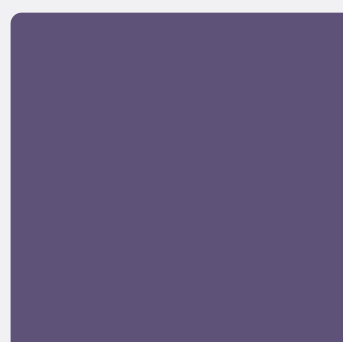




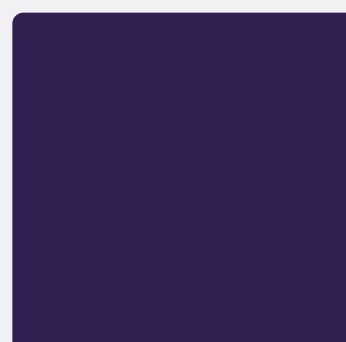


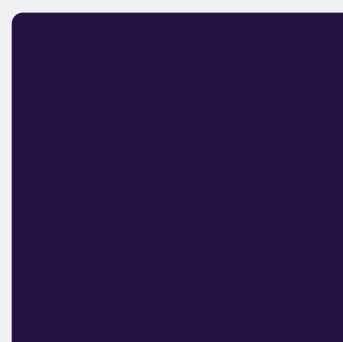












Color/Dark Alpha/50
#201730
3%

Color/Dark Alpha/100
#201730
6%

Color/Dark Alpha/200
#201730
10%

Color/Dark Alpha/300
#201730
18%

Color/Dark Alpha/400
#201730
30%

Color/Dark Alpha/500
#201730
42%

Color/Dark Alpha/600
#201730
54%

Color/Dark Alpha/700
#201730
68%

Color/Dark Alpha/800
#201730
80%

Color/Dark Alpha/900
#20192E
90%

Color/Dark Alpha/950
#211B2C
96%

Light Alpha









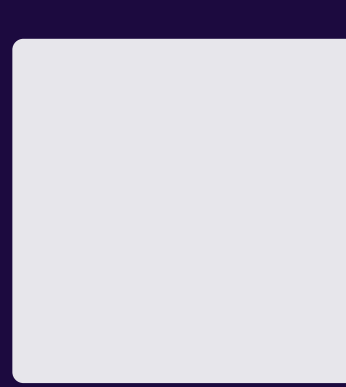


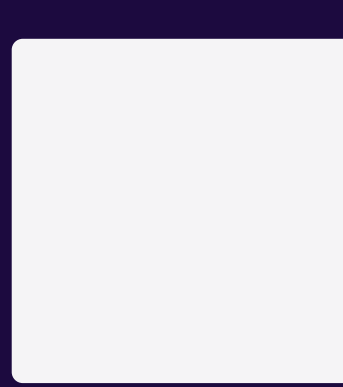












Color/Light Alpha/50
#FFFFFF
3%

Color/Light Alpha/100
#FFFFFF
6%

Color/Light Alpha/200
#FFFFFF
10%

Color/Light Alpha/300
#FFFFFF
18%

Color/Light Alpha/400
#FFFFFF
30%

Color/Light Alpha/500
#FFFFFF
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#FFFFFF
54%

Color/Light Alpha/700
#FFFFFF
68%

Color/Light Alpha/800
#FFFFFF
80%

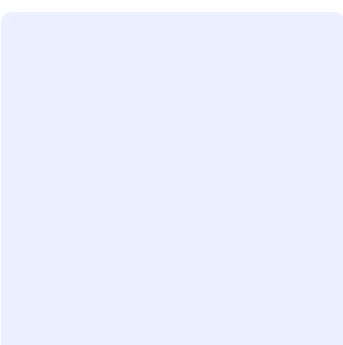
Color/Light Alpha/900
#FFFFFF
90%

Color/Light Alpha/950
#FFFFFF
96%

Status

The four states the system communicates: information, success, warning, and error. Each is a discrete color ramp distinct from brand — blue, green, orange, and red — chosen for unambiguous meaning rather than aesthetic harmony. Status colors should be used only when communicating state; they are not part of the brand expression. Keep the two separate.

Information





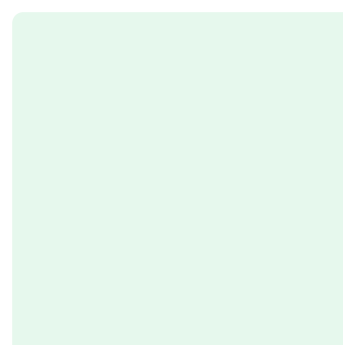


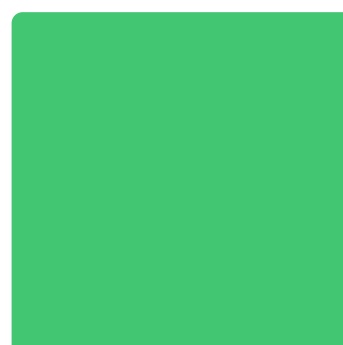
Color/Blue/200
#ECF0FF

Color/Blue/500
#6690FF

Color/Blue/800
#1A254D

Success







Color/Green/200
#E6F8ED

Color/Green/500
#43C672

Color/Green/800
#274D34

Warning





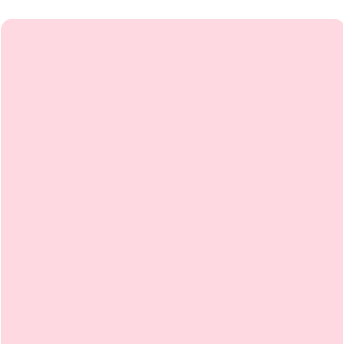


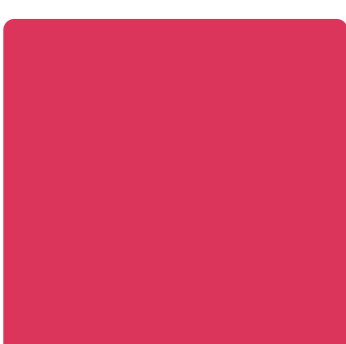
Color/Orange/200
#FFE0CA

Color/Orange/500
#FE712A

Color/Orange/800
#4D2C1C

Error







Color/Red/200
#FFDAE2

Color/Red/500
#DD365C

Color/Red/800
#4D1A25

Gradients

Used for moments where the system acknowledges itself — AI interactions, processing, and surfaces where Done is actively at work. Gradients should feel intentional and rare; they signal that something more than a static interface is happening. Reserve them for AI-led actions, progress states, and brand-led surfaces. Don’t use them as decoration on standard product chrome.







Primary
#2F1261, #7B41BC,
#ECBBF6

Secondary
#2F1261, #7B41BC,
#ECBBF6

Tertiary
#93AAFF,
#E0E7FF, #F7F9FF

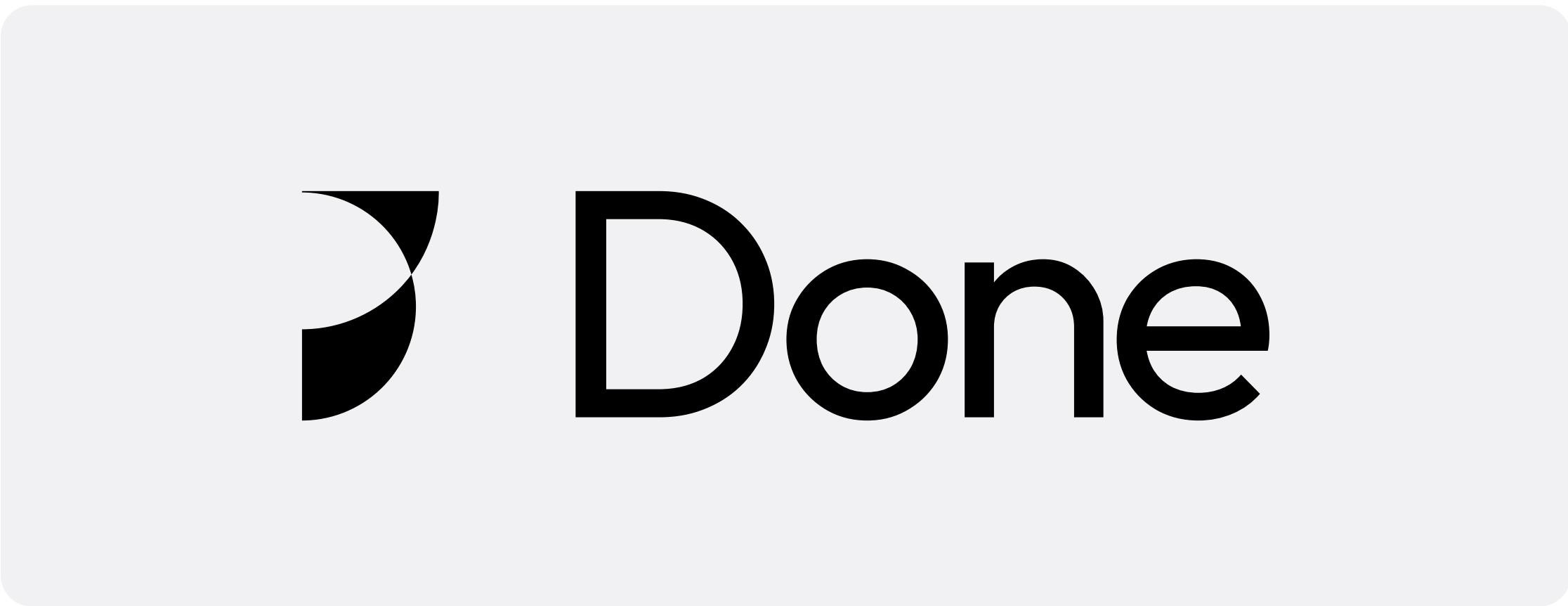


2. Logo

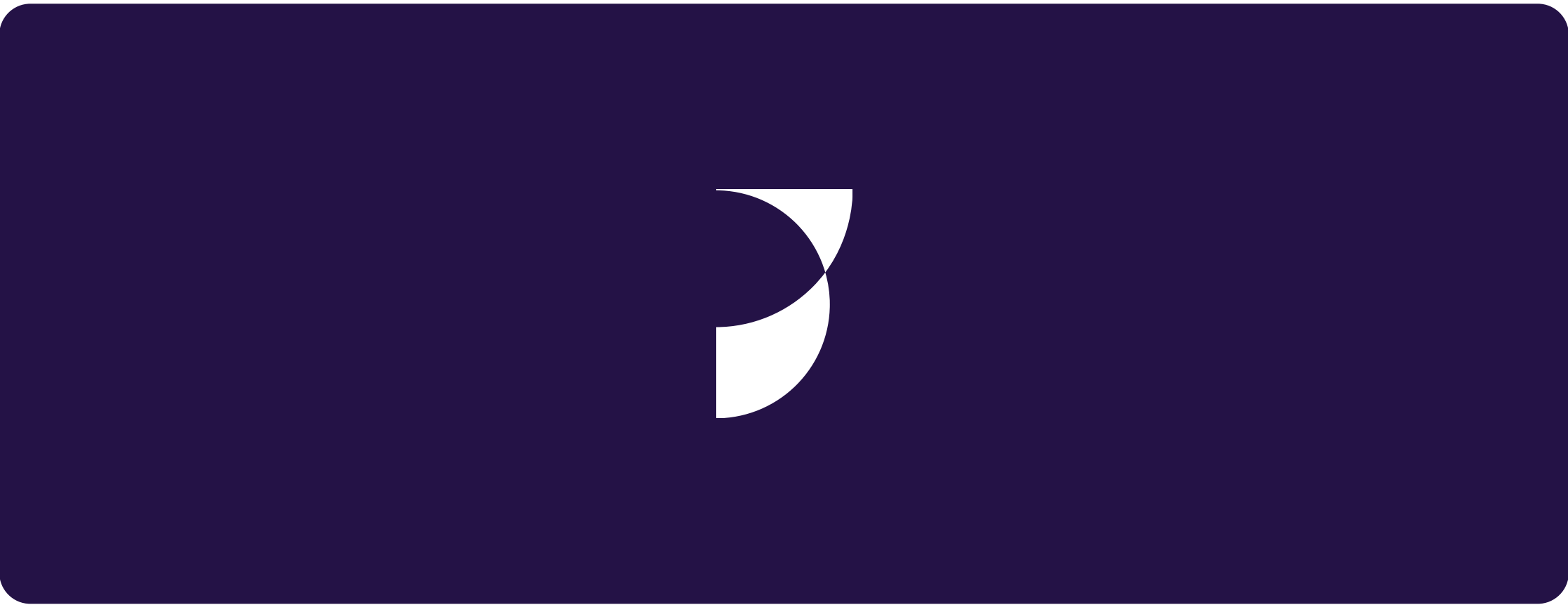
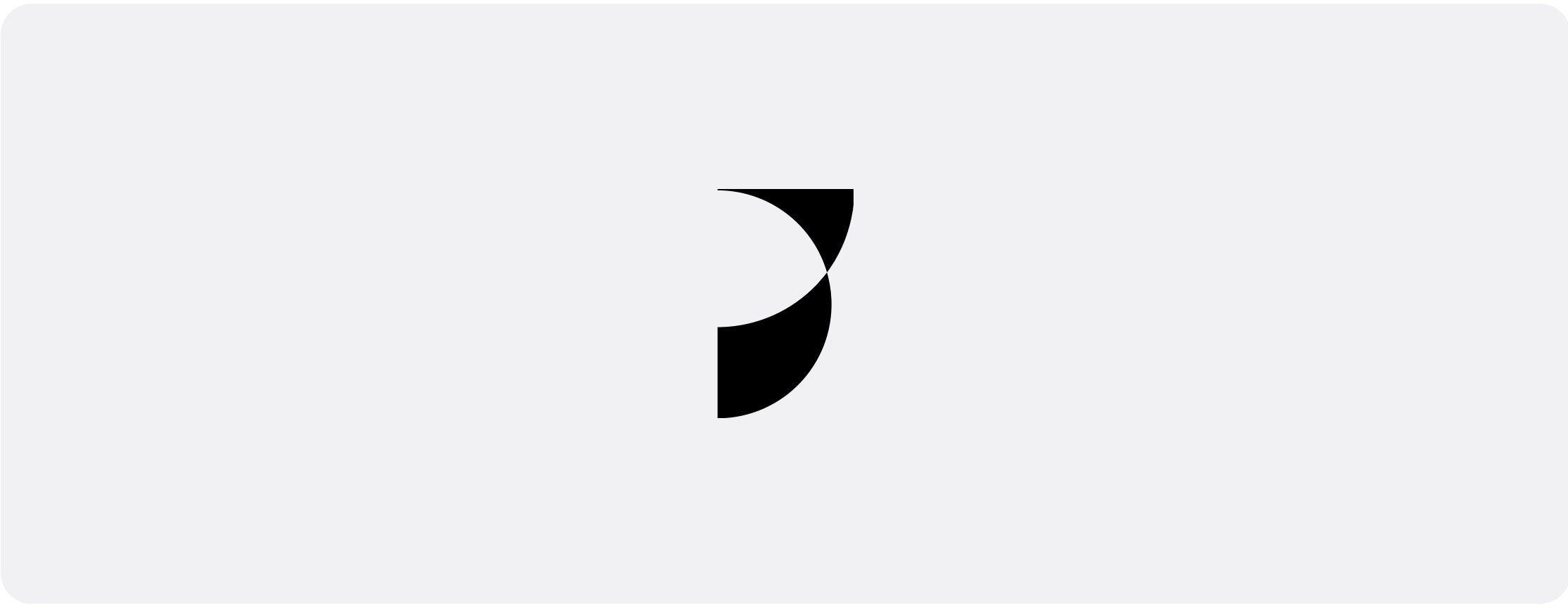
Logo

The marks Done uses to identify itself across product and marketing surfaces. Each version exists for a specific context — the full lockup for primary identification, the symbol for confined spaces, the wordmark when the symbol would be redundant, and the favicon for app and browser contexts.

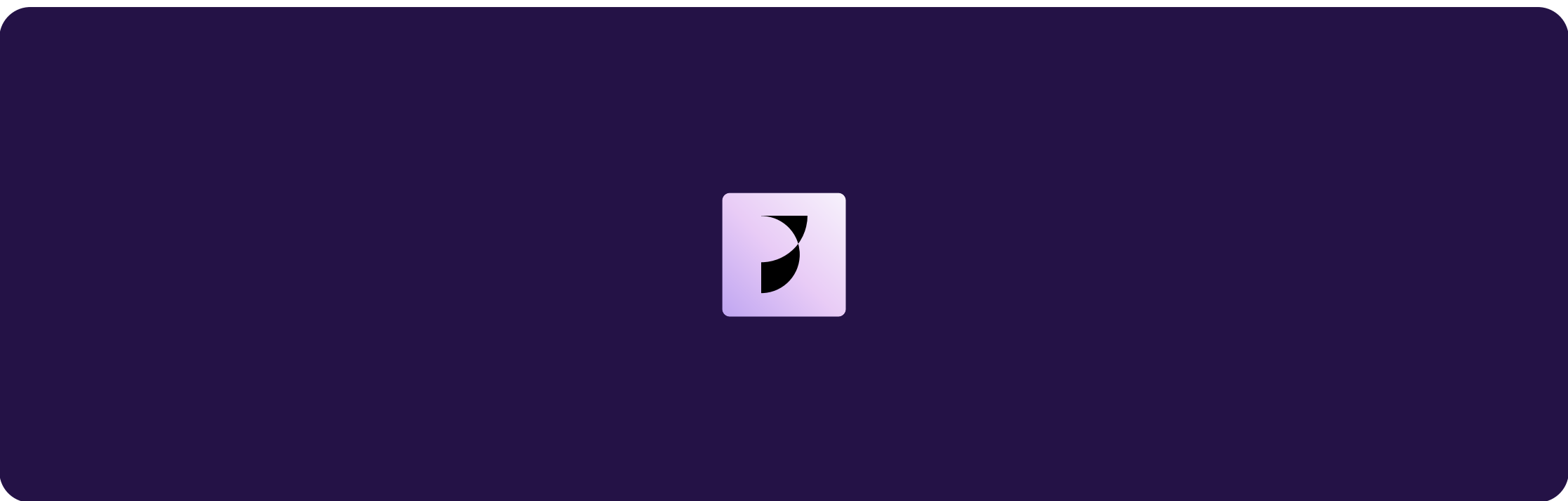
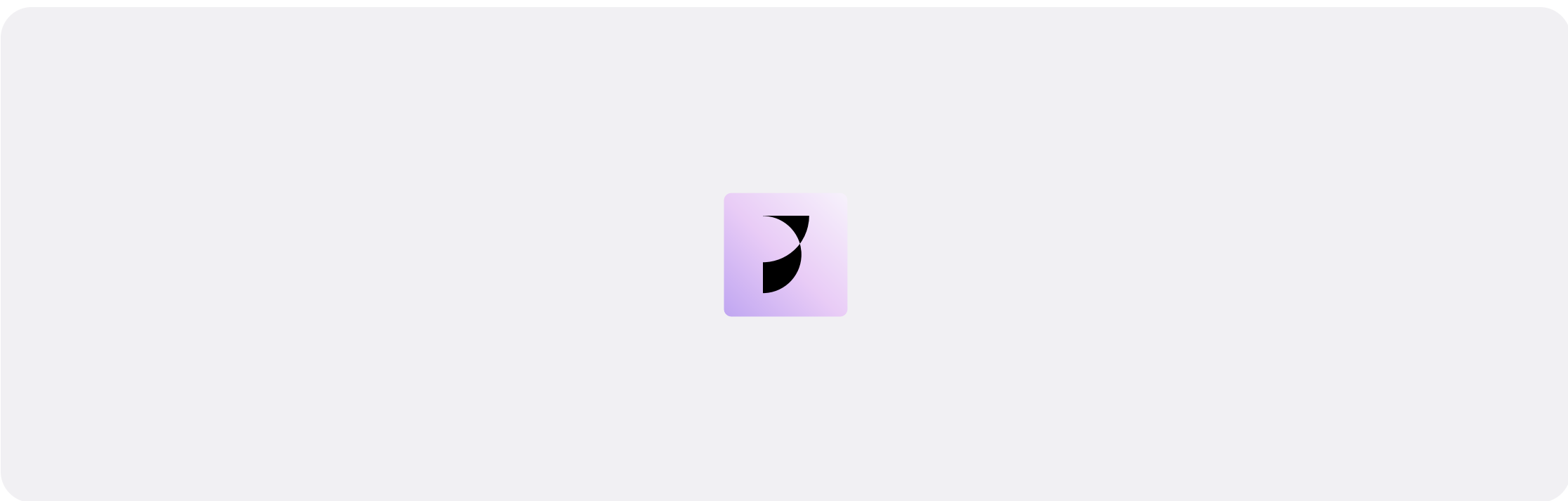
Logo



Symbol



Favicon/App Icon



The primary lockup — symbol and wordmark together. Use this version wherever Done first identifies itself: marketing surfaces, product login, document headers, partnership materials. The lockup should appear on neutral or dark surfaces with sufficient clear space; avoid placing it directly over imagery or gradients without testing legibility.

The mark alone, without the wordmark. Use in contexts where Done's identity is already established or where space is constrained — app icons, avatars, social profile images, loading states, and as a recurring accent within the product itself. The symbol stands on its own; it doesn't need the wordmark beside it to be recognized.

The symbol prepared for browser tabs and operating system surfaces. Sits on a brand-toned background so it remains identifiable at small sizes against any browser or device chrome. Use this version only for favicons, app icons, and other contexts where the symbol needs a contained shape; never substitute it for the standalone symbol in marketing or product.



3. Typography

Foundations

Typography

The type system Done OS uses across product, marketing, and documentation. Each style names a role — Heading, Body, UI, Metric — so the system can evolve sizes and treatments without rewriting where they're applied.

Type scale

The primary content styles — headings, body copy, and labels — used for written language across product and marketing. Display sits above the scale for hero moments; Body carries running text; Label handles secondary information. Reach for the role that fits the content, not the size that fits the layout.

DISPLAY - DONE SANS, REGULAR, 56PT/110%, -2%

Welcome Johan

HEADING-LG

Welcome Johan

HEADING-MD

12,023 NOK

HEADING-SM

Send reminders to 4 overdue invoices

BODY-LG

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam quis quam ac mi venenatis lobortis. Nulla dapibus sed quam non facilisis. Praesent a ipsum sit amet mi consectetur consectetur.

BODY-MD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam quis quam ac mi venenatis lobortis. Nulla dapibus sed quam non facilisis. Praesent a ipsum sit amet mi consectetur consectetur.

BODY-SM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam quis quam ac mi venenatis lobortis. Nulla dapibus sed quam non facilisis. Praesent a ipsum sit amet mi consectetur consectetur.

LABEL

NORDVIK AS AND 3 OTHERS ARE OVERDUE. AUTO-SEND FRIENDLY REMINDERS.

UI Type styles

The styles used inside interface components — buttons, inputs, menus, toolbars, table cells. Distinct from the content scale because UI text has different needs. Use these inside components; use Type scale for everything else.

UI-LG

Send reminders to 4 overdue invoices

UI-MD

Send reminders to 4 overdue invoices

UI-MD-SEMIBOLD

Send reminders to 4 overdue invoices

UI-SM

Send reminders to 4 overdue invoices

UI-SM

Send reminders to 4 overdue invoices

Metrics

The styles used for numeric values — currency, counts, percentages, and other figures displayed as data. Set with tabular figures so numbers align cleanly in columns and across stacked cards. Reach for these whenever a figure is the content; use Body or Heading when numbers appear inside a sentence.

METRIC-SM

12,023 NOK

METRIC-MD

12,023 NOK

METRIC-LG

12,023 NOK

METRIC-XL

12,023 NOK



4. Spacing & Rounding

Spacing & Rounding

The geometric foundations of the system — the rhythm between elements and the softness of their edges. Both scales are intentionally small, so layouts and components share a consistent visual cadence across product and marketing.

Spacing

The values used for gaps, padding, and margins throughout the system. The scale doubles roughly every two steps, giving designers and developers enough range to build dense and generous layouts without inventing in-between values. Reach for the nearest token rather than custom values; if a layout seems to need a size that doesn't exist, the layout — not the scale — usually needs adjustment.

SPACE.100 = 4PX	
SPACE.200 = 8PX	
SPACE.300 = 12PX	
SPACE.400 = 16PX	
SPACE.500 = 24PX	
SPACE.600 = 32PX	
SPACE.700 = 48PX	
SPACE.800 = 64PX	
SPACE.900 = 96PX	

Radius

The values used for the corners of surfaces, components, and shapes. Each step has a role: small radii for tight elements like inputs and tags, medium for buttons and cards, large for elevated surfaces and modals, full for pills and avatars. Match the radius to the size of the element — small components take small radii, large surfaces take larger ones.

	RADIUS.NONE = 0PX
	RADIUS.SM = 4PX
	RADIUS.MD = 10PX
	RADIUS.LG = 16PX
	RADIUS.XL = 24PX
	RADIUS.FULL = 1000PX



5. Elevation

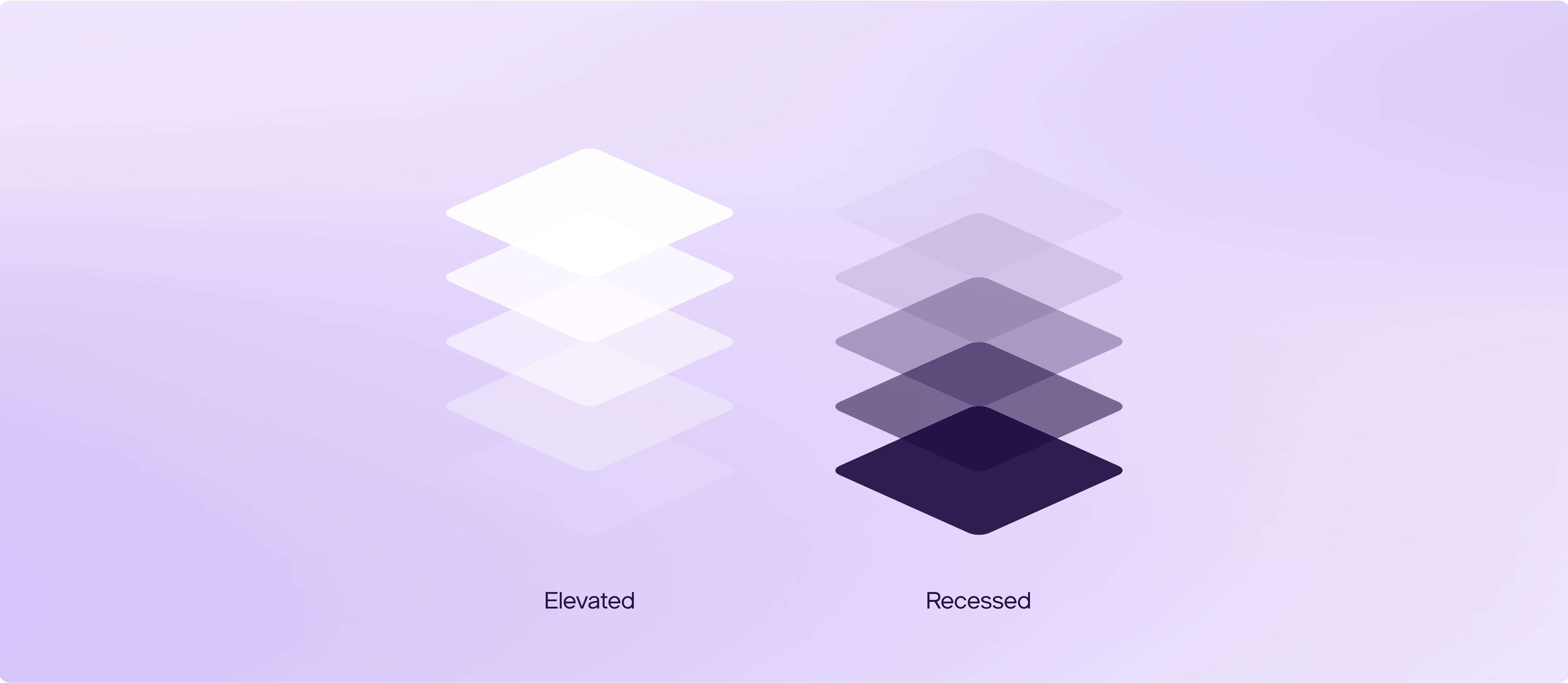
Foundations

Elevation

Value in connection — the idea that meaning emerges where systems overlap — shapes how Done treats its surfaces. Rather than flat backgrounds and hard borders, surfaces layer over one another with tone and elevation, letting hierarchy emerge from how the pieces relate rather than from rules imposed on top. One surface plus another surface makes a third thing: a compound where the overlap carries information.

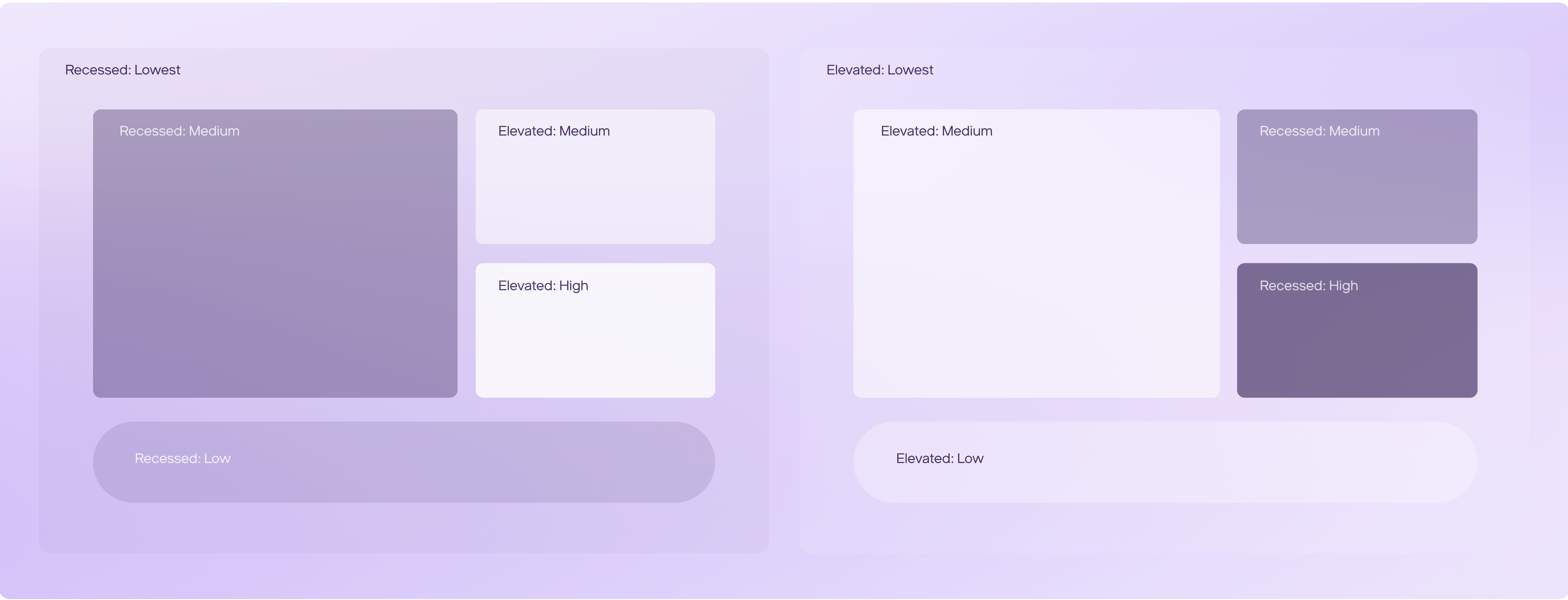
Elevation is how surfaces relate in visual depth — some pushed forward, some pulled back. Combined with tone, it gives the system a spatial vocabulary for expressing hierarchy without relying on borders, shadows, or accent colors. It also frees the canvas to be lively rather than neutral: gradients, ambient color, and expressive backgrounds can carry weight because the layering system does the work of separating content from context.

Elevation and tone are independent — any elevation level can be either light or dark tone, and any tone can be at any elevation.



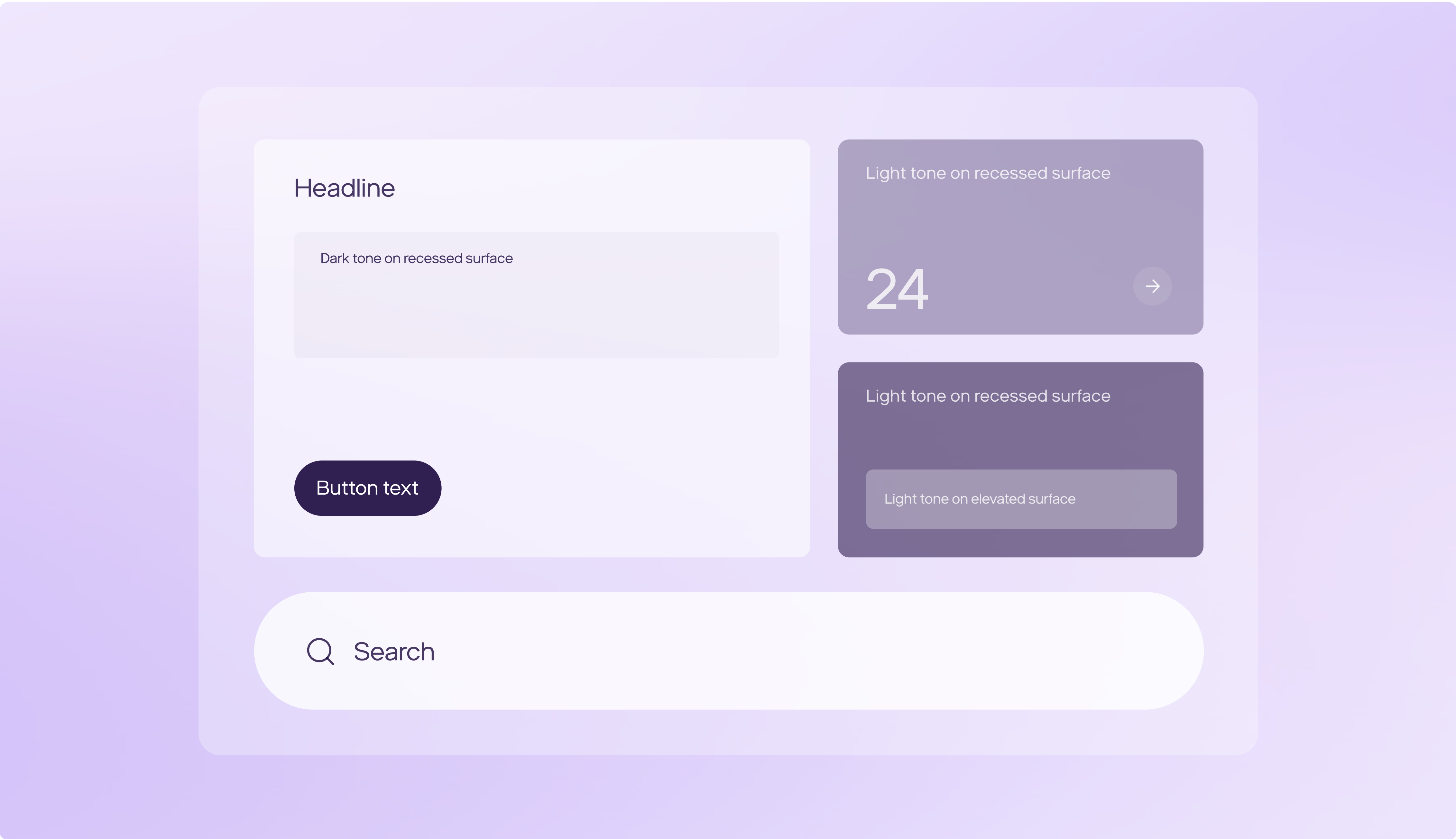
Surface & Levels

Surfaces move in two directions from the canvas. Elevated surfaces push forward, becoming lighter than their parent — used for foreground elements that need attention, like cards, dialogs, and hover states. Recessed surfaces pull back, becoming darker than their parent — used for background regions, inset containers, and receding elements. Both directions have a range of intensities (Subtle, Medium, High, Highest), giving the system precise control over how strongly a surface separates from its context.



Tone

Tone is the second axis: whether a surface reads as light-toned (dark text on light background) or dark-toned (light text on dark background). Tone is decided per surface, independent of elevation — a card can be a light-toned elevated surface, a dark-toned elevated surface, a light-toned recessed surface, or a dark-toned recessed surface. Text, icons, and borders on that surface adapt automatically to the surface's tone. Reach for the tone that fits the surface's role in the layout, not the direction it moves in space.





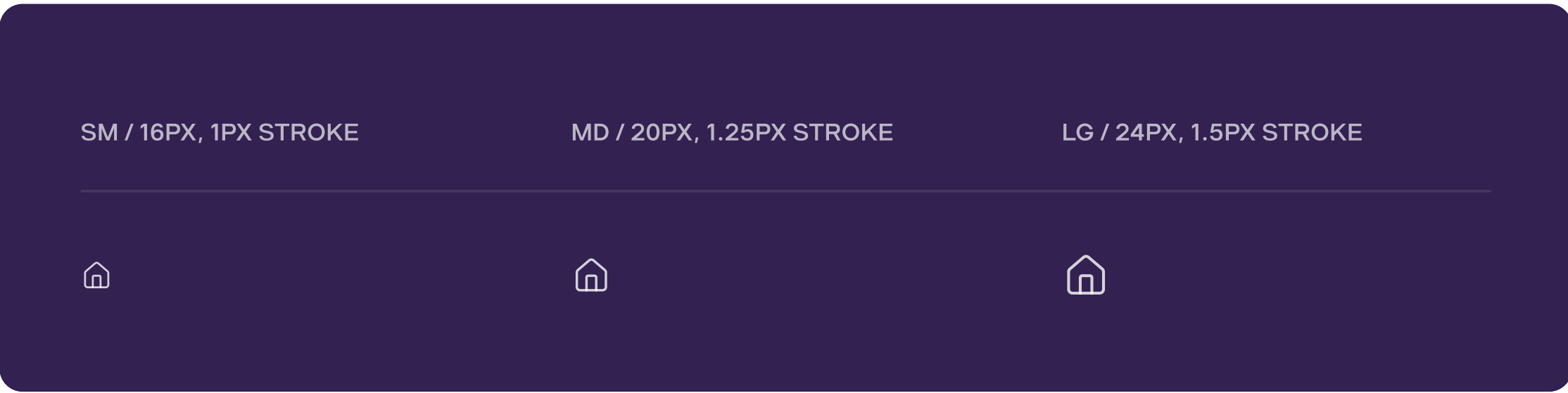
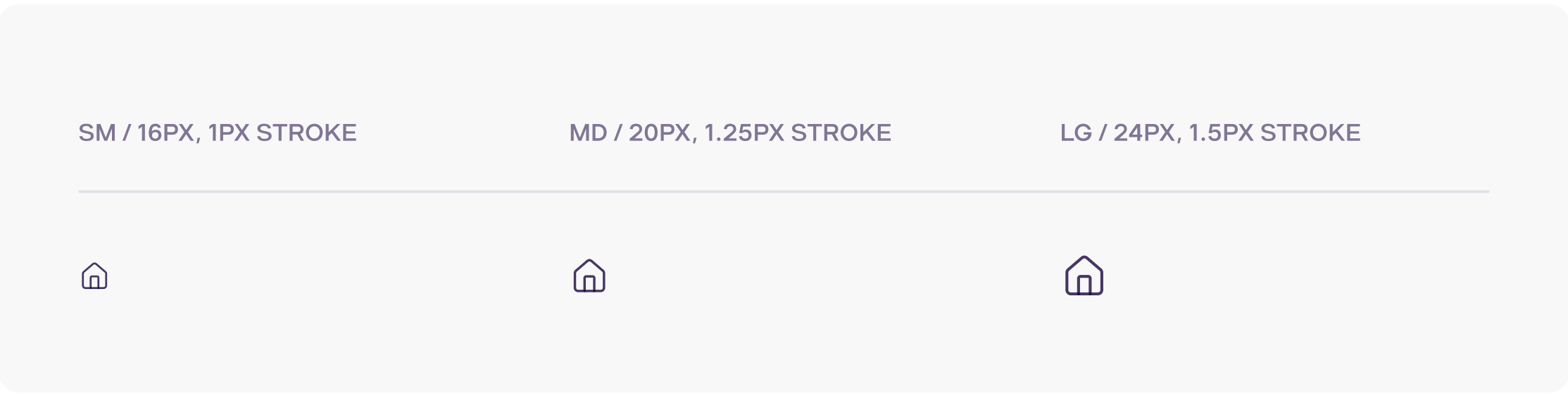
6. Icons

Icons

The visual vocabulary Done uses to label, identify, and indicate. Icons appear inside components, alongside text, and as standalone signals — kept consistent in weight, style, and meaning so the system reads as one voice across surfaces.

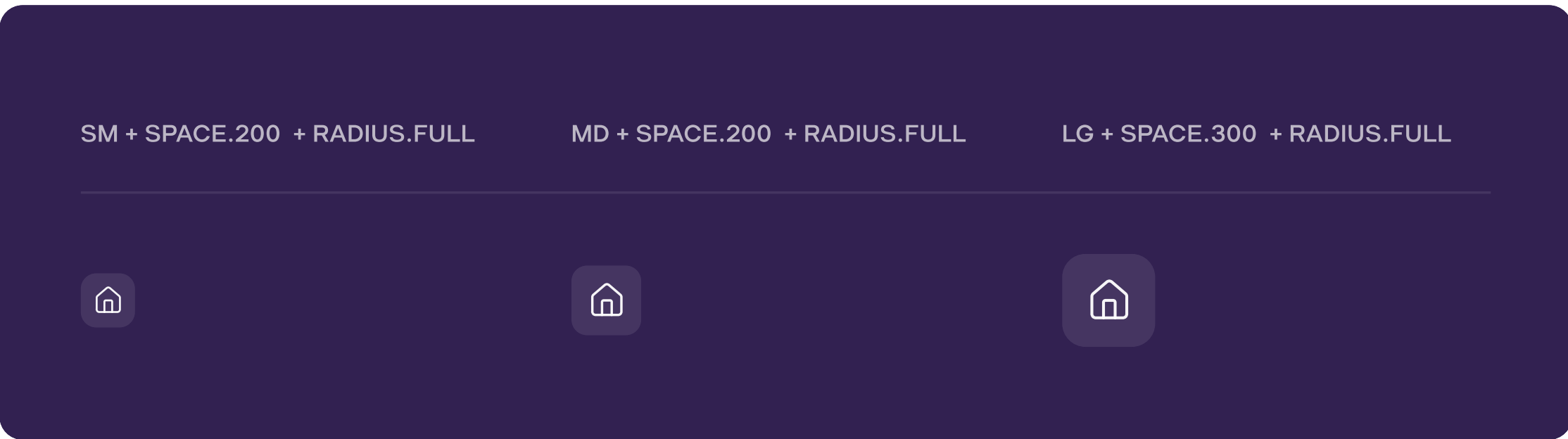
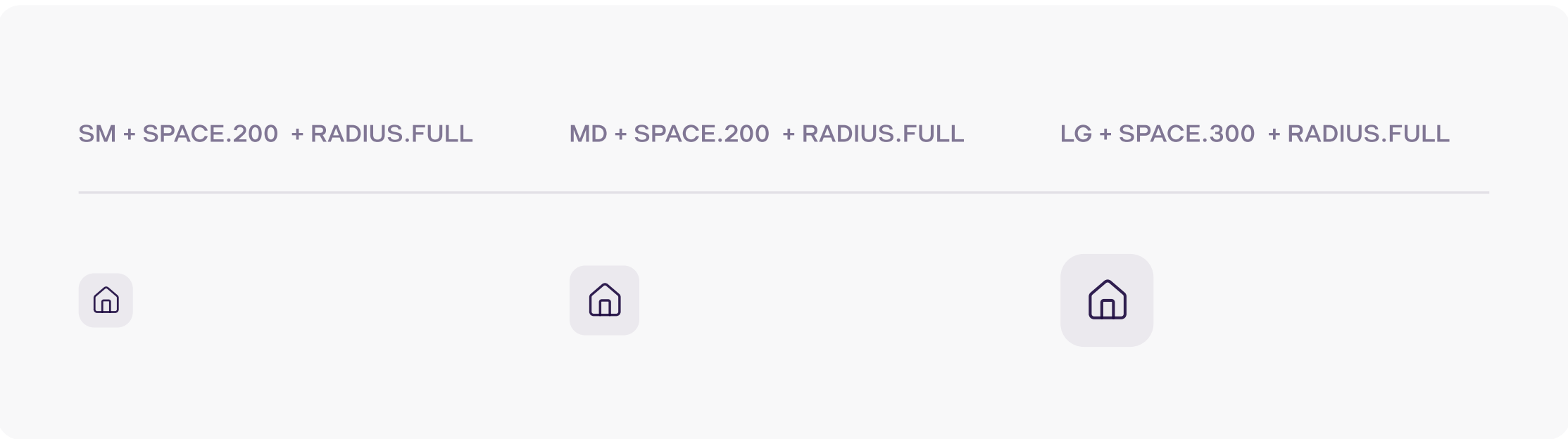
Default

The outline icon style — the system's primary icon treatment. Three sizes exist for different contexts: Small for inline use alongside text, Default for most component and label contexts, and Large for emphasized moments and standalone display. Stroke weight scales with size so icons feel optically consistent across the scale rather than mechanically uniform.



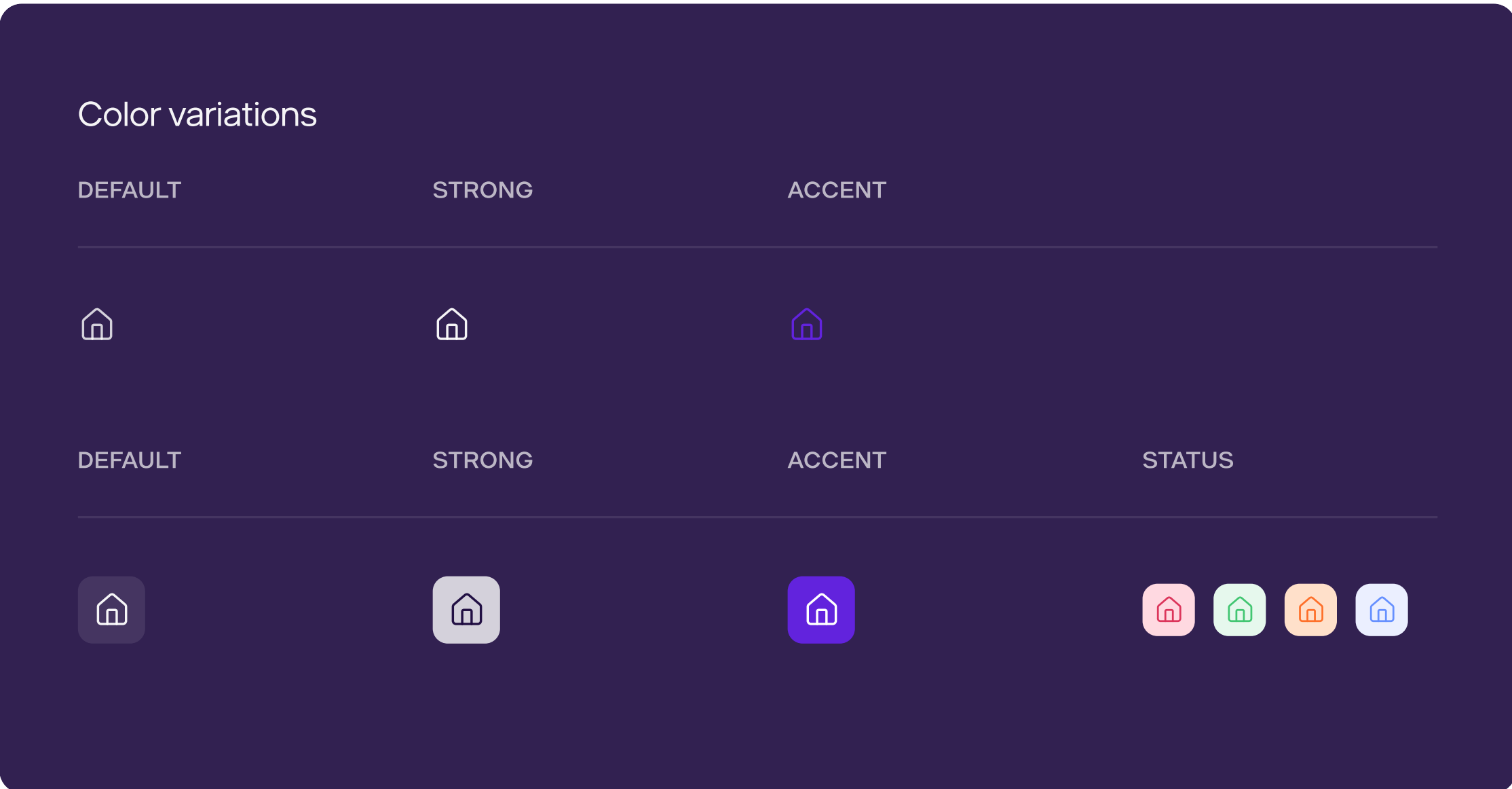
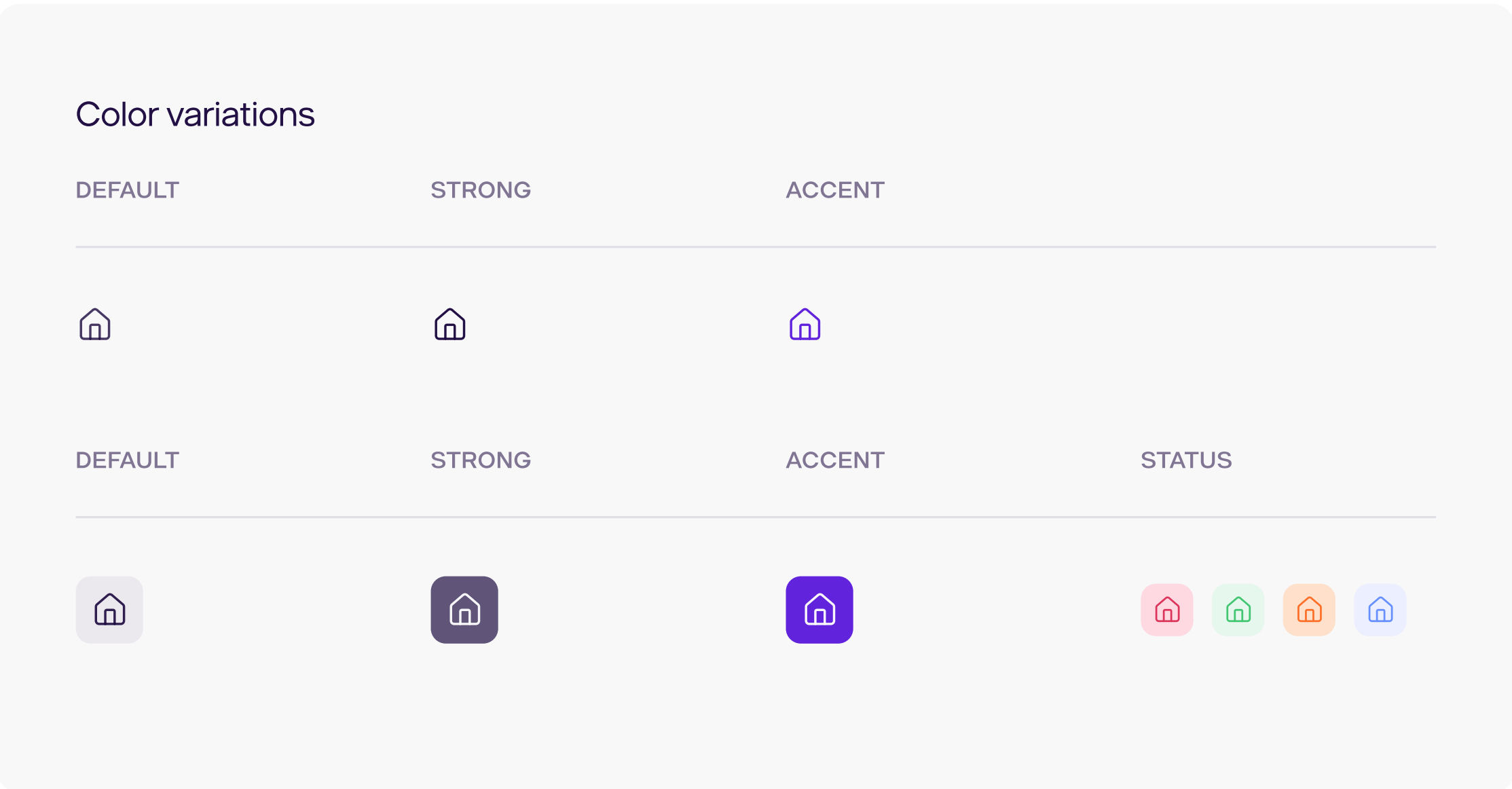
Filled

The contained icon treatment — an outline icon set inside a circular surface. Used when an icon needs more presence than the outline style provides, typically as a glyph identifying a widget, category, or section. Filled icons reference surface and radius tokens rather than introducing new visual rules, so they stay coherent with the rest of the system.



Color variations

The color treatments available for icons across both default and filled styles. Default carries most uses — neutral, quiet, deferring to surrounding content. Muted lowers an icon's prominence when it shouldn't compete with adjacent text. Accent uses brand color for moments where the icon is itself the point. Status applies semantic colors when the icon is communicating state. Reach for the lowest emphasis the context allows; Default is the right answer more often than it feels like it should be.





7. Buttons

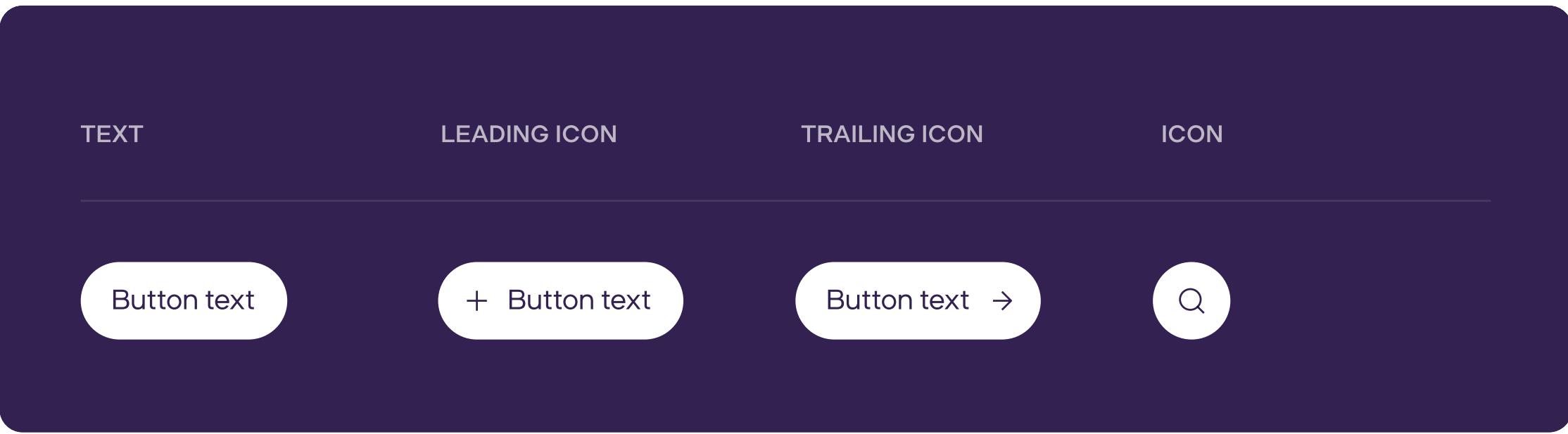
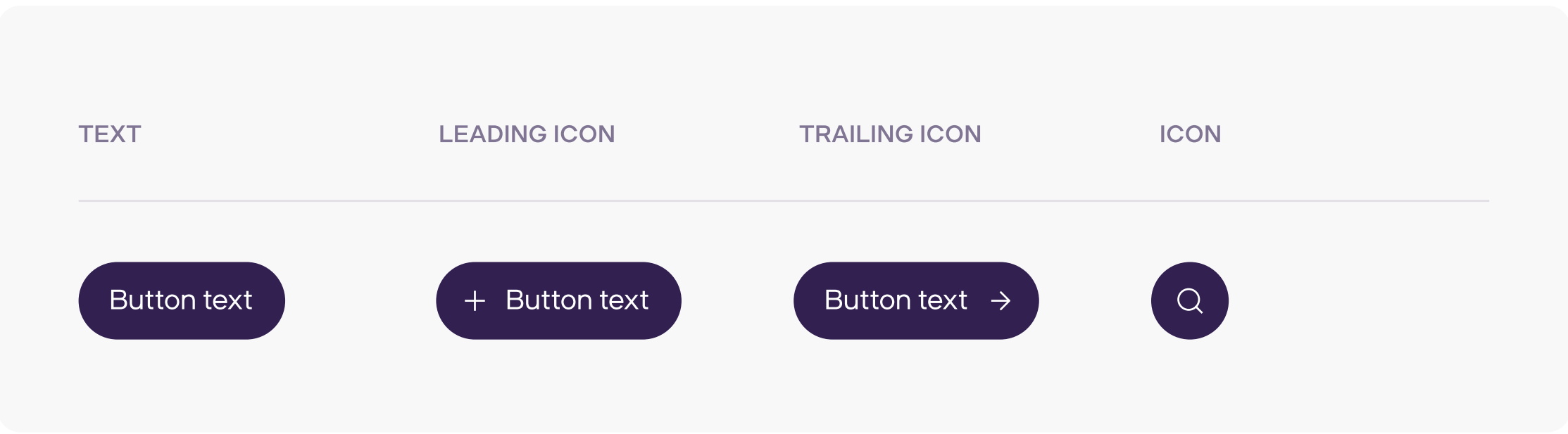
Components

Buttons

The primary interactive elements users tap or click to act. Buttons come in three forms — text, icon, and text link — each with tonal variants for emphasis and states for interaction. Reach for the form that fits the action’s shape and the emphasis it deserves within the surrounding hierarchy.

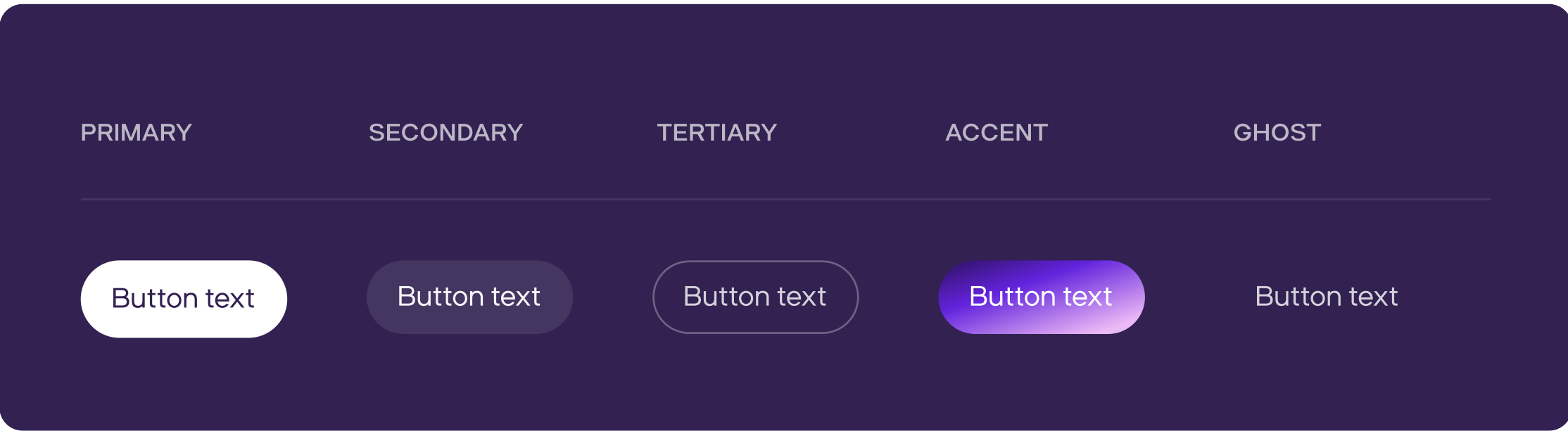
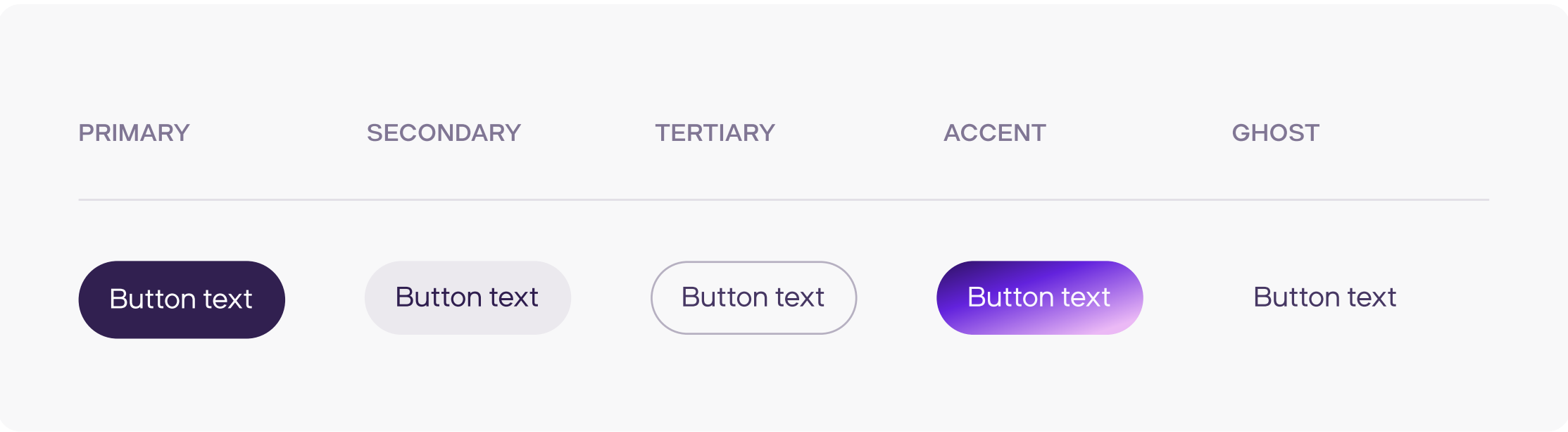
Button structure

Buttons come in four content layouts: text only, text with a leading icon, text with a trailing icon, and icon only. The layout serves clarity, not hierarchy — any button style can appear in any of these layouts. Use leading icons to reinforce meaning (a plus icon on “Add contact”), trailing icons to indicate direction or continuation (“Continue →”, “Learn more ”), and icon-only buttons where space is tight or the action is universally understood. Icon-only buttons still need accessible labels, even without visible text.



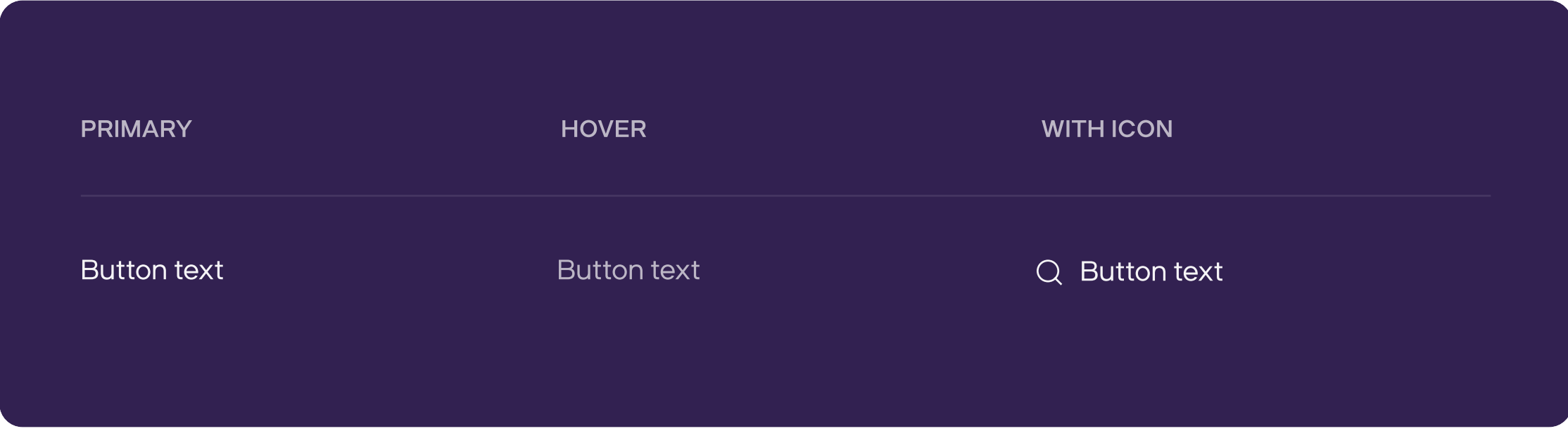
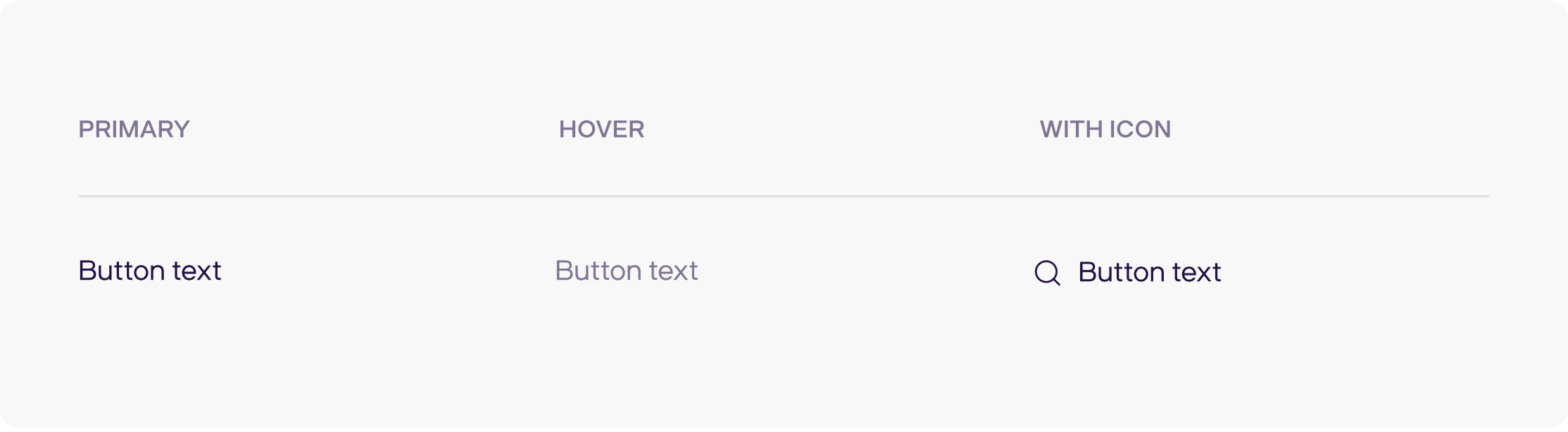
Button style

Five emphasis levels control how much visual weight a button carries. Primary is filled and prominent — reserve it for the surface’s most important action, usually one per view. Secondary supports Primary without competing, used for common actions that need to be present but not commanding. Tertiary is outlined and quieter — used when an action needs affordance but shouldn’t attract attention until sought. Accent uses the brand gradient and is reserved for AI-initiated or system-composed actions — approving a proposed action, confirming a magic-moment interaction. Ghost is the quietest treatment, with no container at rest — used for inline actions, low-emphasis navigation, and compact interactive elements. If two actions feel equally important on a surface, one of them probably isn’t.



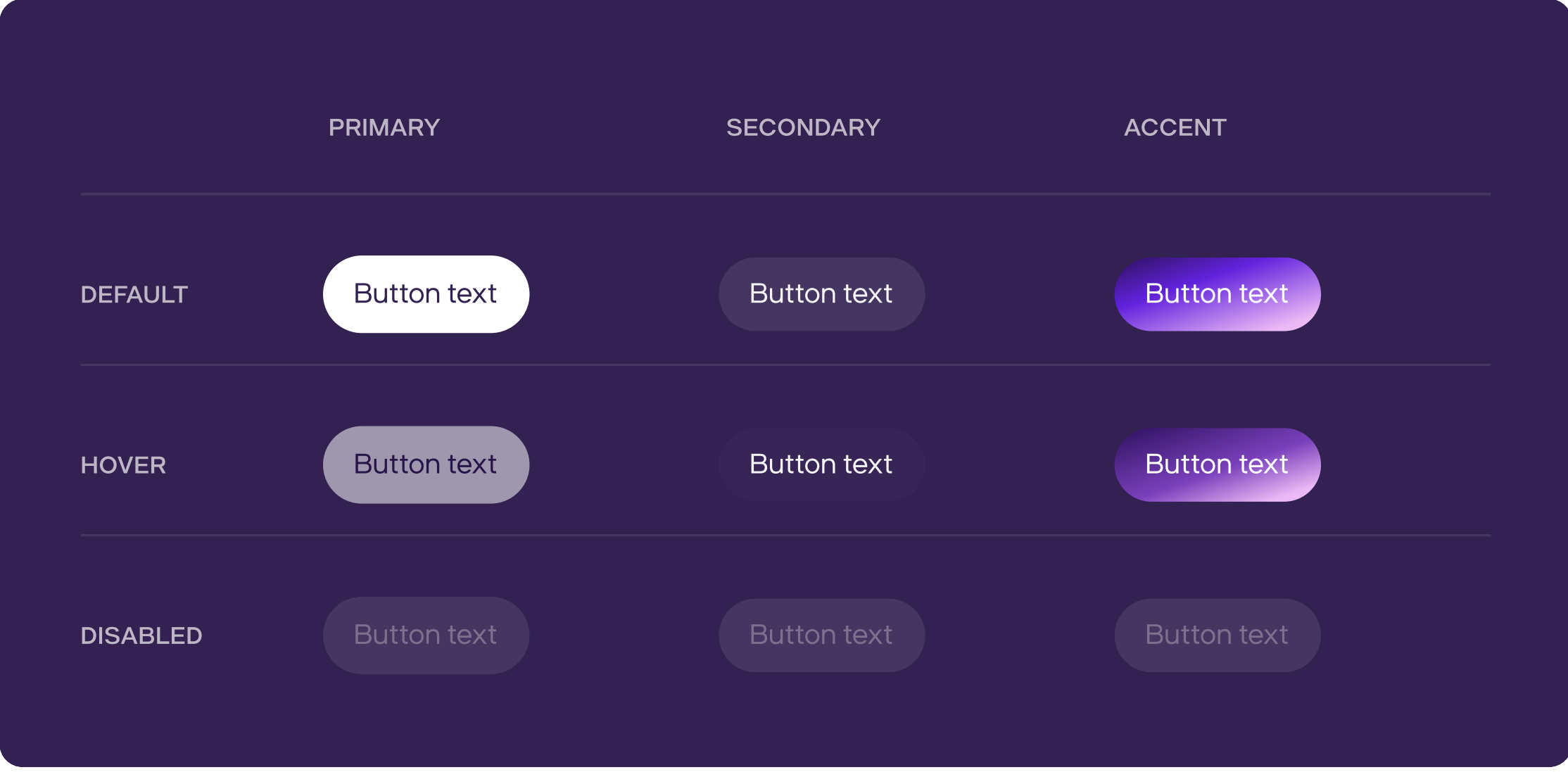
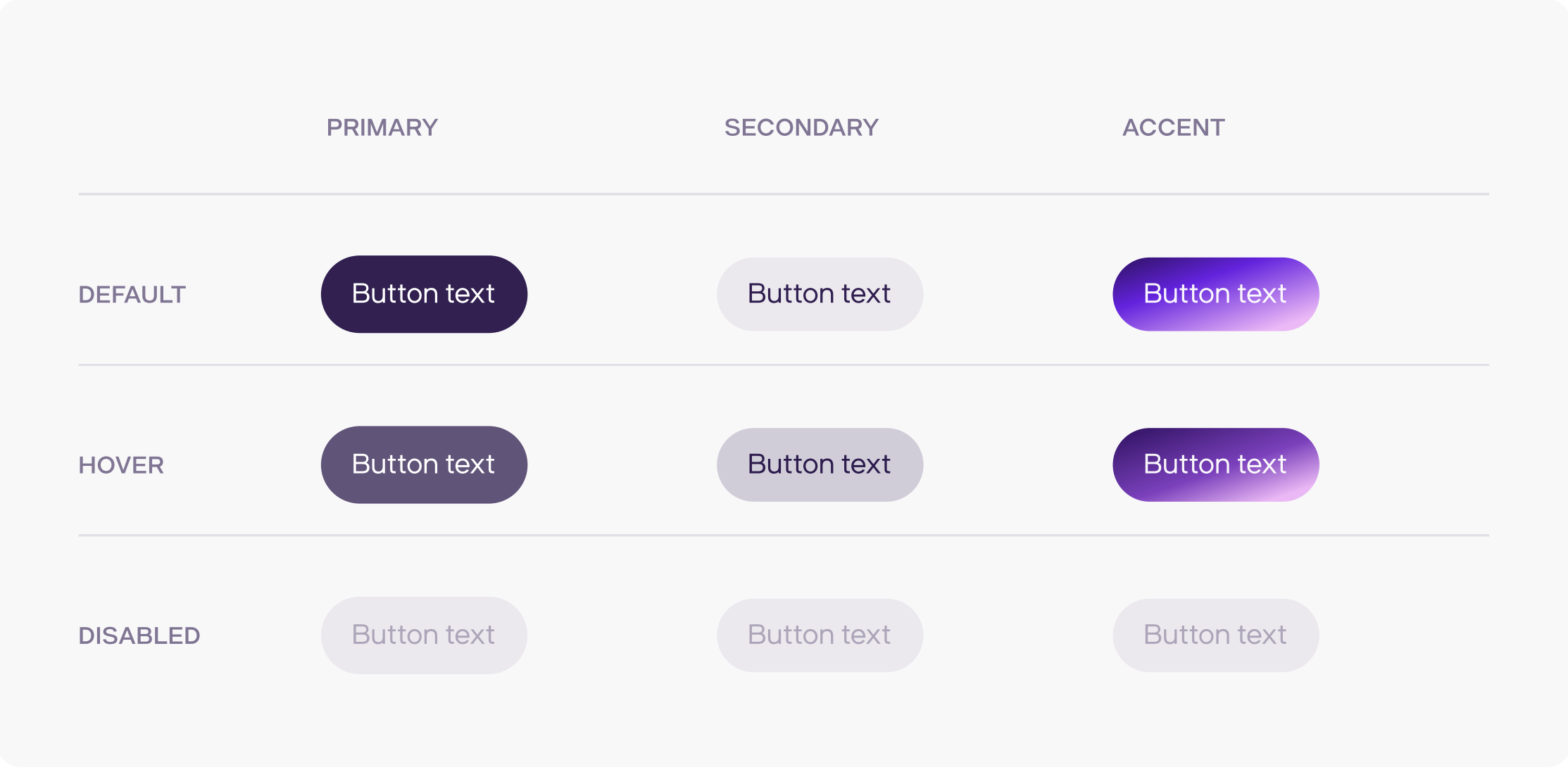
Text Link

Inline actions inside running text or as low-emphasis navigation. Use for actions that live within content rather than alongside it — a “learn more” inside a paragraph, a “view all” beside a section header. Text links are the quietest interactive treatment in the system; reach for them when a button would feel too loud for the surrounding context.



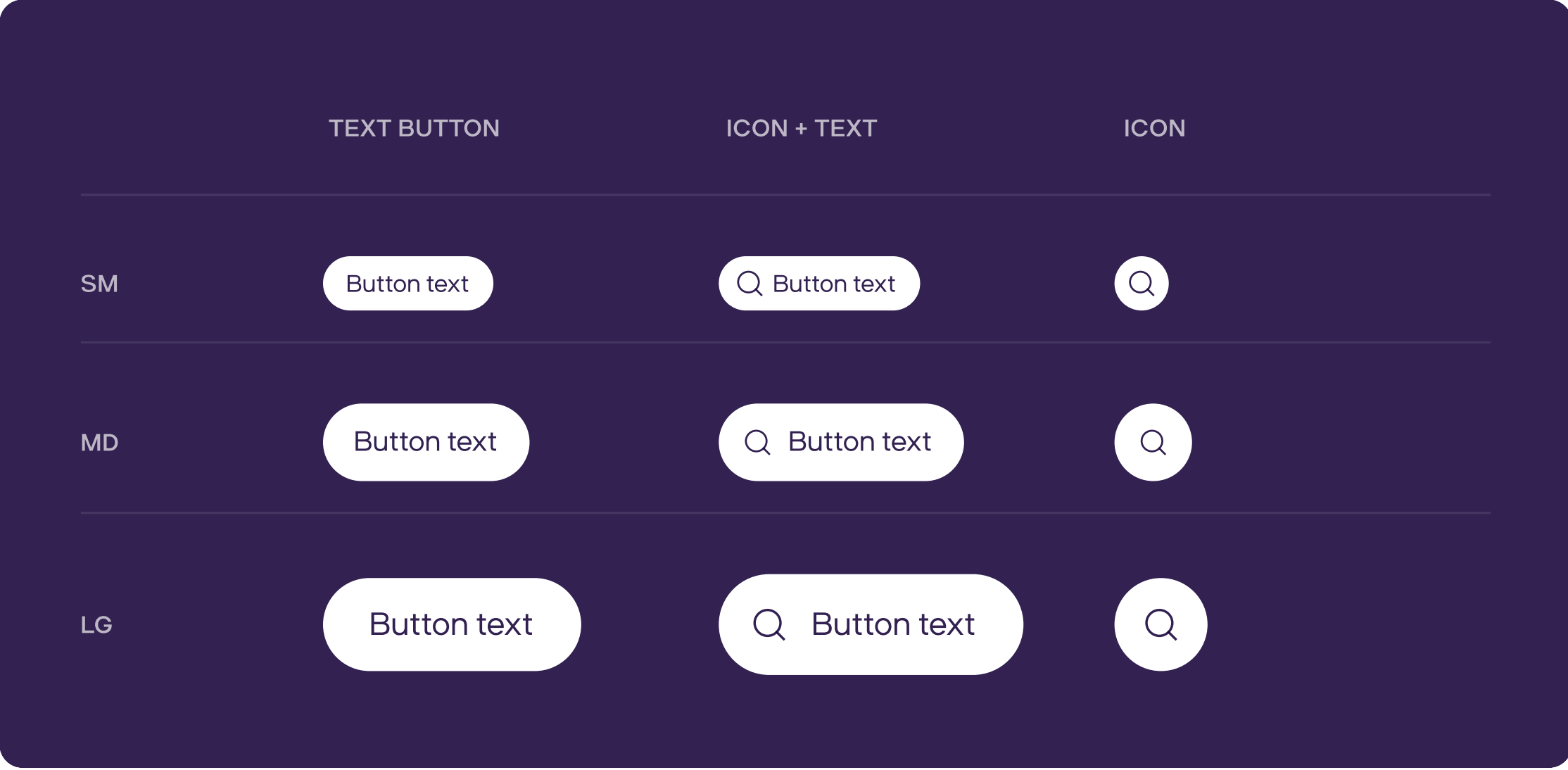
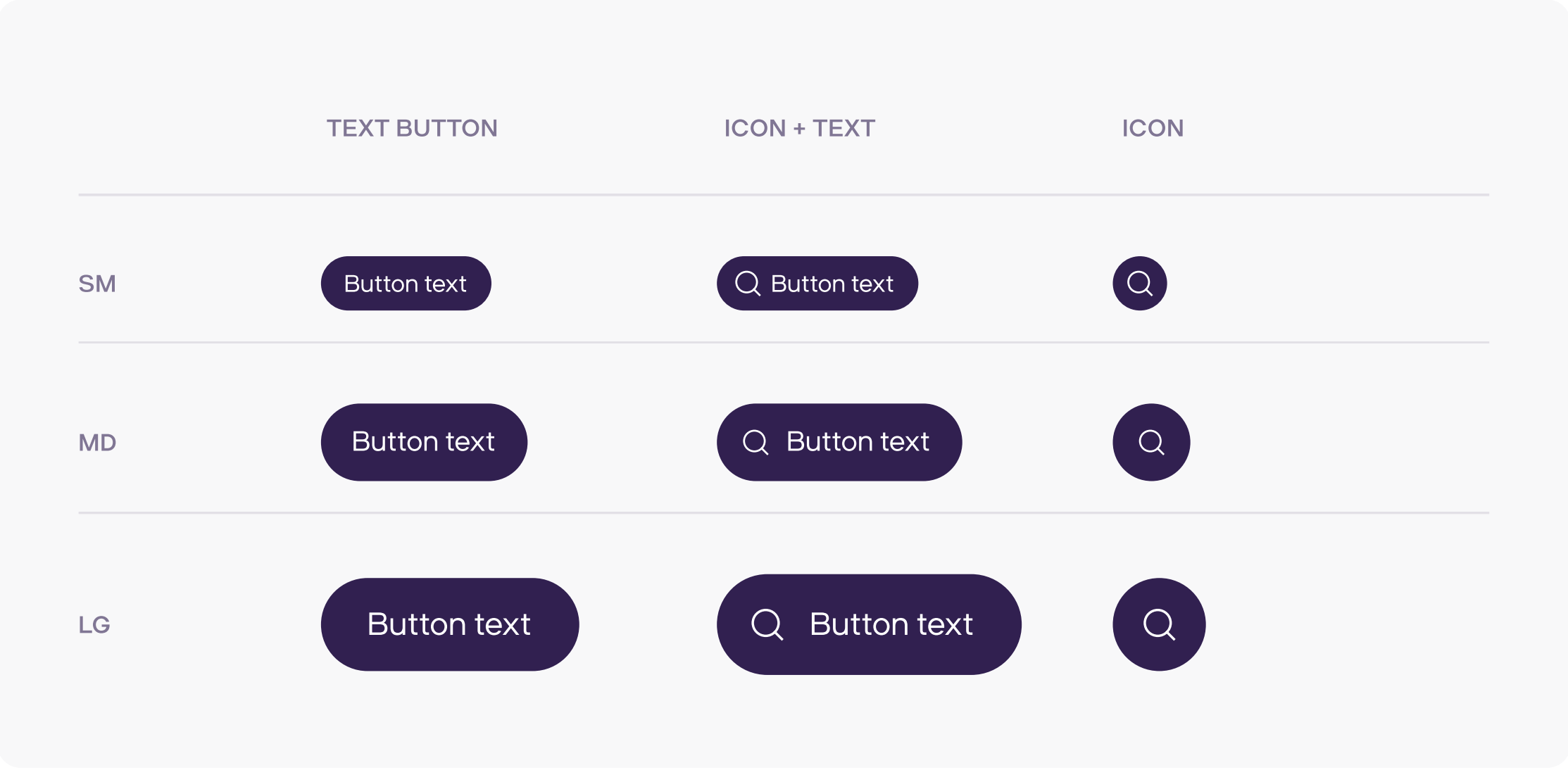
States

The visual states buttons move through during interaction. Default is the resting state; Hover signals affordance on cursor devices; Disabled indicates an action isn’t currently available but exists conceptually. Every button variant carries the same three states — the emphasis changes across variants, but the interaction language stays consistent.



Sizes

Three sizes for different contexts. Small for compact surfaces, dense layouts, and secondary actions within components. Default for most cases — actions in cards, forms, dialogs, and standard product chrome. Large for prominent moments, marketing surfaces, and standalone calls to action. Match the size to the surface’s density, not to the action’s importance; importance is expressed through variant (Primary, Secondary, Accent), not size.





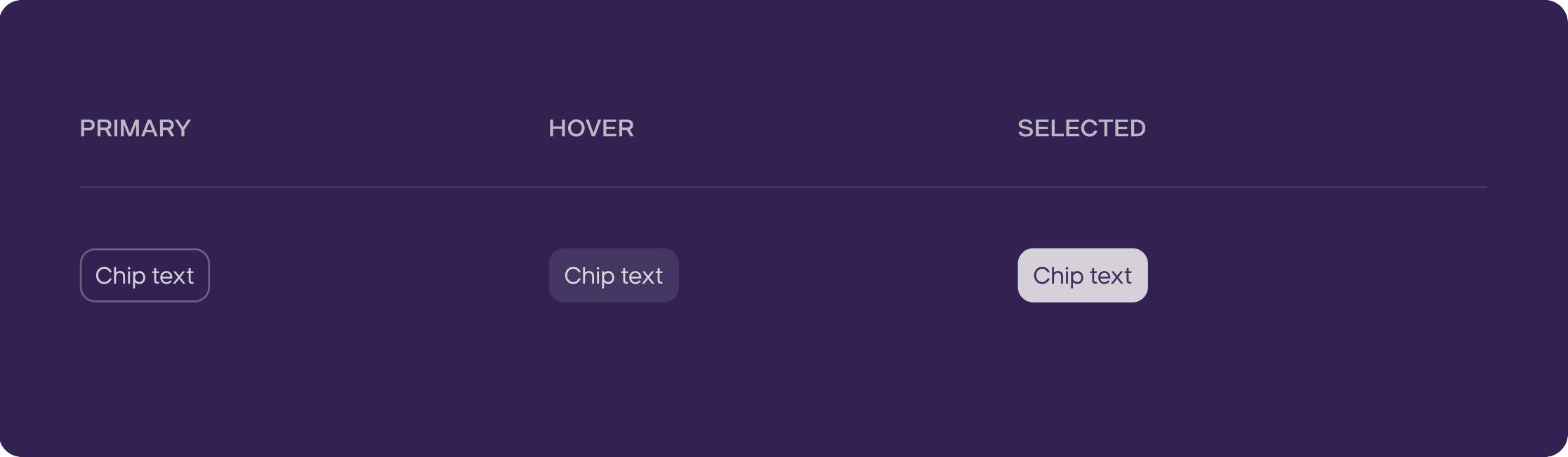
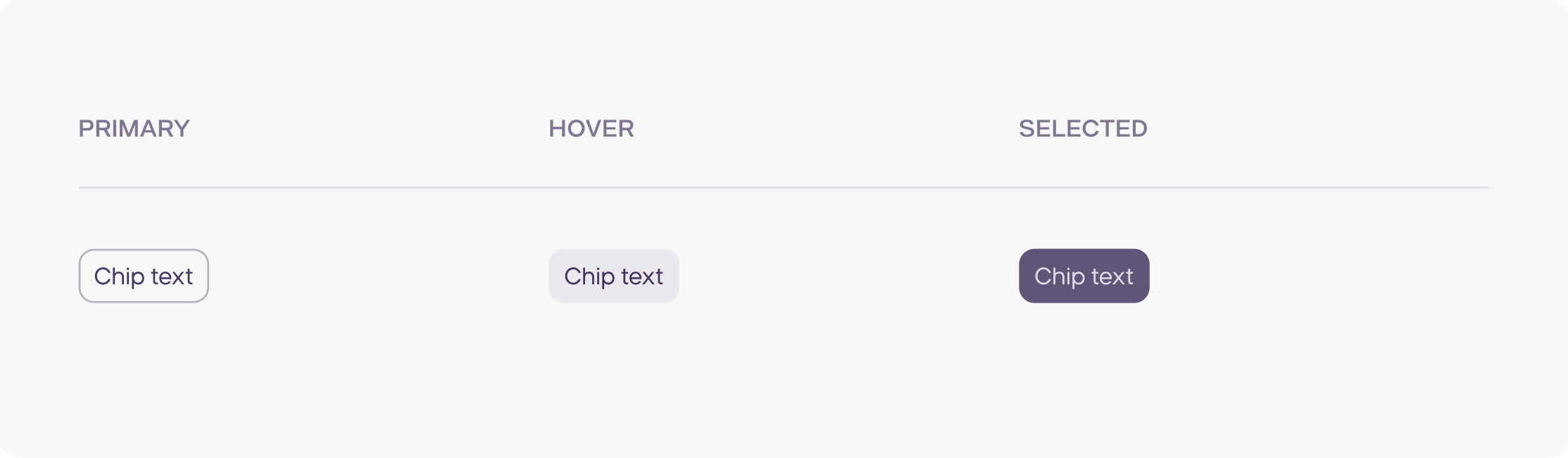
8. Chip

Chip

Compact interactive elements that express selection, filtering, or toggle state. Chips are for choosing from a set — filters, tags, segmented controls, multi-select options — rather than triggering actions. Selection persists visually until the user changes it. Use Chips for choosing among options; use Buttons for actions; use Badges for static labels.

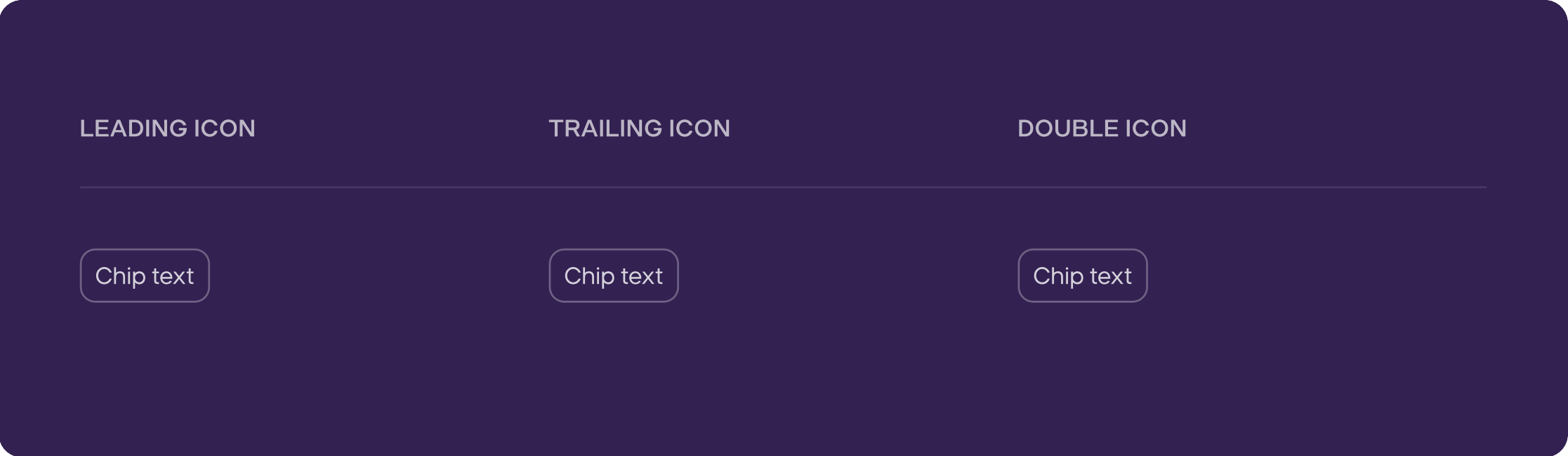
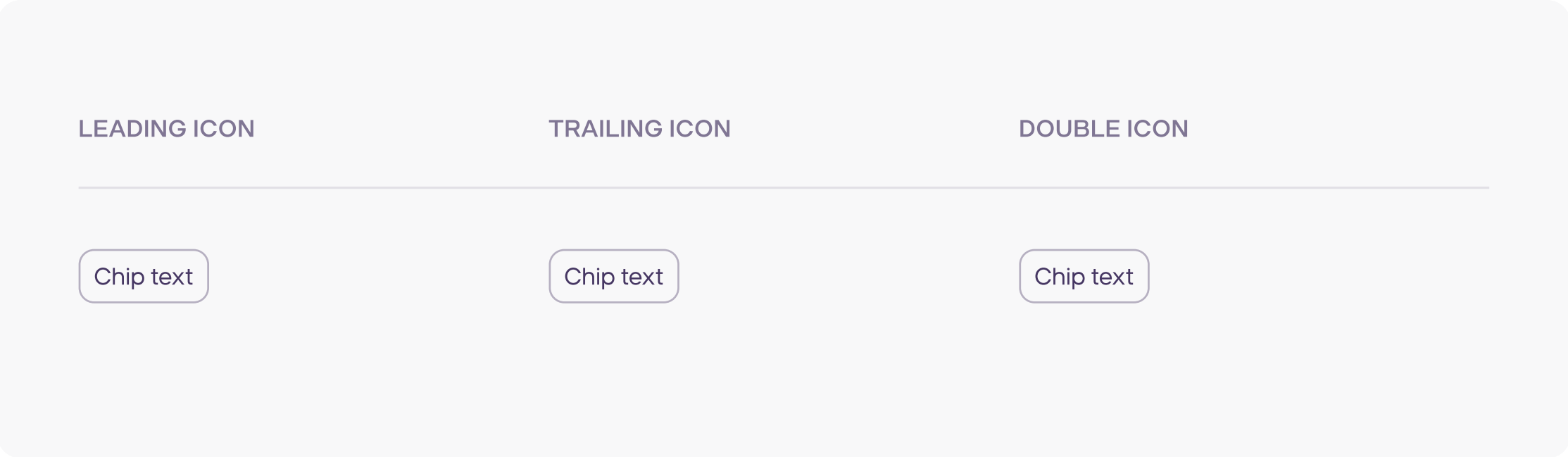
Default

The standard chip treatment — a compact selectable element with a fully rounded shape. Primary shows the resting state; Hover signals affordance on cursor devices; Selected shows the chip is currently active in the set. Chips exist in groups — the visual difference between selected and unselected does the work of showing state, so a lone chip in isolation usually wants to be a button instead.



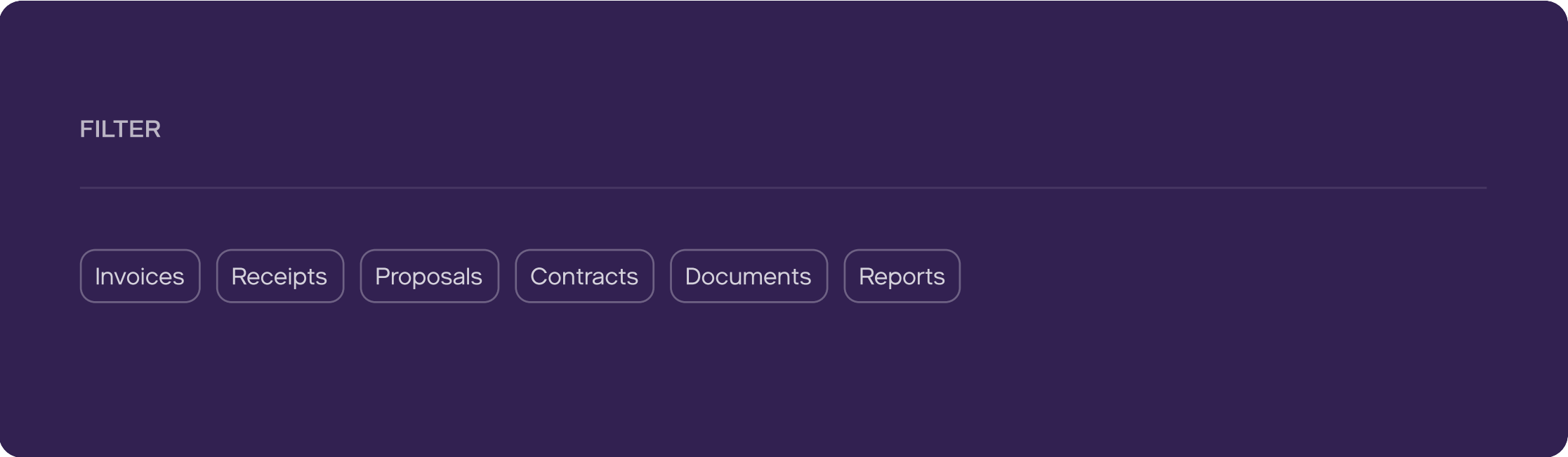
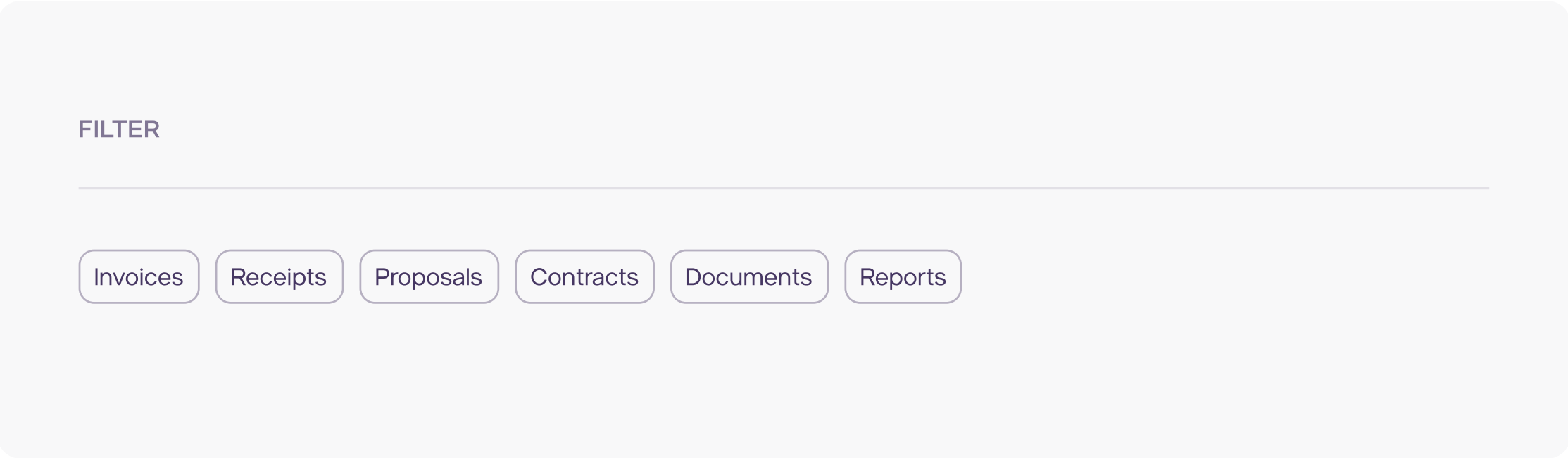
Icon

Chips with an icon alongside the label — leading, trailing, or both. Use a leading icon to reinforce the chip's meaning (a filter icon on a filter chip, a checkmark on a selected option). Use a trailing icon for actionable affordances within the chip (a chevron for expandable, a plus for adding, an X for removing). Icon-only chips are rare and should be reserved for cases where the meaning is universally understood.



Pill group

The primary way chips appear in the product — as a set of related options within a labeled group. Chip groups can be single-select (radio behavior, one chip active at a time), multi-select (checkbox behavior, any number active), or filter (each chip narrows a shared result set). Group behavior is defined by the label and context around the chips, not by the chip component itself.





9. Badge

Components

Badge

Static labels for status, categorization, or count. Badges are non-interactive — they communicate information about something else rather than doing anything themselves. Use Badges to signal state, classify content, or count things. Use Chips when the label needs to be selectable; use Buttons when clicking it should trigger an action.

Default

SUBTLE

MEDIUM

STRONG

Badge label

Badge label

Badge label

SUBTLE

MEDIUM

STRONG

Badge label

Badge label

Badge label

Icon

LEADING ICON

TRAILING ICON

🔍 Badge label

Badge label 🔍

LEADING ICON

TRAILING ICON

🔍 Badge label

Badge label 🔍

Status

ERROR

WARNING

SUCCESS

INFO

SUBTLE

🛑 Badge label

⚠ Badge label

✓ Badge label

ℹ Badge label

MEDIUM

🛑 Badge label

⚠ Badge label

✓ Badge label

ℹ Badge label

STRONG

🛑 Badge label

⚠ Badge label

✓ Badge label

ℹ Badge label

ERROR

WARNING

SUCCESS

INFO

SUBTLE

🛑 Badge label

⚠ Badge label

✓ Badge label

ℹ Badge label

MEDIUM

🛑 Badge label

⚠ Badge label

✓ Badge label

ℹ Badge label

STRONG

🛑 Badge label

⚠ Badge label

✓ Badge label

ℹ Badge label

Notification

ACCENT

DEFAULT

3

3

ACCENT

DEFAULT

3

3

The standard badge treatment — a compact label for neutral information. Three intensities exist: Subtle for quiet in-context labels that blend into their surface, Medium for standard use where the badge should be noticed without demanding attention, Strong for high-emphasis labels that need to dominate their surroundings. Reach for the lowest intensity the context allows.

Badges with an icon alongside the label. Use a leading icon to reinforce category or type — a document icon on a "Draft" badge, an AI sparkle on an insight badge. Use a trailing icon to indicate additional meaning — a trend arrow on a metric badge, an external link icon on a source badge. Icons in badges should support the label, not replace it; badges without visible text are usually notification dots, not badges.

Badges that communicate state through color. Error for problems requiring attention; Warning for cautionary states; Success for confirmations and healthy conditions; Info for neutral notices and metadata. The same three intensities from Default apply here — Subtle, Medium, and Strong — giving each status a full range of emphasis. Reach for the lowest intensity the context allows; strong colors dominate the surface around them, and using them by default flattens the hierarchy of the whole screen.

Small indicators that communicate presence, count, or unread state. Accent uses brand color to signal system-initiated attention — an AI-generated update, a fresh recommendation. Default uses neutral tones for standard counts and generic unread indicators. Notification badges typically attach to another element (an icon, an avatar, a tab) rather than standing alone.



10. Inputs

Components

Inputs

The fields users type into to provide information — search queries, form values, filter terms, credentials. Inputs are the primary way users give the system data, so they need to feel responsive without demanding attention. This page documents the interaction states, sizing, decorative elements, and validation treatments inputs use across the product.

Default

The core interaction states of an input. Default is the resting state before the user engages. Focus signals that the input is currently receiving keyboard input — the visible ring is critical for accessibility and shouldn't be softened past visibility. Filled indicates the input holds content but isn't currently focused; use it to preserve the user's context when they've moved on but might come back to edit.

DEFAULT

FOCUS

FILLED

Text input

Text input

Text input

DEFAULT

FOCUS

FILLED

✦ Text input ✓

✦ Text input ✓

✦ Text input ✓

Size

Three sizes for different contexts. Small for compact surfaces, dense forms, and inputs inside components like filter rows. Default for most cases — standard forms, dialogs, and product chrome. Large for prominent moments, marketing surfaces, and single-input flows where the field is the primary focus of the screen. Match the size to the surface's density, not to the input's importance.

SM

MD

LG

Text input

Text input

Text input

SMALL

DEFAULT

LARGE

Text input

Text input

Text input

Elements

Decorative or functional icons that sit inside the input alongside the text. A leading element sits before the text and typically reinforces the input's purpose — a search icon on a search field, a currency symbol on a monetary input. A trailing element sits after the text and typically signals action or state — a clear button, a validation checkmark, a dropdown chevron. Elements should support the input's function; they aren't decoration. Use one at a time unless both roles are genuinely needed.

LEADING ELEMENT

TRAILING ELEMENT

BOTH

✦ Text input

Text input ✓

✦ Text input ✓

LEADING ELEMENT

TRAILING ELEMENT

BOTH

✦ Text input

Text input ✓

✦ Text input ✓

Validation

Visual treatments that communicate the system's judgment of the input's contents, independent of interaction state. Error signals that the current value is invalid and must be corrected — use when the user cannot proceed with the current input. Success signals that the value has been validated — use sparingly, and only where confirmation genuinely helps the user (financial fields, unique identifiers, credentials). Validation states apply on top of any interaction state; a focused error input still shows both.

ERROR

SUCCESS

Text input ✓

Text input ✓

ERROR

SUCCESS

Text input ✓

Text input ✓



11. Brand pattern

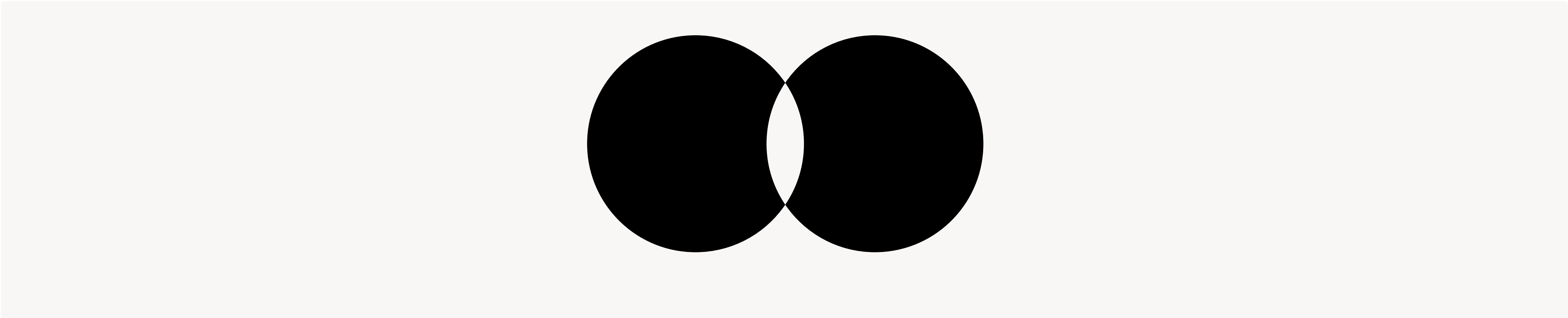
Components

Brand pattern

Our pattern system is built on the same idea as the logo: shapes meeting, value appearing where they overlap.

Pattern concept

The base unit is two shapes touching at a single point. Circles or squares. Where they meet, a new shape emerges — a lens, a seam, the place where two systems become one. This pattern carries the brand’s strategic idea visually. It can scale up to fill a poster or down to anchor a corner.



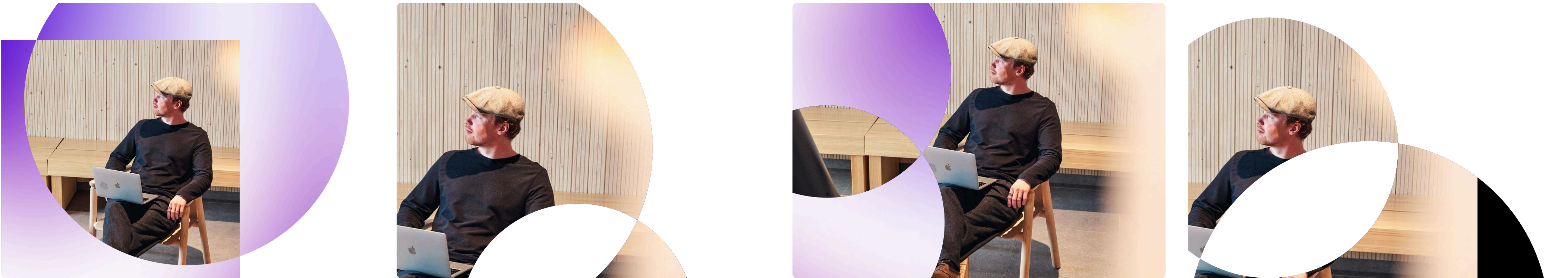
Pattern colors

The pattern is rendered in Iris, gradients, black, or a combination — but never in secondary colors. Iris is the brand’s voice, and the pattern is the brand at its most declarative. When overlapping, the intersection takes on a color shift — darker where two shapes meet, lighter at the edges. This is the strategic idea made visible: value concentrates at the point of connection.



Pattern image mask

The pattern can act as a frame for photography, treating images as objects within the overlapping field. Used this way, the pattern brings brand identity into photographic compositions without overwhelming the image. The shape carries the brand; the photograph carries the story. Reserve this treatment for editorial moments, campaign visuals, and brand-led content. It is not a default treatment for all imagery.





If you have any questions regarding this document please contact
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