

BRAND

The Happly design system.

Every colour, type style and component that makes up happily.ai, in one place. The swatches below are read from the live stylesheet and the components are the real ones — so this page is always in step with the product.

[Download brand assets →](#)

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Logo

The wordmark is the primary lockup. The vertical lockup covers square and narrow spaces, and the mark on its own is reserved for the tightest — favicons, avatars, app icons.

[Download the logo files →](#)



Primary wordmark

128 × 36. Use on light surfaces.



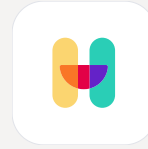
Reverse · on dark

Mark stays in colour, wordmark goes white.



Vertical lockup

For square and narrow spaces.



Mark

App icons, avatars, favicons.



Emblem

The mark alone, for the tightest spaces.

- ✓ Keep clear space of at least the cap height of the wordmark on all sides.
 - ✓ Scale proportionally; the wordmark has a minimum width of 96px.
 - ✓ On dark backgrounds use the reverse lockup — it keeps the mark in colour. The all-white version flattens the mark into one silhouette, so save it for single-ink printing.
- ✗ Don't recolour, stretch, rotate, add effects, or place the wordmark on a busy photo.

Colour

Surfaces stay warm and low-contrast so product screenshots and photography carry the colour. Purple is the only accent that appears in interface chrome.

BRAND



--purple

#6422C8

Primary brand purple. Buttons, links, active states.



--purple-tile

#F0E9FD

Tinted purple surface behind icons and active menu rows.

LOGO MARK

These five live in the artwork rather than the stylesheet. Use them for illustration and data accents — never for body text or buttons.



Sun

#FBD570



Ember

#F97627



Punch

#E30147



Violet

#6422C8



Mint

#2ACEB6

SURFACES



--bg

#F4F3F2

Page canvas. The warm putty behind every panel.



--panel

#FCFBF9

Section panels. Warm cream white.



--white

#FFFFFF

Cards and controls that sit on a panel.



--light

#F5F7F9

Subtle fill for hover and inactive states.

TEXT



--ink

#0E121B

Primary text and headings.



--gray-600

#525866

Body copy and secondary text.



--gray-400

#99A0AD

Labels, captions and muted metadata.



--badge-text

#624C18

Text on the amber announcement badge.

LINES



--border

#E1E3E9

Control and card borders.



--hairline

#EFEDEB

Internal dividers on cream panels.

Typography

Inter Display throughout, self-hosted as woff2 subsets. Headings sit at 500–700 with tight tracking; body copy stays at 400.

STYLE	SIZE / LINE
WEIGHT	USED FOR

Display	48 / 57.6
700	Homepage hero headline

We help people find money.

H1	40 / 48
600	Inner page titles

We help people find money.

H2	36 / 44
600	Section headings

We help people find money.

H3	24 / 32
600	Card and sub-section headings

We help people find money.

H4	24 / 24
500	Feature card titles

We help people find money.

H5

18 / 24

500

Small card titles

We help people find money.

Body

16 / 24

400

Lead paragraphs

We help people find money.

Body small

14 / 20

400

Default body and list copy

We help people find money.

Caption

11 / 12

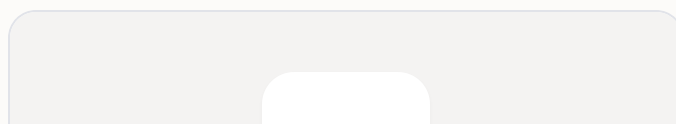
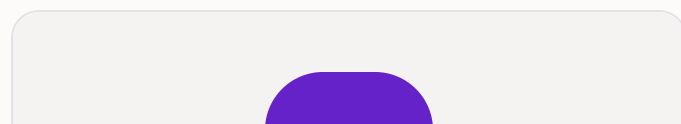
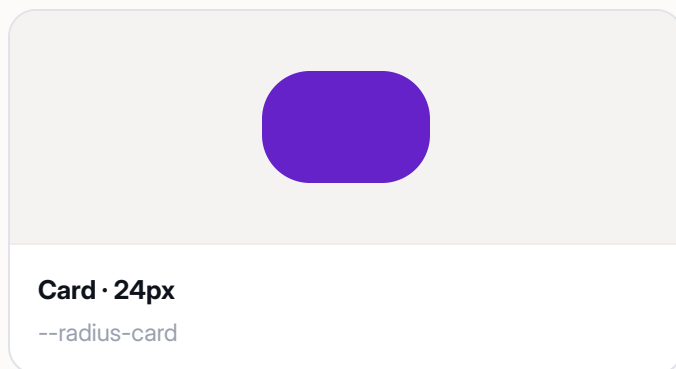
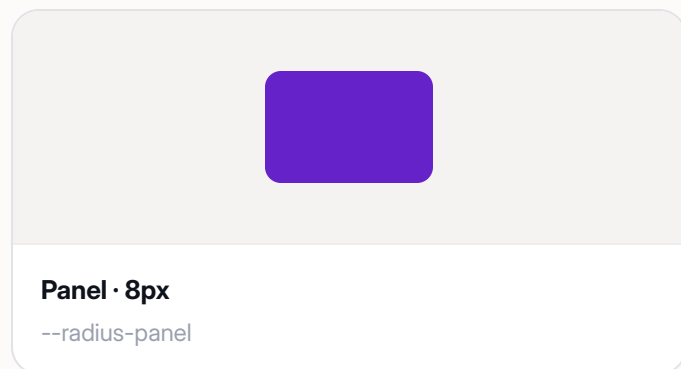
500

Badges, labels, eyebrow text

We help people find money.

Shape & elevation

Two radii do most of the work: 8px on full-width panels, 24px on cards. Shadows stay almost invisible — depth comes from the warm gradient surfaces, not blur.



Pill · 999px

Tags, chips, avatars

Resting shadow

0 1px 2px rgba(10,13,20,.03)

Raised

0 14px 40px -8px rgba(10,13,20,.08)

Buttons

Buttons are 40px tall with an 8px radius. The nav call to action is a special case: it keeps a fixed footprint and swaps its label on hover so the layout never shifts.

Let's explore

Primary

.btn .btn-primary

Book a demo →

Secondary

.btn .btn-secondary

Login

Small

.btn .btn-sm — used in the nav

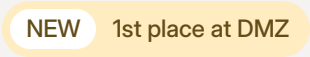
Let's find funding!

Nav CTA

Hover it — burst plus label crossfade, fixed width

Tags, pills & chips

Small labels carry status and category. All of them are pill-shaped except the feature chips, which use a softer 8px radius.

An announcement badge with a yellow background and rounded corners. It contains the text "NEW" in bold and "1st place at DMZ" in a regular weight.

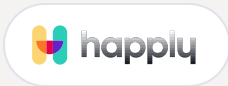
Announcement badge

.hero-badge

A small, dark grey pill-shaped tag with the word "BETA" in white, uppercase letters.

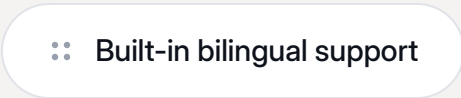
Beta tag

.beta-tag

A brand pill with a white background and rounded corners. It features the "happli" logo, which consists of a colorful icon followed by the word "happli" in a sans-serif font.

Brand pill

.happly-pill

A feature chip with a white background and a very soft 8px radius. It contains a double colon icon followed by the text "Built-in bilingual support".

Feature chip

.prov-chip



Emblem

44px circle, logo inset

Cards

Three card treatments cover the whole site: a plain white card on cream, a warm gradient card for feature and beta content, and the icon card used in showcase grids.



Icon card

Used in the four-up showcase grids. White surface, hairline border, 22px icon in a brand accent.

`.prov-icon-card`

Gradient feature card

The warm #fbf9f7 to #f4f1eb gradient with a hairline stroke. Artwork sits full-bleed across the bottom and is clipped by the card.

- ✓ **Bulleted detail** – a short supporting line.
- ✓ **Second detail** – another supporting line.

`.prov-feature-card`



Announcement card

Image on top, title and body beneath, logo and arrow in the footer row.

DMZ



`.announce-card`

Layout

Content is capped at a fixed column and every section is a panel floating on the putty canvas. At the widest breakpoint the row also paints the full-bleed side panels.

Content width

1198PX

--content, with 40px inner padding

Wide grid

1FR · 1212PX · 1FR

≥1440px, side panels flank the column

Panel gap

2PX

The canvas showing between panels

Card gap

24PX

Between cards in a grid row

Section padding

48–64PX

Vertical rhythm inside a panel

Bento row

724 / 384

Alternating wide and narrow cards

Motion

Motion is used to reveal, not to decorate. Everything eases out; nothing bounces. Reveals fire once when a section scrolls into view and never repeat.

Reveal

600MS

Fade up 14px, cubic-bezier(.22, 1, .36, 1)

Artwork rise

700MS

Staggered 120ms per layer

Float

5–7S LOOP

4–8px vertical drift, easeInOut

Marquee

30–42S

Linear, infinite, masked at both edges

Headline swap

450MS

Per-letter, 35ms stagger, 6s hold

Hover

160–350MS

Colour and shadow only, no scaling



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