



Born Between 2 Generals

BRAND KIT · DESIGN SYSTEM FOR EVERY APP

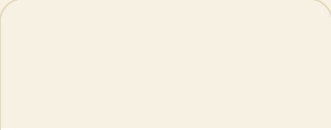
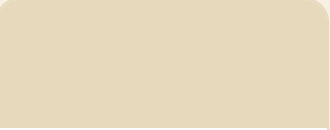
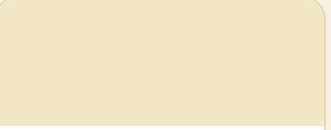
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EMPOWERING MINDS · BUILDING FUTURES

This is the shared look for every BB2G app — a light, luxurious ivory-gold-navy system with the American red-white-blue for alerts and accents. Drop the token block into any app and everything matches: Guardian, your learning platforms, the Election Integrity App, all of it.

The palette

Ivory sets the calm, gold carries the prestige, navy does the reading work, and flag-red is reserved for what's urgent — so red always means "look here."

 Ivory / page #f7f1e3 background	 Card #ffffdf8 surfaces	 Gold border #e6d9bc lines	 Navy #16294a headings / text
 Navy 2 #1f3a68 secondary btn	 Gold #b8860b brand / primary	 Gold bright #caa12e gradient top	 Gold soft #f3e8c6 tint fills
 Flag red #b22234 urgent only	 Success #2e8b60 good / calm	 Warn #c08a1e notice	 Orange #c96a1f pile-on

Typography

DISPLAY · SERIF

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var(--serif) · Georgia / Palatino stack — headings, product names, taglines

BODY · SANS

Clean system sans for everything you read — labels, paragraphs, buttons, and data. Keeps apps crisp and fast on any device.

-apple-system / Segoe UI / Roboto

Components

BUTTONS

Primary (gold)

Secondary (navy)

Outline

Ghost

STATUS TAGS

CALM / GOOD

NOTICE

WARNING

URGENT / THREAT

Card with gold rule

The default surface: near-white on ivory, soft gold border, a gold left-rule for emphasis. Used everywhere content sits.

Urgent card

Same card, red rule + red-soft tint. Reserved for threats and things that truly need the user right now.

Design principles

01

Light & calm

Ivory backgrounds, generous space. Apps should feel safe to open, never like a threat feed.

02

Gold = prestige

Gold for brand moments, primary actions, and accents — used with restraint so it stays special.

03

Red = urgent only

Flag-red is never decorative. If it's red, it matters. That's what makes it trustworthy.

04

Serif for soul

The classic serif on names and taglines carries the "two generals" heritage and gravity.

Drop-in tokens

Paste this `:root` block at the top of any app's CSS, then use the variables (e.g. `background:var(--cream), color:var(--navy), border:1px solid var(--line)`). Every BB2G app instantly matches.

Copy tokens

```
/* ===== BB2G DESIGN TOKENS ===== */
:root{
  /* surfaces */
  --cream:#f7f1e3; --cream2:#efe6d1; --card:#fffd8; --panel:#faf5ea;
  --line:#e6d9bc; --line2:#d8c79f;
  /* text */
  --ink:#1c2333; --sub:#5f6b83; --muted:#94a0b6;
  /* brand */
  --navy:#16294a; --navy2:#1f3a68; --blue:#3a5da9;
  --gold:#b8860b; --gold2:#caa12e; --gold3:#e4cd84; --goldsoft:#f3e8c6;
  /* semantic */
  --red:#b22234; --redsoft:#f7dfe2;
  --good:#2e8b60; --goodsoft:#dcf1e6;
  --warn:#c08a1e; --warnsoft:#f6eccc;
  --hot:#c96a1f; --hotsoft:#f7e4cf;
  /* type */
  --serif:Georgia,"Palatino Linotype","Times New Roman",serif;
}
```

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