

◆ BRAND KIT · V1

Brand Kit.

Type your idea. Wake up launched.

Moon, plus shift.

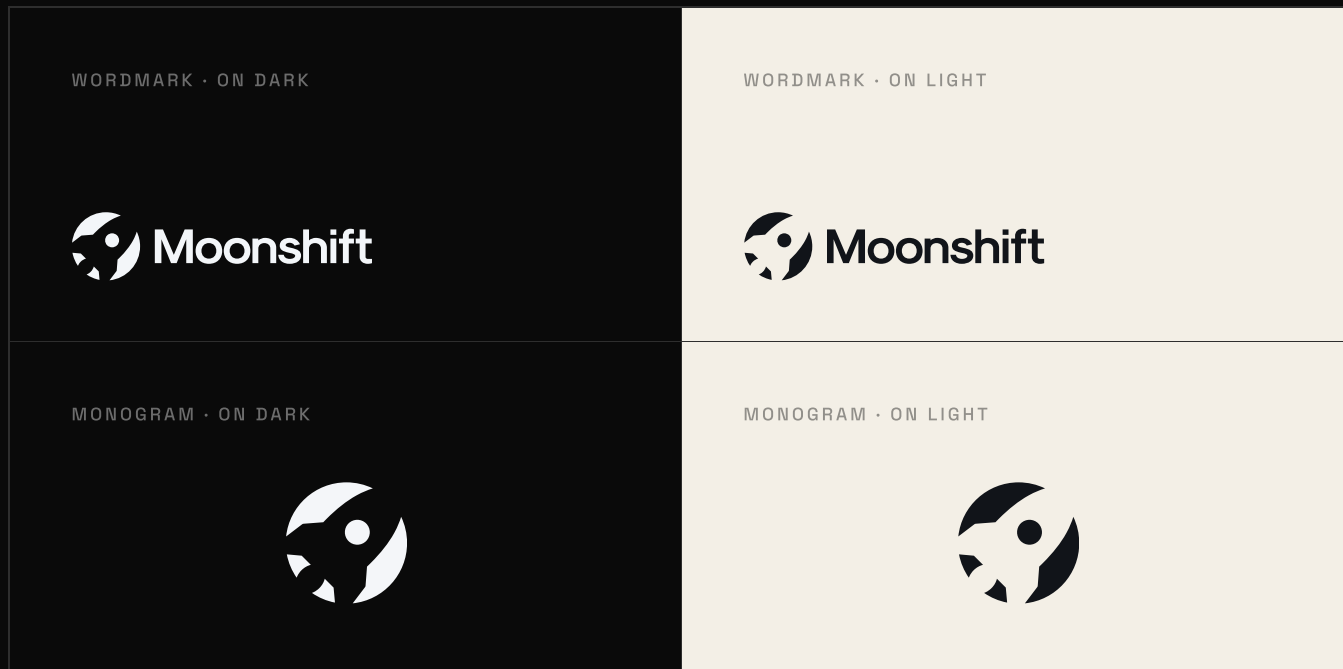
Moon for night. Shift for the work shift. Moonshift is the AI app builder whose agents work the night shift while founders sleep, and whose last step is launched, not just deployed.

TAGLINE Type your idea. Wake up launched.		WHAT IT DOES One prompt runs a 14-agent pipeline end to end: plan, database, backend, frontend, tests, security, deploy, launch. Roughly eight minutes to a live app.		WHAT YOU GET A deployed URL, a GitHub repo you own, drafted launch posts, and a hero image. All yours, on your own Vercel and GitHub.	
FOUNDED January 2026	HOME Delhi, India	PRODUCT AI app builder		SITE moonshift.io	

- DIRECT
- TECHNICAL
- FOUNDER-TO-FOUNDER
- NO FLUFF

The mark, on its own field.

A wordmark and a monogram, each in a light and a dark cut. Flat, white on dark and near-black on light. Give it a solid field and room to breathe.



CLEAR SPACE & SIZE

- Keep clear space around the mark equal to the height of the M on all sides.
- Minimum wordmark width: 96px on screen.
Minimum icon: 24px.
- Scale uniformly. Never distort to fill a space.

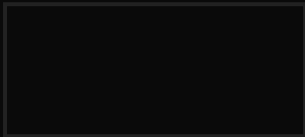
MISUSE

- NO Do not recolor the mark. White on dark, near-black on light. No brand-blue fills.
- NO Do not add radius, glow, drop shadows, or bevels. The mark ships flat.
- NO Do not stretch, rotate, or condense the wordmark. Scale it uniformly.
- NO Do not place the mark on a busy photo or low-contrast tint. Give it a solid field.

Dark first. One blue that carries.

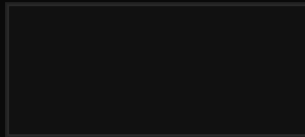
The surface is near-black in dark mode and warm cream in light mode. A single accent, #008BFF, does all the pointing. Everything else is a neutral ramp.

■ DARK THEME · DEFAULT

**BG-DEEP**

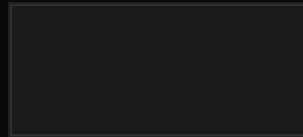
#0A0A0A

Page background

**BG-SURFACE**

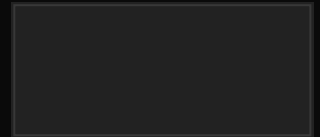
#111111

Cards, panels

**BG-ELEVATED**

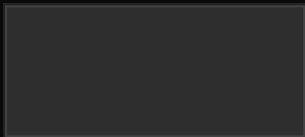
#1A1A1A

Inputs, elevated

**BORDER-SUBTLE**

#222222

Lightest separators

**BORDER-DEFAULT**

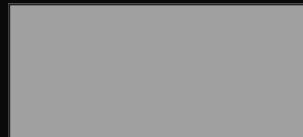
#2E2E2E

Outlines, edges

**TEXT-PRIMARY**

#FFFFFF

Headings

**TEXT-SECONDARY**

#A0A0A0

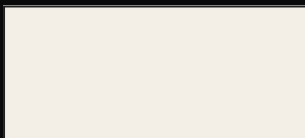
Body copy

**TEXT-MUTED**

#7A7A7A

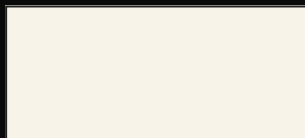
Labels, timestamps

■ LIGHT THEME

**BG-DEEP**

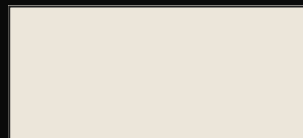
#F3EFE6

Page background

**BG-SURFACE**

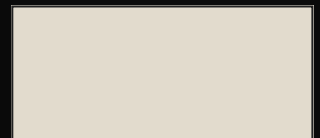
#F8F3E9

Cards, panels

**BG-ELEVATED**

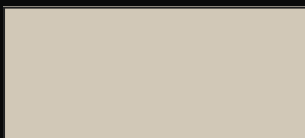
#ECE6DA

Inputs, elevated

**BORDER-SUBTLE**

#E2DBCD

Lightest separators

**BORDER-DEFAULT**

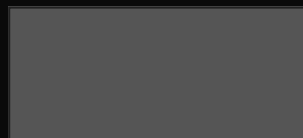
#D1C8B7

Outlines, edges

**TEXT-PRIMARY**

#0A0A0A

Headings

**TEXT-SECONDARY**

#555555

Body copy

**TEXT-MUTED**

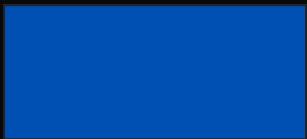
#6D6D6D

Labels, timestamps

Where the blue earns it.

Accent is identical in both themes. State colors live in product UI. Reach for accent sparingly; a page of blue is not a system.

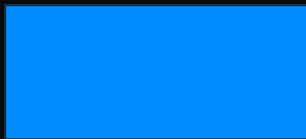
■ ACCENT · SAME IN BOTH THEMES



ACCENT-DEEP

#0050B3

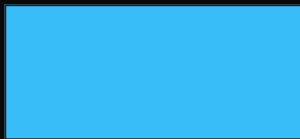
Pixel art, gradient stops



ACCENT

#008BFF

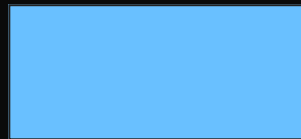
CTAs, links, active states



SKY

#38BDF8

Pixel highlights, footer sky



SKY-LIGHT

#69C0FF

Tertiary decoration

■ STATE



SUCCESS

#22C55E

Live, done, success logs



WARNING

#F4B23D

Caution states



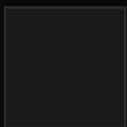
DANGER

#FF4D35

Destructive, errors

■ GEOMETRY

RADIUS



border-radius: 0 on cards, inputs, buttons, avatars. Pills only for tags.

BORDER RAMP



subtle

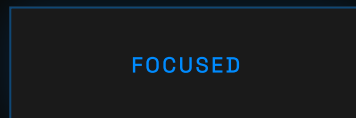


default



accent

ACCENT GLOW



FOCUSED

Used only on the primary create surface. No soft drop shadows as decoration.

Four families, one job each.

DM Sans sets every heading. Inter carries body and UI. Space Grotesk handles short uppercase labels and CTAs. JetBrains Mono is anything the terminal would print.

Aa DM Sans var(--font-dm-sans) Type your idea. Wake up launched. Never set headings in Inter.	Aa Inter var(--font-inter) The AI app builder that ends with launched, not deployed. The workhorse for sentences.
AA Space Grotesk var(--font-space-grotesk) GET STARTED · PRICING · NIGHT SHIFT Short uppercase strings only.	Aa JetBrains Mono var(--font-jetbrains-mono) deploy: ready in 7m 42s Anything the terminal would print.

TYPE SCALE

Display / H1 clamp 40 → 64px · medium · -0.04em	Wake up launched
Section / H2 32 → 44px · medium · -0.03em	Type your idea
Card / H3 16px · medium	Owned GitHub repo
Body 15 → 17px · 1.7 · Inter	One prompt, eight minutes, a deployed URL.
Label / eyebrow 11px · uppercase · 0.18em	HOW IT WORKS
Code / terminal 9 → 13px · JetBrains Mono	\$ moonshift create

Say what the product does.

Founder to founder. Name a concrete noun and a real verb. Skip the buzzwords, the theater, and the hedging. If a sentence could sell any tool, cut it.

■ WRITE	■ NOT THIS
Type your idea. Wake up launched.	Leverage our cutting-edge AI to supercharge your workflow.
One prompt, roughly eight minutes, a deployed URL you own.	Seamlessly transform your ideas into world-class applications.
Ends with launched, not deployed.	The next-generation platform for builders.

COMPONENTS

BUTTONS GET STARTED → GENERATE SECONDARY	LABELS & STATUS NEW TEMPLATE ■ Live ■ Done
INPUT Type your idea...	TERMINAL \$ moonshift create → planning · database · frontend ✓ live in 7m 42s

Take what you need.

Vector marks live in the repo. Social and directory art is exported to the sizes each platform expects.

ASSET	SIZE (PX)	NOTE
X / Twitter header	1500 × 500	Wordmark left, tagline right, monogram top-right.
LinkedIn company	1584 × 396	Same layout, wider safe zone.
YouTube channel	2560 × 1440	Safe zone 1546 × 423.
Product Hunt logo	240 × 240	PNG, transparent, from the icon SVG.
OG / social card	1200 × 630	Generated live at /opengraph-image.

FIND US

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Questions? #brand on Discord · moonshift.io/brand