

Shellui

Print and digital guidelines

Brand kit

Rules, logo files, and templates for anyone who writes, designs, or prints for Shellui: partners, designers, press, and contributors.

Version
v1

Edition
October 2026

Guidelines
shellui.com/guidelines/brand

Files
shellui.com/brand-assets/

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What this kit covers

Rules first, then templates you can copy. Full history on the changelog page.

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How to use this kit

- Need a value fast: use the cheat sheet on page 32
- Do and don't pairs: a green check marks correct use, a red cross a mistake
- Templates use sample data. Anything marked "example" or set in a dashed box is a placeholder
- Logo files, icons, and social images: see the download on page 03

New in v1

- Brand gold #E3A512 for fills and the logo, dark gold #E8B84A on dark screens
- Gold text #8A6300 on light, #E8B84A on dark screens
- Pantone references and paper
- Plex in print, system fonts on the website
- Flat print; gold wash on the web only
- Dark pages allowed in print
- No logo lockup

0 About

About this kit

How Shellui looks and reads in print and on screen, so that everything made for Shellui looks like it comes from one place.

Who it is for

Partners, designers, press, and contributors who write about Shellui, design for it, or print for it. Sections 1 to 7 hold the rules, section 8 has print templates to copy, and sections 9 and 10 cover digital assets.

Download the assets

The guidelines live at shellui.com/guidelines/brand, with links to this PDF and the asset zip. The files themselves are served from shellui.com/brand-assets/. The zip mirrors the `brand-assets/` folders named in this kit.

What the pack contains

Logo	Wordmark and mark in ink, white, and gold. SVG and PNG
Icons	Favicons, app icons, maskable icon
og:image	Four link preview images, 1200 x 630
Social	Avatars, X and LinkedIn banners, GitHub preview
Email	HTML email signature

Using the Shellui logo

- Use the official files, at the sizes and clear space in section 2
- Do not alter the logo: no redrawing, recoloring, stretching, effects, or lockups with other marks
- Do not use the logo in a way that suggests Shellui endorses, sponsors, or partners with you unless it does
- Questions about a use: open an issue at github.com/shellui

1 Foundations

Brand foundations at a glance

One page with the decisions that matter most. Detailed rules and do and don't examples follow in sections 2 to 7.

Logo usage and clear space



Clear space on every side: half the wordmark height (dashed line). Wordmark for documents, mark for icons and small spaces. Minimum width 18 mm print, 72 px screen.

Core colors

	Ink #111827 · RGB 17 24 39 CMYK 80 71 60 84
	Canvas #FFFFFF · RGB 255 255 255 CMYK 0 0 0 0
	Brand gold #E3A512 · RGB 227 165 18 CMYK 11 38 100 0
	Gold ink #8A6300 · RGB 138 99 0 CMYK 39 57 100 25
	Slate #4B5563 · RGB 75 85 99 CMYK 76 64 46 31
	Border #E5E7EB · RGB 229 231 235 CMYK 9 7 5 0

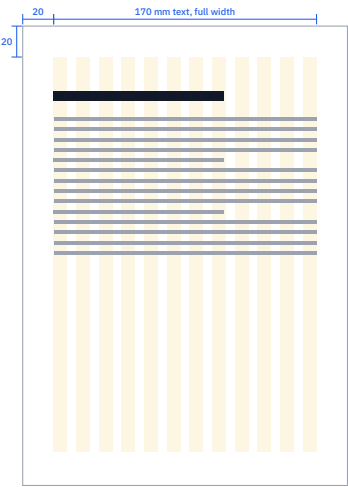
Gold stays scarce: one accent per page. Gold text is #8A6300 on light, #E8B84A on dark screens.

Type scale for print (pt)

Display 40/46	Brand kit
H1 26/32	Ship sooner
H2 15/20	Section heading
H3 11.5/15.5	Subsection heading
Body 10.5/17	Body text in IBM Plex Sans
Table 8.5/12.5	Table text, same family
Caption 8/12	Captions and notes
Folio 7.5/10	Running heads, folios

Website: system font stack. Generated screen images (og:images, social, icons, email): Inter. Print: IBM Plex Sans, with IBM Plex Mono for code.

A4 grid



12 columns, 8.67 mm
Gutter 6 mm
Margins 20, bottom 22
Text: full width, 170 mm
Long prose: 2 columns of 81 mm
Feature: label 3 + content 9

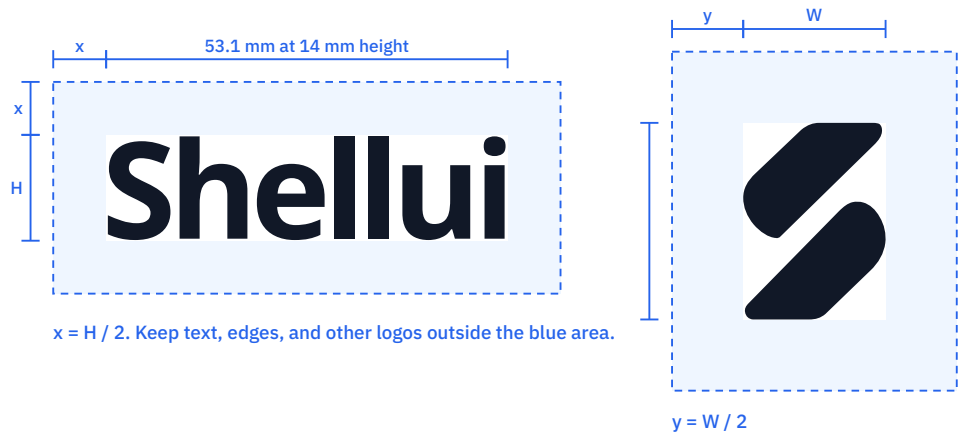
2 Logo

Logo

Shellui has two marks: the wordmark and the S mark. Use the official files from the download. Do not redraw, retype, or combine them: v1 has no lockup.

Clear space

Measure clear space from the logo itself, never from the file bounds.



Approved versions

Six versions cover every case. If none fits the background, change the background.



Wordmark, ink
Default on white and light gray



Wordmark, white
On ink, night, and photos with a dark area



Mark, ink
Small spaces, nav, footers



Mark, gold on ink
Avatars and app icons



Icon, white on black
Current favicon and app icon



Mark, on gold
Stickers and merch only

Size and placement

Body pages carry no logo, only the running head.

Use	Version	Size	Position
Report cover	Wordmark	9 mm high	Top left, on the margins
Letters, quotes	Wordmark	6 mm high	Top left, on the margins
Slides	Mark	6 mm high	Top left, 12 mm in
og:image, social	Mark	44 px high	Top left, 72 px in
Minimum, wordmark	Wordmark	18 mm, 72 px wide	Smaller: use the mark
Minimum, mark	Mark	4 mm, 16 px high	Favicon size

2.1 Logo

Logo do and don't

Each pair shows a correct use next to the mistake it replaces.



Shellui

- ✓ **Do: use the official wordmark**
Ink on white, with full clear space.



Shellui

- ✗ **Don't: stretch or squash**
Scale only with the aspect ratio locked.



Shellui

- ✓ **Do: use white on ink or night**
#111827 or #030712 behind the white wordmark.



Shellui

- ✗ **Don't: set the wordmark in gold on white**
Contrast is 2.2:1. A gold logo goes on ink or night only.



- ✓ **Do: use the mark alone in small spaces**
Favicons, avatars, the site nav.



Shellui

- ✗ **Don't: invent a lockup**
v1 has no lockup. Use the mark and the wordmark separately.



Shellui

- ✓ **Do: place it on a calm, dark area**
Darken photos until the logo passes 4.5:1.



Shellui

- ✗ **Don't: add effects**
No gradients, shadows, outlines, or rotation.

3 Color

Color

A white canvas, ink text, and one gold accent. Brand gold #E3A512 fills shapes and the logo; gold text is #8A6300 on light and #E8B84A on dark.

Ink foreground	Canvas background	Brand gold primary	Gold ink primary-ink
HEX #111827 RGB 17 24 39 CMYK 80 71 60 84 Text, rules, dark fills	HEX #FFFFFF RGB 255 255 255 CMYK 0 0 0 0 Page, cards	HEX #E3A512 RGB 227 165 18 CMYK 11 38 100 0 Fills, rules, the logo. Never text	HEX #8A6300 RGB 138 99 0 CMYK 39 57 100 25 Gold text and links on light
Slate muted-foreground	Border border	Mist muted	On gold primary-foreground
HEX #4B5563 RGB 75 85 99 CMYK 76 64 46 31 Secondary text, captions	HEX #E5E7EB RGB 229 231 235 CMYK 9 7 5 0 Hairlines, table rules	HEX #F9FADF RGB 249 250 251 CMYK 1 1 1 0 Quiet wells, callouts	HEX #1A1408 RGB 26 20 8 CMYK 68 66 71 85 Text on gold fills
Night background (dark)	Gold tint flat tint, print only	Dark slate muted-foreground (dark)	Dark gold primary (dark)
HEX #030712 RGB 3 7 18 CMYK 76 69 63 88 Dark pages, slides, dark og:images	HEX #FDF6E3 RGB 253 246 227 CMYK 0 2 11 0 Print only: flat fill behind callouts. Never a gradient	HEX #9CA3AF RGB 156 163 175 CMYK 42 32 25 0 Secondary text on dark, chart series	HEX #E8B84A RGB 232 184 74 CMYK 9 29 89 0 Gold text, links, and fills on dark screens

Proportion

Approximate share of a typical page.



Print notes

- CMYK values come from an ICC conversion from sRGB with a generic CMYK profile, relative colorimetric. Ask your printer for their profile and a proof before a large run.
- Print body text in 100% K, and slate text in 70% K, to avoid registration blur at small sizes.
- Pantone references, paper, and dark pages: see the next page.

3.1 Color

Contrast and accessible gold

Every text pair must reach WCAG AA: 4.5:1 for body text, 3:1 for text from 18 pt, or 14 pt bold.

Rules

Gold text is #8A6300 on light backgrounds. #E3A512 is for fills and the logo, never text. Gold text on dark screens, such as the website in dark mode, is #E8B84A. In print, dark pages carry no gold text.

Sample	Pair	Ratio	WCAG
Aa #111827	Ink on canvas	17.7:1	AAA
Aa #4B5563	Slate on canvas	7.6:1	AAA
Aa #8A6300	Gold ink on canvas	5.4:1	AA
Aa #8A6300	Gold ink on mist	5.2:1	AA
Aa #E3A512	Brand gold as text	2.2:1	Fail
Aa #1A1408	On gold, on a gold fill	8.4:1	AAA
Aa #F9FAFB	Mist on night	19.3:1	AAA
Aa #9CA3AF	Dark slate on night	7.9:1	AAA
Aa #8A6300	Gold ink on night	3.7:1	Fail
Aa #E8B84A	Dark gold text on night, screen	10.9:1	AAA

Get started

✓ **Do: use on-gold text on gold fills**
#1A1408 on #E3A512 reads at 8.4:1.

Get started

✗ **Don't: put white text on gold**
White on brand gold is 2.2:1 and fails AA.

Read the [changelog](#) for what shipped in v0.6.0.

✓ **Do: use gold ink for gold text**
Links and labels on light backgrounds use #8A6300.

Read the [changelog](#) for what shipped in v0.6.0. Brand gold body text is hard to read.

✗ **Don't: set text in brand gold**
Keep #E3A512 for fills, bars, rules, and the logo.

3.2 Color

Print color, paper, and dark pages

Spot color references for the two golds, the paper to print on, and when a dark page works in print.

Pantone references

Color	Closest Pantone Coated	$\Delta E00$	Closest Pantone Uncoated	$\Delta E00$
 Brand gold #E3A512	PANTONE 124 C Next: 2007 C, 1.7	1.4	PANTONE 7405 U Next: 3514 U, 4.8	4.1
 Gold ink #8A6300	PANTONE 4027 C Next: 1265 C, 4.9	4.1	PANTONE 132 U Next: No close uncoated match	9.8

Closest matches by CIEDE2000 between the sRGB value and the digital Pantone Solid Coated and Solid Uncoated libraries (swatches.page HEX to Pantone converter, October 2026). **Confirm against a physical swatch book and a printed proof.**

Under 2 is hard to see; above 5 reads as a different color. Gold ink has no close uncoated spot match: on uncoated stock print it in CMYK and check the proof.

Paper

- Uncoated, bright white
- About 120 g/m² for reports and letterhead
- About 300 g/m² for covers and cards
- Uncoated paper prints gold duller and type slightly heavier: specify the U references and proof first

Dark pages: when they work

- Covers, section openers, slides, and one-message pages
- Showcase pages for dark UI screenshots
- Not for long reading, forms, or pages people write on
- One dark page sets a moment; a dark document tires the eye

Dark pages: what to watch

- Ink: night converts to 296% total ink. Ask your printer for its coverage limit and a rich black build, above all on uncoated stock
- Contrast: mist on night reads 19.3:1, dark slate 7.9:1. Gold ink on night is 3.7:1 and fails
- In print, gold on dark is a fill, rule, or the mark in #E3A512, never text
- Reversed type: at least 9 pt and weight 400; avoid hairline rules under 0.5 pt

Ship sooner without rebuilding basic features

Mist and dark slate text, gold as a rule.

- ✓ **Do: keep text light and gold as a fill**
Mist text at 19.3:1, a gold rule, generous margins.

Ship sooner without rebuilding basic features

Gold ink and slate text on night.

- ✗ **Don't: set gold ink or slate text on night**
Gold ink on night is 3.7:1; slate is 2.7:1.

4 Typography

Typography for print

Print uses one family. IBM Plex Sans sets every word, from the H1 to the folio, and IBM Plex Mono sets code.

Aa

IBM Plex Sans

Every word in print: headings, body, tables, captions, charts, and numbers. Weights 400, 500, 600. SIL Open Font License, embedded.

Aa

IBM Plex Mono

Code, file paths, versions, and package names. Same design family, so it sits in a paragraph without a jump.

Aa

Inter, generated images only

og:images, social images, icons, and email. The website uses the system font stack. Never in print or PDF.

Print scale

Display	Plex Sans, 40 / 46 pt 600	Brand kit
H1	Plex Sans, 26 / 32 pt 600	Ship sooner
Lede	Plex Sans, 12 / 18 pt 400 slate	Open-source web app platform.
H2	Plex Sans, 15 / 20 pt 600	Configure the iframe SDK
H3	Plex Sans, 11.5 / 15.5 pt 600	Caveats on a custom domain
H4	Plex Sans, 10 / 14 pt 600	Starting the SDK
Body	Plex Sans, 10.5 / 17 pt 400	Call init before the shell sends settings. Your app then reads the theme and locale from the shell.
Table	Plex Sans, 8.5 / 12.5 pt 400, tabular	identity-service · Python · CHF 2'551.15
Caption	Plex Sans, 8 / 12 pt 400 slate	Figure 1. Features removed per app. Example data.
Folio	Plex Sans, 7.5 / 10 pt 400 slate	Running heads and page numbers
Code	Plex Mono, 8.5 / 13 pt 400	<code>await init({ clientId: your_client_id_here })</code>

Sizes in points, leading after the slash. Body text runs full width, about 100 characters per line; long prose runs in two columns of about 46 characters.

4.1 Typography

Typography for screens

Website: system font stack, on the Tailwind scale. Generated screen images (og:images, social, icons, email): Inter. Print: IBM Plex Sans.

Web scale

Values from the Tailwind classes used on shellui.com.

Class	Size, px	Use
text-5xl	48 / 48	Feature page h1, semibold, tight
text-4xl	36 / 40	Inner page h1, bold
text-3xl	30 / 36	Section heading
text-2xl	24 / 32	Section heading, compact
text-lg	18 / 28	Lede, slate
text-base/7	16 / 28	Body
text-sm	14 / 20	Buttons, labels, tables
text-xs	12 / 16	Badges, meta

Rules for print and screen

- Sentence case for every heading. Title case only in nav labels
- Line length: at most about 100 characters at full width in print, two columns for long prose; `max-w-3xl` on the web
- Left aligned, ragged right. Never justify
- One H1 per page or slide. Do not skip levels
- Tabular figures in tables and prices
- Hyphens, never em or en dashes. Units with a space: 64 KB, 200 ms, 12 GB; seconds bare: 30s
- Bold marks a UI element or a critical fact, not emphasis
- No serif anywhere. Plex Sans in print, the system font stack on the website, Inter in generated images

4.2 Typography

Typography do and don't

Each pair shows the correct use next to the mistake it replaces.

Configure the iframe SDK

Call init before the shell sends settings. Your app then reads the theme and locale from the shell.

Figure 2. Hours per week on release chores.



Do: set the whole document in IBM Plex Sans

One family: heading, body, and caption share one voice.

Configure the iframe SDK

Call init before the shell sends settings. Your app then reads the theme and locale from the shell.

Figure 2. Hours per week on release chores.



Don't: mix serif and sans in one document

Two voices on one page read as two documents.

Configure the iframe SDK

Call init before the shell sends settings. Your app then reads the theme, the locale, and the signed-in account from the shell, so you skip building that chrome again.



Do: use sentence case, ragged right

About 70 characters per line.

Configure The Iframe SDK

Call init before the shell sends settings. Your app then reads the theme, the locale, and the signed-in account from the shell, so you skip building that chrome again. Call init before the shell sends settings. Your app then reads the theme, the locale, and the signed-in account from the shell, so you skip building that chrome again.



Don't: justify text or use Title Case

Rivers, long lines, and tight leading slow reading.

Section 2

Two weights, one size step

Hierarchy from size and weight.



Do: build hierarchy with size and weight

400 for text, 600 for headings, one family.

FEATURES · PLATFORM

Many **weights** at once



Don't: add tracked all-caps eyebrows

Tracking and mixed weights add noise.

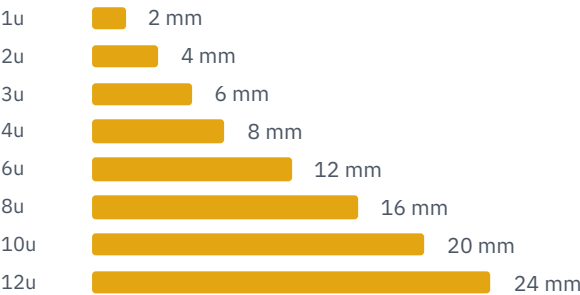
5 Spacing

Spacing system

One base unit per medium. Every margin, gap, and padding is a step on the scale, so pages line up without measuring by eye.

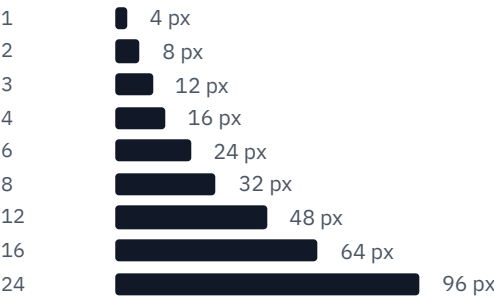
Print: base unit 2 mm

Written as u. One text-level half step: 3.5 mm between paragraphs. List items 2 mm.



Screen: base unit 4 px

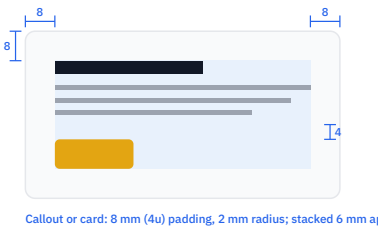
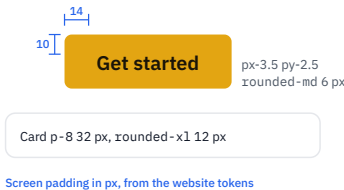
Matches the Tailwind spacing scale (0.25 rem).



Horizontal spacing and padding

Element	Print	Screen
Page margin	20 mm (10u), bottom 22 mm	16, 24, 32 px (.page-x); og:image 72 px
Column gutter	6 mm (3u); columns 8.67 mm	24 px; 32 px from 1024 px wide
Feature label to content	8 mm (4u)	32 px
Side-by-side blocks	8 mm (4u) minimum	32 px (gap-8)
Card or callout padding	8 mm (4u)	32 or 40 px (p-8 , p-10)
Stacked cards or boxes	6 mm (3u)	24 px (space-y-6)
Table cell	2.5 mm above and below, 3 mm each side	12 px above and below, 12 px each side
Corner radius	2 mm cards, 1.5 mm controls	rounded-xl 12 px cards, rounded-md 6 px

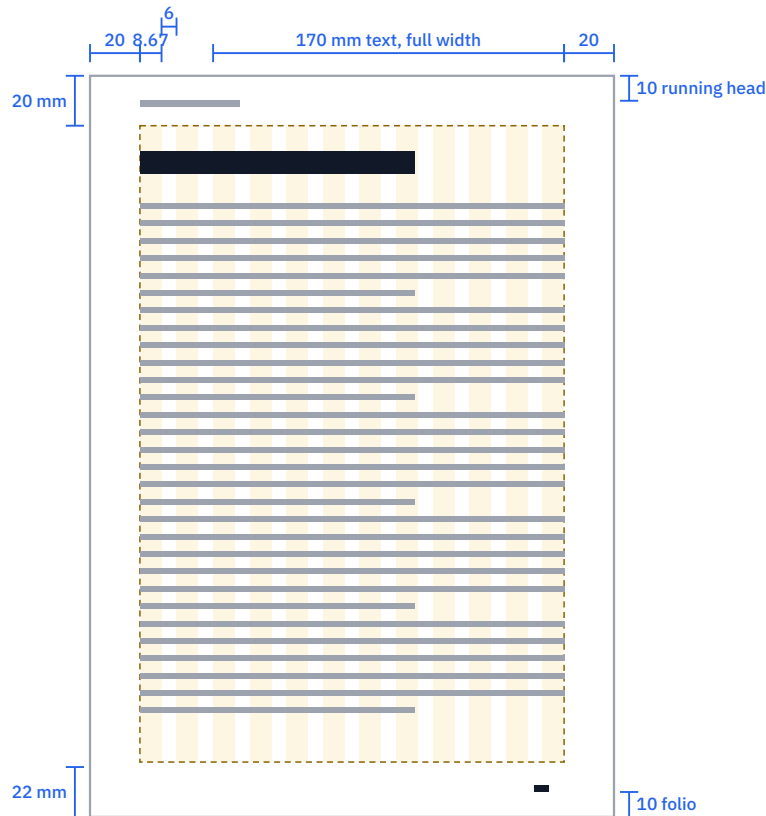
Nested corners: child radius ≤ parent radius. Vertical spacing has its own tokens on page 15.



5.1 Spacing

Margins, gutters, and padding

The A4 frame used by every print template. Measurements in millimetres, drawn at 33% scale.



A4 portrait

- Margins 20 mm, bottom 22 mm; live area 170 x 255 mm
- 12 columns of 8.67 mm, gutters 6 mm
- Running head and folio sit 10 mm from the edge, in 7.5 pt slate. One page number per page, bottom right; none on covers
- Text spans all 12 columns: about 100 characters at 10.5 / 17 pt. Prose longer than three paragraphs runs in two 81 mm columns
- Feature layout only: label in columns 1 to 3, 8 mm from the content

Screen

- Page gutters 16, 24, 32 px by breakpoint
- Content widths: `max-w-7xl` 1280 px, `max-w-5xl` 1024 px, prose `max-w-3xl` 768 px
- Header, body, and footer share one content edge

Storage

Upload and serve files.

Read the docs



Do: use scale steps for every gap

Padding 4u (8 mm), title to text 1u, text to button 3u.

Storage

Upload and serve files.

Read the docs



Don't: nudge spacing by eye

Uneven padding and offsets break the content edge.

Shellui brand kit Spacing

Shellui report 12



Do: one page number, bottom right

Head names the section, foot holds the number.

Shellui brand kit Page 12 of 31

Shellui report 12



Don't: repeat the page number

A number in the head and the foot reads as two counts.

5.2 Spacing

Vertical rhythm

Seven tokens set every gap. Headings sit closer to the text they introduce than to the text above them, and every figure gets 10 mm of air.



Annotated column

A body column at 70% scale. Blue bands are the gaps; gray bars are lines of 10.5 / 17 pt text.

Gaps do not add up: when a figure ends right before an H2, use one 10 mm gap.

Token	Print	Screen	Use
space-3xl	12 mm	64 px	Above H1 when it follows content
space-2xl	10 mm	40 px	Above H2; before and after tables, charts, callouts, screenshots, code
space-xl	8 mm	32 px	Card padding; gap between side-by-side blocks and text columns
space-lg	6 mm	24 px	Above H3; grid gutter; between stacked cards
space-md	4 mm	16 px	Below H1 and H2; above H4
space-sm	3.5 mm	20 px	Between paragraphs
space-xs	2 mm	8 px	Below H3 and H4; figure to caption; list items

6 Layout

Layout grids

Every page runs on 12 columns between the margins. Text, tables, charts, and screenshots use the full width by default. Long prose splits into two columns.



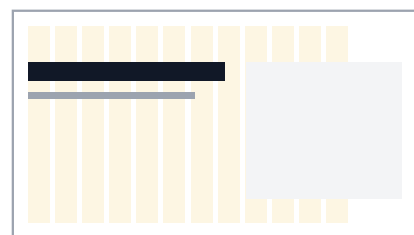
Text page: 12, default



Long prose: 6 + 6



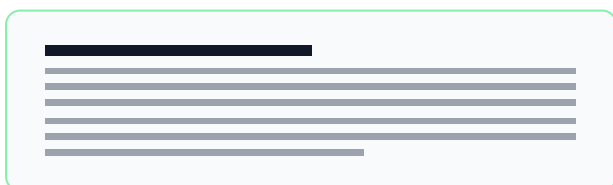
Feature opener: 3 + 9



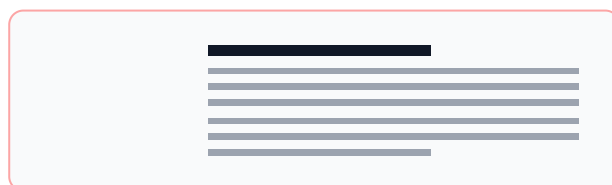
Slide 16:9: 12 columns

When to use each layout

- **Full width, the default.** Body text, tables, charts, and screenshots span all 12 columns, 170 mm. Use it for every text page
- **Two columns, 6 + 6.** Prose longer than three paragraphs, so lines stay near 46 characters instead of 100. Also for side-by-side comparisons, 8 mm apart
- **Feature layout, 3 + 9, optional.** A label or section number in columns 1 to 3, the title in columns 4 to 12. Only for covers, section openers, pull quotes, and showcase pages. The content below returns to full width
- Never leave columns 1 to 3 empty beside running text. Snap every edge to a column or gutter



- ✓ **Do: run text pages full width**
Text uses all 12 columns; long prose splits in two.



- ✗ **Don't: leave a left column empty on text pages**
Empty columns 1 to 3 waste a fifth of the page.

One dominant claim

Supporting text sits under the heading, on the same left edge, and the eye reads down one line.

- ✓ **Do: lead with one claim, left aligned**
Reading starts at the top left edge.

Centered hero

Then three equal cards



- ✗ **Don't: fall back to centered hero plus equal cards**
A generic pattern that hides the message.

7 Imagery

Imagery and charts

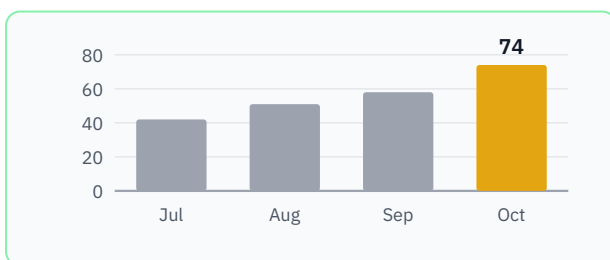
Show real data. A chart makes one point, gold marks that point, and white space sets the chart apart from the text.

Charts

- The title or caption states the finding, not the metric
- Gray series (#9CA3AF), one gold highlight (#E3A512) with its value labeled in ink
- Label lines and bars directly. Skip the legend when you can
- Bars start at zero. No 3D, no pie with more than three slices
- IBM Plex Sans for all chart text: axis 7 pt slate, labels 8 pt, tabular figures
- Gridlines in #E5E7EB, 0.2 pt

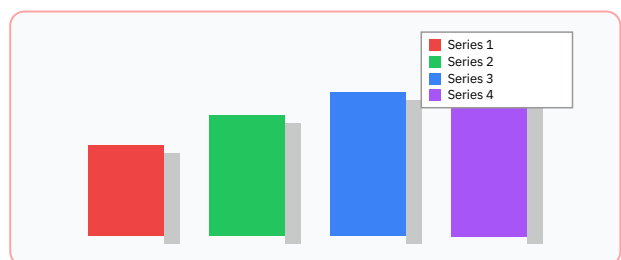
Space and captions

- 10 mm of white space above and below every chart, screenshot, and table
- A caption under each figure: figure number, the finding in one line, and the source. IBM Plex Sans 8 / 12 pt
- One figure per reading moment. If two figures do not fit with full spacing, move one to the next page
- Mark sample figures as example data



Do: highlight the one value that matters

October in gold, labeled directly. Example data.



Don't: use a rainbow, shadows, and a legend

Color without meaning hides the point.

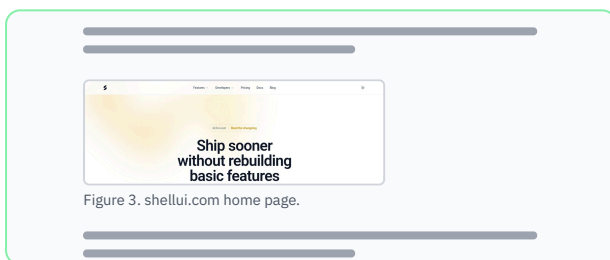
7.1 Imagery

Screenshots and backgrounds

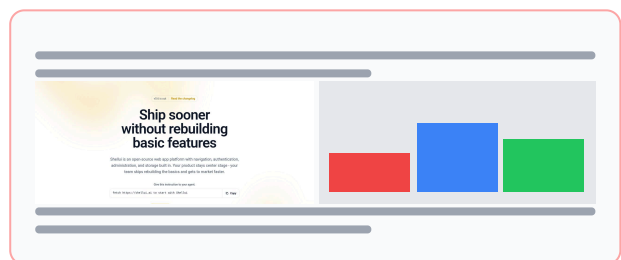
Screenshots prove what ships. Give each one room, a frame, and a caption. Print and social backgrounds stay flat.

Screenshots and photos

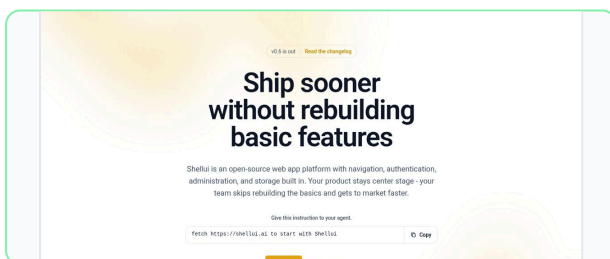
- Screenshots of the shipping UI only, captured at 2x, current version
- Frame with a 0.4 pt border and 2 mm radius (12 px on screen). No device mockups, no shadows
- Photography: real places and real work, natural light. Zurich is the home city
- Print, PDFs, og:images, and social images stay flat: white, mist #F9FAFB, ink, or night
- A soft gold wash is allowed on the website only, behind the hero



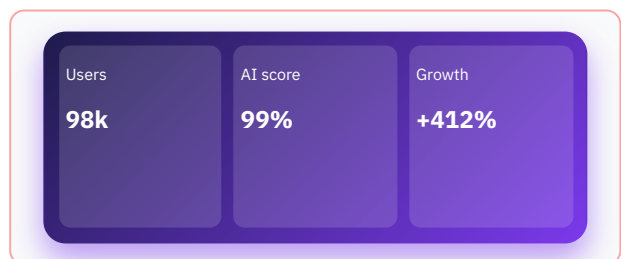
- ✓ **Do: give each figure room and a caption**
10 mm above and below, caption 2 mm under.



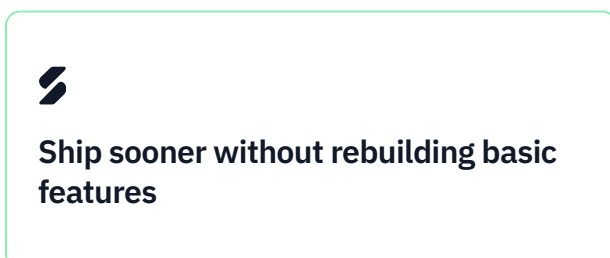
- ✗ **Don't: cram figures side by side with text**
No air, no caption, two figures fighting.



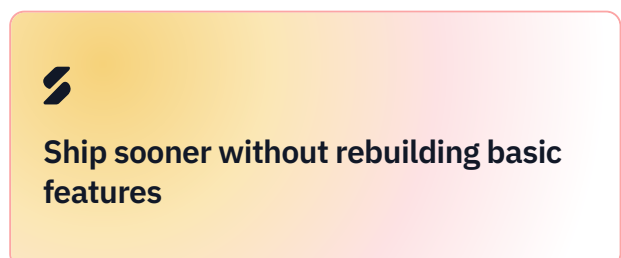
- ✓ **Do: show the real UI in a plain frame**
shellui.com home page, October 2026.



- ✗ **Don't: invent dashboards or metrics**
Fake screenshots break trust.



- ✓ **Do: keep print and social flat**
White, mist, ink, or night. The type and the mark carry the brand.



- ✗ **Don't: put a gradient or wash on print or social**
The soft gold wash belongs to the website only.

Shellui

Platform report, example document

Running Shellui in production

How three sample teams moved authentication, administration, and storage into the shell, and what changed in their release work.

Prepared by
Author name

Date
October 2026

Version
1.0

Audience
Engineering leads

2 Architecture

How the shell wraps your app

The shell owns navigation, sign-in, settings, and toasts. Your app runs in an iframe and reads that context through `@shellui/sdk`.

Shared navigation and identity

Each sample team started with the same problem: three apps, three login screens, and three copies of a settings page. Moving those apps into one shell gave them a single sign-in and one navigation bar.

Because identity-service issues the tokens, every service verifies them the same way. In production it signs tokens with an RSA key and publishes a JWKS, so your API checks a signature instead of calling back to the identity server.

What the shell provides to your app

After you call `init`, your app receives:

- The signed-in account and a token you can send to your API
- Theme and locale, so your app matches the shell
- Toasts, modals, and drawers rendered by the shell, above the iframe

Starting the SDK

Call `init` once, before the shell sends settings. The call resolves when the shell answers.

Note. JSON Web Key Set (JWKS): the public keys that services use to verify tokens.

```
import { init } from "@shellui/sdk";

await init({
  clientId: your_client_id_here,
});
```

Key finding. Example data: the three sample teams removed an average of 4 duplicated features per app after the move.

3 Results

Team D removed the most duplicated work

The table lists the services in the stack. The chart compares how many duplicated features each sample team removed per app. Chart figures are example data.

Service	Role	Language	License
shellui	Shell and @shellui/sdk	TypeScript	MIT
identity-service	Sign-in, sessions, JWKS	Python	MIT
admin	Users, roles, settings at /admin	TypeScript	MIT
storage-service	Uploads, serving large files	Python	MIT
email-service	Templates and sending	Python	MIT
hosting-service	Deploy and serve apps	Python	MIT

Table 1. Repositories in the Shellui stack. Source: github.com/shellui, October 2026.

Team D ran four internal apps before the move, more than any other team, so it had the most to remove. Teams B and C started with two apps each.

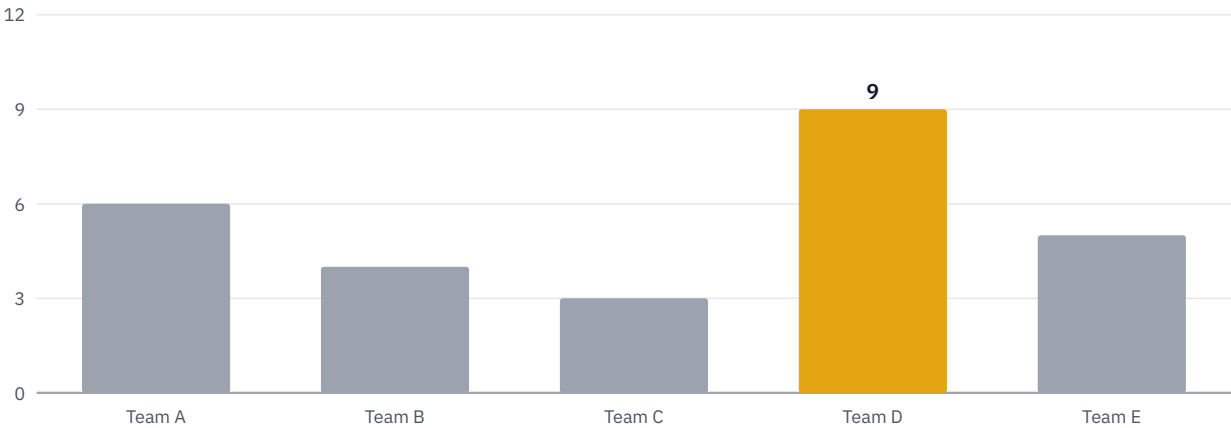


Figure 1. Duplicated features removed per app, by team. Example data.

Release chores dropped by two thirds

Before the move, each release meant updating login screens and settings pages in every app. After six weeks in the shell, the sample teams spent about 5 hours a week on those chores instead of 15.

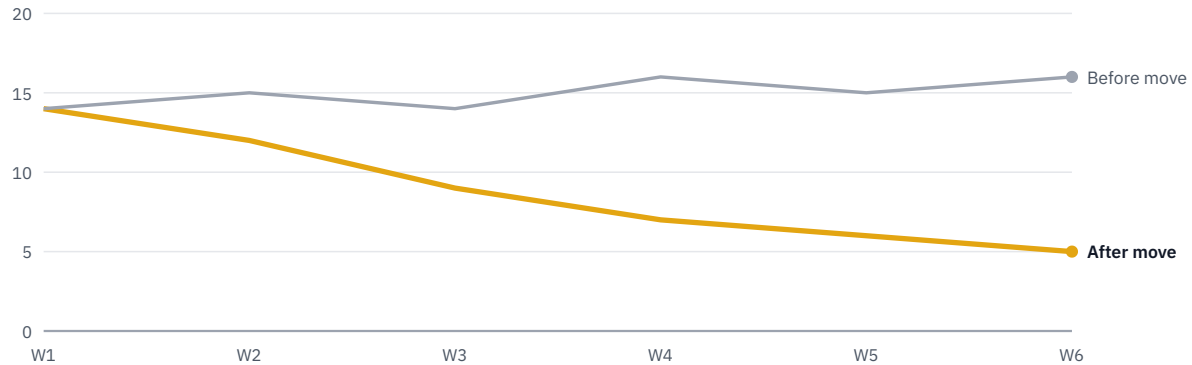


Figure 2. Hours per week on release chores over six weeks. Example data.

What your users see

Users get one sign-in and one navigation bar across every app. The home page of shellui.com runs the same shell chrome.

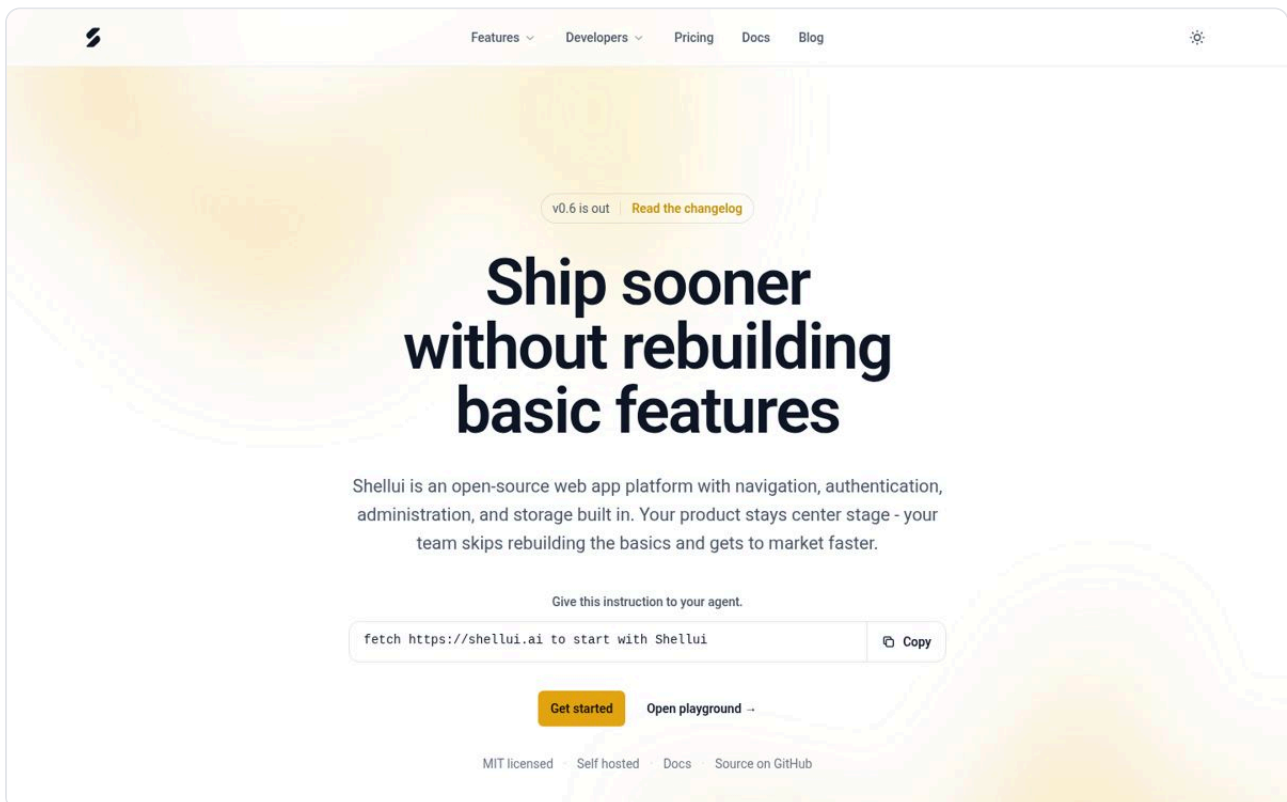


Figure 3. shellui.com home page, captured in October 2026.

Shellui

Shellui

[Company name]

[Street and number]

[Postcode, city, country]

[Email]

shellui.com

Shellui, [Company name], [Address]

Example AG
Anna Muster
Bahnhofstrasse 1
8001 Zurich

[City], 25 October 2026

Your customer portal on Shellui

Dear Ms Muster,

Thank you for the call on Tuesday. You asked how your team could ship the new customer portal without building sign-in, roles, and file uploads a fourth time. This letter answers that question and proposes a first step.

Shellui wraps your portal in a shell that already handles navigation, authentication, administration, and storage. Your developers keep their framework and build only the screens your customers use.

I suggest a half-day architecture workshop in November. We map your current apps, decide which ones move into the shell first, and leave you with a written plan. The enclosed quote lists the scope and an example price.

I look forward to hearing from you.

Kind regards

Max Muster

Solutions engineer, Shellui (example)

Enclosure: quote Q-2026-0042

Client
Example AG
Anna Muster
Bahnhofstrasse 1
8001 Zurich

Quote number	Q-2026-0042
Date	25 October 2026
Valid until	24 November 2026
Contact	Max Muster

Quote

Example data

Customer portal on Shellui. Amounts in Swiss francs.

#	Description	Quantity	Unit price CHF	Amount CHF
1	Example service Short description of the service	1 pc	1'000.00	1'000.00
2	Example workshop Half day, remote	4 h	150.00	600.00
3	Example setup One-time configuration	1 pc	800.00	800.00
Subtotal				2'400.00
VAT 8.1% on CHF 2'400.00				194.40
Rounding to 5 centimes				+0.00
Total CHF				2'594.40

Terms

Payment within 30 days of invoice. Amounts are examples.
Travel is billed separately.

Payment

IBAN [IBAN]
Bank [Bank name, city]
The invoice includes a Swiss QR-bill payment slip.

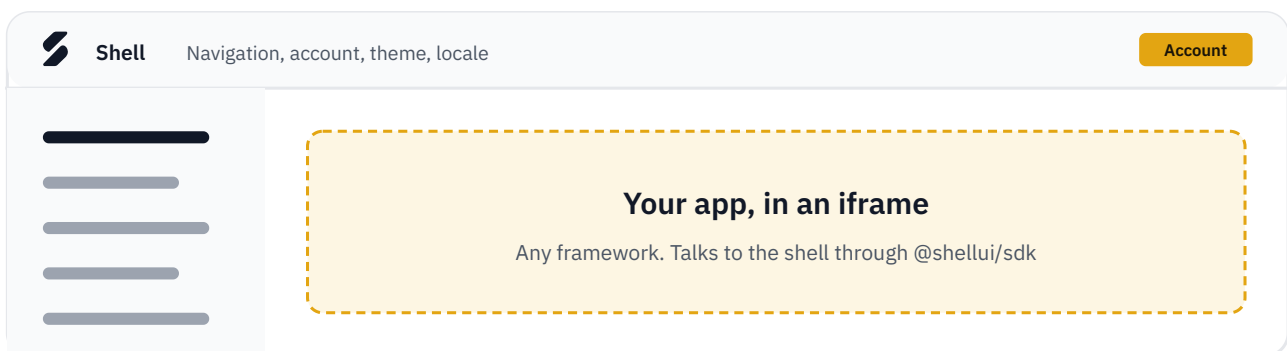
To accept, sign and return this quote, or reply to the email it came with.

Place and date

Signature, Example AG

The shell around your web app

Shellui is an open-source web app development platform: a microfrontend shell that wraps your application with shared navigation, authentication, storage, and administration.



What ships today

Shell and SDK

Iframe host with shared navigation, theme, toasts, and modals. Your app talks to it through `@shellui/sdk`.

Identity

identity-service handles sign-in, magic links, OAuth, and sessions.

Administration

Users, roles, and settings at `/admin`, embedded in the shell.

Storage and Files

storage-service stores uploads. The Files app lets people browse them.

Email

email-service sends transactional mail, newsletters, and broadcasts.

Hosting

hosting-service deploys and serves apps.

Run it your way

Self-host, free

MIT licensed. Docker images for every service on hub.docker.com/u/shellui.

Shellui hosting

Managed hosting for the shell and its services. Details on shellui.com.

Expert help

Architecture, custom work, and support from the maintainer.

```
import { init } from "@shellui/sdk";

await init({
  clientId: your_client_id_here,
});
```

Proposal

A customer portal on Shellui in seven weeks

You keep your React front end. Shellui adds sign-in, roles, file storage, and an admin area around it, so your team spends the seven weeks on portal screens.

Scope and timeline

#	Phase	What you get	When
1	Workshop and plan	Map current apps, pick the first two to move	Week 1
2	Shell and identity	Deploy the shell, connect Keycloak through identity-service	Weeks 2 to 3
3	Move the portal	Run the portal in the shell, add storage and /admin	Weeks 4 to 6
4	Handover	Documentation, training, support window	Week 7

At a glance

Duration

7 weeks

Example

Team

2 engineers

Example

You save

6 weeks

Auth and roles, estimate

All figures are examples for this template.

Next steps

1. Reply to confirm the workshop date
2. Share read access to the three existing repositories
3. Sign the quote to reserve weeks 2 to 7



Ship sooner without rebuilding basic features

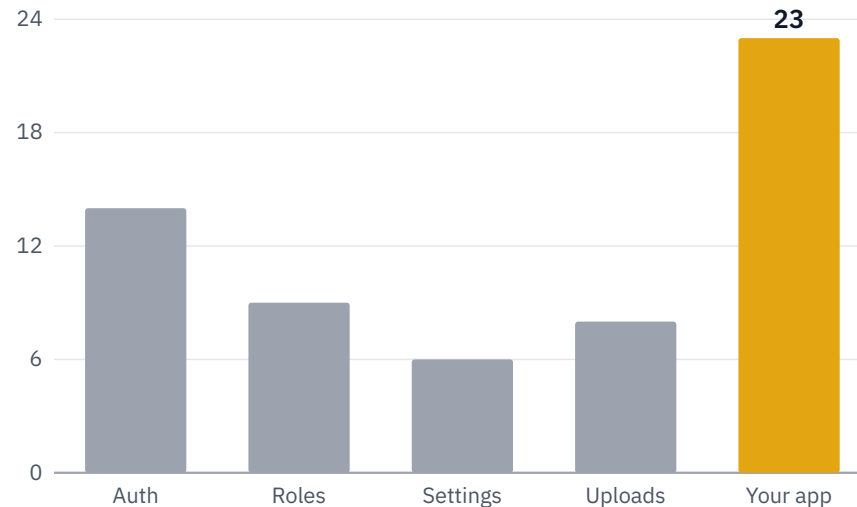
Shellui overview for engineering teams



Your team builds the product, not the chrome

- Sign-in, roles, and settings come with the shell
- Your app runs in an iframe, in any framework
- MIT licensed and self-hosted

Days of work per area, example project



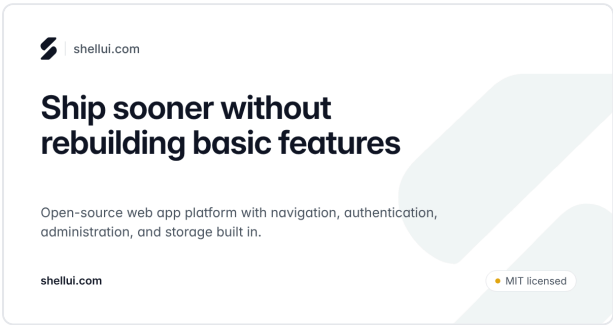
Example data. Gold marks the time left for your own product.

37 of 60 days go to sign-in, roles, settings, and uploads in this example. The shell gives them back to your product.

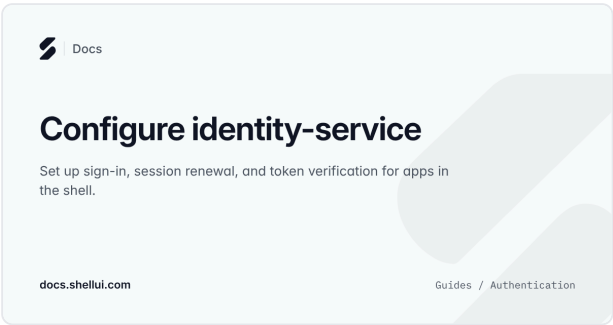
9 og:image

og:image templates

Link previews for X, LinkedIn, Slack, and chat apps. All four ship as 1200 x 630 PNG files in `brand-assets/og/`.



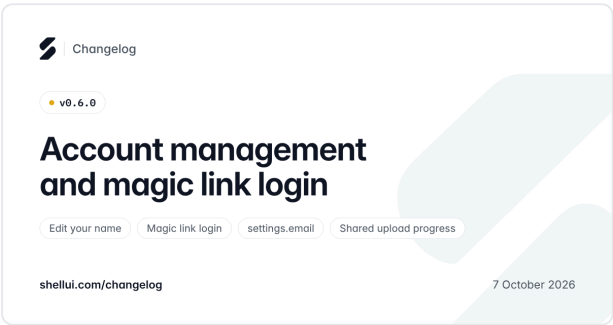
Default site · `og-default.png`
Home and pages without their own image



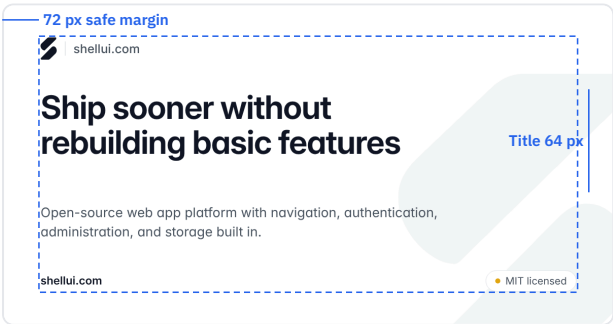
Docs page · `og-docs.png`
Guide title, section path, docs URL



Blog post · `og-blog.png`
Dark canvas, title, author, date, category



Changelog · `og-changelog.png`
Version pill, release title, highlights, date



Anatomy of the default template

Specification

Size	1200 x 630 px, PNG, under 300 KB
Safe margin	72 px on every side; 64 px top for the mark row
Mark	44 px high, top left, with page label in 24 px slate
Title	Inter 650, 64 px, 1.08 leading, 3 lines or 60 characters at most
Lede	26 px slate, 2 lines at most
Background	Flat white, no gradient. Mark at 4% opacity, cropped
Dark variant	Flat night #030712, dark gold #E8B84A for the mark and fills only, blog only

10 Social

Social profiles and GitHub

One avatar, one banner message, and a GitHub preview that names what the repository ships.

Avatar

800 x 800 px. The mark fills 50% of the height so it survives a circle crop.



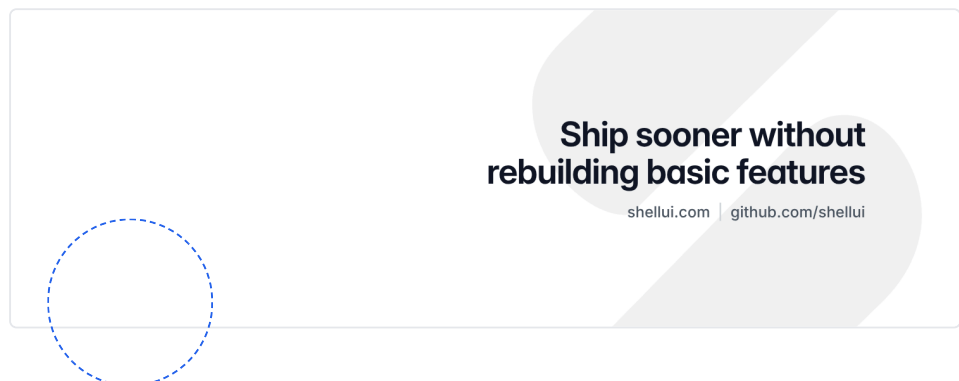
Dark, default

Gold

Light

X banner

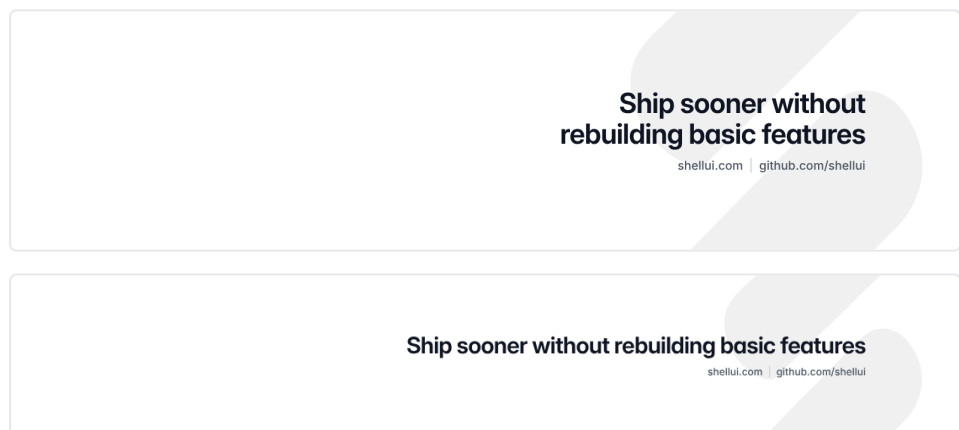
1500 x 500 px. Text sits right of center, clear of the avatar at bottom left.



Dashed circle: where X places the avatar. Keep it empty.

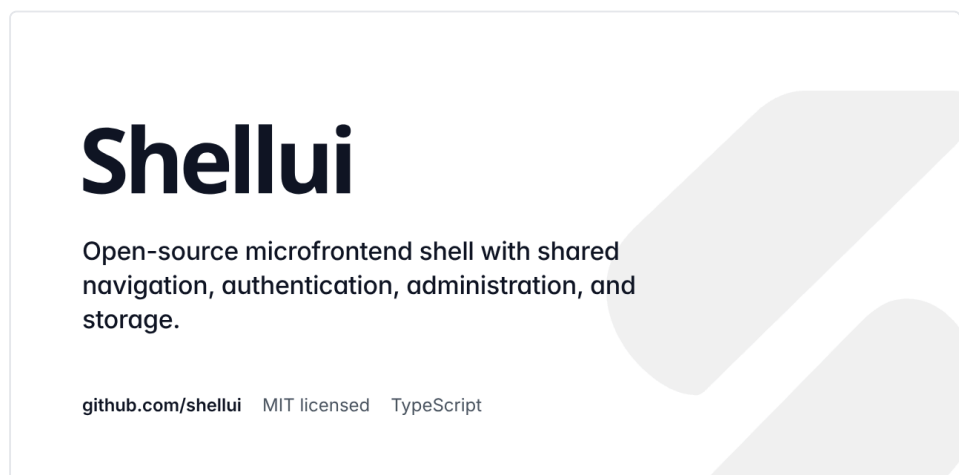
LinkedIn

Personal banner 1584 x 396 px and company cover 1128 x 191 px.



GitHub social preview

1280 x 640 px. Upload in the repository settings. GitHub asks for a 40 px border of empty space; this file keeps 96 px.



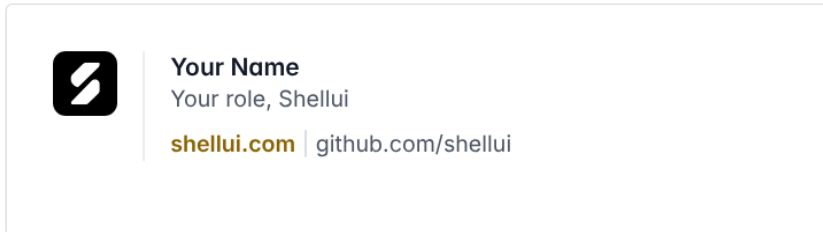
10.1 Email and icons

Email signature and app icons

Small surfaces with the most repetition. Keep them plain so they render in every mail client and browser tab.

Email signature

HTML table with inline styles and system fonts. File: `brand-assets/email/email-signature.html`.



- Name in 15 px semibold, role in slate, one gold ink link, no taglines or banners. Replace the example name and role with your own
- Logo image 40 px, hosted at shellui.com. No attachments, no social icon rows
- No quotes, legal paragraphs, or "sent from" lines in the signature

Favicon and app icons

White mark on black, matching the current favicon. The mark grows to 82% at 16 to 48 px so it stays legible.



Files in `brand-assets/icons/`

- favicon.ico (16, 32, 48)
- favicon.svg
- favicon-16.png, -32.png, -48.png
- app-icon-64, 180, 192, 512, 1024.png
- app-icon-gold-180, 512.png
- maskable-512.png (mark at 44% for Android safe zone)

```
<link rel="icon" href="/favicon.ico" sizes="32x32">
<link rel="icon" href="/favicon.svg" type="image/svg+xml">
<link rel="apple-touch-icon" href="/app-icon-180.png">
```

11 Reference

One-page cheat sheet

The values you need most, on one page. Print it and pin it next to your screen.

Color

■ Ink	#111827 text, rules
■ Slate	#4B5563 secondary text
■ Brand gold	#E3A512 fills, logo
■ Gold ink	#8A6300 gold text on light
■ On gold	#1A1408 text on gold
■ Border	#E5E7EB hairlines
■ Mist	#F9FAFB wells
■ Night	#030712 dark canvas
■ Gold tint	#FDF6E3 print-only fills
■ Dark gold	#E8B84A gold text on dark screens
Pantone	124 C / 7405 U; confirm on a proof

Logo

Wordmark	Documents, covers, footers
Mark	Icons, avatars, nav, slides
Clear space	Half the wordmark height; half the mark width
Minimum	18 mm or 72 px wide; mark 4 mm or 16 px
Cover / letter	9 mm / 6 mm high, top left
Never	Stretch, recolor, rotate, add effects, invent lockups

Shape and slides

Cards	rounded-xl, 12 px
Controls	rounded-md, 6 px
Nesting	Child radius ≤ parent radius
Slide	297 x 167 mm, margins 12 mm

Type

Print	IBM Plex Sans only; Plex Mono for code
Website	System font stack, Tailwind scale
Images	Inter: og:images, social, icons, email
Body	10.5 / 17 pt, full width; 2 columns for long prose
Display / H1	40 / 46, 26 / 32 pt, 600
H2 / H3 / H4	15 / 20, 11.5 / 15.5, 10 / 14 pt
Table	8.5 / 12.5 pt, tabular
Caption	8 / 12 pt, slate
Code	Plex Mono 8.5 / 13 pt
Web body	16 / 28 px, max-w-3xl

Spacing and grid

Print unit	2 mm: 2, 4, 6, 8, 12, 16, 20, 24
Screen unit	4 px: 4, 8, 12, 16, 24, 32, 48, 64, 96
A4 margins	20 mm, bottom 22 mm
A4 grid	12 x 8.67 mm, gutter 6 mm
Text	Full width, 12 columns, 170 mm
Feature	Label 3 + content 9, 8 mm apart
Side by side	8 mm minimum
Cards	Padding 8 mm, stacked 6 mm
Table cell	2.5 mm vertical, 3 mm sides
og:image	1200 x 630, margins 72 px

Writing

Name	Shellui. Never The Host
Headings	Sentence case
Dashes	Hyphen only. No em or en dashes
Banned	easy, simple, quick, just, very, really, simply, seamless, robust, powerful, unlock, leverage
Voice	Active, you, under 20 words
Units	64 KB, 200 ms, 30s
Numbers	CHF 2'551.15, 8.1% VAT
Placeholders	your_access_token_here
Samples	Mark example data as example

Files

Logo	brand-assets/logo/*.svg, *.png
og:image	brand-assets/og/og-*.png
Social	brand-assets/social/
Icons	brand-assets/icons/
Email	brand-assets/email/

Vertical rhythm

Above H1 / H2	12 / 10 mm
Above H3 / H4	6 / 4 mm
Below H1, H2	4 mm
Below H3, H4	2 mm
Figures	10 mm before and after
Paragraphs	3.5 mm
List items	2 mm
Caption	2 mm under figure

Check before you send

- ✓ Official logo file, clear space kept, no effects
- ✓ One family: IBM Plex Sans, body 10.5 / 17 pt
- ✓ One page number, bottom right, none on covers
- ✓ One gold accent; gold text #8A6300, or #E8B84A on dark
- ✓ Edges on the 12 column grid, gaps on the scale
- ✓ Real screenshots and data, sources under charts
- ✓ Every text pair at 4.5:1 or more
- ✓ Sample figures marked as example data
- ✓ Flat print and social; gold wash on the website only

12 Changelog

Changelog

What changed in each version of the kit. v1 is the first public release.

v1, October 2026

Brand gold

#E3A512, the gold on shellui.com, for the logo, fills, rules, and chart highlights in every brand file.

Dark gold

#E8B84A for gold text, links, the mark, and fills on dark screens, including the website in dark mode.

Gold ink

#8A6300 for gold text and links on light backgrounds, on screen and in print. It passes WCAG AA at 5.4:1 on white.

Print color and paper

Pantone references for both golds and a paper recommendation, to confirm on a printed proof.

Type

Website: system font stack. Generated screen images (og:images, social, icons, email): Inter. Print: IBM Plex Sans, with Plex Mono for code.

Layout

Full width is the default; a left title column only on covers, openers, and showcase pages.

Gradients

Print, PDFs, og:images, and social images stay flat. A soft gold wash appears on the website only.

Dark pages

Allowed anywhere in print, with light text and gold only as a fill.

Logo

No lockup in v1. The mark and the wordmark are used separately.

Templates

Company details are dashed placeholders; names, items, and amounts are examples.

Contrast ratios use the WCAG 2.2 formula. Values come from the Shellui website tokens.