

drop-rebrand-plan

Plan: Drop Full Rebrand

Objective

Rebrand all Drop screens (12 app pages + 13 landing pages) to match Alem's approved Stitch design. Plus logo, branding assets, and email templates.

Source of Truth

- Stitch reference: `/Users/makinja/ALAI/products/Drop/design/stitch-login-reference.png`
- Design system: `/Users/makinja/ALAI/products/Drop/design/design-system-reference.md`
- Login page (already rebranded): `src/drop-app/src/app/login/page.tsx`

Team Orchestration

Team Members

ID	Name	Role	Agent Type
B1	logo-builder	Export/create logo, generate all asset sizes	builder
V1	logo-validator	Verify all logo assets exist and are correct	validator
B2	app-auth-builder	Rebrand Login + Onboarding pages	builder
B3	app-core-builder	Rebrand Dashboard + Home + Send + Scan pages	builder
B4	app-util-builder	Rebrand Cards + Accounts + Profile + History + Merchant pages	builder

ID	Name	Role	Agent Type
V2	app-validator	Verify all 12 app pages match design system	validator
B5	landing-main-builder	Rebrand landing index + product pages	builder
B6	landing-info-builder	Rebrand company + legal landing pages	builder
V3	landing-validator	Verify all 13 landing pages match design system	validator
B7	branding-builder	Email templates + OG images + favicon	builder
V4	branding-validator	Verify email templates and brand assets	validator

Step-by-Step Tasks

Phase 1: Logo & Brand Foundation

Task 1: Create/export Drop logo and all brand assets

- Owner: B1
- BlockedBy: none
- Files: `src/drop-app/public/drop-icon.png`, `src/drop-app/public/favicon.svg`, `brand/logo-icon.svg`, `brand/app-icon.svg`, `brand/favicon.svg`, `src/drop-app/src/components/drop-logo.tsx`
- Instructions:
 1. Read the Stitch reference image at `design/stitch-login-reference.png`
 2. The logo is: green rounded square (#0B6E35) with white \$ symbol and circular transfer arrows, plus gold (#D4A017) accent dot
 3. Create a clean SVG version of this logo
 4. Generate PNG versions: `drop-icon.png` (128x128, 256x256), `icon-200.png`, `icon-48.png`
 5. Create `favicon.svg` using Drop green (#0B6E35) not ALAI green
 6. Update `drop-logo.tsx`: `DropAppIcon` should render the new logo SVG inline
 7. Update `brand/` directory SVG files
- Acceptance:
 - ☐ `drop-icon.png` exists in `public/` at 128x128 minimum
 - ☐ `favicon.svg` uses #0B6E35
 - ☐ `drop-logo.tsx` `DropAppIcon` renders new logo
 - ☐ All `brand/` SVGs updated

Task 2: Validate logo and brand assets

- Owner: V1
- BlockedBy: 1
- Acceptance: All logo files exist, correct colors, no broken references

Phase 2: App Pages (parallel)

Task 3: Rebrand Login + Onboarding

- Owner: B2
- BlockedBy: none
- Files: `src/drop-app/src/app/login/page.tsx`, `src/drop-app/src/app/onboarding/page.tsx`
- Instructions:
 1. Read design-system-reference.md
 2. Login is already close to target — refine if needed
 3. Onboarding: apply same design language (gray bg, white cards, green buttons, Fraunces headings)
 4. Keep all existing logic (form validation, API calls, state management)
- Acceptance:
 - ☐ Login matches Stitch reference
 - ☐ Onboarding uses same design language
 - ☐ All form logic preserved

Task 4: Rebrand Dashboard + Home + Send + Scan

- Owner: B3
- BlockedBy: none
- Files: `src/drop-app/src/app/page.tsx`, `src/drop-app/src/app/dashboard/page.tsx`, `src/drop-app/src/app/send/page.tsx`, `src/drop-app/src/app/scan/page.tsx`
- Instructions:
 1. Read design-system-reference.md AND current login/page.tsx as reference
 2. These pages use BottomNav — use the "app pages WITH bottom nav" layout pattern
 3. Dashboard: main screen after login — balance display, quick actions, recent transactions
 4. Home: app entry point, likely redirect or welcome
 5. Send: 4-step money transfer flow — preserve all step logic
 6. Scan: QR scanner — preserve camera/scan logic
 7. Keep ALL business logic, only change visual styling
- Acceptance:
 - ☐ All 4 pages use consistent design system
 - ☐ BottomNav present on all pages
 - ☐ All existing functionality preserved

Task 5: Rebrand Cards + Accounts + Profile + History + Merchant

- Owner: B4

- BlockedBy: none
- Files: `src/drop-app/src/app/cards/page.tsx`, `src/drop-app/src/app/accounts/page.tsx`, `src/drop-app/src/app/profile/page.tsx`, `src/drop-app/src/app/history/page.tsx`, `src/drop-app/src/app/merchant/page.tsx`
- Instructions:
 1. Read design-system-reference.md AND current login/page.tsx as reference
 2. All pages use BottomNav layout pattern
 3. Cards: virtual/physical card management
 4. Accounts: linked bank accounts list
 5. Profile: user settings and preferences
 6. History: transaction list with filters
 7. Merchant: merchant onboarding flow
 8. logo-preview/page.tsx can be deleted or simplified
 9. Keep ALL business logic, only change visual styling
- Acceptance:
 - ☐ All 5 pages use consistent design system
 - ☐ BottomNav on all pages
 - ☐ All existing functionality preserved

Task 6: Validate all app pages

- Owner: V2
- BlockedBy: 3, 4, 5
- Acceptance:
 - ☐ All 12 pages load without errors
 - ☐ Consistent color palette (#0B6E35, #D4A017, #EEEEEE, #1A1A1A)
 - ☐ Consistent typography (Fraunces headings, DM Sans body)
 - ☐ BottomNav on all pages except login/onboarding
 - ☐ No hardcoded wrong colors or fonts

Phase 3: Landing Pages (parallel)

Task 7: Rebrand landing index + product pages

- Owner: B5
- BlockedBy: none
- Files: `landing/index.html`, `landing/pages/send-penger.html`, `landing/pages/qr-betaling.html`, `landing/pages/priser.html`, `landing/pages/sikkerhet.html`
- Instructions:
 1. Read design-system-reference.md (Landing Page section)
 2. These are static HTML — use CSS variables + Google Fonts CDN
 3. Main index: hero section, features, CTA, footer
 4. Product pages: detailed feature descriptions
 5. Consistent navbar and footer across all pages

- 6. Colors: same as app (#0B6E35, #D4A017, #EEEEEE, white)
- 7. Desktop-responsive (max-width 1200px, mobile-friendly)
- 8. Use favicon.svg with Drop green
- Acceptance:
 - ☐ All 5 pages share consistent navbar/footer
 - ☐ Same color palette as app
 - ☐ Responsive (375px to 1440px)
 - ☐ No broken links between pages

Task 8: Rebrand landing company + legal pages

- Owner: B6
- BlockedBy: none
- Files: `landing/pages/om-drop.html`, `landing/pages/karriere.html`, `landing/pages/presse.html`, `landing/pages/kontakt.html`, `landing/pages/personvern.html`, `landing/pages/vilkar.html`, `landing/pages/lisenser.html`, `landing/pages/cookies.html`
- Instructions:
 1. Read design-system-reference.md (Landing Page section)
 2. Read landing/index.html for navbar/footer pattern (use same)
 3. Company pages (om-drop, karriere, presse, kontakt): content + design
 4. Legal pages (personvern, vilkar, lisenser, cookies): clean readable text layout
 5. Consistent with the main landing page style
- Acceptance:
 - ☐ All 8 pages share same navbar/footer as index
 - ☐ Consistent colors and typography
 - ☐ Legal pages readable and well-structured
 - ☐ All internal links work

Task 9: Validate all landing pages

- Owner: V3
- BlockedBy: 7, 8
- Acceptance:
 - ☐ All 13 pages render correctly
 - ☐ Consistent design across all pages
 - ☐ All links work
 - ☐ Mobile responsive

Phase 4: Email & Remaining Branding

Task 10: Create email templates + OG images

- Owner: B7

- BlockedBy: 1
- Files: new `src/drop-app/src/email-templates/` directory, `brand/og-image.html`
- Instructions:
 1. Create HTML email templates (inline CSS, 600px max-width):
 - `welcome.html` — Welcome to Drop
 - `transaction-receipt.html` — Payment confirmation
 - `password-reset.html` — Reset password link
 2. Use Drop brand colors, logo, "Send money. Simply." tagline
 3. Update `og-image.html` in `brand/` to match new design
 4. All emails must work in Gmail, Outlook, Apple Mail
- Acceptance:
 - ☐ 3 email templates created
 - ☐ Valid HTML email (inline CSS, table layout)
 - ☐ Drop branding consistent
 - ☐ OG image updated

Task 11: Validate email templates and branding

- Owner: V4
- BlockedBy: 10
- Acceptance:
 - ☐ Email templates have inline CSS
 - ☐ No external CSS/JS dependencies
 - ☐ Drop logo and colors present
 - ☐ OG image renders correctly

Validation Commands

```
# App – dev server
cd /Users/makinja/ALAI/products/Drop/src/drop-app && npm run build

# Landing – open in browser
open /Users/makinja/ALAI/products/Drop/landing/index.html

# Check all files exist
ls -la /Users/makinja/ALAI/products/Drop/src/drop-app/public/drop-icon.png
ls -la /Users/makinja/ALAI/products/Drop/src/drop-app/public/favicon.svg
ls -la /Users/makinja/ALAI/products/Drop/brand/logo-icon.svg
```

