

## THE DESIGNER HANDOFF

# Calm authority.

## *Visible progress.*

A RevOps consultant, inside Claude.  
A plug-in that helps you find and fix revenue gaps.

Professional. Confident. Editorial.  
Spacious layouts, precise language and visual stories that make  
the work understandable.

## CONTROL

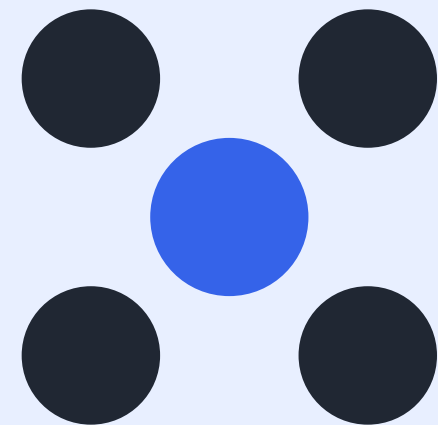
Make the next step clear.

## RELIEF

Reduce noise and guesswork.

## CONFIDENCE

Show evidence and expertise.



Connect the dots.  
*Build systems.*

## 01 / VOICE

# The experienced expert on your side.

Speak to AI-native founders first and SaaS operators second. Direct, authoritative and collaborative.

## 01 Talk like an expert.

Use plain words and specific verbs. Say what the person can do next.

## 02 Show the receipt.

Take a position, then show the evidence. Make uncertainty explicit.

## 03 Stay calm.

Deliver bad news without drama. Explain the issue and the next step.

### LANGUAGE TO KEEP

The thing: a plug-in for Claude.

The role: a RevOps consultant.

The work: find gaps and build fixes.

The method: experience, checks and skills.

### ILLUSTRATIVE VOICE EXAMPLE

Avoid

"Unlock AI-powered revenue transformation."

Use

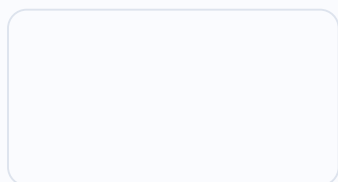
"Find the gaps in your pipeline. Build the fixes with us."

Name: Five Dots, two words. Use "by Revenue Wizards" where the parent endorsement helps. Keep "Connect the dots. Build systems." as the brand line. Avoid jargon, inflated promises and "agent" or "connector" as the public product category.

## 02 / IDENTITY

# One confident accent. A fixed mark.

Use neutral surfaces and deep ink. Blue identifies the action, the connection and the emphasis.



Paper

#FAFBFE

Page background



Ink

#202733

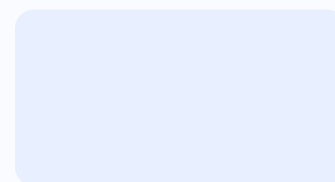
Type / dark panels



Brand blue

#3563E9

Actions / center dot



Pale blue

#E8EFFF

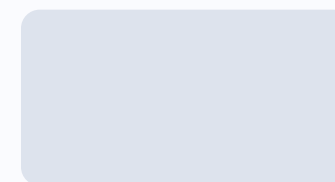
Highlight surfaces



Secondary

#526078

Supporting text



Line

#DDE3ED

Dividers / borders



## MARK GEOMETRY

48 × 48 viewBox. Outer centers: (10,10), (38,10), (10,38), (38,38), radius 7. Center: (24,24), radius 8.

Preserve geometry and aspect ratio. No gradients, arbitrary recoloring or a row of five dots.

Also: white #FFFFFF for cards; blue hover #254CBE. These are digital RGB values.

# Editorial contrast, practical structure.

## DM Sans

Headings, body and UI. Body 400; headings 500–550; navigation wordmark 650.

*Find the gaps.*

Newsreader Italic, 400. A short phrase inside a heading; use sparingly.

## IBM PLEX MONO

Labels, steps and small structured data. Restrained uppercase and tracking; weight 400.

## THE WEB TYPE SCALE

|                 |                                  |
|-----------------|----------------------------------|
| Hero            | 67-98 px / line-height .98       |
| Section heading | 39-64 px / line-height 1.05      |
| Body            | 15-17 px / line-height 1.65-1.75 |

## SPACE DOES PART OF THE WORK

Content max-width 1240 px. Typical section padding: 100 px desktop, 55–65 px mobile. Breakpoints: 420 / 760 / 1100 / 1440 px. Collapse columns when the content needs room.

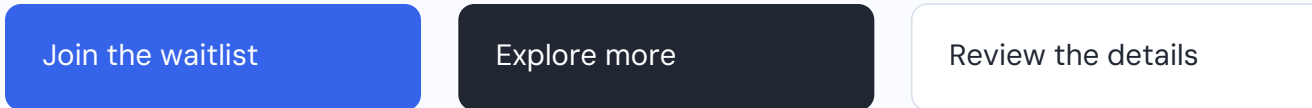
Suggested spacing scale: 4, 8, 12, 16, 24, 32, 40, 56, 64, 80, 100 px. For new work: body 16 px, supporting copy 14 px, essential helper text at least 12 px.

## 04 / COMPONENTS

# Quiet surfaces. Clear actions.

Reconstructed specimens using the existing visual language; not new product screens.

## BUTTONS



Web reference: primary action  $\geq 50$  px high; 7 px radius; 13 px label. Preserve visible focus. Use underlines for text links and labels that describe the action.

## FORM TREATMENT

Work email

you@company.com

Persistent labels. Clear helper text. Errors next to the affected field.

## START WITH A QUESTION

"Our forecast feels wrong.  
Help me find what we're missing."

[Explore more ↗](#)

## BUILD WITH RESTRAINT

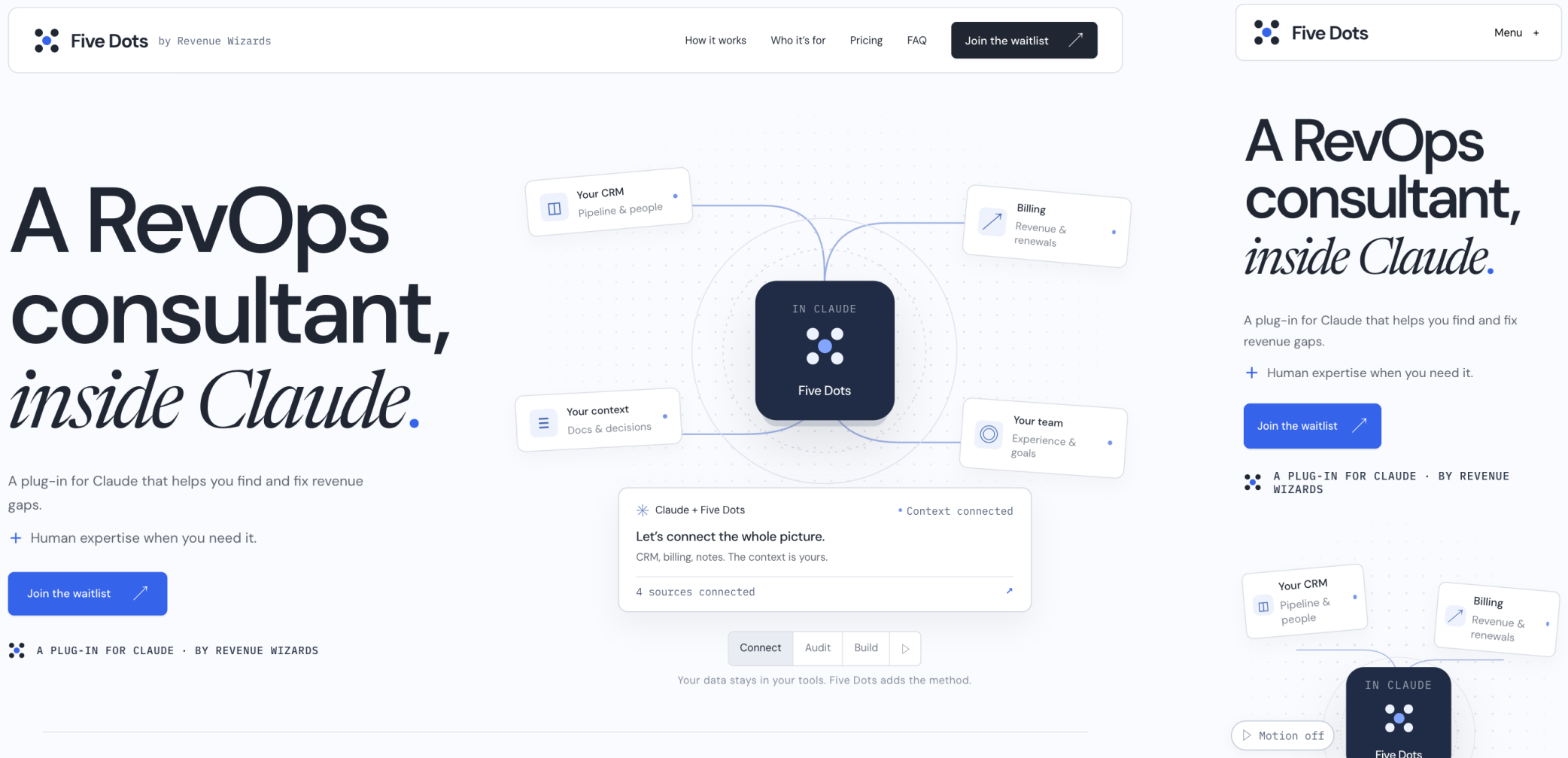
Cards: 12–14 px radius, 24–38 px padding and a subtle 1 px border.  
Large panels: 18 px radius. Use a soft shadow only when it clarifies depth.

Prefer a diagram, a clear finding or a working example over another paragraph. Keep mobile reading order obvious.

05 / IN USE

# The homepage, in context.

Live captures from fivedots.ai on 30 September 2026. Desktop at 1440 px; mobile at 390 px.



## 06 / ILLUSTRATION &amp; MOTION

# Show the context. Show the next step.

Existing ICP-comparison poster. The conversation and outcomes shown are illustrative.



**Expert advice.**  
*Tailored to you.*

YOUR REVOPS CONSULTANT, INSIDE CLAUDE

## MAKE THE WORK VISIBLE

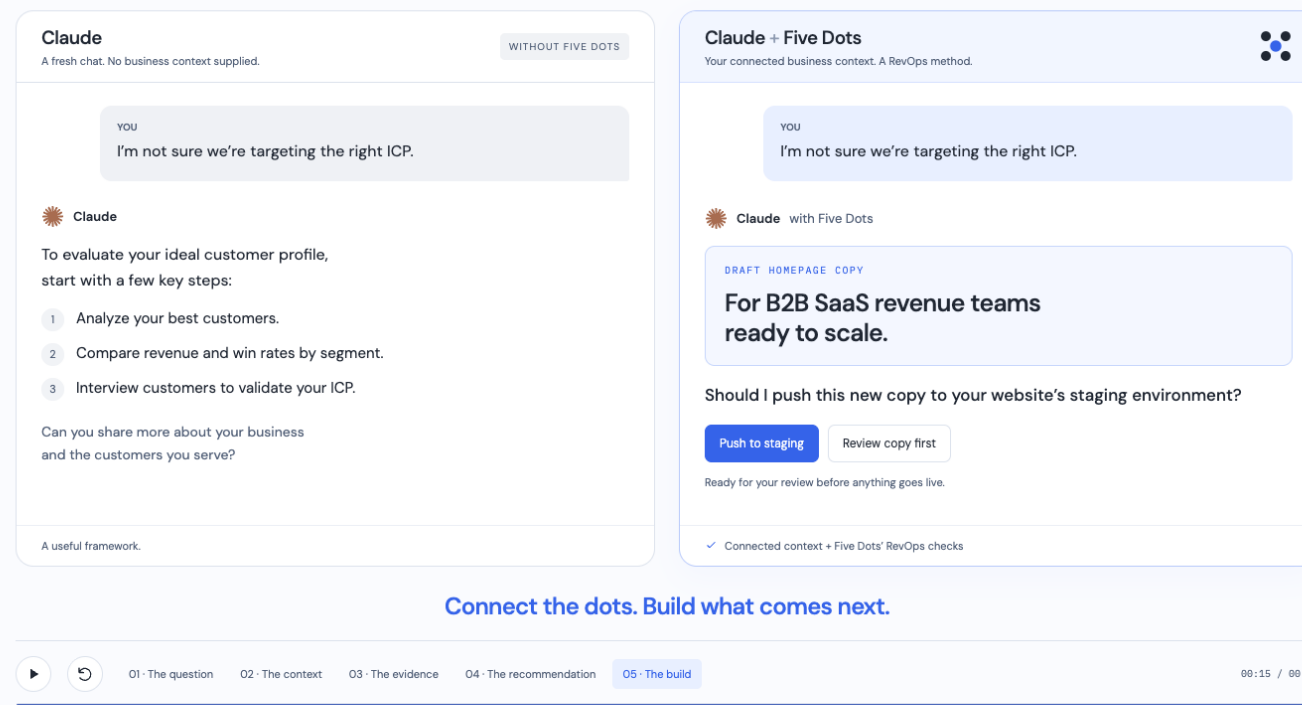
Use connected tools, evidence cards and concrete outputs. Show how business context changes the recommendation.

## MOTION EXPLAINS PROGRESS

Animate a connection, a finding or a build step. Offer pause, replay and reduced-motion behavior. Essential content must work while static.

## KEEP CLAIMS HONEST

Label simulated metrics and demos. Keep client logos intact. Avoid stock AI imagery, novelty cursors and decorative effects.



07 / HANDOFF

# Start with the current system.

A shareable extract of the marketing identity, not a replacement for the source files.

## USE THESE AS THE BASELINE

### Visual reference

[fivedots.ai/design-system/](https://fivedots.ai/design-system/)

### Design tokens

[fivedots.ai/design-system/tokens.json](https://fivedots.ai/design-system/tokens.json)

### Light-background mark

[fivedots.ai/brand/five-dots-mark.svg](https://fivedots.ai/brand/five-dots-mark.svg)

### Dark-background mark

[fivedots.ai/brand/five-dots-mark-light.svg](https://fivedots.ai/brand/five-dots-mark-light.svg)

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Sources: [website/design-system/README.md](#) and [tokens.json \(v1.0\)](#); [website/src/app/expressive.css](#); [GoToMarket/marketing/brand-and-naming.md](#); homepage and ICP poster. Repository snapshot: 720e926.

## DECISIONS TO CARRY FORWARD

Use the blue website identity and the three-font system in this extract. Older workshop notes predate those choices. The 24 September vocabulary update takes precedence over earlier “RevOps Agent” wording.

Logo handoff: existing full-lockup SVGs contain live Arial/Helvetica text. For new work, use the approved mark with DM Sans. Create and review an outlined DM Sans lockup before distributing a final logo master.

Suggested, not yet formalized: one outer-dot diameter of clear space and a 24 px minimum UI mark; the spacing scale on page 4. Check real contrast, keyboard focus, mobile legibility and reduced motion.

# A square mark, ready to use.

Use PNG for LinkedIn and other profile images. Use SVG for scalable design work.



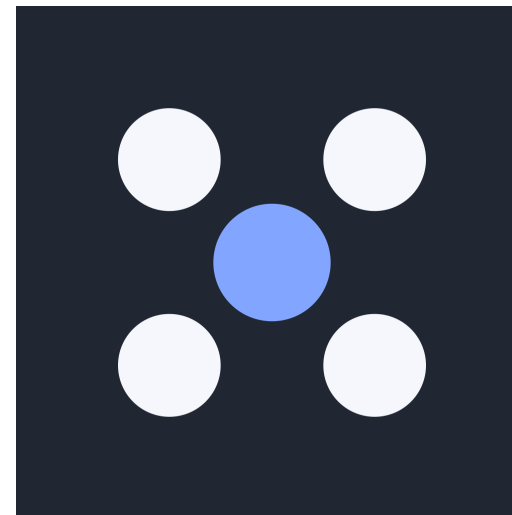
five-dots-square

## Light background

1024 × 1024 px.  
Solid background.  
Original mark geometry.  
Centered crop-safe padding.

[Download PNG](#)

[Download SVG](#)



five-dots-square-dark

## Dark background

1024 × 1024 px.  
Solid background.  
Original mark geometry.  
Centered crop-safe padding.

[Download PNG](#)

[Download SVG](#)

[FIND ALL DOWNLOADS](#)

[fivedots.ai/design-system#downloads](https://fivedots.ai/design-system#downloads)

Transparent marks are linked on page 8. For a full wordmark, pair the mark with DM Sans. Do not stretch, recolor or add effects inside the mark.

New square exports are included with this handoff; the web download links become available after the website update is released.