

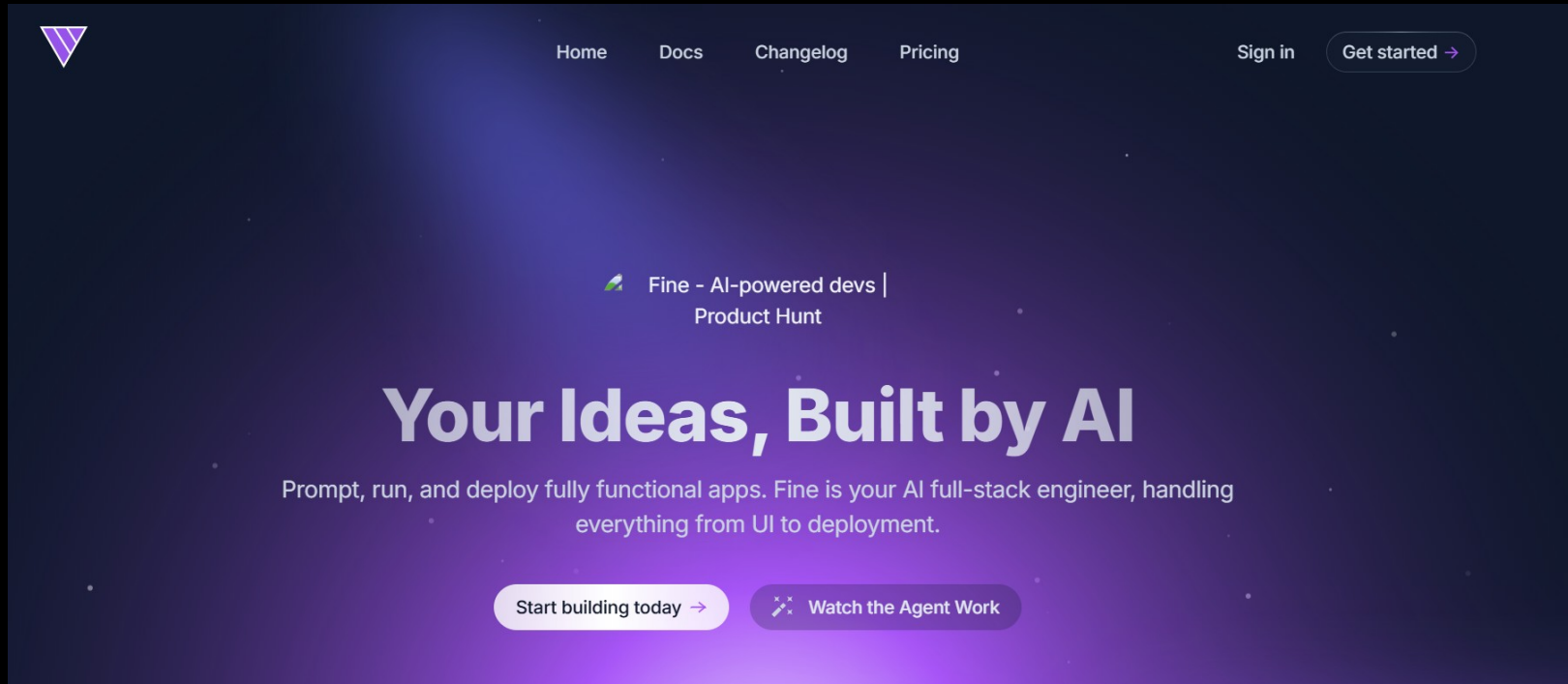
Agentic Design: From Brand to Production

KAUST Summer

Prepared By: Turki Alshuaibi

You Have Seen This Website Before

The default AI startup page



- Purple gradients everywhere
- Glass cards and floating icons
- Generic startup copy
- Looks clean for 10 seconds
- Could belong to any company

**The agent did not fail.
The direction was empty.**

Backstory: The Purple Site, and a Jump to some Designs

Use it as the running case study



Adam Wathan  
@adamwathan

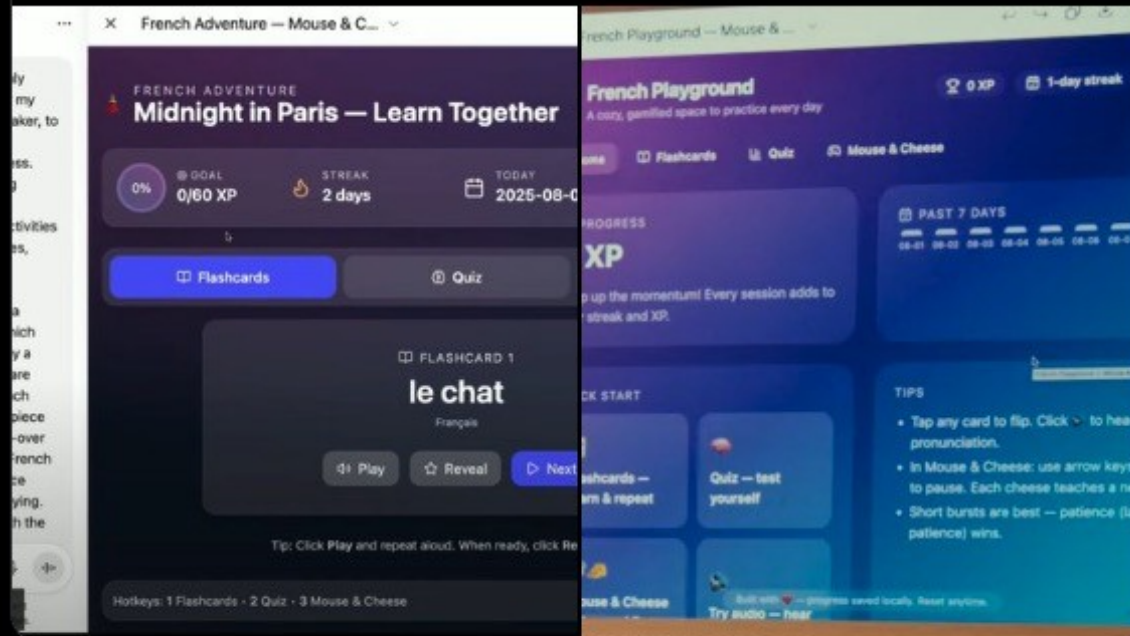


I'd like to formally apologize for making every button in Tailwind UI `bg-indigo-500` five years ago, leading to every AI generated UI on earth also being indigo.



Kevin Kern  @kregenrek · Aug 7

So, GPT-5 hasn't solved the "purple problem"



1:37 PM · Aug 7, 2025 · 1.3M Views

What Agentic Design Actually Means

Not one prompt. A managed production loop.

Agentic design is the practice of directing AI agents through context, constraints, references, tools, and review loops to produce intentional digital experiences.

**The agent builds.
You decide.**

Context

Files that define product, brand, codebase, and constraints.

Tools

Coding, browser, image, video, deployment, and QA agents.

Feedback

Rendered screenshots, diffs, tests, and human judgment.

4

Intent, Taste, Risk, Approval

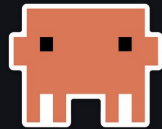
Tool Map + The Harness

Different agents, different failure modes.



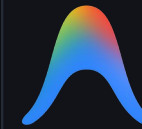
Codex

Codebase work, diffs, tasks, tests



Claude Code

Project memory, planning, execution



Antigravity

Agent-first coding surface, terminal, browser



Higgsfield

Image, video, brandkit, visual skills

Browser tools

Rendering, screenshots, QA walkthroughs



GitHub

Review, branches, rollback, collaboration

Antigravity is the enemy!

OH MY GOD



IT EVEN GENERATES IMAGES

A reported Antigravity incident involved deleting an entire drive while clearing cache. Source: TechRadar, Incident Database, Google Antigravity docs.

Commit Before You Prompt

Versioning is the first design tool.

```
git init
git add .
git commit -m "chore: baseline before agent"

git branch -M main
git remote add origin <repo-url>
git push -u origin main
```

- Git does not stop deletion. It lets you recover committed work.
- Uncommitted files can still disappear.
- Ignored uploads, local databases, and secrets need backups.
- Use branches before large agent changes.
- Review the diff before you accept the work.

Git is the save system for agentic work.

The Backstory of the Brand

Do not begin brand.md with colors.

- Why does the brand exist?
- What problem made it necessary?
- Who should feel understood by it?
- What emotion should it create?
- What does it refuse to become?

"I am the brand guidelines."
- Turki Alshauibi

Brand Story

Created because technical work often feels generic, loud, and forgettable.

The brand should feel precise, calm, credible, and human.

It must not resemble a generic AI startup, crypto product, or neon demo.

The story gives the agent reasons, not just preferences.

brand.md as a Creative Constitution

Reusable context beats repeated prompting.

```
# Brand
# Story
# Audience
# Positioning
# Personality
# Voice
# Visual principles
# Typography
# Color system
# Logo rules
# Motion
# Anti-patterns
# Approved references
# Prohibited references
```

The best section:

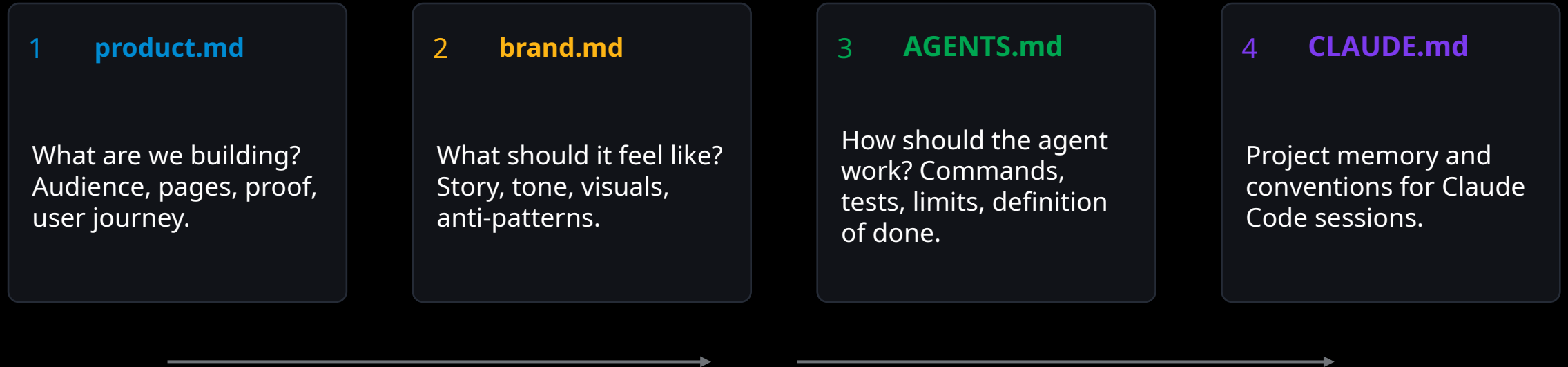
Anti-patterns

- Do not default to purple gradients
- Do not invent testimonials or metrics
- Do not center every section
- Do not decorate without meaning

Positive rules guide. Negative rules prevent fallback.

The Context Stack

Separate what, why, and how.



Files make taste portable across sessions and tools.

Turn Brand Into Tokens

Do not ask the agent to remember consistency. Encode it.

```
:root {  
  --color-background: #000000;  
  --color-surface: #111318;  
  --color-text-primary: #ffffff;  
  --color-text-secondary: #a7a7a7;  
  --color-accent: #008bd2;  
  --color-warning: #fdb515;  
  
  --radius-sm: 0.375rem;  
  --radius-md: 0.75rem;  
  --space-4: 1rem;  
  --space-8: 2rem;  
}
```



background



surface



text



accent



warning



success

**Tokens make the brand
executable.**

Skills and MCPs

Move from web page generation to full creative production.

Generate

Higgsfield MCP:
Images, videos, 3D,
audio, and branded
ad modes.



UI UX Pro Max Skill

Open-source AI toolkit
for professional,
accessible UI/UX design.



IMPECCABLE

critique, polish, typography, color, motion,
responsive behavior, accessibility, and removing
common AI design

Ponytail

Lazy dev in room



Call the council

Summons a council to replicate LLM council



Grill Me

Grills, make sure idea are good



“A person’s mind can sometimes create a more real world than reality itself.”

- CG Chapter 5

Logos Are Systems, Not PNGs

Use SVG so brand assets stay editable and color-aware.

- Resolution independent
- Small for simple marks
- Editable paths
- CSS-controlled colors
- Light and dark variants
- Reusable in favicon, nav, deck, and social assets

```
<svg viewBox="0 0 64 64">
  <path d="..." fill="currentColor" />
</svg>

.logo {
  color: var(--color-text-primary);
}

.logo-on-dark {
  color: white;
}
```

Inline SVG can inherit `currentColor`. An SVG loaded with `img` usually cannot.

Favicon and Logo Details

Small identity needs separate design judgment.



16×16 test

- Remove fine details
- Increase negative space
- Test dark and light browser chrome
- Create apple-touch-icon separately
- Use social preview image, not favicon, for sharing

```
<link rel="icon" href="/favicon.svg" type="image/svg+xml">  
<link rel="icon" href="/favicon.ico" sizes="any">  
<link rel="apple-touch-icon" href="/apple-touch-icon.png">  
<link rel="manifest" href="/site.webmanifest">
```

SEO, AEO, and Metadata

AEO is not magic metadata.

- Unique titles and descriptions
- Semantic headings
- Descriptive URLs
- Canonical URLs
- Structured data that matches visible content
- Sitemap and robots directives
- Clear answers to real questions
- Original proof and expertise

Social card preview

Agentic Design: From Brand to Production

How to direct AI agents to build branded, production-ready digital experiences.

turkialshuaibi.com

```
<meta property="og:title" content="...">
<meta property="og:image" content="/og.png">
<meta name="twitter:card" content="summary_large_image">
```

How Not to Look Vibe Coded

Ask the agent to defend the design choices.

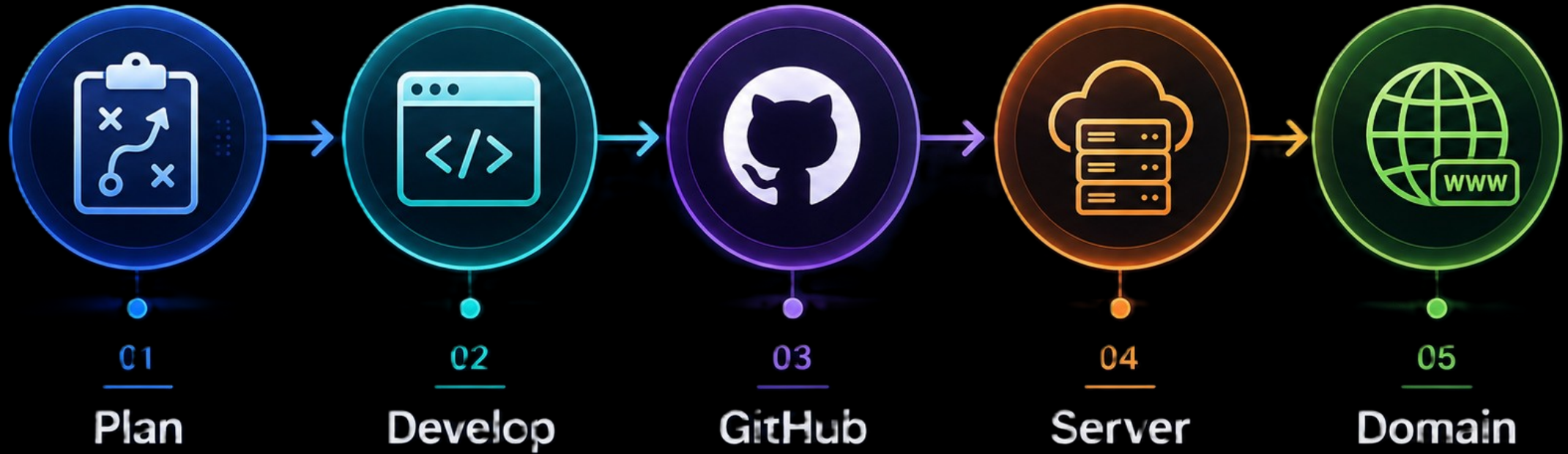
Ban the defaults

- × No generic startup copy
- × No fake metrics or clients
- × No random decorative icons
- × No gradient as personality
- × No identical three-card sections

Demand evidence

What is unique to this brand?
Which section proves trust?
What changed after screenshot review?
What does mobile prioritize?
What should be removed?

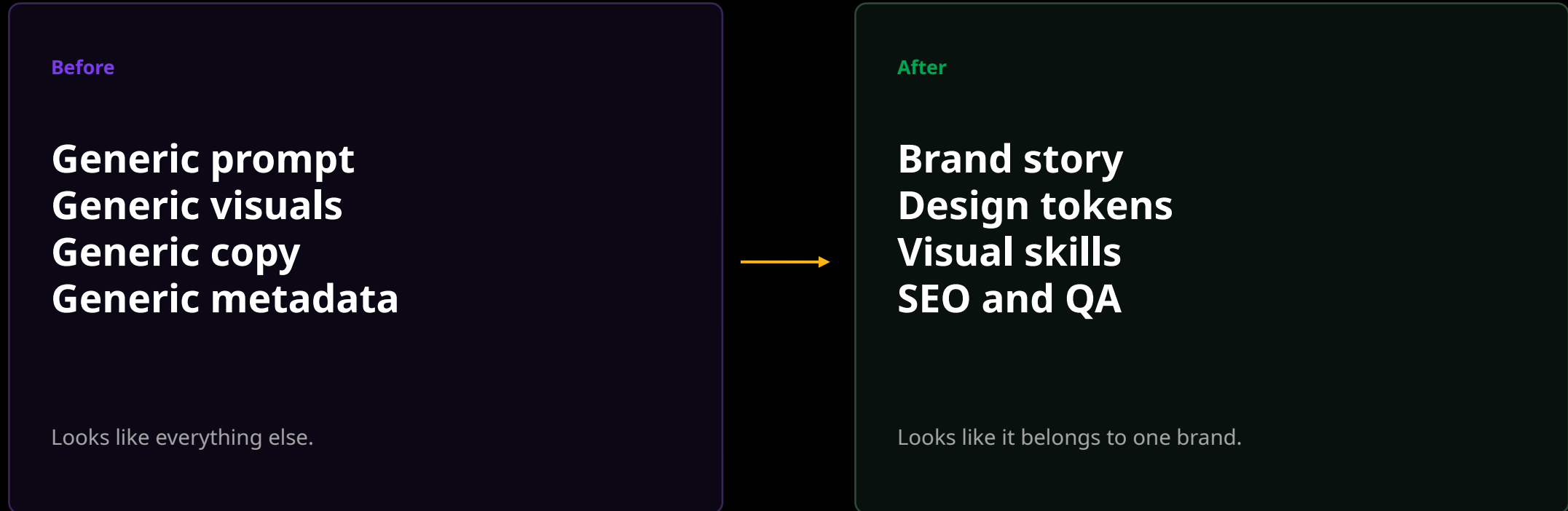
The final flow



(Github pages, Vercel, server...)

From Purple Demo to Real Product

The visible transformation.



“Steal like an Artist”



Thanks for Attending!

The agent builds. You decide.

Prepared By: Turki Alshuaibi

Some Gifts

Main Gift

https://drive.google.com/file/d/1P-d5zBRd7P3BOjxzpGsK-rGr7UKpCeQh/view?usp=share_link

Inspiration

<https://godly.website>

<https://mobbin.com>

<https://dribbble.com>

<https://land-book.com>

UI Components

<https://21st.dev>

<https://ui.shadcn.com>

<https://magicui.design>

<https://ui.aceternity.com>

<https://reactbits.dev>

Assets

<https://lucide.dev>

<https://www.fontshare.com>

<https://lottiefiles.com>

<https://spline.design>

AI / Creative

<https://higgsfield.ai>

<https://coolors.co>

Agent Pack

Templates • Skills • brand.md • Prompts • Starter Files