

Casa Revista

A B2B SaaS platform for AI-generated, in-room hotel concierge magazines — real content per suite, produced by a generation pipeline and unified by a 359-line DESIGN.md token specification designed end-to-end.



MAGAZINE-COVER · 3:4 · INNER GOLD BORDER, NO SHADOW

TOKEN RAMP

	accent #2d5a3d	forest green · primary
	accent-soft #5f8f6c	hover · badges
	gold-500 #b8956a	luxury · sparingly
	canvas #f7f3ec	cream paper base
	surface #faf7f2	elevated surfaces
	ink #2d2d3a	warm near-black
	line #e5e0d8	warm tan border

SIX BRAND COLORS; FULL 10-SHADE RAMPS IN THE SPEC.

01 · PROBLEM

Hotels want an in-room magazine that feels hand-crafted — but producing a distinct, property-accurate concierge issue for every suite is uneconomical to do by hand. Generative output, meanwhile, drifts: without hard design constraints, AI-produced pages look generic, inconsistent, and off-brand at scale.

02 · APPROACH — SELL THE SYSTEM

Instead of designing artifacts, I designed the system that generates them:

GENERATION PIPELINE

A production AI content pipeline writes property-specific editorial per suite; the design system constrains what the generator may produce.

359-LINE DESIGN.MD

One machine-readable spec — colors (six full 10-shade ramps), Playfair Display + Inter type scale, 8px spacing grid, restrained 8px radii, elevation, and component recipes.

The spec's pillars — *editorial warmth* (a well-loved magazine, not a dashboard), *craft & texture* (paper grain, letterpress borders), and *brand confidence* (forest green identity, gold reserved for luxury moments) — are written down as do's and don'ts, with documented contrast ratios (ink on canvas $\approx 14:1$ AAA; green on cream $\approx 6.5:1$ AA) and one sanctioned exception: white A4 magazine pages.

03 · WHAT SHIPPED

Token spec

DESIGN.md — 359 lines: token tables, component recipes (magazine-cover, magazine-page, card, tag, blockquote), contrast notes, do's/don'ts.

Product surfaces

Marketing site, manager portal, and admin portal — cream canvas base, card system, frosted nav, all generated from the same tokens.

Magazine system

Cover (3:4, inner gold border) and A4 page components (1:1.414, 0.9rem radius, print-on-table shadow) with an in-page prose system at 14px/1.6.

04 · CAPABILITIES DEMONSTRATED

- ✓ **System-first delivery.** A single spec that engineers, AI generators, and print vendors all read as source of truth.
- ✓ **Editorial luxury discipline.** Gold used decoratively only; Playfair headings non-negotiable; radii restrained so type and color carry the feel.
- ✓ **Print-adjacent depth.** Paper-grain texture, letterpress borders, and print-on-table elevation simulated digitally.
- ✓ **AI-constrained generation.** Machine-readable tokens keep generated pages on-brand without per-page design review.
- ✓ **Accessibility in the spec.** Contrast ratios documented at the token level, not retrofitted.
- ✓ **Full-stack design range.** From YAML frontmatter to shipping B2B SaaS across marketing, portal, admin, and generated print.