Litchi solutions

FRAMER TEMPLATE · USER GUIDE

Cairnly.

A launch-ready website for a consumer subscription app, shown as a habit tracker, with a live phone, a waitlist that turns into store buttons, and every page the app stores ask for.

VERSION	UPDATED	LIVE PREVIEW
1.1	2026-11-23	cairnly-template.framer.website

CONTENTS

Cairnly.

01 What's inside

02 Getting your copy

03 First steps

04 Colours and light/dark mode

05 Fonts and text styles

06 CMS

07 Forms

08 Navigation and the full-screen menu

09 SEO and publishing

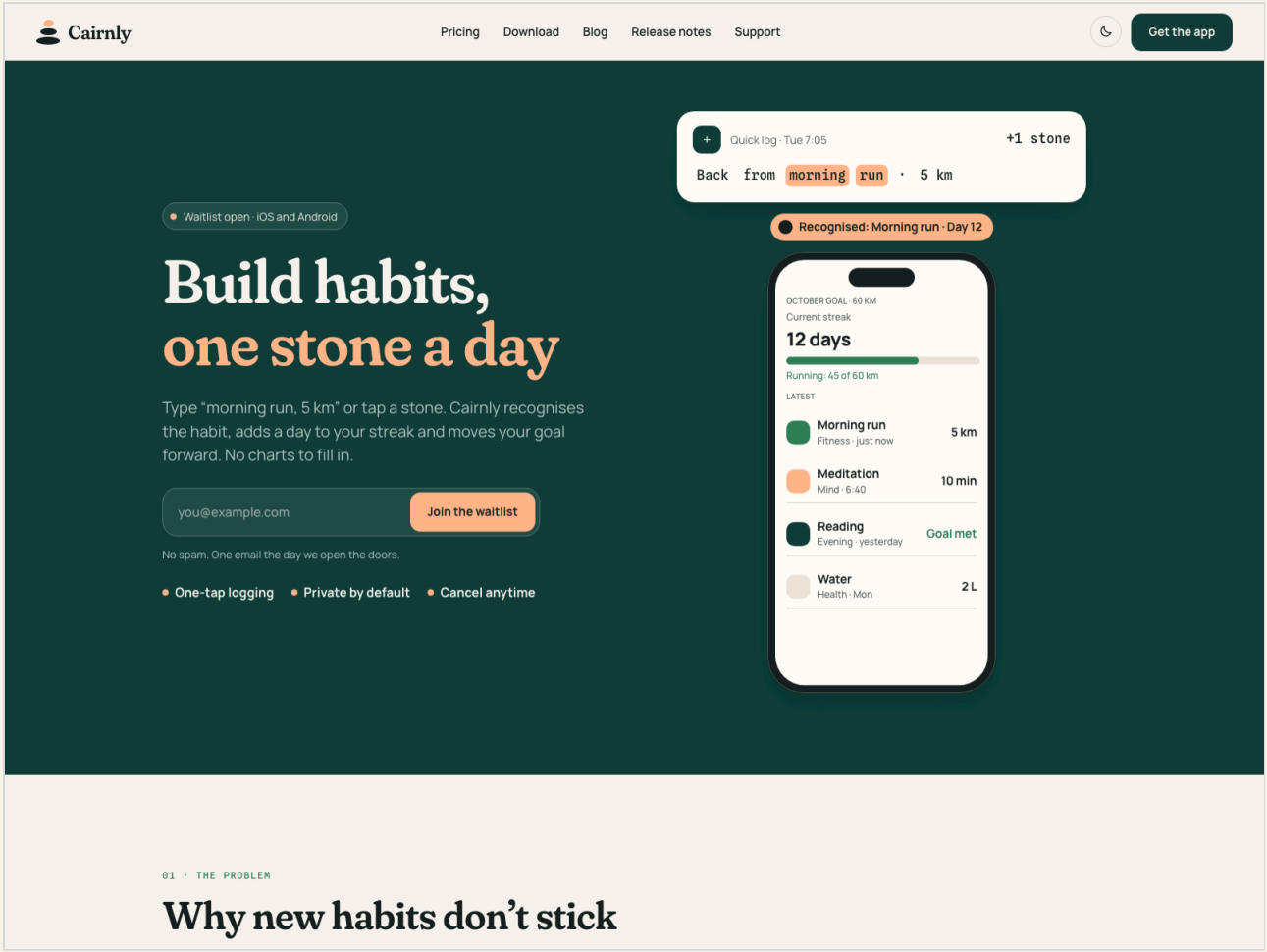
10 FAQ

11 Licence and support

01

What's inside.

Cairnly is an eleven-page website for a mobile app sold by subscription. The demo app is a habit tracker that builds your day one stone at a time, but the structure fits any consumer app: a live phone in the hero, pricing with a free trial, store pages, release notes and the support, privacy and account-deletion pages that the App Store and Google Play ask for.



The Cairnly home page at 1440 px: the live phone logs a morning run and the streak grows to 12 days.

Pages

PAGE	PATH	WHAT IT DOES
Home	`/`	Hero with the live phone and the waitlist, problem, before and after, how it works, features, streaks, privacy, FAQ and a closing invitation

PAGE	PATH	WHAT IT DOES
Pricing	`/pricing`	Two plans with a Monthly / Annual switch, the free trial in three stages, what's included and payment FAQ
Download	`/download`	Store buttons, a QR placeholder, requirements and the latest three releases
Support	`/support`	FAQ and a support form
Privacy	`/privacy`	A privacy policy in nine chapters of placeholder text
Delete account	`/delete-account`	How to delete an account, what is removed, and a request form
Blog	`/blog`	The latest post as a featured card, the others in a grid
Article	`/blog/[slug]`	One page per post, generated from the CMS
Release notes	`/release-notes`	Every version, with date and type
Release	`/release-notes/[slug]`	One page per version, generated from the CMS
404	`/404`	Not-found page

CMS collections

- **Blog** — 6 demo posts: date, category, excerpt, cover, read time, author and body.
- **Release notes** — 6 demo versions: version number, date, type, summary and body.

Components

COMPONENT	VARIANTS	PROPERTIES
Header	Desktop, Phone, Phone Open	Menu Current, Menu Link 1–6
Footer	Default, Phone	—
Logo	On Light, On Dark	—
Button	Peach, Spruce, Light, Outline, Outline Dark (each with a hover state)	Label, Link
Hero Signup	Waitlist, Launch	—
Store Badge	App Store, Google Play (each with a hover state)	Link

COMPONENT	VARIANTS	PROPERTIES
Hero Demo	Reset, Play	—
Step Phone	Step 1, Step 2, Step 3, Step 4	—
Nudge Ladder	Idle, Yes, No	—
Pricing Plans	Monthly, Annual, Monthly Stacked, Annual Stacked	—
FAQ Item	Closed, Open	Question, Answer
Submit Button	Default, Pending, Success	Label

Animations

- **The live phone**: in the hero, a note is typed word by word — "Back from morning run · 5 km". "morning run" lights up, a "Recognised: Morning run · Day 12" chip appears, the new entry slides in, the streak goes from 11 to 12 days and the monthly goal bar grows. Then it starts again. The phone is built from real layers, not a screenshot.
- **The sticky phone**: in "How it works" the phone stays in place while you scroll, and changes screen at each of the four steps.
- Six feature tiles with small scenes, a streak ladder that lights up from Day 1 to Day 30, a dot that travels along the privacy diagram, a ring of 24 stones in the closing section, and page transitions.

Everything is built with native Framer layers, variants and interactions. The only code component is **Theme Toggle**, the light/dark switch.

02

Getting your copy.

Cairnly is free on the Framer Marketplace. Your copy is a complete Framer project that lives in your own workspace.

1. Log in to Framer.
2. Open the Cairnly page on the Framer Marketplace and click **Remix**.
3. Choose your workspace. Framer creates a new project with every page, component, style and CMS item.

> NOTE
>
> The two collections need a Framer site plan that includes the CMS. On a free plan the published site shows the "Made in Framer" badge.

03

First steps.

Work in this order. Each step builds on the previous one, so you will not redo work.

1. **Name and logo.** Replace "Cairnly" in the **Logo** component (variants On Light and On Dark). The three stones are native shapes: the top one follows **Accent/Peach**.
2. **Colours.** Change **Accent/Peach** and the Spruce surfaces in the colour styles. See *Colours and light/dark mode*.
3. **Fonts.** Swap the fonts in the text styles. See *Fonts and text styles*.
4. **Waitlist or launch.** Decide which mode the site starts in. See the FAQ.
5. **Texts and phones.** Rewrite the sections around your app, then the screens of **Hero Demo** and **Step Phone**.
6. **Store links.** Set your App Store and Google Play addresses on every **Store Badge**.
7. **Legal pages.** Replace the placeholder text of Privacy and Delete account with your own policy and process.
8. **CMS and forms.** Replace the posts and releases, and connect the four forms.
9. **Publish.** Set titles, descriptions, the social image and the favicon, then publish.

> TIP
>
> Search the project for "example.com" before you publish: the demo uses it for every email address and placeholder link.

04

Colours and light/dark mode.

Cairnly opens in its light base design, and visitors can switch to a dark theme with a sun/moon button. Every colour style has a Light value and a Dark value, so

you change a colour once and both themes follow.

Main colour styles

COLOUR STYLE	LIGHT	DARK	USED FOR
Surface/Chalk	`#F6F2EB`	`#0E1715`	Page background, header
Surface/Pebble	`#ECE5D8`	`#1B2724`	Alternate sections, panels
Surface/Card	`#FFFDF9`	`#16211F`	Cards, phone screens
Brand/Spruce	`#10403B`	`#0F3833`	Hero, closing section, dark buttons, menu panel
Brand/Spruce Deep	`#0A2C29`	`#081F1C`	Privacy section, footer
Accent/Peach	`#FFB48A`	`#FFB48A`	Accent: logo stone, buttons, highlights
Text/Ink	`#15211F`	`#EEF1EC`	Main text
Text/Muted	`#55635F`	`#A6B4AF`	Secondary text
Text/On Dark	`#F6F2EB`	`#F6F2EB`	Text on Spruce
Text/Muted On Dark	`#B5C9C3`	`#B5C9C3`	Secondary text on Spruce
Text/On Accent	`#15211F`	`#15211F`	Text on peach
State/Moss	`#2E7D57`	`#5BBE8C`	Done, success
State/Rust	`#B4472A`	`#E5825F`	Missed, warnings

The other styles (soft states, lines, hovers, the phone frame, the badges) follow the same rule.

Fixed colours

Some styles keep the same value in both themes on purpose:

- **Accent/Peach** and **Text/On Accent** stay the same, so dark text on peach is always readable. **Text/Ink** turns light in the dark theme, so never use it for text on peach.
- **Text/On Dark** and **Text/Muted On Dark** stay the same, because Spruce stays dark in both themes.

When you change your accent, change **Accent/Peach** and check that **Text/On Accent** stays readable on it.

The switch

There are two Theme Toggle instances, both inside the **Header** component:

- **Theme Toggle**, in the **Actions** group of the Desktop variant, next to the "Get the app" button;
- **Menu Theme Toggle**, in the **Menu Footer** of the full-screen menu, with the label "Dark theme".

The visitor's choice is remembered on every page and after a reload. The property **Default** sets the theme of the first visit: **Light** is Cairnly's base design. Choose **Dark** to open in the dark theme, or **System** to follow the visitor's device. Always use the same Default, and the same **Storage key**, on both instances.

PROPERTY	WHAT IT DOES
Default	Theme on the first visit: Light, Dark or System
Label	Accessible name of the button; also the visible text when Show label is on
Show label	Shows the label next to the icon (on in the menu)
Font	Font of the visible label
Icon, Fill, Hover, Border	Colours of the button; they can use your colour styles
Size, Icon size, Radius	Button size and shape
Focusable	Keyboard focus; off in the closed menu
No flash	Applies the saved theme before the page is drawn, so it never flashes the wrong theme
Storage key	Name under which the choice is saved in the browser

> TIP
>
> The label of the Menu Theme Toggle uses the system font. Pick one of your fonts in its **Font** property so it matches the rest of the menu.

What does not change with the theme

- **Shadows** are fixed values and look the same in both themes.
- The **QR placeholder** has its own white tile, and the glyphs of the store buttons sit on their own dark badge: both read well on either theme.
- The blog covers are images and stay as they are.
- A few decorative marks (the glyphs of the problem section) are quieter in the dark theme.

05

Fonts and text styles.

Cairnly uses three Google Fonts, all available in Framer's font picker:

FONT	USED FOR
Fraunces (600, soft)	Headlines, numbers, logo
Manrope (400–800)	Body text, buttons, the phone screens
Spline Sans Mono (500)	Labels and the entry lines

All text uses text styles, at three sizes (desktop, tablet, phone). To change a font everywhere, open the text style and pick the new font: every layer that uses it follows.

TEXT STYLES	TAG
Display, Heading 1, Heading 1 Small	h1
Heading 2, Heading 2 Display, Article H2	h2
Heading 3, Card Title, Article H3	h3
Lead, Body, Body Strong, Body Small, Label, Entry Line, Entry Line Small, Numeral, Numeral Small, Button, Nav, Article Paragraph	paragraph
UI Title, UI Body, UI Small, UI Amount	text inside the phone mockups

Each page has exactly one h1. When you add a section, use Heading 2 or Heading 2 Display for its title, never one of the h1 styles.

06

CMS.

Posts and releases are CMS items. The index pages, the detail pages, the

Download page and the related lists all read from them.

Blog

FIELD	NOTES
Title, Slug	The slug is the page address: `/blog/why-new-habits-fail-in-week-three`
Date	The index is sorted by date: the most recent post is the featured card
Category	Habits, Goals, Product
Excerpt	Card text, and the page description for search engines
Cover	Image, with its alt text
Read Time, Author	Shown on the card and the article
Body	Rich text with H2, H3 and paragraphs

Release notes

FIELD	NOTES
Title, Slug	The demo slugs start with the version: `/release-notes/2-4-goals-you-can-share`
Version, Date	Shown on each row and on the release page
Type	Major, Feature, Fixes
Summary	Row text, and the page description
Body	Rich text: the demo uses New, Improved and Fixed sections

Where the items appear

- **Blog**: the latest post as the featured card, the others in the grid below.
- **Article page**: previous and next post, and three related posts that leave out the open one.
- **Release notes**: every version; **Release page**: the version and the other releases.
- **Download**: the latest three releases.

Adding, archiving and slugs

To add an item, open the collection, click **New item**, fill every field and write a slug: short, lowercase, with hyphens. To take an item off the site without losing it, set it to **Draft**. Deleting an item removes its page.

07

Forms.

Cairnly has four native forms, each with a **Submit Button** that shows Pending while sending and Success at the end:

FORM	WHERE	FIELDS
Waitlist	Inside **Hero Signup** (Waitlist variant): Home hero and closing section	Email
Support	Support page	Name, Email, Topic, Details
Account deletion	Delete account page	Email, Reason, Comments, Confirm (checkbox)

The forms ship **without a destination, on purpose**: you choose where submissions go.

1. Select the form. For the waitlist, open the **Hero Signup** component and select the form in its Waitlist variant.
2. In the form settings on the right, add a destination: an email address, or a webhook for your mailing tool, help desk or database.
3. Publish and send a test to check it arrives.

Field names start with a capital letter. Keep that convention when you add a field: Framer uses hidden lowercase fields to catch spam bots, and a field with the same lowercase name can clash with them.

> NOTE
>
> Deletion requests may be personal-data requests in your country. Send them to an address someone checks, and describe the real process on the page.

The Topic dropdown of the Support form lists Account and billing, Streaks and goals, Reminders and widgets, Privacy and data, and Something else. Change the options in the panel on the right.

08

Navigation and the full-screen menu.

The **Header** component holds the whole navigation: the desktop bar, the full-screen menu for phone and tablet, and the two theme switches.

The header

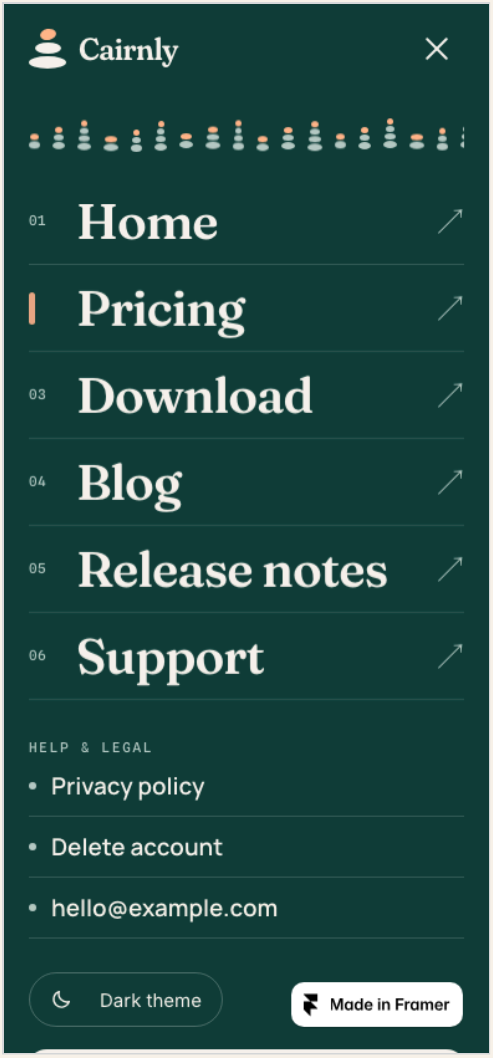
- **Desktop**: logo, navigation links and the **Actions** group (Theme Toggle and the "Get the app" button). Edit links and the button directly in the Desktop variant.
- **Phone**: logo and the **Menu Button**. The tablet breakpoint uses the Phone variant too.
- The logo always links to the home page.

Menu labels and the current page

The six menu links — Home, Pricing, Download, Blog, Release notes and Support in the demo — take their labels from the properties **Menu Link 1** to **Menu Link 6** of the Header component. Change a label there and it changes in the menu on every page. Each link's destination is set on its layer inside **Menu Nav**, in the Header component.

Menu Current marks the page the visitor is on with a peach bar. Set it on each page's Header instance. Article pages use Blog, Release pages use Release notes, and Privacy, Delete account and 404 use None.

The full-screen menu



The full-screen menu on a 390 px phone, with the cairn frieze and Pricing marked as the current page.

On phone and tablet the Menu Button opens a Spruce panel that grows as a circle from the button. A frieze of little cairns slides in, the links rise one after the other, and the "Help & legal" links, the Menu Theme Toggle and the call to action appear last. The top stone of each cairn follows **Accent/Peach**. Tapping a link, the logo or the X closes the menu.

> NOTE
>
> These are limits of native Framer menus: keyboard focus can leave the open panel, the Esc key does not close it, and the page underneath can scroll. On short screens the panel content scrolls.

09

SEO and publishing.

Search engines and social networks read what you set in the page settings. Do it before the first publish.

Pages

Every page has its own title and description in its page settings. Rewrite them with your app's name.

The CMS pages build theirs from the item:

- Article pages: title `{{Title}} — Cairnly`, description from **Excerpt**;
- Release pages: title `Cairnly {{Version}}: {{Title}} — Release notes`, description from **Summary**.

Replace "Cairnly" with your app's name in both page settings.

Site settings

- **Social image**: the demo uses a capture of the hero. Replace it with a 1200 × 630 image of your app.
- **Favicon**: the demo uses the three stones as SVG. Upload your app icon.
- **Store listings**: the App Store and Google Play ask for a support address, a privacy policy and, for apps with accounts, a way to delete the account. Keep the `/support`, `/privacy` and `/delete-account` addresses and use them in your listings.

Publishing

Click **Publish**. Framer gives you a free `framer.website` address. To use your own domain, connect it in the domain settings of the project: custom domains need a paid site plan.

10

FAQ.

How do I switch from waitlist to launch?

The email form and the store buttons are the same component, **Hero Signup**, with two variants.

1. Select the Hero Signup instance in the Home hero and change its variant from **Waitlist** to **Launch**: the email form becomes the App Store and Google Play buttons.

2. Do the same on the instance in the closing section.
3. Update the status pill in the hero ("Waitlist open") and the text of the closing section.
4. Make sure every **Store Badge** has your real store address.

To go back to a waitlist, switch both instances to Waitlist.

How do I add my App Store and Google Play links?

Select each **Store Badge** instance — on Home, Download, Pricing and in the Footer — and paste your listing address in its **Link** property. The badges are drawn for the template, without third-party logos. On the Download page, replace the QR placeholder with a QR code of your own.

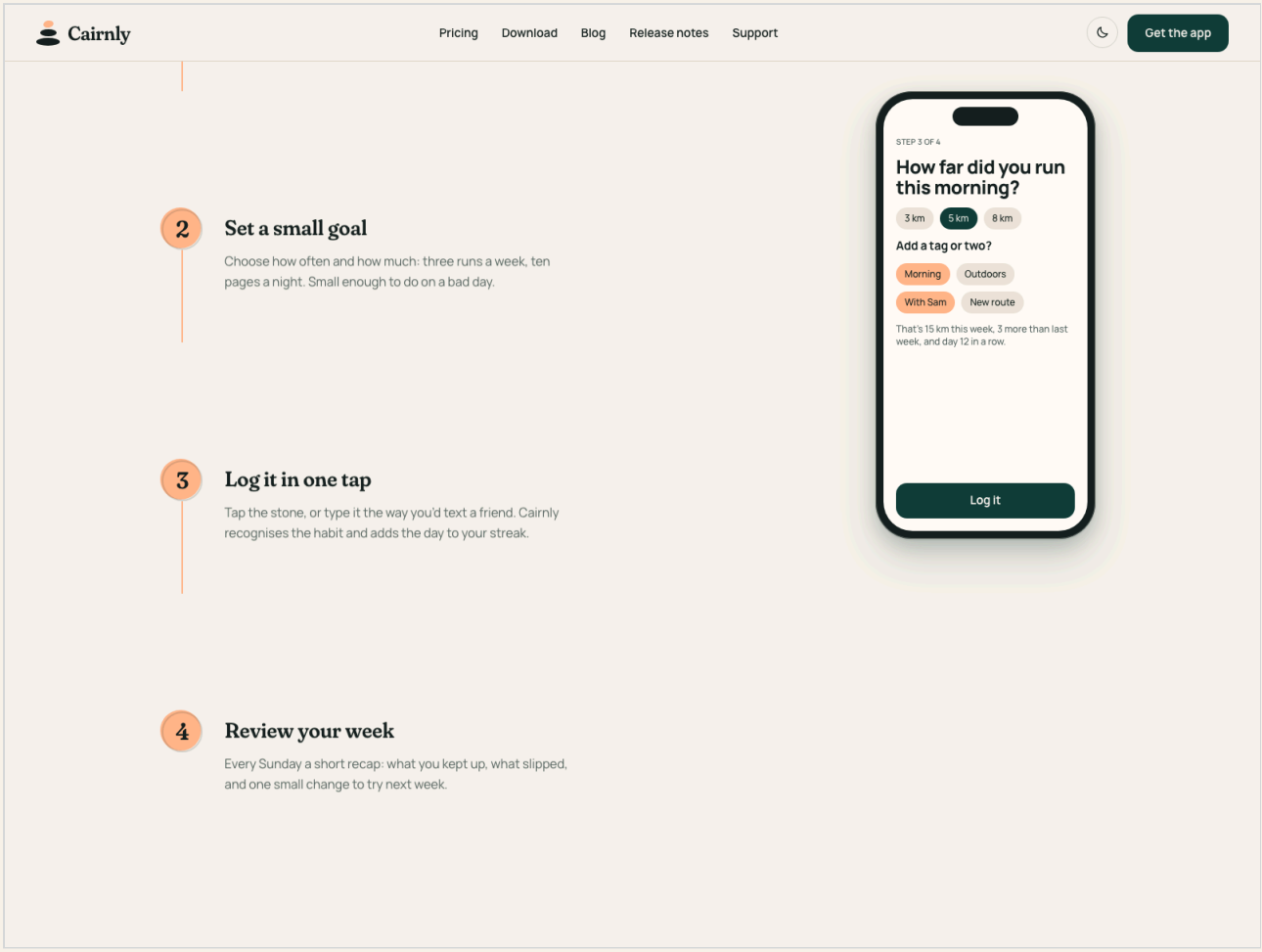
How do I change the live phone in the hero?

Open the **Hero Demo** component. It has two variants: **Reset** (the start) and **Play** (the end). Each moves to the other on its own after a short delay, so the scene loops.

- The typed note is six small text layers inside **Log Words**; the third and fourth are the words that light up.
- Numbers that change — the streak (11 → 12 days) and the goal bar (40 → 45 of 60 km) — have one value in Reset and one in Play.
- Some texts in Play keep their own copy, because their colour changes there. After you edit Reset, open Play and check every text again.

How does the phone in "How it works" change screen?

The **Step Phone** has four variants, Step 1 to Step 4, one for each step. On the Home page the instance is sticky and switches variant as each step scrolls into view. Edit the screens in the four variants; keep the steps and the screens in the same order.



The How it works section: the phone stays in place and shows the screen of the current step.

How do I edit the streak ladder?

Nudge Ladder has three variants: **Idle** (before it scrolls into view), **Yes** (the milestones, Day 1 to Day 30) and **No** (the nudges: Hint, Nudge, Reminder, Last call). The "Milestones" and "Nudges" tabs switch between Yes and No. Edit the milestone rows in Idle and the nudge rows in No.

How do I change the prices?

Open **Pricing Plans**. It has four variants: Monthly and Annual for desktop and tablet, Monthly Stacked and Annual Stacked for phones. Edit the prices in all four, then update the payment answers in the Pricing FAQ.

11

Licence and support.

- One download covers one website.
- You may not resell, share or redistribute the template, in full or in part, as a template.

- Cairnly, its people, figures and quotes are fictional. The Privacy and Delete account pages contain placeholder text: replace it with your own policy, reviewed by a lawyer, before you publish.
- The logo, store badges, blog covers and drawings of the demo are original work for Cairnly.
- Questions and help: info@litchisolutions.com.
- Cairnly is made and tested by Litchi Solutions — litchisolutions.com.

Litchi solutions

Built and tested by the people who use it.



Litchi Solutions · Vittorio Veneto, Italy
litchisolutions.com · info@litchisolutions.com
One download covers one website.