MADE GOOD DESIGNS

COMPANY PROFILE

Singapore

madegooddesigns.com

Typography, brand and design resources — plus free tools and an MCP server for AI assistants.

Made Good Designs is a Singapore-based publisher of typography, brand and graphic-design resources. The site offers 10,000+ in-depth resources on typography, brand guidelines, design principles and creative tools, written for designers, marketers and anyone who works with visual communication. It also maintains a large set of free, browser-based design tools and a free Model Context Protocol (MCP) server, so the same material can be used in a browser or through an AI assistant.

BRAND GUIDELINES AND EDITORIAL GUIDES

A substantial part of the library is brand-guideline breakdowns: the colour palettes, typefaces, logos and design systems behind thousands of brands, organised by industry — from audio and fashion to food, technology and design studios — with notes on who owns the brand and where its products are made. The site states that these guides are independent editorial analysis: Made Good Designs is not affiliated with the brands it covers, it does not reproduce their logos, and the colours shown are its own interpretation, not official values. Each guide lists its sources. Founder Eugene Leow sets the editorial standards and topics and oversees the process.

Other guides cover typography and fonts (reviews, pairings and the principles that make type work), graphic design (principles, colour theory and career advice), and comparisons of design software and font-pairing tools. A typography study on the site analyses the wordmarks of 9,563 brands and finds that roughly 98 per cent use custom lettering rather than a downloadable typeface. There is also an A–Z font directory of 15,262 font pages, and reference pieces such as What Is Typography?

DESIGN INSPIRATION

Alongside the written guides is a free, searchable inspiration library. The homepage describes 60,000+ brand, typography and design references, tagged by style, colour and industry, which readers can save to boards; a Museum Collection of 7,700+ public-domain artworks from institutions including the Met, the Rijksmuseum and the Art Institute of Chicago, chosen for designers and flagged for reuse as public domain or CC0; and an Annual Reports Archive of 8,600+ vintage corporate annual-report covers, searchable by company, country, decade and designer.

The UI Screens collection publishes original app and website screens for web and mobile, each with copyable HTML and a DESIGN.md of colour, type and spacing tokens. The library page currently lists 4,706 screens across 228 patterns, plus 28 multi-step flows, free to copy and adapt.

WRITTEN RESOURCES	BROWSER TOOLS	MCP SERVER	BASED IN
10,000+ in-depth guides	500+ free, no sign-up	Free, no API key	Singapore

FREE DESIGN TOOLS

The tools section is a growing collection of 500+ free design tools that run in the browser, with no sign-up and no watermark, made for designers, developers, marketers and anyone who works with visual assets. They cover colour (pickers, palettes, contrast and converters), images, fonts and typography, PDFs, CSS and developer utilities, and many single-purpose generators. The tools page says they run as client-side JavaScript, so files are processed on the user's device. Starting points include the Contrast Checker, Brand Board Maker, DESIGN.md Generator and Logo Maker, among many others. A shorter curated list of third-party fonts, software and tutorials also lives on the resources page.

THE MCP SERVER

Made Good Designs also runs a free, public MCP server at https://madegooddesigns.com/inspiration/mcp, using streamable HTTP and requiring no account or API key. Once it is connected in Claude, ChatGPT, Cursor, VS Code or another MCP-compatible assistant, the assistant can search the inspiration library and return references with titles, descriptions, tags, colour palettes and links back to the source page.

The public server exposes 110 tools, including search across brand and typography references, annual-report covers, museum art and UI screens, generators that wrap many of the site's browser tools, and a save_moodboard tool that returns a shareable board link. A lean endpoint, at /inspiration/mcp/core, lists the 18 most-used design tools plus browse_design_tools and run_design_tool, for coding agents that need a smaller tool list. An optional personal boards endpoint, with Google sign-in, lets a signed-in user read and update their own saved boards.

Claude users can connect from Claude's connector directory, or anyone can add the server URL by hand. Setup instructions for Claude Code, ChatGPT, Cursor and VS Code are on the MCP page.

EXPLORE THE LIBRARY

The guides, inspiration collections, browser tools and MCP setup are all on madegooddesigns.com. Questions can be sent to the email opposite.

WEBSITE	madegooddesigns.com
TOOLS	/tools
MCP SETUP	/design-mcp-server
EMAIL	hello@madegooddesigns.com