UI/UX Design and Style Guidelines

Concert Tickets Raffle Website

Brand Identity

Purpose

Our concert tickets raffle website provides an exciting, fair, and transparent platform for music fans to win tickets to their favorite concerts through raffles and giveaways.

Mission

To connect music lovers with live music experiences they might otherwise miss, while creating a community of concert enthusiasts.

Values

- **Fairness**: Equal opportunity for all participants
- **Transparency**: Clear odds and raffle processes
- **Excitement**: Capturing the thrill of winning concert experiences
- **Community**: Bringing music fans together

Personality

- Energetic & vibrant
- Trustworthy & reliable
- Inclusive & welcoming
- Passionate about music

Typography

Primary Font Family

- **Headings**: Epilogue (Bold, Semi-Bold)
- **Body**: Poppins (Regular, Medium)

Font Sizes

Element	Size	Weight	Line Height
H1	36px (2.25rem)	Bold (700)	1.2
H2	28px (1.75rem)	Bold (700)	1.25
H3	24px (1.5rem)	Semi-Bold (600)	1.3
H4	20px (1.25rem)	Semi-Bold (600)	1.4
Body	16px (1rem)	Regular (400)	1.5
Small	14px (0.875rem)	Regular (400)	1.5
XS	12px (0.75rem)	Medium (500)	1.5

Type Scale

We use a 1.25 type scale ratio (major third).

Special Cases

- **CTAs**: 18px, Medium (500)
- **Pricing**: 24px, Bold (700)
- **Countdown timers**: 20px, Medium (500)
- **Labels**: 14px, Medium (500)

Typography Hierarchy

- Use proper heading hierarchy (H1 → H6) for page structure
- Only one H1 per page
- Maintain consistent spacing between text elements (see Spacing section)

Color Palette

Primary Colors

- **Purple** (#6610F2): Primary brand color, used for key CTAs and accents
- **Navy** (#1A237E): Secondary brand color, used for highlights and secondary actions

Secondary Colors

- **Pink** (#E10098): Accent color for special promotions and highlights

Neutral Colors

- **Black** (#12172D): Primary text and dark backgrounds
- **White** (#FFFFFF): Backgrounds, cards, and light text elements

Functional Colors

- **Success** (#00C853): Confirmed entries, wins
- **Error** (#FF1744): Error states
- **Warning** (#FFD600): Alerts, time-sensitive notices
- **Info** (#2979FF): Informational messages

Color Usage

- Maintain 4.5:1 minimum contrast ratio for text
- Use primary colors sparingly for emphasis
- Limit accent colors to 10% of any given interface
- Maintain consistent color meaning across the site

Spacing & Layout

Grid System

- **Columns**: 12
- **Container width**: 1200px (max)
- **Gutter width**: 24px
- **Margin**: 24px (minimum) on each side of the container

Spacing Scale

Name	Size	Usage
xs	4px	Minimal separation between related elements
sm	8px	Tight spacing between closely related elements
md	16px	Standard spacing between elements
lg	24px	Generous spacing between groups of elements
xl	32px	Section spacing

| xxl | 48px | Major section divisions |
| xxxl | 64px | Page-level spacing |

Layout Components

- **Card Layout**: 24px padding, 8px border radius, 16px margin between cards
- **Ticket Listings**: 16px padding, 16px space between items
- **Raffle Entry Form**: 24px spacing between fields, 32px between sections

Content Hierarchy

- Use consistent spacing to establish visual hierarchy
- Group related elements with consistent spacing
- Use larger spacing to denote separate content sections

White Space Principles

- Use generous margins (5-10% of container width)
- Minimum 32px spacing between major content sections
- Increase white space around important elements
- Line height of 1.5 for paragraph text

Components

Buttons

- **Primary Button**: Purple (#6610F2) background, white text, 12px padding, 4px border radius
- **Secondary Button**: White background, Purple (#6610F2) border and text
- **Tertiary Button**: No background/border, Purple (#6610F2) text
- **Disabled State**: Light Gray background, Medium Gray text

Button Sizes

- **Large**: 48px height, 20px padding, 18px font
- **Medium** (default): 40px height, 16px padding, 16px font
- **Small**: 32px height, 12px padding, 14px font

Cards

- White background

- Light shadow (0px 2px 4px rgba(0,0,0,0.1))
- 8px border radius
- 24px internal padding
- Optional: Highlighted border (2px) for featured items

Forms

- **Input fields**: 48px height, 16px padding, 8px border radius
- **Checkboxes/Radio**: 20px size, 8px spacing from label
- **Dropdowns**: 48px height, 16px padding
- **Focus states**: Electric Blue border/outline
- **Error states**: Error Red border, error message 8px below

Alerts & Notifications

- **Success**: Green background, dark green text, 16px padding
- **Error**: Light red background, dark red text, 16px padding
- **Warning**: Light yellow background, dark yellow text, 16px padding
- **Info**: Light blue background, dark blue text, 16px padding

Loaders & Progress

- **Spinner**: Purple (#6610F2), 24px × 24px for inline, 48px × 48px for full page
- **Progress bar**: Purple (#6610F2) fill, Light shade of Navy background

🖌️ Component-Specific Adjustments

✅ Modern, Elevated Buttons

- Hover states: **Box shadow or gradient shift**.
- Animations: **Smooth scaling effect on hover (`1.05x`)** with transition speed of `200-300ms`.

✅ Glassmorphism & Frosted UI Elements

- Background Blur: `blur(10px)` for semi-transparent elements.
- Opacity: Keep light transparencies **between `0.85 - 0.95`** for a sleek look.
- Borders: **Soft 1px borders with `rgba(255, 255, 255, 0.2)`** for depth.

✅ Dynamic Cards with Hover Effects

- Use **subtle scaling effects (`1.02x`) on hover**.
- Apply **gradient overlays** for CTA-focused cards.
- Consistent **shadow depth (`0px 8px 16px rgba(0, 0, 0, 0.2)`)**.

Navigation

Main Navigation

- **Desktop**: Horizontal nav bar, 24px between items
- **Mobile**: Hamburger menu with 56px item height

Secondary Navigation

- **Breadcrumbs**: Light Gray separator, current page in Medium Gray
- **Tabs**: Underline style, 32px padding

Footer Navigation

- Organized in columns on desktop
- Stack on mobile
- 16px between items

Search

- Prominent placement in header
- Autocomplete with ticket/artist suggestions
- Recent searches saved

User Account Menu

- Avatar or icon with dropdown
- Quick access to profile, tickets, settings
- Logout option clearly visible

Imagery & Icons

Concert Imagery

- High-energy, vibrant concert photography
- Focus on crowds and performers
- Image dimensions: maintain 16:9 or 4:3 aspect ratios

Artist/Band Imagery

- Professional promotional photos
- Consistent sizing across the platform
- 1:1 aspect ratio for profile images

Icons

- **Icon set**: Material Design icons
- **Size**: 24px for navigation and UI, 18px for inline
- **Style**: Line icons with 2px stroke width
- **Colors**: Inherit from text color or specified color palette

Imagery Guidelines

- Optimize all images for web (compress to <200KB where possible)
- Include appropriate alt text for accessibility
- Maintain consistent treatment (no mixed styles)
- Avoid stock photography that looks inauthentic

Responsive Design

Breakpoints

Breakpoint	Device Type	Container Width
xs	Mobile (portrait)	< 576px
sm	Mobile (landscape)	≥ 576px
md	Tablet	≥ 768px
lg	Desktop	≥ 992px
xl	Large Desktop	≥ 1200px

Responsive Behaviors

- **Navigation**: Collapses to hamburger menu on md and below

- **Grid**: Adjusts columns (12 → 6 → 4 → 1) as viewport decreases
- **Typography**: Font sizes reduce by 10-15% on mobile
- **Images**: Fluid width with max-width 100%
- **Touch targets**: Minimum 44×44px on mobile devices

Mobile-Specific Adjustments

- Reduce padding by 25-50%
- Stack elements vertically
- Hide non-essential content
- Ensure forms are easily tappable
- Optimize for portrait orientation first

Accessibility

Standards Compliance

- WCAG 2.1 AA compliance as minimum standard
- Regular accessibility audits

Color & Contrast

- 4.5:1 minimum contrast ratio for normal text
- 3:1 minimum contrast ratio for large text
- Don't rely on color alone to convey information

Keyboard Navigation

- All interactive elements must be keyboard accessible
- Visible focus states for all interactive elements
- Logical tab order following visual layout

Screen Readers

- Semantic HTML structure
- Appropriate ARIA roles and labels
- Meaningful alt text for images
- Descriptive link text

Form Accessibility

- Clear labels for all form fields

- Error messages tied to respective inputs
- Form validation feedback is screen reader accessible
- Logical grouping of form elements

Specific Content Types

- **Button text**: Action-oriented, 1-3 words
- **Headings**: Descriptive but concise
- **Error messages**: Problem + solution format
- **Tooltips**: Brief explanation, 1-2 sentences maximum

Animations & Transitions

Principles

- Animations should enhance, not hinder, the user experience
- Use motion to guide attention and provide feedback
- Keep animations subtle and purposeful
- Respect reduced motion preferences

Timing

- **Quick interactions**: 100-150ms
- **Standard transitions**: 200-300ms
- **Emphasis animations**: 300-500ms

Common Animations

- **Page transitions**: Fade in/out (300ms)
- **Button hover**: Slight scale up (1.05) and color change (150ms)
- **Loading states**: Spinner or progress indicator
- **Success feedback**: Checkmark animation (500ms)
- **Error feedback**: Gentle shake animation (300ms)

Performance Considerations

- Optimize animations for performance (prefer opacity/transform)
- Test animations on lower-end devices
- Provide reduced-motion alternatives

Implementation Guidelines

Design Tools

- Claude for UI Frameworks
- Shared component library
- Design tokens for colors, typography, and spacing

Developer Handoff

- Component specifications include all states
- Responsive behavior documented
- Interaction patterns clearly defined
- Accessibility requirements noted

Quality Assurance

- Cross-browser testing (Chrome, Firefox, Safari, Edge)
- Cross-device testing (iOS, Android, desktop)
- Accessibility validation
- Performance benchmarking

This document serves as the source of truth for all design decisions across the Concert Tickets Raffle website. Updates to these guidelines should be documented and communicated to all team members.

Color Palette:

#6610F2- purple
#E10098- pink
#1A237E- navy
#12172D- black
#FFFFFF- white
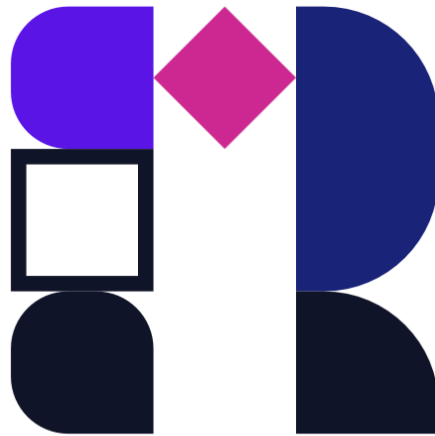
DesignAcademy

Learn more

Enroll Now

Unleash Your Creativity with Top Design Courses

Elevate your design skills to new heights with our curated selection of courses, designed to inspire, educate, and empower your creative journey.

1000+

Courses   Expert Mentors   Hours of Content

Typography:
Header- Epilogue
Paragraph- poppins

🖌️ Component-Specific Adjustments

✅ Modern, Elevated Buttons

- Hover states: **Box shadow or gradient shift**.
- Animations: **Smooth scaling effect on hover (`1.05x`)** with transition speed of `200-300ms`.

✅ Glassmorphism & Frosted UI Elements

- Background Blur: `blur(10px)` for semi-transparent elements.
- Opacity: Keep light transparencies **between `0.85 - 0.95`** for a sleek look.
- Borders: **Soft 1px borders with `rgba(255, 255, 255, 0.2)`** for depth.

✅ Dynamic Cards with Hover Effects

- Use **subtle scaling effects (`1.02x`) on hover**.
- Apply **gradient overlays** for CTA-focused cards.
- Consistent **shadow depth (`0px 8px 16px rgba(0, 0, 0, 0.2)`)**.

🚀 Final Touches

- **Mobile-First Design:** Prioritize readability & touch-friendly UI (`44px+` tappable targets).
- **CTA Buttons:** Keep them **high contrast** (use your bright **purple or pink**) and ensure they stand out.
- **Navigation Bar:** Sticky, minimalistic, and includes a **subtle background blur** for a modern feel.

UI components we like:
For concerts cards:

https://uiverse.io/alexruix/cowardly-ape-35

For search in the corner:
https://uiverse.io/vinodjangid07/chilly-newt-81

Settings button:
https://uiverse.io/andrew-demchenk0/odd-squid-52

Enter for ___ button on event details page:
https://uiverse.io/JaydipPrajapati1910/quick-stingray-2

Sign in/log in button:
https://uiverse.io/alexmaracinaru/perfect-panda-77

Search for more events button:
https://uiverse.io/cssbuttons-io/massive-mayfly-74

Save concert button:
https://uiverse.io/catraco/spotty-catfish-33

Sign in:
https://uiverse.io/Na3ar-17/selfish-dragon-54