

Soulful Spark Creations - Brand Styleguide

Core Palette • Tokens • Examples



ivory
#F6F1EB | hsl(33 38% 94%)



smokyPlum
#4E3B4F | hsl(297 14% 27%)



sage
#A8B7A6 | hsl(113 11% 68%)



sageDeep
#7E9284 | hsl(138 8% 53%)



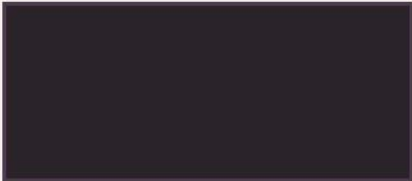
blush
#E7B7C9 | hsl(338 50% 81%)



lavender
#C9B7DD | hsl(268 36% 79%)



gold
#C8A26A | hsl(36 46% 60%)



ink
#2A2329 | hsl(309 9% 15%)



white
#FFFFFF | hsl(0 0% 100%)

Tailwind Tokens

Colors:
bg-ivory (#F6F1EB) • text-smokyplum (#4E3B4F)
bg-sage / hover:bg-sagedeep • bg-blush • bg-lavender • bg-gold
text-ink (#2A2329) • text-white (#FFFFFF)

Utilities:
shadow-soft • foil-outline • paper-grain • container

Buttons:
Primary: bg-sage text-white hover:bg-sagedeep shadow-soft rounded-xl px-5 py-3
Outline: foil-outline text-ink rounded-xl px-5 py-3

Contrast Matrix & Recommendations

Contrast ratios (CR) vs. Ink (#2A2329) and White (FFFFFF). Target AA ≥ 4.5 for normal text.

Background	HEX	CR vs Ink	CR vs White	Recommended
ivory	#F6F1EB	13.64 (AAA)	1.12 (Fail)	ink (13.64, AAA)
smokyPlum	#4E3B4F	1.50 (Fail)	10.18 (AAA)	white (10.18, AAA)
sage	#A8B7A6	7.29 (AAA)	2.10 (Fail)	ink (7.29, AAA)
sageDeep	#7E9284	4.62 (AA)	3.32 (AA (Large))	ink (4.62, AA)
blush	#E7B7C9	8.76 (AAA)	1.75 (Fail)	ink (8.76, AAA)
lavender	#C9B7DD	8.24 (AAA)	1.86 (Fail)	ink (8.24, AAA)
gold	#C8A26A	6.44 (AA)	2.38 (Fail)	ink (6.44, AA)
ink	#2A2329	1.00 (Fail)	15.32 (AAA)	white (15.32, AAA)
white	FFFFFF	15.32 (AAA)	1.00 (Fail)	ink (15.32, AAA)

Typography & Component Specimens

Headlines — Playfair Display

Plan With Calm & Confidence

Subheads — Playfair Display 36pt

Romantic tools to keep planning calm and intentional.

Body — Libre Franklin 24pt (recommended for readability)

Buttons

Primary (Sage)

Outline (Foil)

Chips / Badges

Guided Rituals

Vendor Cards

Card

Vendor Intuition Cards

Choose your team with alignment, not anxiety.

Preview

Pricing

Vision Board

\$12