Traditio Interiors - Web Style Guide

Color Palette

Ivory (#F8F5F0): Background, sections

Deep Espresso (#3A2E2B): Text, logo, accents

Muted Sand (#D6CFC6): Section dividers, cards

Antique Brass (#BFA07A): Highlights, buttons hover

Soft Clay (#A28E7D): Subtle accents, icons

Typography

Primary Font - Playfair Display: Elegant, serifed, great for large text and titles

Secondary Font - Inter: Clean, legible, contemporary sans-serif

Layout & Structure

- Container Width: Max 1200px, padded at 24px each side

- Grid: 12-column responsive grid system

- Whitespace: Generous padding/margin (32px to 64px)

- Navigation: Sticky top bar with logo left, minimal links right

Imagery Style

- Natural textures (linen, wood grain, stone)

- Lifestyle photos in soft light, subtle filters (warm shadows)

- Objects isolated on soft backdrops or set in refined room settings

Components

Buttons:

  - Default: Espresso text on Sand background

  - Hover: Invert (Espresso background, Ivory text)

  - Rounded corners 4px, Padding 12px 24px, Font: Inter bold

Cards:

  - Light shadow (box-shadow: 0 2px 4px rgba(0,0,0,0.05))

  - Sand background, subtle border radius 6px

Forms:

  - Inputs with minimal borders (1px solid #D6CFC6)

  - Labels in small caps, Playfair Display, muted colour

UX Interactions

- Subtle fade-ins and scroll animations using Framer Motion or CSS @keyframes

- Smooth transitions between sections (scroll-behavior: smooth)

- Hamburger menu on mobile with soft expand animation