Style Guide

Drinks Sustainability Tool

Version: 1.3
Date: 2025-07-18
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Status: Finalized

1. Brand Voice

The platform's voice should be:

- **Empowering & Encouraging:** We are a partner and a guide, not a critic. The tone should be supportive, helping users feel confident in their ability to tackle complex sustainability challenges.
- **Clear & Simple:** Avoid jargon. Complex concepts like "Scope 3 emissions" should be explained in simple, accessible terms. The language should be direct and easy to understand for non-experts.
- **Credible & Professional:** While the tone is encouraging, it must also be authoritative and trustworthy. Our guidance is backed by data and expertise.

2. Color Palette

The color palette is designed to be clean, professional, and reflective of the Avallen Solutions brand. It uses a core green, balanced with a professional gray and a warm accent.

Role	Color	HEX	Usage
Primary	● Avallen Green	#209d50	Main calls-to-action, active navigation, primary buttons, key headers.
Secondary	● Slate Gray	#4A5568	Secondary buttons, subheadings, body text.
Accent	●	#D69E2E	Highlights, notifications, progress bars, icons requiring attention.

	Muted Gold		
Neutral (Background)	● Lightest Gray	#F9FAFB	Main background color for pages and sections.
Neutral (Borders/Dividers)	● Light Gray	#E5E7EB	Borders for cards, input fields, and section dividers.
Success	● Success Green	#10B981	Confirmation messages, success alerts.
Error	● Error Red	#EF4444	Error messages, validation failures, deletion warnings.

3. Typography

We will use the **'Roboto Slab'** font family, a modern and highly readable slab serif font that is excellent for user interfaces. It will be loaded from Google Fonts.

Element	Font Family	Font Weight	Size (px)	Line Height
Heading 1 (H1)	Roboto Slab	700 (Bold)	36	1.2
Heading 2 (H2)	Roboto Slab	700 (Bold)	24	1.3
Heading 3 (H3)	Roboto Slab	600 (Semi-Bold)	18	1.4
Body Text	Roboto Slab	400 (Regular)	16	1.5
Labels / Links	Roboto Slab	500 (Medium)	14	1.5

4. Logo Usage

The Avallen Solutions logo should be used consistently across the platform.

- **Primary Logo (Horizontal):** The full-color horizontal logo is preferred for most use cases, especially in headers where there is ample horizontal space. It should be used on white or light gray backgrounds.
- **Stacked Logo:** The stacked version is suitable for square or constrained spaces, such as social media profiles or favicons.
- **Monochrome Logo:** A single-color (white or Slate Gray) version should be used on colored backgrounds (like Avallen Green) or where the primary logo is not suitable.
- **Spacing:** A minimum clear space equivalent to the height of the "A" in Avallen must be maintained around the logo at all times.

5. Photography Guidelines

Photography should feel authentic, optimistic, and professional. The goal is to build a human connection and showcase the positive impact of sustainability.

- **Overall Mood:** Bright, clean, natural, and genuine. Images should be uplifting and focus on solutions and positive outcomes.
- **Subject Matter:**
  - **People:** Candid, natural shots of real clients, founders, and their teams in their working environment (e.g., in a distillery, a boardroom, a vineyard). Focus on collaborative and engaged moments.
  - **Products:** Clean, professional shots of the clients' beverage products, often in a natural setting or in use (e.g., a bottle next to its raw ingredients, a drink being served).
  - **Nature & Process:** Images of raw materials (e.g., barley, grapes, botanicals), sustainable agriculture, and clean production processes.
- **Style:**
  - **Lighting:** Prioritize bright, natural light. Avoid dark, moody, or overly artificial lighting.
  - **Color:** Colors should be true-to-life and vibrant, complementing the brand's color palette.
  - **Composition:** Clean and uncluttered. Use depth of field to focus on the subject.
- **What to Avoid:**
  - Generic or cheesy stock photography.
  - Overly corporate or staged-looking photos.

- Dark, blurry, or low-resolution images.
- Imagery that focuses on negative environmental problems (e.g., landfills, pollution) unless it's part of a specific case study showing a "before and after" improvement.

6. Iconography

Icons should be simple, clean, and easily recognizable. We will use the **Lucide** icon set for its modern and consistent style. Icons should be rendered in Slate Gray (#4A5568) by default, and Avallen Green (#209d50) when active or hovered.

7. UI Components

This section defines the standard appearance and behavior for common user interface elements.

Buttons

Buttons should have rounded corners and clear states to provide user feedback.

- **Primary Button:**
  - **Default:** Solid Avallen Green (#209d50) background with white text.
  - **Hover:** Slightly lighter green background (#25B85D).
  - **Active/Click:** Slightly darker green background (#1A8340).
- **Secondary Button:**
  - **Default:** White background with a Light Gray (#E5E7EB) border and Slate Gray (#4A5568) text.
  - **Hover:** Lightest Gray (#F9FAFB) background.
  - **Active/Click:** Slightly darker gray border (#D1D5DB).

Forms & Input Fields

- **Default State:** A 1px Light Gray (#E5E7EB) border with a white background.
- **Focused State:** A 2px Avallen Green (#209d50) border to indicate active input.
- **Error State:** A 2px Error Red (#EF4444) border, accompanied by a red error message below the field.
- **Labels:** Should appear above the input field, using the "Label" typography style.

Cards & Containers

Cards are the primary way to group related information.

- **Appearance:** White background with a Light Gray (#E5E7EB) 1px border and a subtle box shadow.
- **Border Radius:** All cards and containers should have rounded corners (e.g., 8px).