

# Web App Theme Guidelines – White & Black with Purple Accents

This document defines a **modern, minimalist theme** using a clean white and black foundation with subtle **purple accents** for highlights and navigation. It is designed to convey clarity, professionalism, and modern aesthetics with an emphasis on usability.

## 1. Color Palette

The palette combines monochrome tones with purple accents. The purple color is used for interactive or highlighted states, while the base colors ensure excellent readability and contrast.

Background (Primary)	#FFFFFF	
Text (Primary)	#0F0F0F	
Text (Secondary)	#4A4A4A	
Text (Muted)	#9B9B9B	
Accent (Purple)	#7A3FF2	
Accent (Light Purple)	rgba(122, 63, 242, 0.1)	

## 2. Typography

Use **modern sans-serif fonts** for a clean look. Suggested combinations: - **Headings:** Poppins, Inter, or DM Sans (bold, 700) - **Body:** Roboto, Source Sans Pro, or Lato (regular, 400) Text colors should scale from dark (#0F0F0F) to light gray (#9B9B9B) depending on importance.

## 3. Highlighting & Navigation

Purple accents draw attention to interactive elements (links, active states, hover effects). For navigation, use **low-opacity purple backgrounds** to indicate focus or active routes.



Example: rgba(122, 63, 242, 0.1) navigation highlight

## 4. Layout & Components

Adopt a clean, grid-based layout with white surfaces and soft shadows. Buttons and cards should use subtle contrast to separate elements, with rounded corners (8px) and smooth hover transitions (0.2–0.3s ease).

## 5. Summary

This theme focuses on simplicity and clarity, using **white and black** as the main canvas, and **purple accents** for character and interactivity. Keep gradients minimal and spacing generous for a balanced, modern aesthetic.