Branding Kit

Based on California House

Design Language

COLOR PALETTE

|		
Primary Dark #231f20	**Deep Black** #1b1b1b	**True Black** #141413
Mid Gray #7e7d84	**Body Text Gray** #919199	**Silver** #b0b2bc
Light Silver #cdcdcd	**Cloud** #ebecee	**Off White** #f6f6f7
Whisper #f9f9fb	**Warm White** #faf9f5	**White** #ffffff
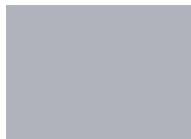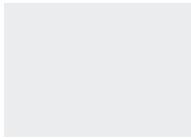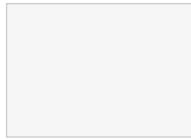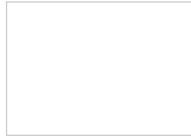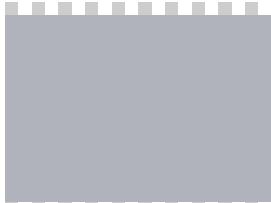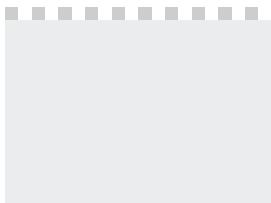
OVERLAYS
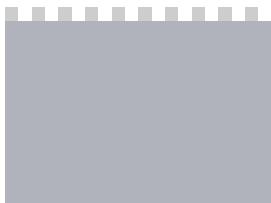
Nav Overlay
rgba(176, 178, 188, 0.85)

Section Overlay
rgba(235, 236, 238, 0.9)

Soft Overlay
rgba(176, 178, 188, 0.45)

White Overlay
rgba(255, 255, 255, 0.9)

Display/H1

Roboto Condensed Light, 34px, #b0b2bc

The quick brown fox

Section Label/H2

Raleway Medium, 12px, uppercase, 3px letter-spacing, #7e7d84

GAME TABLES & CHAIRS

Subheading/H3

Roboto Condensed Light, 22px, #7e7d84

Comfortable Seating Solutions

Card Title/H5

Roboto Condensed Regular, 19px, #231f20

Premium Quality Furniture

Body

Roboto Regular, 13px, line-height 26px, #919199

Elegant furniture crafted with detail

Navigation

Raleway Semibold, 11px, uppercase, 2px letter-spacing

HOME COLLECTIONS ABOUT

BUTTONS

BUTTON STYLES - Raleway 600, 11px, Uppercase, 2px Letter-Spacing

Primary

BUTTON

Secondary

BUTTON

Solid

BUTTON

Text Link

BUTTON

SPACING & LAYOUT

Spacing Scale

10px

20px

35px

50px

80px

Container Widths

Max Width: 1400px

Narrow: 1100px

Layout Patterns

• Full-width hero sections with text overlay

• 3-column product grid with descriptions

• 2-column feature layouts

• Centered sections with max-width container

DESIGN PRINCIPLES

DO

✓ Light font weights

✓ Muted, sophisticated colors

✓ Generous whitespace

✓ Uppercase labels & headers

✓ Photography-forward layouts

✓ Semi-transparent overlays

✓ Section background alternation

DON'T

✗ Bright accent colors

✗ Heavy font weights

✗ Drop shadows

✗ Rounded corners

✗ Tight, cramped spacing

✗ Dominant call-to-action buttons

✗ Em dashes (use hyphens)

CSS VARIABLES REFERENCE

```css
:root {
  /* Colors */
  --color-primary-dark: #231f20;
  --color-deep-black: #1b1b1b;
  --color-true-black: #141413;
  --color-mid-gray: #7e7d84;
  --color-body-gray: #919199;
  --color-silver: #b0b2bc;
  --color-light-silver: #cdcdcd;
  --color-cloud: #ebecee;
  --color-off-white: #f6f6f7;
  --color-whisper: #f9f9fb;
  --color-warm-white: #faf9f5;
  --color-white: #ffffff;

  /* Typography */
  --font-display: 'Roboto Condensed Light';
  --font-heading: 'Raleway Medium';
  --font-subheading: 'Roboto Condensed Light';
  --font-body: 'Roboto';

  /* Spacing */
  --spacing-xs: 10px;
  --spacing-sm: 20px;
  --spacing-md: 35px;
  --spacing-lg: 50px;
  --spacing-xl: 80px;

  /* Layout */
  --max-width: 1400px;
  --max-width-narrow: 1100px;
}
```