Style Guide

Relationship with Audience:
 We aim to establish a dynamic and approachable relationship with our audience. The tone will balance persuasive authority, offering expert skincare advice with a sense of intimacy, making users feel as if Erma AI is a personalized assistant designed just for them. This allows for trust-building while maintaining an inviting, approachable environment.

Consistency vs. Aesthetic Shifts:
 While we maintain a consistent look across the website, we'll use subtle shifts in aesthetics (like color changes or interactive elements) to evoke different moods for different sections. This approach adds visual interest without sacrificing overall design cohesion, keeping the experience fresh but not disorienting.

Innovation vs. Familiarity:
 Erma AI will innovate within the conventions of the skincare industry, offering a familiar, clean interface with new and engaging features such as AI-driven recommendations. This creates a sense of familiarity and comfort, while incorporating surprise elements that intrigue users and guide them to take action.

Typography:

- Heading Font: Montserrat – Clean and modern sans-serif for structure, clarity, and professionalism.

- Body Font: Roboto

- Font Style: Regular weight for body text and bold weight for headings, with sufficient spacing for legibility.

Color Scheme:

1. Primary Color:

- ○ Mint Green

- ○ Hex: #56D1B5

- ○ RGB: (86, 209, 181)
   Represents freshness and natural beauty, aligning with the wellness theme of Erma AI.

2. Accent Color:

   - ○ Coral Pink

   - ○ Hex: #FF6F61

   - ○ RGB: (255, 111, 97)
      Adds warmth and vibrancy while maintaining an inviting tone.

3. Secondary Accent:

   - ○ Soft Lavender

   - ○ Hex: #B0A3D9

   - ○ RGB: (176, 163, 217)
      Evokes calmness, luxury, and skin sensitivity.

4. Background Color:

   - ○ Pale Beige

   - ○ Hex: #F6F1E3

   - ○ RGB: (246, 241, 227)
      A warm, neutral background providing a clean, soft atmosphere for the site.

5. Highlight Color:

   - ○ Goldenrod

- Hex: #F2B400

- RGB: (242, 180, 0)
  Optimistic and vibrant, guiding attention to important elements.

6. Text Color:

  - Dark Charcoal

  - Hex: #333333

  - RGB: (51, 51, 51)
    Ensures readability while being softer than pure black.

7. Link Color:

  - Soft Teal

  - Hex: #5F9EA0

  - RGB: (95, 158, 160)
    Soothing and clear, making links easy to identify without clashing with the rest of the palette.

8. Error/Warning Color:

  - Soft Red

  - Hex: #F28D8C

  - RGB: (242, 141, 140)
    Noticeable without being too harsh for error messages or warnings.

Navigation Design:

- Top Fixed Navigation Bar:

  - Background Color: Pale Beige (#F6F1E3) for a light and welcoming interface.

- ○ Menu Items:

    - ■ Explore
    - ■ Track
    - ■ Community
    - ■ Home

- ● Interactive Elements:

    - ○ Hover Effects: Each menu item will change to Soft Lavender (#B0A3D9) on hover, creating a smooth, visually appealing interaction.

    - ○ Active Link: When active, links will transition to Goldenrod (#F2B400) to highlight the current page.

- ● Call-to-Action (CTA):

    - ○ Button Color: Coral Pink (#FF6F61), making it bold and attention-grabbing, encouraging user interaction like "Get Started" or "Personalize Your Skincare".

Voice & Language:

- ● Tone: Clear, professional, and personable—scientific but approachable, creating a feeling of intimacy without losing authority. We will aim for brief, engaging copy that educates users without overwhelming them.

- ● Personalized Copy:

    - ○ Example: "Navigate Skincare WIth Confidence"
      This type of messaging will encourage users to feel as if the app is tailored to their specific needs, making it feel more like a conversation than a transaction.