Wedding Brand Bible

{

"design_system": {

"theme_name": "Andalusian Romance",

"aesthetic_direction": "Classic, Warm, Illustrative, Elegant",

"brand_guidelines": {

"core_concept": "Digital Watercolor",

"inspiration_source": "Traditional Spanish Wedding Invitation featuring Seville skyline",

"mood": "Late summer afternoon in Seville. Warmth, heritage, romance.",

"layout_philosophy": "centered_alignment, abundant_negative_space, structure_via_lines_not_boxes"

},

"color_palette": {

"backgrounds": {

"canvas_primary": {

"hex": "#F9F7F2",

"name": "Antique Cream",

"usage": "Main website background, mimicking the invitation paper stock"

},

"canvas_secondary": {

"hex": "#F0EBE0",

"name": "Warm Beige",

"usage": "Sub-sections or card backgrounds"

}

},

"typography": {

"ink_primary": {

"hex": "#2C2C2C",

"name": "Soft Charcoal",

"usage": "Main headings and body text (avoiding pure black for softness)"

},

"ink_secondary": {

"hex": "#595959",

"name": "Stone Grey",

"usage": "Meta information, footer text"

}

},

"accents": {

"gold_bronze": {
"hex": "#9C7C58",
"name": "Sevilla Bronze",
"usage": "Borders, dividers, and the 'Sevilla, España' text color"
},
"botanical_green": {
"hex": "#7A8B6E",
"name": "Watercolor Sage",
"usage": "Primary Buttons, derived from the painted trees in the invite"
},
"terracotta": {
"hex": "#D6966C",
"name": "Rooftop Clay",
"usage": "Hover states, links, derived from the painted rooftops"
}
}
},
"typography": {
"primary_script": {
"family": "Pinyon Script, Great Vibes, or similar formal script",
"usage": "Couple Names (Hero), Section Titles (e.g., 'Nuestra Historia')",
"attributes": {
"weight": "400",
"case": "Title Case",
"letter_spacing": "normal"
},
"reference": "Matches 'Valentina Osorio G' style"
},
"primary_serif": {
"family": "Playfair Display, Cinzel, or similar high-contrast serif",
"usage": "Main Announcements ('¡NOS VAMOS A CASAR!'), Dates, Navigation",
"attributes": {
"weight": "400/600",
"case": "Uppercase",
"letter_spacing": "widest (0.1em)"
},
"reference": "Matches date and location text style"
},
"secondary_sans": {
"family": "Lato, Source Sans Pro",

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"usage": "Long form body text, guest logistics, form inputs (for readability)",
"attributes": {
"weight": "300/400",
"case": "Sentence Case"
}
}
},
"visual_assets": {
"hero_imagery": {
"style": "Watercolor Illustration",
"subject": "Seville Skyline (Giralda, Cathedral, Torre del Oro, Bridge)",
"placement": "Fixed at the bottom of the viewport in Hero or Footer",
"treatment": "No hard edges, fades into the Cream background"
},
"photography": {
"style": "Vintage Matte",
"filters": "Warm temperature (+10%), slightly desaturated (-10%), low contrast",
"border_radius": "0px (Sharp corners)",
"frame_effect": "Images should have a white padding border and subtle drop-shadow to mimic
printed photos"
},
"icons": {
"style": "Hand-drawn / Sketch",
"stroke_width": "Thin",
"fill": "None",
"color": "Sevilla Bronze (#9C7C58)"
}
},
"ui_components": {
"buttons": {
"primary": {
"background": "#7A8B6E (Sage)",
"text": "#FFFFFF (White)",
"border": "None",
"style": "Solid, rectangular, minimal padding"
},
"secondary": {
"background": "Transparent",
"text": "#9C7C58 (Bronze)",
"border": "1px solid #9C7C58 ",
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"style": "Ghost button"
}
},
"dividers": {
"style": "Classic Line",
"type": "Horizontal lines (

#9C7C58