NarcoNations Brand Style & Look Guide

(v1.0 – September 2025)

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1. Core Identity

- **Name**: NarcoNations
- **Taglines**:
- Primary → *"Blood Money: Crime vs Karma"*
- Secondary → *"Global Organised Crime. The Game."*
- **Tone**: Cinematic · Gritty · Intelligent · Mature · Immersive
- **Ethical Frame**: Crime as system, not glamour. Includes Clean Intent pledge.

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2. Color System

Rooted in your dark, cinematic underworld aesthetic:

- **Primary Base**:
- Black `#000000` (background, hero, main canvas)

- White `#FFFFFF` (text on dark)

- **Accent Colors**:

- Blood Red `#e3342f` (danger, FED triggers, bridge dividers)
- Heat Neon Cyan `#00FFE7` (glow, tech, Dark Web cues)
- Gold `#FFD700` (wealth, NarcoCoins, prestige elements)

- Charcoal Grey `#111111` – deep panels, card backs

- **Usage Rules**:

- Base background always black.
- Red used sparingly for emphasis (CTA highlights, dividers, warning states).
- Cyan reserved for UV/digital effects.
- Gold signals money, prestige, reward.

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3. Typography

Defined via `globals.css` + `_app.tsx`.

- **Heading Font**: *Bebas Neue*
- All-caps, tall condensed.

- Used for headlines, H1–H6, dramatic pull text.

- **Body Font**: *Inter*

- Sans-serif, clean, modern.

- Used for paragraphs, supporting copy, UI text.

- **Style Rules**:

- Headings always Bebas Neue, white/red.
- Body text in Inter, white or light gray (`#e5e5e5`).
- No serif or playful fonts. Always cinematic and restrained.

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4. Logo & Iconography

- **Primary Logo**: Mask emblem + stacked *NARCO NATIONS* wordmark, final "S" replaced with blood-dripped dollar sign.
- **Favicon**: Beige masked emblem (`Flavicon.jpg`).
- **Usage Rules**:
- Always on black or very dark background.
- Never distort or recolor outside brand palette.
- Keep 18+ badge visible where required (age-gating).

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5. UI & Interaction Style

From your global styles:

- **Transitions**: Smooth 0.2s for hover states, color shifts, transforms.
- **Hover Effects**: Letterpress-style depth shifts, subtle text shadows.
- **Animations**:
- Slow spin (`10s` infinite) for cinematic icons.
- Ripple effect for interactive elements.
- **Scroll Style**:
- Slim white scrollbar with subtle transparency.
- **Cards**:
- Flip cards → 3D perspective, shadow, backface hidden.
- Scroll cards → hidden details slide up on reveal.

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6. Layout & Structure

As seen in `index.tsx`:

- **Section Bridges**:
- Full-width dark sections with red headline dividers.

- Used to create cinematic "cuts" between narrative beats.

- **Hero**:

- Black background, white heading in Bebas Neue.

- Subheader/tagline in Inter, white/gray.

- **Flow**:

- Hero → Features
- Features → Gameplay
- Gameplay → Kickstarter
- Clean Intent Section
- Final CTA → Secondary CTA

- Fixed Footer

- **Spacing**:

- Generous padding (16–24px on mobile, scaling up for desktop).
- Sections breathe, but always tight enough to feel cinematic, not corporate.

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7. Photography & Imagery

- **Style**: Gritty, documentary-inspired, with dossier overlays.
- **Treatment**:
- Darkened base, neon or red highlights.
- Avoid stocky/cartoon imagery. Always real-world inspired.
- **Use of Glow**: Cyan and red UV-glow accents in infographics, maps, CTAs.

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8. Voice & Messaging

- **Narrative Style**: Gritty, strategic, immersive.
- **Do**:
- Use short, cinematic phrases (*"Smuggle. Launder. Survive."*).
- Lean into crime-world terminology (Heat, Rep, Fed, Dark Web).
- **Don't**:
- Over-sensationalize violence.
- Use jokey, casual memes outside TikTok/SoMe contexts.

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9. Reusable Brand Classes

Defined in `globals.css`:

- `.letterpress` – hoverable text with depth.
- `.animate-spin-slow` – cinematic rotation.
- `.ripple` – click/tap feedback.

- `.flip-card` / `.flip-inner` – 3D flip effect.
- `.scroll-card` – cinematic scroll-reveal blocks.
- `.section-bridge` – section divider styling (red headline, gray subcopy, red line).

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10. Cross-Medium Consistency

- **Websites**: .com and .org must share the same `globals.css` + Tailwind config as their brand foundation.
- **Kickstarter**: All graphics/headers should follow Bebas Neue + brand palette.
- **Print (rulebooks, posters)**: Stick to Bebas Neue headings, Inter body, black/white/red/gold palette.
- **Video (trailers, YouTube)**: Typography overlays in Bebas Neue, with cyan/red glows.

✅ This document = your **brand constitution**. If a freelancer, dev, or designer touches anything (site, ad, video, print), they should reference this to stay on-tone.