Design Guideline

Theme

The overall theme is professional and trustworthy. It is designed to instill confidence in users making bookings, while still maintaining an inviting, comfortable tone appropriate for travel and vacation planning.

Elements like structured layouts, clean typography, and strong visual hierarchy contribute to a serious and credible appearance. At the same time, the use of color, rounded elements, and gentle transitions help make the interface approachable and pleasant to interact with.

Color Scheme

The design uses a clean and high-contrast color scheme with a light background and dark text for legibility and professionalism. Accent colors bring warmth, vibrancy, and brand personality.

- White is used as the main background to maintain a clean and open feel.

- Dark blue and navy tones serve as primary colors, creating a sense of trust and professionalism.

- Medium blue is used as the secondary color to highlight interactive elements such as buttons, links, and hover states.

- Light grays are used for dividers, card backgrounds, and secondary containers.

- Muted text grays distinguish supporting or less critical information.

- Yellow is used sparingly in user indicators and highlights, adding importance and noticeability.

- Red is reserved for warnings or destructive actions like delete buttons, ensuring clarity and caution.

Topography

Typography is kept modern, clean, and readable. A sans-serif font stack is used throughout the platform to ensure consistency and visual clarity across devices and operating systems.

Font Family: -apple-system, BlinkMacSystemFont, Segoe UI, Roboto, Oxygen, Ubuntu, Cantarell, sans-serif

- Headings: Large, bold, and visually distinct to establish a clear hierarchy

- Body Text: Regular weight and size for optimal readability

- Labels and Meta Text: Smaller in size but clearly legible

- Color Use: Primarily dark text on a light background to maintain contrast and accessibility

Typography supports both visual hierarchy and maintains a simplistic, clean, and easily legible aesthetic.

Corner Styling

Rounded corners are used to soften the interface and create a friendly, approachable aesthetic without sacrificing professionalism.

- General elements: Cards, inputs, and containers typically use medium-radius corners, giving a polished and modern feel.
- Buttons: Slightly more rounded than containers to subtly highlight their interactive nature.
- Modals and highlighted boxes: Use more generous rounding to distinguish them as layered or special-purpose UI elements.

The consistent use of subtle rounding contributes to a cohesive visual language across the entire platform, ensuring both structure and softness in the design.