

# Brand Style Guide

Drop this file into your repo as `style.md`. It defines color roles, typography, spacing, and copy-pasteable CSS tokens so you can scaffold Week 1.

## 1) Palette & Color Roles

Hex source: `#284139`, `#809076`, `#F8D794`, `#BB6830`, `#111A19`

Assigned roles - **Primary Background / Base** — `#111A19` - **Primary Text (on dark)** — `#F8D794` - **Accent / CTA** — `#BB6830` - **Surface / Card Background** — `#284139` - **Secondary Text / UI Neutrals** — `#809076`

**Usage guidance** - Default pages use a **dark canvas** (`#111A19`) with **sand text** (`#F8D794`). - Use **accent** (`#BB6830`) for buttons, links, highlights, and active states. - Place content blocks on **surfaces** (`#284139`) to create depth separation. - Use **secondary** (`#809076`) for captions, meta, borders, icons, and subdued labels.

### CSS tokens

```
:root {  
  /* Colors */  
  --color-bg:      #111A19;  
  --color-text:    #F8D794;  
  --color-accent:  #BB6830;  
  --color-surface: #284139;  
  --color-muted:   #809076;  
  
  /* Spacing scale (8px base) */  
  --space-1: 0.5rem; /* 8px */  
  --space-2: 1rem;   /* 16px */  
  --space-3: 1.5rem; /* 24px */  
  --space-4: 2rem;   /* 32px */  
  --space-5: 3rem;   /* 48px */  
  --space-6: 4rem;   /* 64px */  
  
  /* Radius & shadow */  
  --radius: 1rem; /* 16px, adjust to taste */  
  --shadow-1: 0 1px 2px rgba(0,0,0,.25);  
  --shadow-2: 0 8px 24px rgba(0,0,0,.35);  
}
```

**Contrast tips** - Body text: #F8D794 on #111A19 (primary pairing). - Cards: use #284139 background with #F8D794 text; reserve #809076 only for **secondary** copy. - Links/buttons: ensure accent #BB6830 sits on dark backgrounds. For buttons on light surfaces, use a 1px border with #BB6830 and text #BB6830 on transparent background for a subtle/secondary style.

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## 2) Typography

- **Headings: Nuosu SIL** (display/serif).
- **Body: Source Sans 3** (humanist sans — neutral, highly legible).  
*Good alternative: Merriweather Sans* if you want slightly softer shapes.

### Font import (Google Fonts)

```
<link href="https://fonts.googleapis.com/css2?
family=Nuosu+SIL:wght@400;700&family=Source+Sans+3:wght@300;400;600;700&display=swap"
rel="stylesheet">
```

### Font stacks

```
:root {
  --font-heading: "Nuosu SIL", Georgia, "Times New Roman", serif;
  --font-body: "Source Sans 3", system-ui, -apple-system, Segoe UI, Roboto,
  Ubuntu, Cantarell, Noto Sans, Arial, "Apple Color Emoji", "Segoe UI Emoji",
  sans-serif;
}
```

### Type scale (base 16px, modular scale $\approx 1.25$ )

```
html { font-size: 16px; }
body { font: 400 1rem/1.6 var(--font-body); color: var(--color-text);
background: var(--color-bg); }

h1 { font: 700 2.488rem/1.15 var(--font-heading); }
h2 { font: 700 1.99rem/1.2 var(--font-heading); }
h3 { font: 700 1.592rem/1.25 var(--font-heading); }
h4 { font: 700 1.274rem/1.3 var(--font-heading); }
h5 { font: 700 1.02rem/1.35 var(--font-heading); }
h6 { font: 700 0.82rem/1.4 var(--font-heading); letter-spacing: .02em; text-
transform: uppercase; }

.small { font-size: 0.875rem; line-height: 1.5; color: var(--color-muted); }
```

**Rules of thumb** - One heading family (Nuosu), one body family (Source Sans 3). - Keep paragraph line-length 60–75ch; increase line-height on dense pages (1.7–1.8).

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### 3) Spacing & Layout

**Base unit:** 8px (0.5rem). Use multiples to stay consistent.

**Common spacing** - Inline gaps: `var(--space-1)` (8px) - Card padding: `var(--space-3)` (24px) - Section padding: `var(--space-5)` (48px) top & bottom - Page gutters: clamp between `var(--space-3)` and `var(--space-6)` with a max width

#### Layout helpers

```
.container { width: min(1100px, 92vw); margin-inline: auto; padding-inline:
var(--space-3); }
.stack > * + * { margin-top: var(--space-2); }
.section { padding-block: var(--space-5); }
.card {
  background: var(--color-surface);
  color: var(--color-text);
  padding: var(--space-3);
  border-radius: var(--radius);
  box-shadow: var(--shadow-1);
}
```

### 4) Interactive Elements (Starter Rules)

#### Buttons

```
.button {
  display: inline-flex; align-items: center; gap: .5rem;
  padding: .625rem 1rem; border-radius: var(--radius);
  font: 600 1rem/1 var(--font-body);
  border: 1px solid transparent; cursor: pointer; text-decoration: none;
  transition: transform .04s ease, box-shadow .2s ease, background-color .2s
ease;
}
.button--primary { background: var(--color-accent); color: #0d0d0d; }
.button--primary:hover { transform: translateY(-1px); box-shadow: var(--
shadow-2); }
.button--secondary { background: transparent; color: var(--color-accent);
border-color: var(--color-accent); }
```

```
.button--secondary:hover { background: color-mix(in oklab, var(--color-accent) 12%, transparent); }
```

## Links

```
a { color: var(--color-accent); text-decoration-offset: 2px; }  
a:hover { text-decoration-thickness: 2px; }
```

## Forms

```
.input, select, textarea {  
  width: 100%;  
  background: #0b1413;  
  color: var(--color-text);  
  border: 1px solid color-mix(in oklab, var(--color-muted) 40%, black);  
  padding: .625rem .75rem; border-radius: .75rem;  
}  
.input:focus { outline: 2px solid var(--color-accent); outline-offset: 2px; }  
.label { color: var(--color-muted); font-weight: 600; }
```

# 5) Components (Examples)

## Card

```
<div class="card stack">  
  <h3>Card title</h3>  
  <p>Body copy sits here. Keep it to ~3-5 lines for comfortable scanning.</p>  
  <a class="button button--primary" href="#">Primary CTA</a>  
</div>
```

## Hero

```
<section class="section">  
  <div class="container stack">  
    <h1>Your headline in Nuosu SIL</h1>  
    <p class="small">A concise supporting sentence using Source Sans 3.</p>  
  </div>  
  <a class="button button--primary" href="#">Get started</a>  
  <a class="button button--secondary" href="#">Learn more</a>
```

```
</div>
</div>
</section>
```

## 6) Accessibility & Theming Notes

- Maintain **AA contrast** for body text and link states; avoid using #809076 for long-form body copy.
- Provide focus styles on interactive elements (see `.input:focus` and buttons).
- If you need a **light theme** later, invert the roles with #F8D794 as background and #111A19 as text, and adjust accent to maintain contrast.

## 7) Copy Snippets (drop-in)

### Global reset & tokens

```
*, *::before, *::after { box-sizing: border-box; }
html, body { margin: 0; padding: 0; }
:root { /* paste tokens block from Section 1 here */ }
```

### Apply fonts/colors

```
body { background: var(--color-bg); color: var(--color-text); font-family:
var(--font-body); }
h1, h2, h3, h4, h5, h6 { font-family: var(--font-heading); }
```

## 8) Definition of Done (Week 1)

- `style.md` committed ✓
- CSS tokens present and imported ✓
- Google Fonts link added ✓
- Base pages render with dark canvas + accent buttons ✓

Next step: scaffold repo (`/src`, `/pages`, `/styles`), paste the CSS tokens into your global stylesheet, and ship placeholder Home/About/Contact using the components above.