

# Tenerife Music: Layout & Brand Voice Guide

**Version 1.0** • November 2025

**Platform:** Nightlife Intelligence Platform for Tenerife

**Aesthetic:** Premium • Minimalistic • Modern • Sophisticated

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## PART 1: LAYOUT GUIDE

### 1. Spacing Rules & Principles

#### 1.1 Vertical Spacing System

Our 8px base unit creates mathematical harmony throughout the interface.

**Spacing Scale:**

4px	(0.5 unit)	xs	Tight spacing (icon-text gaps)
8px	(1 unit)	sm	Compact spacing (label- <b>input</b> )
16px	(2 units)	md	<b>Default</b> spacing (component <b>internal</b> )
24px	(3 units)	lg	Comfortable spacing (between groups)
32px	(4 units)	xl	Section <b>internal</b> spacing
48px	(6 units)	2xl	Between major sections
64px	(8 units)	3xl	Section boundaries
96px	(12 units)	4xl	Major section dividers
128px	(16 units)	5xl	Hero section padding

### Tailwind Classes:

```
/* Gap utilities */
gap-1  ↗ 4px
gap-2  ↗ 8px
gap-4  ↗ 16px
gap-6  ↗ 24px
gap-8  ↗ 32px
gap-12 ↗ 48px
gap-16 ↗ 64px

/* Padding utilities */
p-2, py-2, px-2  ↗ 8px
p-4, py-4, px-4  ↗ 16px
p-6, py-6, px-6  ↗ 24px
p-8, py-8, px-8  ↗ 32px
p-12              ↗ 48px
p-16              ↗ 64px
```

## 1.2 Section Spacing Standards

### Hero Sections:

- Top padding: `pt-32` (128px) on desktop, `pt-24` (96px) on mobile
- Bottom padding: `pb-24` (96px) on desktop, `pb-16` (64px) on mobile
- Internal content spacing: `gap-8` (32px)

### Content Sections:

- Top/bottom padding: `py-16` (64px) on desktop, `py-12` (48px) on mobile
- Internal spacing: `gap-12` (48px) between major content blocks

### Footer Section:

- Top padding: `pt-16` (64px)
- Bottom padding: `pb-8` (32px)
- Internal column gap: `gap-12` (48px)

## 1.3 Component Spacing

### Cards:

```
// Event Card


// 24px padding, 16px internal spacing
  <img /> // Image
  <div className="space-y-2"> // 8px spacing for tight groups
    <h3 />
    <p />
  </div>
  <div className="pt-4 mt-auto"> // 16px top padding for CTA
    <button />
  </div>
</div>


```

## Forms:

```
// Form Field Spacing


// 24px between fields
  <div className="space-y-2"> // 8px label-input gap
    <label />
    <input />
  </div>
</div>


```

## Navigation:

```
// Desktop Navigation
<nav className="px-8 py-4"> // 32px horizontal, 16px vertical
  <ul className="flex gap-8"> // 32px between nav items
</nav>

// Mobile Navigation
<nav className="px-4 py-4"> // 16px all around
  <ul className="space-y-4"> // 16px between stacked items
</nav>
```

## 1.4 Whitespace Philosophy

### Premium = Breathing Room

#### ✓ DO:

- Use generous whitespace to create sophistication
- Let content breathe (minimum 24px between major elements)
- Use whitespace to create visual hierarchy
- Embrace asymmetry with intentional white space

#### ✗ DON'T:

- Cram content to “use all space”
- Use whitespace inconsistently
- Ignore responsive spacing needs
- Let content touch edges (always use padding)

### Examples:

#### Good - Generous Spacing:

```
<section className="py-24 px-8">
  <div className="max-w-7xl mx-auto space-y-16">
    <header className="space-y-4">
      <h2>Trending Events</h2>
      <p>Most popular this week</p>
    </header>
    <div className="grid grid-cols-3 gap-8">
      {/* Cards with breathing room */}
    </div>
  </div>
</section>
```

### Bad - Cramped:

```
<section className="py-4 px-2">
  <div className="space-y-2">
    <h2>Trending Events</h2>
    <div className="grid grid-cols-3 gap-2">
      {/* Too tight, feels cheap */}
    </div>
  </div>
</section>
```

## 1.5 Responsive Spacing

### Mobile-First Scaling:

```
// Section padding scales up
<section className="py-12 md:py-16 lg:py-24">

// Internal spacing scales
<div className="space-y-8 md:space-y-12 lg:space-y-16">

// Grid gaps scale
<div className="grid gap-4 md:gap-6 lg:gap-8">

// Container padding scales
<div className="px-4 md:px-8 lg:px-12">
```

**Principle:** More space on larger screens = more premium feel.

## 1.6 Common Spacing Patterns

### Pattern 1: Hero + Content Sections

```
<main>
  <section className="pt-32 pb-24">          /* Hero: extra top padding */
    {/* Hero content */}
  </section>

  <section className="py-16">                  /* Standard content section */
    {/* Content */}
  </section>

  <section className="py-16 bg-midnight">  /* Alternating background */
    {/* Content */}
  </section>
</main>
```

### Pattern 2: Card Grid

```
<div className="grid grid-cols-1 md:grid-cols-2 lg:grid-cols-3 gap-6 lg:gap-8">
  <article className="p-6 space-y-4">
    {/* Card content */}
  </article>
</div>
```

### Pattern 3: Split Layout (Image + Text)

```
<div className="grid lg:grid-cols-2 gap-12 lg:gap-16 items-center">
  <div>
    <img />
  </div>
  <div className="space-y-6">
    {/* Text content */}
  </div>
</div>
```

## 2. Section Construction Principles

### 2.1 Section Anatomy

Every section follows this structure:

```
<section className="
  py-16           // Vertical padding (responsive)
  px-4            // Edge protection
  bg-midnight-950 // Background (optional)
">
  <div className="
    max-w-7xl      // Container constraint
    mx-auto        // Center alignment
    space-y-12     // Internal spacing
  ">
    {/* Section content */}
  </div>
</section>
```

## Key Elements:

1. **Outer section** → Vertical spacing + background
2. **Container** → Max-width + centering
3. **Content** → Internal spacing

## 2.2 Section Types

### A. Hero Section - Full Height

**Use:** Homepage, major landing pages

**Purpose:** Immediate impact, set tone

```
<section className="relative min-h-screen flex items-center bg-gradient-to-br from-midnight-950 via-midnight-900 to-purple-950">
  /* Background Image/Video */
  <div className="absolute inset-0 z-0">
    
    <div className="absolute inset-0 bg-gradient-to-t from-midnight-950/90 to-transparent" />
  </div>

  /* Content */
  <div className="relative z-10 w-full px-4 md:px-8">
    <div className="max-w-7xl mx-auto py-32">
      <div className="max-w-3xl space-y-8">
        <h1 className="text-5xl md:text-7xl lg:text-8xl font-display font-bold text-white">
          Discover Tenerife's Best Nights
        </h1>
        <p className="text-xl md:text-2xl text-gray-300">
          Curated nightlife experiences from local experts
        </p>
        <div className="flex flex-col sm:flex-row gap-4">
          <button className="btn-primary">Explore Events</button>
          <button className="btn-secondary">For Organizers</button>
        </div>
      </div>
    </div>
  </div>
</section>
```

### B. Hero Section - Half Height with Image

**Use:** Event detail pages, venue pages

**Purpose:** Visual appeal without overwhelming

```

<section className="relative h-[60vh] min-h-[500px]">
  {/* Background Image */}
  <div className="absolute inset-0">
    
    <div className="absolute inset-0 bg-gradient-to-t from-midnight-950 via-midnight-950/60 to-transparent" />
  </div>

  {/* Content - Bottom Aligned */}
  <div className="relative z-10 h-full flex items-end">
    <div className="w-full px-4 md:px-8 pb-12">
      <div className="max-w-7xl mx-auto space-y-4">
        <div className="flex items-center gap-3 text-sm">
          <span className="px-3 py-1 bg-purple-500/20 backdrop-blur-sm border border-purple-500/30 rounded-full text-purple-300">
            Techno
          </span>
          <span className="text-gray-300">Fri, Dec 15 • 23:00</span>
        </div>
        <h1 className="text-4xl md:text-6xl font-display font-bold text-white">
          Neon Nights: Underground Session
        </h1>
        <p className="text-xl text-gray-300">
          Papagayo Beach Club • Playa de las Américas
        </p>
      </div>
    </div>
  </div>
</section>

```

## C. Content Section - Standard

**Use:** Most content sections

**Purpose:** Consistent, readable content blocks

```

<section className="py-16 md:py-24">
  <div className="max-w-7xl mx-auto px-4 md:px-8">
    {/* Section Header */}
    <header className="mb-12 space-y-4">
      <h2 className="text-3xl md:text-5xl font-display font-bold text-white">
        Trending This Week
      </h2>
      <p className="text-lg text-gray-400 max-w-2xl">
        The hottest events happening right now in Tenerife
      </p>
    </header>

    {/* Section Content */}
    <div className="space-y-8">
      {/* Content here */}
    </div>
  </div>
</section>

```

## D. Feature Section - Alternating Layout

**Use:** Homepage features, about sections

**Purpose:** Visual interest, break monotony

```

<section className="py-24">
  <div className="max-w-7xl mx-auto px-4 md:px-8 space-y-32">
    {/* Feature 1 - Image Left */}
    <div className="grid lg:grid-cols-2 gap-12 lg:gap-16 items-center">
      <div className="relative aspect-[4/3] rounded-3xl overflow-hidden">
        
      </div>
      <div className="space-y-6">
        <h3 className="text-3xl md:text-4xl font-display font-bold text-white">
          Curated by Local Experts
        </h3>
        <p className="text-lg text-gray-400 leading-relaxed">
          Every event is handpicked by our team of nightlife specialists who know Tenerife inside out.
        </p>
        <button className="btn-primary">Learn More</button>
      </div>
    </div>

    {/* Feature 2 - Image Right */}
    <div className="grid lg:grid-cols-2 gap-12 lg:gap-16 items-center">
      <div className="space-y-6 lg:order-1">
        <h3 className="text-3xl md:text-4xl font-display font-bold text-white">
          Smart Recommendations
        </h3>
        <p className="text-lg text-gray-400 leading-relaxed">
          AI-powered suggestions based on your preferences and past experiences.
        </p>
        <button className="btn-primary">Explore</button>
      </div>
      <div className="relative aspect-[4/3] rounded-3xl overflow-hidden lg:order-2">
        
      </div>
    </div>
  </div>
</section>

```

## E. CTA Section - Centered

**Use:** End of page, conversion points

**Purpose:** Drive action

```
<section className="py-24 bg-gradient-to-br from-purple-950 to-midnight-950">
  <div className="max-w-4xl mx-auto px-4 md:px-8 text-center space-y-8">
    <h2 className="text-4xl md:text-5xl font-display font-bold text-white">
      Ready to Experience Tenerife's Nightlife?
    </h2>
    <p className="text-xl text-gray-300">
      Join thousands discovering the best events every week
    </p>
    <div className="flex flex-col sm:flex-row gap-4 justify-center">
      <button className="btn-primary btn-lg">Get Started</button>
      <button className="btn-secondary btn-lg">Learn More</button>
    </div>
  </div>
</section>
```

## F. Footer Section

**Use:** Bottom of every page

**Purpose:** Navigation, legal, social

```

<footer className="bg-midnight-950 border-t border-white/5">
  <div className="max-w-7xl mx-auto px-4 md:px-8">
    {/* Main Footer */}
    <div className="py-16 grid grid-cols-2 md:grid-cols-4 gap-8 lg:gap-12">
      {/* Brand Column */}
      <div className="col-span-2 space-y-4">
        
        <p className="text-gray-400 max-w-xs">
          Tenerife is premier nightlife intelligence platform
        </p>
        <div className="flex gap-4">
          {/* Social icons */}
        </div>
      </div>
    </div>

    {/* Links Columns */}
    <div className="space-y-4">
      <h3 className="font-semibold text-white">Discover</h3>
      <ul className="space-y-2 text-gray-400">
        <li><a href="/events" className="hover:text-white transition-colors">Events</a></li>
        <li><a href="/venues" className="hover:text-white transition-colors">Venues</a></li>
      </ul>
    </div>

    <div className="space-y-4">
      <h3 className="font-semibold text-white">Company</h3>
      <ul className="space-y-2 text-gray-400">
        <li><a href="/about" className="hover:text-white transition-colors">About</a></li>
        <li><a href="/contact" className="hover:text-white transition-colors">Contact</a></li>
      </ul>
    </div>
  </div>

  {/* Bottom Bar */}
  <div className="py-6 border-t border-white/5 flex flex-col md:flex-row justify-between items-center gap-4 text-sm text-gray-500">
    <p>© 2025 Tenerife Music. All rights reserved.</p>
    <div className="flex gap-6">
      <a href="/privacy" className="hover:text-gray-300 transition-colors">Privacy</a>
      <a href="/terms" className="hover:text-gray-300 transition-colors">Terms</a>
    </div>
  </div>
</footer>

```

## 2.3 Background Treatments

### Solid Color:

```
<section className="bg-midnight-950">
```

### Gradient:

```
<section className="bg-gradient-to-br from-midnight-950 via-midnight-900 to-purple-950">
```

### Image with Overlay:

```
<section className="relative">
  <div className="absolute inset-0 z-0">
    
    <div className="absolute inset-0 bg-midnight-950/80" />
  </div>
  <div className="relative z-10">
    {/* Content */}
  </div>
</section>
```

### Glass-morphism:

```
<div className="bg-white/5 backdrop-blur-xl border border-white/10 rounded-2xl">
  {/* Content */}
</div>
```

## 2.4 Section Transitions

### No Divider (Seamless):

```
<section className="py-24 bg-midnight-950">
<section className="py-24 bg-midnight-900">
```

### Gradient Transition:

```
<section className="py-24 bg-gradient-to-b from-midnight-950 to-midnight-900">
```

### Overlapping Elements:

```
<section className="py-24 bg-midnight-950">
  {/* Content */}
</section>

<section className="py-24 bg-midnight-900 -mt-32">
  <div className="max-w-7xl mx-auto px-4">
    <div className="bg-white/5 backdrop-blur-xl rounded-3xl p-8 shadow-2xl">
      {/* Overlapping card */}
    </div>
  </div>
</section>
```

## 3. Page Layout Patterns

---

### 3.1 Homepage Layout

**Structure:**

1. Hero (Full-height with CTA)
2. Featured Events (3-column grid)
3. Categories (Horizontal scroll)
4. Trending This Week (4-column grid)
5. Featured Venues (Alternating layout)
6. Newsletter CTA
7. Footer

**Code Structure:**

```

<main>
  /* 1. Hero Section */
  <section className="min-h-screen flex items-center bg-gradient-to-br from-midnight-950 to-purple-950">
    <div className="max-w-7xl mx-auto px-4 py-32">
      <div className="max-w-3xl space-y-8">
        <h1 className="text-7xl font-display font-bold">
          Discover Tenerife's Best Nights
        </h1>
        <p className="text-2xl text-gray-300">
          Curated nightlife experiences from local experts
        </p>
        <div className="flex gap-4">
          <button className="btn-primary btn-lg">Explore Events</button>
          <button className="btn-secondary btn-lg">For Organizers</button>
        </div>
      </div>
    </div>
  </section>

  /* 2. Featured Events */
  <section className="py-24">
    <div className="max-w-7xl mx-auto px-4">
      <header className="mb-12 flex justify-between items-end">
        <div>
          <h2 className="text-5xl font-display font-bold mb-4">Featured Events</h2>
          <p className="text-lg text-gray-400">Handpicked by our experts</p>
        </div>
        <a href="/events" className="btn-ghost">View All 

```

```

</section>

{/* 5. Featured Venues */}
<section className="py-24 bg-midnight-900/50">
  <div className="max-w-7xl mx-auto px-4">
    <header className="mb-12">
      <h2 className="text-5xl font-display font-bold mb-4">Top Venues</h2>
    </header>

    <div className="space-y-32">
      {/* Alternating image-text layouts */}
      </div>
    </div>
  </section>

{/* 6. Newsletter CTA */}
<section className="py-24">
  <div className="max-w-4xl mx-auto px-4 text-center">
    <h2 className="text-4xl font-display font-bold mb-8">
      Never Miss a Beat
    </h2>
    <p className="text-xl text-gray-400 mb-8">
      Get weekly updates on the hottest events
    </p>
    <form className="flex gap-4 max-w-md mx-auto">
      <input type="email" placeholder="your@email.com" className="input flex-1" />
      <button className="btn-primary">Subscribe</button>
    </form>
  </div>
</section>

{/* 7. Footer */}
<footer>
  {/* Footer content */}
</footer>
</main>

```

## 3.2 Event Listing Page

### **Structure:**

1. Page Header with Search
2. Filters Sidebar + Event Grid
3. Pagination
4. Footer

### **Code Structure:**

```

<main>
  {/* Page Header */}
  <section className="pt-32 pb-12 bg-gradient-to-b from-midnight-900 to-midnight-950">
    <div className="max-w-7xl mx-auto px-4">
      <h1 className="text-6xl font-display font-bold mb-8">All Events</h1>

      {/* Search Bar */}
      <div className="relative max-w-2xl">
        <Search className="absolute left-4 top-1/2 -translate-y-1/2 text-gray-400" />
        <input
          type="text"
          placeholder="Search events, venues, artists..." 
          className="input pl-12 w-full"
        />
      </div>
    </div>
  </section>

  {/* Filters + Grid */}
  <section className="py-12">
    <div className="max-w-7xl mx-auto px-4">
      <div className="grid lg:grid-cols-[280px_1fr] gap-8">
        {/* Filters Sidebar */}
        <aside className="space-y-6">
          <div className="sticky top-24 space-y-6">
            {/* Date Filter */}
            <div className="space-y-3">
              <h3 className="font-semibold text-white">Date</h3>
              <div className="space-y-2">
                <label className="flex items-center gap-2">
                  <input type="radio" name="date" />
                  <span className="text-gray-400">Today</span>
                </label>
                {/* More options */}
              </div>
            </div>
          </div>

          {/* Genre Filter */}
          <div className="space-y-3">
            <h3 className="font-semibold text-white">Genre</h3>
            <div className="space-y-2">
              {/* Checkboxes */}
            </div>
          </div>
        </aside>

        {/* Event Grid */}
        <div className="space-y-8">
          {/* Results Header */}
          <div className="flex justify-between items-center">
            <p className="text-gray-400">142 events found</p>
            <select className="input w-auto">
              <option>Sort by Date</option>
              <option>Sort by Popularity</option>
            </select>
          </div>
        </div>

        {/* Grid */}
        <div className="grid md:grid-cols-2 xl:grid-cols-3 gap-6">
          {/* Event cards */}
        </div>
      </div>
    </section>
  
```

```
/* Pagination */


<button className="btn-ghost px-4">← Prev</button>
  <button className="btn-ghost px-4">1</button>
  <button className="btn-primary px-4">2</button>
  <button className="btn-ghost px-4">3</button>
  <button className="btn-ghost px-4">Next →</button>
</div>
</div>
</div>
</section>
</main>


```

### 3.3 Event Detail Page

#### Structure:

1. Hero Image with Key Info
2. Sticky Booking Bar
3. Event Details (Description, Lineup, Venue Info)
4. Similar Events
5. Footer

#### Code Structure:

```

<main>
  /* Hero */
  <section className="relative h-[60vh] min-h-[500px]">
    <div className="absolute inset-0">
      
      <div className="absolute inset-0 bg-gradient-to-t from-midnight-950 via-midnight-950/60 to-transparent" />
    </div>

    <div className="relative z-10 h-full flex items-end">
      <div className="w-full px-4 pb-12">
        <div className="max-w-7xl mx-auto space-y-4">
          <div className="flex gap-3">
            <span className="badge badge-purple">Techno</span>
            <span className="text-gray-300">Fri, Dec 15 23:00</span>
          </div>
          <h1 className="text-6xl font-display font-bold">
            Neon Nights: Underground Session
          </h1>
          <p className="text-xl text-gray-300">
            Papagayo Beach Club • Playa de las Américas
          </p>
        </div>
      </div>
    </div>
  </section>

  /* Sticky Booking Bar */
  <div className="sticky top-0 z-40 bg-midnight-900/95 backdrop-blur-xl border-b border-white/10">
    <div className="max-w-7xl mx-auto px-4 py-4">
      <div className="flex justify-between items-center">
        <div>
          <p className="font-semibold text-white">Neon Nights</p>
          <p className="text-sm text-gray-400">Fri, Dec 15 23:00</p>
        </div>
        <div className="flex items-center gap-4">
          <div className="text-right">
            <p className="text-sm text-gray-400">From</p>
            <p className="text-2xl font-bold text-white">€25</p>
          </div>
          <button className="btn-primary btn-lg">Get Tickets</button>
        </div>
      </div>
    </div>
  </div>
</div>

/* Content */
rell <section className="py-16">
  <div className="max-w-7xl mx-auto px-4">
    <div className="grid lg:grid-cols-[1fr_400px] gap-12">
      /* Main Content */
      <div className="space-y-12">
        /* Description */
        <div className="space-y-4">
          <h2 className="text-3xl font-display font-bold">About This Event</h2>
          <p className="text-gray-400 leading-relaxed">
            /* Description text */
          </p>
        </div>
      </div>
    </div>
  </section>

```

```

<div className="space-y-4">
  <h2 className="text-3xl font-display font-bold">Lineup</h2>
  <div className="space-y-4">
    {/* Artist cards */}
  </div>
</div>
</div>

 {/* Sidebar */}
<aside className="space-y-6">
  {/* Venue Info Card */}
  <div className="card p-6 space-y-4">
    <h3 className="text-xl font-semibold">Venue</h3>
    {/* Venue details */}
  </div>

  {/* Map */}
  <div className="aspect-square rounded-2xl overflow-hidden">
    
  </div>
</aside>
</div>
</div>
</section>

 {/* Similar Events */}
<section className="py-16 bg-midnight-900/50">
  <div className="max-w-7xl mx-auto px-4">
    <h2 className="text-4xl font-display font-bold mb-8">Similar Events</h2>
    <div className="grid md:grid-cols-2 lg:grid-cols-4 gap-6">
      {/* Event cards */}
    </div>
  </div>
</section>
</main>

```

## 3.4 Venue Page

### Structure:

1. Hero Image + Venue Name
2. Venue Info + Gallery
3. Upcoming Events
4. Past Events
5. Footer

### Wireframe:

```

[Hero Image - 50vh]
↓ Venue Name, Location, Rating overlaid

[Venue Info Section]
 [Left: Description + Amenities] [Right: Gallery Grid]

[Upcoming Events]
 [Event Grid - 4 columns]

[Past Events]
 [Event Grid - 4 columns with "View More" button]

```

### 3.5 Dashboard (Organizer)

#### **Structure:**

- Sidebar Navigation
- Top Header with Search
- Main Content Area
- Stats Cards + Charts

#### **Code Structure:**

```

<div className="flex h-screen bg-midnight-950">
  {/* Sidebar */}
  <aside className="w-64 bg-midnight-900 border-r border-white/5 flex flex-col">
    <div className="p-6">
      
    </div>
    <nav className="flex-1 px-4 space-y-1">
      <a href="/dashboard" className="nav-item active">
        <LayoutDashboard className="w-5 h-5" />
        <span>Dashboard</span>
      </a>
      {/* More nav items */}
    </nav>
  </aside>

  {/* Main Content */}
  <div className="flex-1 flex flex-col overflow-hidden">
    {/* Header */}
    <header className="h-16 bg-midnight-900/50 border-b border-white/5 flex items-center justify-between px-6">
      <div className="relative max-w-md">
        <Search className="absolute left-3 top-1/2 -translate-y-1/2 w-5 h-5 text-gray-400" />
        <input
          type="text"
          placeholder="Search..."
          className="input pl-10 w-full"
        />
      </div>
      <div className="flex items-center gap-4">
        <button className="btn-ghost p-2">
          <Bell className="w-5 h-5" />
        </button>
        <button className="btn-ghost p-2">
          <User className="w-5 h-5" />
        </button>
      </div>
    </header>

    {/* Content Area */}
    <main className="flex-1 overflow-y-auto p-6">
      <div className="max-w-7xl mx-auto space-y-8">
        {/* Page Header */}
        <div className="flex justify-between items-start">
          <div>
            <h1 className="text-4xl font-display font-bold mb-2">Dashboard</h1>
            <p className="text-gray-400">Welcome back, João</p>
          </div>
          <button className="btn-primary">Create Event</button>
        </div>

        {/* Stats Cards */}
        <div className="grid grid-cols-1 md:grid-cols-2 lg:grid-cols-4 gap-6">
          <div className="card p-6 space-y-2">
            <p className="text-sm text-gray-400">Total Events</p>
            <p className="text-3xl font-bold">24</p>
            <p className="text-sm text-green-400">+12% vs last month</p>
          </div>
          {/* More stat cards */}
        </div>

        {/* Charts */}
      </div>
    </main>
  </div>

```

```

<div className="grid lg:grid-cols-2 gap-6">
  <div className="card p-6">
    <h3 className="text-xl font-semibold mb-4">Ticket Sales</h3>
    {/* Chart */}
  </div>
  <div className="card p-6">
    <h3 className="text-xl font-semibold mb-4">Revenue</h3>
    {/* Chart */}
  </div>
</div>
</main>
</div>
</div>

```

## 3.6 Profile Page

### Structure:

1. Profile Header (Cover + Avatar)
2. Tabs (About, Events, Favorites)
3. Tab Content
4. Footer

### Wireframe:

```

[Cover Image - 30vh]
↓ [Avatar overlapping] Name, Bio

[Tabs: About | Events | Favorites]

[Tab Content Area]
If "Events": Grid of user's events
If "Favorites": Grid of saved events
If "About": Bio text + stats

```

## 4. Grid System

### 4.1 Container System

#### Max-Width Containers:

```

// Small content (forms, articles)
<div className="max-w-2xl mx-auto"> /* 672px */

// Medium content (landing pages)
<div className="max-w-4xl mx-auto"> /* 896px */

// Standard content (most pages)
<div className="max-w-7xl mx-auto"> /* 1280px */

// Full width (dashboards, tables)
<div className="max-w-[1600px] mx-auto">

```

**Always add horizontal padding:**

```
<div className="max-w-7xl mx-auto px-4 md:px-8">
```

## 4.2 Column Layouts

### 2-Column (50/50):

```
<div className="grid md:grid-cols-2 gap-8">
  <div>{/* Column 1 */}</div>
  <div>{/* Column 2 */}</div>
</div>
```

### 3-Column (Equal):

```
<div className="grid md:grid-cols-2 lg:grid-cols-3 gap-6">
  <div>{/* Card */}</div>
  <div>{/* Card */}</div>
  <div>{/* Card */}</div>
</div>
```

### 4-Column (Compact cards):

```
<div className="grid grid-cols-2 md:grid-cols-3 lg:grid-cols-4 gap-4 lg:gap-6">
  <div>{/* Compact card */}</div>
</div>
```

### 6-Column (Category pills, small items):

```
<div className="grid grid-cols-2 sm:grid-cols-3 md:grid-cols-4 lg:grid-cols-6 gap-4">
  <div>{/* Small item */}</div>
</div>
```

### Asymmetric (Sidebar + Content):

```
// Filters + Content
<div className="grid lg:grid-cols-[280px_1fr] gap-8">
  <aside>{/* Filters */}</aside>
  <main>{/* Content */}</main>
</div>

// Content + Sidebar
<div className="grid lg:grid-cols-[1fr_400px] gap-12">
  <main>{/* Content */}</main>
  <aside>{/* Sidebar */}</aside>
</div>
```

## 4.3 Grid Gaps

### Context-based gaps:

```
// Tight (related items, small cards)
gap-4 // 16px

// Standard (most grids)
gap-6 // 24px

// Comfortable (large cards)
gap-8 // 32px

// Generous (feature sections)
gap-12 // 48px
```

### Responsive gaps:

```
<div className="grid gap-4 md:gap-6 lg:gap-8">
```

## 4.4 Auto-Fit vs Auto-Fill

### Auto-Fit (Cards expand to fill space):

```
<div className="grid grid-cols-[repeat(auto-fit,minmax(300px,1fr))] gap-6">
  {/* Cards will grow to fill available space */}
</div>
```

### Auto-Fill (Cards stay minimum size, create more columns):

```
<div className="grid grid-cols-[repeat(auto-fill,minmax(280px,1fr))] gap-6">
  {/* More columns as space allows */}
</div>
```

### When to use:

- **Auto-fit:** Event cards, venue cards (want them larger on big screens)
- **Auto-fill:** Category pills, small thumbnails (want more items visible)

## 4.5 Asymmetric Grids

### Featured + Regular (1 large + grid):

```
<div className="grid lg:grid-cols-2 gap-8">
  {/* Featured - spans 1 row but twice the height */}
  <div className="lg:row-span-2">
    <div className="h-full card">
      {/* Large featured content */}
    </div>
  </div>

  {/* Regular items fill remaining space */}
  <div className="card">{/* Item 1 */}</div>
  <div className="card">{/* Item 2 */}</div>
</div>
```

### Pinterest-style (different heights):

```
<div className="columns-2 md:columns-3 lg:columns-4 gap-6 space-y-6">
  <div className="break-inside-avoid">
    <div className="card">
      /* Content with natural height */
    </div>
  </div>
  /* More items */
</div>
```

## 4.6 Masonry Layouts

**CSS Columns (Simplest):**

```
<div className="columns-2 md:columns-3 lg:columns-4 gap-6">
  <div className="break-inside-avoid mb-6">
    <div className="card">/* Content */</div>
  </div>
</div>
```

**Grid with row-span (More control):**

```
<div className="grid grid-cols-3 auto-rows-[200px] gap-6">
  <div className="row-span-2">/* Tall item */</div>
  <div className="row-span-1">/* Short item */</div>
  <div className="row-span-3">/* Very tall item */</div>
</div>
```

## 5. Vertical Rhythm

### 5.1 Baseline Grid

**8px System Application:**

Every element's dimensions and spacing should be divisible by 8:

```
Line heights: 16px, 24px, 32px, 40px, 48px
Padding: 8px, 16px, 24px, 32px
Margins: 8px, 16px, 24px, 32px, 48px, 64px
Component heights: 40px, 48px, 56px, 64px
```

### 5.2 Line Height Consistency

**Typography Line Heights:**

```

/* Display headings */
.text-7xl { line-height: 1.1; } /* 96px → 105.6px ≈ 104px (13×8) */
.text-6xl { line-height: 1.1; } /* 72px → 79.2px ≈ 80px (10×8) */
.text-5xl { line-height: 1.2; } /* 48px → 57.6px ≈ 56px (7×8) */

/* Body headings */
.text-4xl { line-height: 1.2; } /* 36px → 43.2px ≈ 48px (6×8) */
.text-3xl { line-height: 1.3; } /* 30px → 39px ≈ 40px (5×8) */
.text-2xl { line-height: 1.4; } /* 24px → 33.6px ≈ 32px (4×8) */

/* Body text */
.text-xl { line-height: 1.5; } /* 20px → 30px */
.text-lg { line-height: 1.5; } /* 18px → 27px ≈ 24px (3×8) */
.text-base { line-height: 1.5; } /* 16px → 24px (3×8) */
.text-sm { line-height: 1.5; } /* 14px → 21px ≈ 24px (3×8) */

```

## 5.3 Section Rhythm

**Consistent vertical spacing between sections:**

```

<main>
  <section className="py-24">      {/* 192px (24×8) */}
    {/* Section 1 */}
  </section>

  <section className="py-24">      {/* 192px (24×8) */}
    {/* Section 2 */}
  </section>

  <section className="py-24">      {/* 192px (24×8) */}
    {/* Section 3 */}
  </section>
</main>

```

**Internal section rhythm:**

```

<section className="py-24">
  <div className="max-w-7xl mx-auto px-4 space-y-16"> /* 128px between major blocks */
  </>
  <header className="space-y-4"> /* 32px title-description */
    <h2 />
    <p />
  </header>
  <div className="space-y-8">
    /* 64px between content groups */
    /* Content */
  </div>
</div>
</section>

```

## 5.4 Component Rhythm

**Card internal spacing:**

```
<div className="card p-6 space-y-4"> /* 24px padding, 16px internal spacing */
  <img />
  <div className="space-y-2"> /* 8px for tight groups */
    <h3 />
    <p />
  </div>
  <div className="pt-4"> /* 16px separator before action */
    <button />
  </div>
</div>
```

## 5.5 Visual Rhythm Rules

### ✓ DO:

- Maintain consistent spacing between similar elements
- Use space-y-\* utilities for stacked content
- Keep rhythm even when content varies
- Use padding/margin that's divisible by 8

### ✗ DON'T:

- Use arbitrary spacing (space-y-[13px])
- Mix different spacing for similar elements
- Ignore the 8px system

#### Example - Good Rhythm:

```
<article className="space-y-6">
  <h2 className="text-3xl" />
  <p className="text-lg" />
  <p className="text-lg" />
  <button className="h-12" />
</article>
```

## 6. Responsive Design Principles

### 6.1 Mobile-First Approach

**Start with mobile, enhance for larger screens:**

```
// Mobile: Full width, stacked
// Tablet: 2 columns
// Desktop: 3 columns
<div className="
  grid
  grid-cols-1
  md:grid-cols-2
  lg:grid-cols-3
  gap-4
  md:gap-6
  lg:gap-8
">
```

## Why Mobile-First:

- Forces priority decisions (what's essential?)
- Easier to add features than remove
- Better performance (progressive enhancement)
- Majority of users are mobile

## 6.2 Breakpoint Strategy

### Standard Breakpoints:

<b>sm:</b>	<b>640px</b>	Large phones (landscape)
<b>md:</b>	<b>768px</b>	Tablets
<b>lg:</b>	<b>1024px</b>	Small laptops
<b>xl:</b>	<b>1280px</b>	Desktops
<b>2xl:</b>	<b>1536px</b>	Large desktops

### When to Change Layouts:

#### 640px (sm):

- Switch from 1 to 2 columns for small cards
- Show horizontal flex instead of stack
- Larger touch targets

#### 768px (md):

- Switch from 1 to 2 columns for content
- Show sidebar navigation
- Increase font sizes
- More generous spacing

#### 1024px (lg):

- Switch to 3-4 columns
- Show full desktop navigation
- Side-by-side layouts (image + text)
- Maximum font sizes

#### 1280px (xl):

- 4+ columns where appropriate
- Maximum container widths
- More whitespace

## 6.3 Component Behavior

### Typography Scaling:

```
<h1 className="text-4xl // 36px mobile
      md:text-5xl // 48px tablet
      lg:text-7xl // 72px desktop
      font-display
      font-bold
">
```

### Spacing Scaling:

```
<section className=">
  py-12      // 48px mobile
  md:py-16    // 64px tablet
  lg:py-24    // 96px desktop
">
```

### Grid Adaptation:

```
// Mobile: 1 column
// Tablet: 2 columns
// Desktop: 3 columns
<div className="grid grid-cols-1 md:grid-cols-2 lg:grid-cols-3 gap-6">
```

### Hide/Show Elements:

```
// Mobile menu icon
<button className="lg:hidden">
  <Menu />
</button>

// Desktop navigation
<nav className="hidden lg:flex gap-8">
```

### Stack to Row:

```
<div className="flex flex-col md:flex-row gap-4">
  <button />
  <button />
</div>
```

## 6.4 Navigation Patterns

### Mobile Navigation:

```

<header className="fixed top-0 w-full z-50 bg-midnight-900/95 backdrop-blur-xl">
  <div className="px-4 py-4 flex justify-between items-center">
    

    {/* Mobile menu button */}
    <button className="lg:hidden" onClick={() => setMenuOpen(true)}>
      <Menu className="w-6 h-6" />
    </button>

    {/* Desktop nav */}
    <nav className="hidden lg:flex items-center gap-8">
      <a href="/events">Events</a>
      <a href="/venues">Venues</a>
      <button className="btn-primary">Sign In</button>
    </nav>
  </div>

  {/* Mobile drawer */}
  {menuOpen && (
    <div className="lg:hidden fixed inset-0 bg-midnight-950 z-50">
      <div className="p-4 flex justify-between">
        
        <button onClick={() => setMenuOpen(false)}>
          <X className="w-6 h-6" />
        </button>
      </div>
      <nav className="p-4 space-y-4">
        <a href="/events" className="block py-3 text-xl">Events</a>
        <a href="/venues" className="block py-3 text-xl">Venues</a>
        <button className="btn-primary w-full mt-8">Sign In</button>
      </nav>
    </div>
  )}
</header>

```

### Tablet Navigation:

```

// Condensed horizontal nav with dropdowns
<nav className="hidden md:flex lg:hidden items-center gap-4">
  <button>Events ▾</button>
  <button>Venues ▾</button>
</nav>

```

## 6.5 Image Handling

### Responsive Images:

```



```

## Aspect Ratios:

```
// Maintain aspect ratio across screens






// Different ratios per breakpoint





```

## Background Images:

```
<div
  className="h-screen bg-cover bg-center"
  style={{
    backgroundImage: `url('/hero-mobile.jpg')`,
  }}
>
  /* Mobile background */
</div>

// Better: Use CSS media queries for different images
<div className="hero-bg">
```

```
.hero-bg {
  background-image: url('/hero-mobile.jpg');
}

@media (min-width: 768px) {
  .hero-bg {
    background-image: url('/hero-tablet.jpg');
  }
}

@media (min-width: 1024px) {
  .hero-bg {
    background-image: url('/hero-desktop.jpg');
  }
}
```

## 6.6 Typography Scaling

### Fluid Typography (Scales smoothly):

```
<h1 className="
  text-[clamp(2.5rem,5vw,5rem)] // 40px → 80px fluid
  font-display
  font-bold
">
```

### Stepped Typography (Clear breakpoints):

```
<h1 className="text-4xl sm:text-5xl md:text-6xl lg:text-7xl xl:text-8xl">
```

### Body Text Scaling:

```
<p className="text-base md:text-lg leading-relaxed">
```

## 6.7 Touch Targets

### Minimum Sizes for Mobile:

```
// Buttons - minimum 44x44px
<button className="min-h-[44px] px-6 btn-primary">
```

```
// Icons - minimum 44x44px tap area
<button className="p-3 -m-3">
  <Icon className="w-6 h-6" />
</button>
```

```
// Form inputs - minimum 44px height
<input className="h-12 px-4 input">
```

### Spacing Between Touch Targets:

```
// Minimum 8px gap between tappable elements
<div className="flex gap-2">
  <button />
  <button />
</div>
```

## 6.8 Responsive Code Examples

### Complete Event Card - Mobile to Desktop:

```

<article className="card overflow-hidden transition-all hover:shadow-2xl">
  /* Image - 16:9 on mobile, 4:3 on desktop */
  <div className="aspect-video md:aspect-[4/3] relative overflow-hidden">
    
    <div className="absolute top-4 left-4">
      <span className="badge badge-purple">Techno</span>
    </div>
  </div>

  /* Content - scales padding and spacing */
  <div className="p-4 md:p-6 // 16px → 24px padding
    space-y-3 md:space-y-4 // 12px → 16px spacing">
    /* Date */
    <div className="flex items-center gap-2 text-sm text-gray-400">
      <Calendar className="w-4 h-4" />
      <span>Fri, Dec 15 23:00</span>
    </div>

    /* Title - scales text size */
    <h3 className="text-lg md:text-xl lg:text-2xl
      font-semibold
      line-clamp-2
    ">
      Neon Nights: Underground Session
    </h3>

    /* Location */
    <div className="flex items-center gap-2 text-sm text-gray-400">
      <MapPin className="w-4 h-4" />
      <span>Papagayo Beach Club</span>
    </div>

    /* CTA - full width on mobile, auto on desktop */
    <div className="pt-4 flex gap-3">
      <button className="btn-primary flex-1 md:flex-none
        ">
        Get Tickets
      </button>
      <button className="btn-ghost p-3">
        <Heart className="w-5 h-5" />
      </button>
    </div>
  </div>
</article>

```

## 7. Content Hierarchy

### 7.1 Visual Weight

Creating hierarchy with size, color, weight:

**Primary (Most Important):**

```
<h1 className="text-7xl font-display font-bold text-white">
  Main Heading
</h1>
```

**Secondary:**

```
<h2 className="text-5xl font-display font-bold text-white">
  Section Heading
</h2>
```

**Tertiary:**

```
<h3 className="text-3xl font-semibold text-white">
  Subsection
</h3>
```

**Body:**

```
<p className="text-lg text-gray-400">
  Supporting text
</p>
```

**Meta (Least Important):**

```
<span className="text-sm text-gray-500">
  Timestamp, labels
</span>
```

### 7.2 F-Pattern and Z-Pattern

**F-Pattern (Content-heavy pages):**

```
[Logo] [Navigation -----]
[Large Headline -----]
[Body text ----]
[Subheading --]
[Body text --]
[Image] [Body text -]
```

**Z-Pattern (Landing pages):**



### Application:

```

// F-Pattern (Blog/Article)
<article>
  <header className="mb-8">
    <h1 className="text-6xl mb-4">{/* Strong left alignment */}</h1>
    <p className="text-xl text-gray-400">{/* Left-aligned description */}</p>
  </header>
  <div className="prose">
    {/* Left-aligned body text */}
  </div>
</article>

// Z-Pattern (Landing Page)
<section>
  <header className="flex justify-between"> {/* Logo left, CTA right */}
    <Logo />
    <Button />
  </header>
  <div className="text-center"> {/* Center hero */}
    <h1 />
  </div>
  <div className="flex justify-end"> {/* CTA right */}
    <Button />
  </div>
</section>
  
```

## 7.3 Focal Points

### Creating emphasis:

#### Size:

```

<div className="space-y-4">
  <h2 className="text-5xl">Primary (5x larger than body)</h2>
  <p className="text-lg">Body text</p>
</div>
  
```

#### Color:

```

<div>
  <h3 className="text-white">High contrast (important)</h3>
  <p className="text-gray-400">Lower contrast (supporting)</p>
  <span className="text-gray-600">Lowest contrast (meta)</span>
</div>
  
```

### Isolation (Whitespace):

```
<div className="py-24"> /* Generous whitespace around focal point */
  <div className="text-center space-y-8">
    <h1 className="text-7xl">Isolated = Important</h1>
  </div>
</div>
```

### Visual Treatment:

```
// Gradient text for emphasis
<h1 className="text-7xl bg-gradient-to-r from-purple-400 to-pink-400 bg-clip-text
text-transparent">
  Featured Event
</h1>

// Glow effect for emphasis
<button className="btn-primary shadow-[0_0_30px_rgba(168,85,247,0.4)]">
  Important CTA
</button>
```

## 7.4 Grouping

### Related content proximity:

#### Good - Clear Groups:

```
<article className="card p-6 space-y-6">
  {/* Group 1: Header */}
  <div className="space-y-2">
    <h3 className="text-2xl font-semibold">Event Title</h3>
    <p className="text-sm text-gray-400">Subtitle</p>
  </div>

  {/* Group 2: Meta info */}
  <div className="space-y-2">
    <div className="flex items-center gap-2 text-sm">
      <Calendar /> <span>Date</span>
    </div>
    <div className="flex items-center gap-2 text-sm">
      <MapPin /> <span>Location</span>
    </div>
  </div>

  {/* Group 3: Action */}
  <div className="pt-4 border-t border-white/5">
    <button className="btn-primary">Get Tickets</button>
  </div>
</article>
```

#### Bad - No Clear Groups:

```
<article className="card p-6 space-y-3">
  <h3>Event Title</h3>
  <div><Calendar /> Date</div>
  <p>Subtitle</p>
  <div><MapPin /> Location</div>
  <button>Get Tickets</button>
  {/* Everything has equal spacing = no hierarchy */}
</article>
```

## 7.5 Alignment

**Consistent alignment creates order:**

**Left-Aligned (Default for content):**

```
<article className="text-left">
  <h2>Heading</h2>
  <p>Body text naturally left-aligns for readability</p>
</article>
```

**Center-Aligned (Hero sections, CTAs):**

```
<section className="text-center">
  <h1>Main Heading</h1>
  <p>Centered for emphasis and balance</p>
  <button>CTA</button>
</section>
```

**Right-Aligned (Rare, for effect):**

```
<div className="text-right">
  <p className="text-sm text-gray-400">Meta info</p>
  <p className="text-3xl font-bold">$125</p>
</div>
```

**Grid Alignment:**

```
// Items align to grid
<div className="grid grid-cols-3 gap-6">
  <div className="card">{/* Aligned to grid */}</div>
  <div className="card">{/* Aligned to grid */}</div>
  <div className="card">{/* Aligned to grid */}</div>
</div>

// Vertical alignment in flex
<div className="flex items-start">      {/* Top-aligned */}
<div className="flex items-center">      {/* Center-aligned */}
<div className="flex items-end">      {/* Bottom-aligned */}
```

## 8. Common Layout Mistakes

### ✗ Inconsistent Spacing

**Bad:**

```
<section className="py-16">      /* 64px top/bottom */
  <section className="py-12">  /* 48px - why different? */
    <section className="py-8"> /* 32px - inconsistent! */
```

**Good:**

```
<section className="py-24"> /* Consistent section spacing */
  <section className="py-24">
    <section className="py-24">
```

### ✗ Lack of Whitespace

**Bad:**

```
<div className="p-2 space-y-1"> /* Cramped, feels cheap */
  <h3>Title</h3>
  <p>Description</p>
  <button>Action</button>
</div>
```

**Good:**

```
<div className="p-6 space-y-4"> /* Breathing room, feels premium */
  <h3>Title</h3>
  <p>Description</p>
  <button>Action</button>
</div>
```

### ✗ Poor Responsive Behavior

**Bad:**

```
<div className="grid grid-cols-4"> /* 4 columns on mobile = tiny!
  <div>Card</div>
</div>
```

**Good:**

```
<div className="grid grid-cols-1 md:grid-cols-2 lg:grid-cols-4 gap-6">
  <div>Card</div>
</div>
```

### ✗ Misaligned Elements

**Bad:**

```
<div>
  <h2 className="text-center">Heading</h2> /* Center */
  <p className="text-left">Body</p> /* Left */
  <button className="float-right">CTA</button> /* Right - chaos! */
</div>
```

**Good:**

```
<div className="text-center"> /* Consistent center alignment */
  <h2>Heading</h2>
  <p>Body</p>
  <button>CTA</button>
</div>
```

## ✖ Overcrowded Layouts

**Bad:**

```
<section className="p-4">
  <div className="grid grid-cols-5 gap-2"> /* Too many columns, too tight */
    {events.map(event => (
      <div className="p-1"> /* No room to breathe */
        <img className="w-full" />
        <h3 className="text-xs truncate">{event.title}</h3>
      </div>
    )))
  </div>
</section>
```

**Good:**

```
<section className="py-16">
  <div className="max-w-7xl mx-auto px-4">
    <div className="grid md:grid-cols-2 lg:grid-cols-3 gap-8"> /* Fewer, bigger,
clearer */
      {events.map(event => (
        <article className="card p-6"> /* Generous spacing */
          <img className="w-full aspect-video object-cover" />
          <h3 className="text-xl mt-4">{event.title}</h3>
        </article>
      )))
    </div>
  </div>
</section>
```

## ✖ Ignoring Container Constraints

**Bad:**

```
<section className="py-16">
  <div className="px-4"> /* Content spans full width on ultra-wide screens */
    <h2>Super long heading that stretches across a 4K monitor making it impossible to
read</h2>
  </div>
</section>
```

**Good:**

```
<section className="py-16">
  <div className="max-w-7xl mx-auto px-4"> /* Constrained, centered, readable */
    <h2>Heading stays at readable width</h2>
  </div>
</section>
```

## ✗ Inconsistent Card Patterns

**Bad:**

```
// Event card 1
<div className="p-6 space-y-4">
  <img />
  <h3 />
</div>

// Event card 2 (different padding/spacing!)
<div className="p-4 space-y-2">
  <img />
  <h3 />
</div>
```

**Good:**

```
// Consistent card component
const EventCard = ({ event }) => (
  <article className="card p-6 space-y-4"> /* Always same spacing */
    <img />
    <h3 />
  </article>
);
```

## PART 2: BRAND VOICE GUIDE

### 9. Brand Essence

#### 9.1 Core Identity

**Tenerife Music is:** Tenerife's premier **nightlife intelligence platform**

Not just an event listing site. Not a ticket marketplace. But a sophisticated, curated platform that provides **intelligence** about Tenerife's nightlife scene.

**What this means:**

- Curated, not comprehensive (quality over quantity)
- Expert insights, not just event listings
- Local knowledge, not generic database
- Premium experience, not utilitarian tool

## 9.2 Brand Pillars

### 1. Discovery

**What it means:** Helping people find their perfect night out

**How it manifests:**

- Intelligent search and filtering
- Personalized recommendations
- “You might like” suggestions
- Discover section showcasing hidden gems
- Editorial picks from local experts

**Voice:** “Discover what others miss”

### 2. Sophistication

**What it means:** Premium experience throughout

**How it manifests:**

- Clean, uncluttered design
- High-quality imagery
- Smooth animations
- Attention to detail
- Professional polish

**Voice:** “Elevated, never pretentious”

### 3. Local Expertise

**What it means:** Insider knowledge of Tenerife's scene

**How it manifests:**

- Curated event selection
- Local team verification
- Venue insights
- Neighborhood guides
- “Local favorite” badges

**Voice:** “Your insider guide”

### 4. Community

**What it means:** Connecting people through music and nightlife

**How it manifests:**

- User reviews and ratings
- Friend activity feeds
- Shared experiences
- Organizer/artist profiles
- Social features

**Voice:** “Where the island comes alive”

## 9.3 Brand Promise

**“Never miss the perfect night out”**

**What we promise:**

- Every event is vetted and quality-assured
- You'll always know what's happening

- Recommendations match your taste
- Information is always accurate and up-to-date
- Booking is seamless and secure

**What we don't promise:**

- We don't list every event (curated selection)
  - We're not the cheapest (premium positioning)
  - We're not for everyone (nightlife focus)
- 

## 10. Visual Mood & Aesthetic

### 10.1 Mood Descriptors

**Primary Moods:**

1. **Premium** - High-quality, refined, sophisticated
2. **Minimalistic** - Clean, uncluttered, focused
3. **Modern** - Contemporary, forward-thinking, fresh
4. **Sophisticated** - Elegant, tasteful, mature
5. **Energetic (but refined)** - Vibrant without being chaotic

**NOT:**

- Loud, overwhelming, chaotic
- Generic, corporate, cold
- Playful, whimsical, casual
- Technical, complex, dense

### 10.2 Visual References

**Tidal's Elegance:**

- High-quality album artwork display
- Generous whitespace
- Refined typography
- Subtle animations
- Focus on content, not UI chrome

**Apple Music's Clarity:**

- Clean information hierarchy
- Clear CTAs
- Smooth transitions
- Intuitive navigation
- Glass-morphism effects

**Spotify for Artists' Functionality:**

- Data visualization
- Dashboard clarity
- Professional tools
- Actionable insights
- Dark mode optimization

### 10.3 Nightlife Aesthetic

**How to balance sophistication with nightlife energy:**

**✓ DO:**

- Use dark backgrounds (midnight blues, deep purples)
- Add subtle neon accents (purple, electric blue)
- Use glass-morphism for depth
- Implement smooth, fluid animations
- Show high-quality event photography
- Use gradients sparingly for effect

**✗ DON'T:**

- Use harsh, bright neon everywhere
- Add flashing or pulsing animations
- Use club flyer aesthetics
- Overuse effects (glow, shadows, gradients)
- Show low-quality party photos

**Color Application:**

```
// Primary background - sophisticated dark
bg-midnight-950 // #0a0a12

// Subtle highlights - refined energy
bg-purple-500/10 // Purple with 10% opacity
border-purple-500/30

// Accents - controlled energy
text-purple-400 // Electric purple for interactive elements
text-blue-400 // Electric blue for secondary accents

// Glass-morphism - modern depth
bg-white/5 backdrop-blur-xl border-white/10
```

**Example - Event Card (Sophisticated Nightlife):**

```

<article className="

  bg-white/5           // Subtle glass effect
  backdrop-blur-xl
  border border-white/10
  rounded-3xl          // Soft, modern corners
  overflow-hidden
  transition-all duration-500
  hover:bg-white/10      // Subtle interaction
  hover:shadow-[0_0_40px_rgba(168,85,247,0.15)] // Subtle glow
  group

">
  /* High-quality image */
  <div className="aspect-video relative overflow-hidden">
    
    /* Subtle gradient overlay */
    <div className="absolute inset-0 bg-gradient-to-t from-midnight-950/80 to-transparent" />

    /* Refined badge */
    <div className="absolute top-4 left-4">
      <span className="
        px-3 py-1
        bg-purple-500/20      // Subtle background
        backdrop-blur-md
        border border-purple-500/30
        rounded-full
        text-sm text-purple-300
      ">
        Techno
      </span>
    </div>
  </div>

  <div className="p-6">
    /* Clean, sophisticated typography */
  </div>
</article>

```

## 10.4 What to Avoid

### ✗ Harsh Colors:

```

// TOO BRIGHT
<div className="bg-red-500 text-yellow-300">

```

### ✓ Refined Colors:

```

// SOPHISTICATED
<div className="bg-purple-500/10 text-purple-300">

```

### Cluttered Layouts:

```
// TOO BUSY
<div className="p-2 space-y-1 border-4 shadow-2xl">
```

### Clean Layouts:

```
// BREATHING ROOM
<div className="p-8 space-y-6 border border-white/10">
```

### Generic Stock Photos:

```
// Generic party photo with fake models

```

### Authentic Event Photography:

```
// Real event, real venue, real energy

```

### Overly Technical:

```
// Looks like a developer tool
<div className="border-2 border-blue-500 font-mono">
  Event ID: evt_1234567890
</div>
```

### User-Friendly:

```
// Clean, understandable
<div className="card">
  <h3>Neon Nights</h3>
  <p>Techno ☀ Tonight ☀ 11 PM</p>
</div>
```

## 11. UX Character & Personality

### 11.1 Tone of Voice

The interface should feel like a **knowledgeable local friend** who knows the nightlife scene inside out.

#### Confident but not arrogant:

```
//  Confident
<h1>The Best Events This Weekend</h1> // Curated by experts

//  Arrogant
<h1>The ONLY Events Worth Your Time</h1> // Too aggressive
```

### Helpful but not patronizing:

```
// ✅ Helpful
<p>New to Tenerife? Start with our Top Picks →</p>

// ❌ Patronizing
<p>Don't know where to go? Let us show you how nightlife works.</p>
```

### Sophisticated but not pretentious:

```
// ✅ Sophisticated
<p>Curated experiences from Tenerife's vibrant nightlife scene</p>

// ❌ Pretentious
<p>An exquisite soirée for the discerning patron of nocturnal arts</p>
```

### Energetic but not chaotic:

```
// ✅ Energetic
<button className="btn-primary">Explore Tonight's Events</button>

// ❌ Chaotic
<button className="animate-pulse bg-gradient-to-r from-red-500 via-yellow-500 to-green-500">
  🔥 HOT EVENTS!!! CLICK NOW!!! 🎉
</button>
```

## 11.2 Interaction Style

### Smooth and Responsive:

- All interactions have smooth transitions (300-500ms)
- Hover states are subtle but noticeable
- Loading states are elegant (shimmer, not spinners)
- Feedback is immediate

### Examples:

```
// Button interaction
<button className="
  btn-primary
  transition-all duration-300
  hover:scale-105
  hover:shadow-[0_0_30px_rgba(168,85,247,0.3)]
  active:scale-95
">
```

```
// Card interaction
<article className="
  card
  transition-all duration-500
  hover:shadow-2xl
  hover:-translate-y-1
  cursor-pointer
">
```

## Delightful Micro-Interactions:

```
// Heart favorite with animation
const [isFavorite, setIsFavorite] = useState(false);

<button
  onClick={() => setIsFavorite(!isFavorite)}
  className="transition-transform active:scale-125"
>
  <Heart
    className={`w-6 h-6 transition-all duration-300
      ${isFavorite ? 'fill-red-500 text-red-500' : 'text-gray-400'}
    `}
  />
</button>
```

## 11.3 Error Handling

### Friendly, Clear, Solution-Oriented:

#### ✗ Bad Error:

```
<div className="text-red-500">
  Error 404: Resource not found
</div>
```

#### ✓ Good Error:

```
<div className="card p-8 text-center space-y-4">
  <div className="w-16 h-16 mx-auto bg-purple-500/10 rounded-full flex items-center justify-center">
    <SearchX className="w-8 h-8 text-purple-400" />
  </div>
  <h3 className="text-2xl font-semibold">Event Not Found</h3>
  <p className="text-gray-400">
    This event might have ended or been cancelled.
  </p>
  <div className="flex gap-4 justify-center">
    <button className="btn-primary">Browse Events</button>
    <button className="btn-ghost">Go Home</button>
  </div>
</div>
```

## Form Validation - Helpful:

```
// ✗ Harsh
<p className="text-red-500">Invalid email!</p>

// ✓ Helpful
<p className="text-purple-400 text-sm flex items-center gap-2">
  <Info className="w-4 h-4" />
  Please enter a valid email address
</p>
```

## 11.4 Empty States

**Encouraging and Actionable:**

**✗ Bad Empty State:**

```
<div>No events found</div>
```

**✓ Good Empty State:**

```
<div className="text-center py-16 space-y-6">
  <div className="w-24 h-24 mx-auto bg-purple-500/10 rounded-full flex items-center justify-center">
    <Calendar className="w-12 h-12 text-purple-400" />
  </div>
  <div className="space-y-2">
    <h3 className="text-2xl font-semibold">No Events Yet</h3>
    <p className="text-gray-400 max-w-sm mx-auto">
      Be the first to discover what's happening. Check back soon or explore other date
    s.
    </p>
  </div>
  <div className="flex gap-4 justify-center">
    <button className="btn-primary">Browse All Events</button>
    <button className="btn-ghost">View Past Events</button>
  </div>
</div>
```

**Search No Results:**

```
<div className="text-center py-16 space-y-6">
  <div className="w-24 h-24 mx-auto bg-purple-500/10 rounded-full flex items-center justify-center">
    <Search className="w-12 h-12 text-purple-400" />
  </div>
  <div className="space-y-2">
    <h3 className="text-2xl font-semibold">No Results for "{query}"</h3>
    <p className="text-gray-400 max-w-sm mx-auto">
      Try adjusting your filters or search terms
    </p>
  </div>
  <div className="space-y-2">
    <p className="text-sm text-gray-500">Suggestions:</p>
    <div className="flex gap-2 justify-center flex-wrap">
      <button className="badge badge-purple">Techno</button>
      <button className="badge badge-purple">House</button>
      <button className="badge badge-purple">This Weekend</button>
    </div>
  </div>
</div>
```

## 11.5 Loading States

**Premium Shimmer Effects (not spinners):**

```
// Event Card Skeleton


<div className="aspect-video bg-white/5 animate-pulse relative overflow-hidden">
    <div className="absolute inset-0 bg-gradient-to-r from-transparent via-white/5 to-transparent shimmer" />
  </div>
  <div className="p-6 space-y-4">
    <div className="h-4 bg-white/5 rounded-full w-20 animate-pulse" />
    <div className="h-6 bg-white/10 rounded-full w-3/4 animate-pulse" />
    <div className="h-4 bg-white/5 rounded-full w-1/2 animate-pulse" />
  </div>
</div>

// CSS for shimmer
<style jsx>{
  @keyframes shimmer {
    0% { transform: translateX(-100%); }
    100% { transform: translateX(100%); }
  }
  .shimmer {
    animation: shimmer 2s infinite;
  }
`}</style>


```

### Page Loading:

```
// Not: Generic spinner


<Spinner />
</div>

// Instead: Branded loading experience


<div className="space-y-4 text-center">
    
    <p className="text-sm text-gray-500">Loading your nightlife...</p>
  </div>
</div>


```

## 11.6 Success States

### Celebratory but Subtle:

```
// Ticket purchase success
<div className="card p-8 text-center space-y-6 border-2 border-green-500/20 bg-green-500/5">
  <div className="w-20 h-20 mx-auto bg-green-500/20 rounded-full flex items-center justify-center">
    <Check className="w-10 h-10 text-green-400" />
  </div>
  <div className="space-y-2">
    <h3 className="text-3xl font-display font-bold">You're In! 🎉</h3>
    <p className="text-gray-300">
      Your tickets for <strong>Neon Nights</strong> are confirmed
    </p>
  </div>
  <div className="space-y-3">
    <p className="text-sm text-gray-400">
      Confirmation sent to your email
    </p>
    <div className="flex gap-4 justify-center">
      <button className="btn-primary">View Tickets</button>
      <button className="btn-ghost">Back to Events</button>
    </div>
  </div>
</div>
```

#### Micro-success (form save, favorite added):

```
// Toast notification
<div className="
  fixed bottom-4 right-4
  bg-green-500/20 backdrop-blur-xl
  border border-green-500/30
  rounded-xl p-4
  flex items-center gap-3
  animate-slide-up
">
  <Check className="w-5 h-5 text-green-400" />
  <p className="text-green-300">Added to favorites</p>
</div>
```

## 12. Emotional Tone

### 12.1 Primary Emotions to Evoke

#### 1. Excitement (about discovering events)

- Use dynamic imagery
- Show vibrant event photos
- Highlight “trending” and “popular”
- Use phrases like “Don’t miss” and “Happening now”

#### 2. Confidence (in making choices)

- Provide clear information
- Show ratings and reviews
- Display venue details
- Use trust signals (verified, curated)

### 3. Sophistication (premium experience)

- Clean, spacious layouts
- High-quality visuals
- Refined typography
- Smooth interactions

### 4. Belonging (part of a community)

- Show social proof ("124 people going")
- Friend activity
- User reviews
- Shared experiences

## 12.2 User Journey Emotions

**Discovery Phase:** Curiosity + Excitement

```
// Homepage hero
<h1 className="text-7xl font-display font-bold">
  What's Your Vibe Tonight?
</h1>
<p className="text-xl text-gray-300">
  Discover Tenerife's best-kept nightlife secrets
</p>
```

**Exploration Phase:** Interest + Engagement

```
// Event browsing
<div className="space-y-4">
  <h2 className="text-4xl font-display">Trending This Week</h2>
  <p className="text-gray-400">The hottest events everyone's talking about</p>
</div>
```

**Decision Phase:** Confidence + Clarity

```
// Event detail
<div className="card p-6">
  <div className="flex items-center gap-2 text-green-400">
    <Check className="w-5 h-5" />
    <span>Verified Event</span>
  </div>
  <div className="flex items-center gap-2">
    <Star className="w-5 h-5 fill-yellow-400 text-yellow-400" />
    <span>4.8 (234 reviews)</span>
  </div>
</div>
```

**Booking Phase:** Ease + Trust

```
// Checkout
<div className="space-y-4">
  <h2 className="text-2xl font-semibold">Secure Checkout</h2>
  <div className="flex items-center gap-2 text-sm text-gray-400">
    <Shield className="w-4 h-4" />
    <span>Your payment is secure and encrypted</span>
  </div>
</div>
```

**Post-Booking Phase:** Anticipation + Satisfaction

```
// Confirmation
<div className="space-y-4">
  <h2 className="text-3xl font-display">See You There! 🎉</h2>
  <p className="text-gray-300">
    Get ready for an unforgettable night
  </p>
  <button className="btn-primary">Add to Calendar</button>
</div>
```

## 12.3 Emotional Tone Matrix

Context	Emotion	Implementation
Homepage Hero	Excitement, Possibility	Large imagery, dynamic copy, bold CTA
Event Browse	Curiosity, Engagement	Rich filtering, visual cards, trending labels
Event Detail	Interest, Trust	Detailed info, reviews, venue details, clear CTA
Checkout	Confidence, Security	Clear pricing, trust signals, simple form
Confirmation	Joy, Anticipation	Celebratory tone, next steps, share options
Error	Understanding, Solution	Friendly message, clear action, no blame
Empty State	Encouragement, Direction	Helpful copy, clear action, alternative paths

## 13. Content Guidelines

### 13.1 Microcopy Principles

**Clear, Concise, Helpful**

 **Verbose:**

"Click on the button below in order to proceed with viewing all of the available events"

 **Concise:**

"View All Events"

**Action-Oriented, Not Passive:**

 **Passive:**

"Events can be viewed here"

 **Active:**

"Browse Events"

**Specific, Not Generic:**

 **Generic:**

"Click here"  
"Submit"  
"OK"

 **Specific:**

"Get Tickets"  
"Save Event"  
"Create Account"

## 13.2 Button Labels

**Primary Actions (Strong verbs):**

```
//  Good button labels
<button>Get Tickets</button>
<button>Explore Events</button>
<button>Save to Favorites</button>
<button>Book Now</button>
<button>Create Event</button>
<button>View Details</button>

//  Bad button labels
<button>Click Here</button>
<button>Submit</button>
<button>OK</button>
<button>Continue</button> // Too generic
```

**Secondary Actions (Supporting verbs):**

```
// ✓ Good secondary labels
<button>Learn More</button>
<button>View All</button>
<button>Back to Events</button>
<button>Skip for Now</button>

// ✗ Bad secondary labels
<button>Cancel</button> // Use "Skip" or "Back" instead
<button>No Thanks</button> // Too casual
```

## 13.3 Error Messages

**Solution-Focused, Friendly:**

**✗ Bad Error Messages:**

```
"Error 500: Internal server error"
"Invalid input"
"Authentication failed"
"Permission denied"
```

**✓ Good Error Messages:**

```
// Server error
<div>
  <h3>Something Went Wrong</h3>
  <p>We're having trouble loading this page. Please try again in a moment.</p>
  <button>Retry</button>
  <button>Go Home</button>
</div>

// Form validation
<p>Please enter a valid email address (e.g., you@example.com)</p>

// Authentication
<div>
  <h3>Login Required</h3>
  <p>Sign in to save events and get personalized recommendations</p>
  <button>Sign In</button>
  <button>Create Account</button>
</div>

// Permission
<div>
  <h3>Access Restricted</h3>
  <p>This page is only available to event organizers.</p>
  <button>Become an Organizer</button>
</div>
```

## 13.4 Empty States

**Encouraging, Actionable:**

**✓ Good Empty States:**

```
// No saved events
<div className="text-center py-16 space-y-4">
  <Heart className="w-16 h-16 mx-auto text-gray-600" />
  <h3 className="text-2xl font-semibold">No Favorites Yet</h3>
  <p className="text-gray-400 max-w-sm mx-auto">
    Start saving events you're interested in to find them easily later
  </p>
  <button className="btn-primary">Explore Events</button>
</div>

// No search results
<div className="text-center py-16 space-y-4">
  <Search className="w-16 h-16 mx-auto text-gray-600" />
  <h3 className="text-2xl font-semibold">No Events Match Your Search</h3>
  <p className="text-gray-400 max-w-sm mx-auto">
    Try different keywords or filters
  </p>
  <div className="space-y-2">
    <p className="text-sm text-gray-500">Popular searches:</p>
    <div className="flex gap-2 justify-center">
      <button className="badge badge-purple">Techno</button>
      <button className="badge badge-purple">This Weekend</button>
      <button className="badge badge-purple">Playa de las Américas</button>
    </div>
  </div>
</div>

// New user dashboard
<div className="text-center py-16 space-y-4">
  <Sparkles className="w-16 h-16 mx-auto text-purple-400" />
  <h3 className="text-2xl font-semibold">Welcome to Tenerife Music! 🎉</h3>
  <p className="text-gray-400 max-w-sm mx-auto">
    Let's get you started with your first event
  </p>
  <button className="btn-primary">Create Your First Event</button>
  <button className="btn-ghost">Take a Tour</button>
</div>
```

## 13.5 Placeholder Text

**Helpful Examples, Not Generic:**

**✗ Bad Placeholders:**

```
<input placeholder="Enter text" />
<input placeholder="Search" />
<input placeholder="Name" />
```

**✓ Good Placeholders:**

```
<input placeholder="Search events, venues, artists..." />
<input placeholder="e.g., Neon Nights, Papagayo, DJ Martinez" />
<input placeholder="Your name (e.g., María García)" />
<input placeholder="When should your event start? (e.g., 23:00)" />
<textarea placeholder="Tell people what makes your event special..." />
```

## 13.6 Confirmation Messages

**Clear and Reassuring:**

**✓ Good Confirmations:**

```
// Event saved
"Added to your favorites ✓"

// Ticket purchased
"You're all set! Confirmation sent to maria@email.com"

// Profile updated
"Changes saved successfully"

// Event created
"Your event is live! 🎉 Share it with your audience"

// Review submitted
"Thanks for your feedback! Your review is now live"
```

## 13.7 Good vs. Bad Copy Examples

Context	✗ Bad	✓ Good
Homepage Hero	"Welcome to our platform"	"Discover Tenerife's Best Nights"
Event List Header	"Events"	"Happening This Weekend"
Empty Favorites	"No items"	"No favorites yet. Start exploring!"
Loading	"Please wait..."	"Finding the perfect events for you..."
Error (404)	"404 Not Found"	"Oops! This page doesn't exist"
Search Prompt	"Search"	"What are you looking for tonight?"
CTA	"Sign Up Now"	"Start Discovering"
Form Submit	"Submit Form"	"Create My Account"

## 14. Photography & Imagery Style

### 14.1 Photo Style

**High-Quality, Authentic, Energetic but Not Chaotic**

### **What to Show:**

- Real events (not stock photos)
- Real venues with character
- Real people enjoying themselves
- DJs/artists performing
- Venue interiors and exteriors
- Crowd atmosphere (without faces as main focus)
- Lighting and ambiance
- Tenerife locations (palm trees, beaches, urban areas)

### **What to Avoid:**

- Generic stock party photos
- Overly posed models
- Blurry/low-quality images
- Overly chaotic mosh pits
- Drunk/inappropriate behavior
- Too dark/underexposed photos
- Watermarked images

## 14.2 Image Treatment

### **Gradient Overlays:**

```
// Hero images - dark gradient for text readability



  <div className="absolute inset-0 bg-gradient-to-t from-midnight-950 via-midnight-950/60 to-transparent" />
</div>

// Card images - subtle gradient



  <div className="absolute inset-0 bg-gradient-to-t from-midnight-950/80 to-transparent" />
</div>


```

### **Aspect Ratios (Consistency is key):**

```
// Event cards - 16:9 (cinematic)






// Venue photos - 4:3 (standard)






// Artist profiles - 1:1 (square)






// Featured content - 3:4 (portrait)





```

### Hover Effects:

```
// Subtle zoom on hover






// Brightness change on hover





```

## 14.3 Image Categories

### Event Images:

- Minimum resolution: 1920×1080px
- Aspect ratio: 16:9 preferred
- Shows: Venue atmosphere, lighting, crowd (medium distance)
- Treatment: Subtle dark gradient overlay

### Venue Images:

- Minimum resolution: 1600×1200px
- Aspect ratio: 4:3 preferred
- Shows: Interior/exterior, ambiance, architecture
- Treatment: Natural, minimal overlay

**Artist/DJ Images:**

- Minimum resolution: 1000×1000px
- Aspect ratio: 1:1 (square)
- Shows: Artist performing or professional portrait
- Treatment: Circular crop for profiles

**Category/Genre Images:**

- Minimum resolution: 800×800px
- Aspect ratio: 1:1
- Shows: Abstract representations of genre (e.g., turntables for techno)
- Treatment: Color overlay matching genre vibe

## 14.4 Image Quality Guidelines

**Technical Requirements:**

- Format: WebP preferred, JPG fallback
- Compression: High quality (80-90%)
- Max file size: 500KB for cards, 1MB for heroes
- Always provide alt text for accessibility

**Aesthetic Requirements:**

- Good lighting (not too dark, not overexposed)
- Sharp focus (no motion blur unless intentional)
- Proper white balance
- Vibrant but natural colors
- Good composition (rule of thirds)

## 14.5 Fallback Images

**When no image is available:**

```
// Gradient background with icon
<div className="aspect-video bg-gradient-to-br from-purple-950 to-midnight-950 flex items-center justify-center">
  <Music className="w-16 h-16 text-purple-400/30" />
</div>

// Category-specific gradients
const categoryGradients = {
  techno: 'from-purple-950 to-midnight-950',
  house: 'from-blue-950 to-midnight-950',
  reggaeton: 'from-red-950 to-midnight-950',
  live: 'from-green-950 to-midnight-950',
};
```

## 15. Iconography Style

### 15.1 Icon Library

**Lucide Icons** - Consistent, modern, clean

**Why Lucide:**

- Consistent stroke width

- Modern, minimal aesthetic
- Extensive library
- Open source
- React-friendly

```
import {
  Calendar,
  MapPin,
  Music,
  Heart,
  User,
  Search,
  Filter,
  Star,
  Clock,
  Ticket
} from 'lucide-react';
```

## 15.2 Icon Usage

**Supportive, Not Decorative:**

 **Good Icon Usage:**

```
// Icons enhance understanding
<div className="flex items-center gap-2 text-sm text-gray-400">
  <Calendar className="w-4 h-4" />
  <span>Fri, Dec 15 23:00</span>
</div>

<div className="flex items-center gap-2 text-sm text-gray-400">
  <MapPin className="w-4 h-4" />
  <span>Papagayo Beach Club</span>
</div>
```

 **Bad Icon Usage:**

```
// Icons without purpose
<h1>
  <Star /> Welcome <Star /> to <Star /> Tenerife <Star />
</h1>
```

**When to Use Icons:**

- To clarify meaning (date, location, time)
- For actions (search, filter, favorite)
- To indicate status (verified, popular, sold out)
- In navigation
- For social media links

**When NOT to Use Icons:**

- As decoration
- To fill space
- When text alone is clearer
- In body paragraphs

## 15.3 Icon + Text Combination

Always pair icons with labels for clarity:

```
// ✅ Good - Icon + Text
<button className="flex items-center gap-2">
  <Heart className="w-5 h-5" />
  <span>Save Event</span>
</button>

// ⚠️ Use sparingly - Icon only (only for very common actions)
<button className="p-2" aria-label="Save event">
  <Heart className="w-5 h-5" />
</button>
```

Consistent positioning:

```
// Icon left (default)
<div className="flex items-center gap-2">
  <Icon className="w-4 h-4" />
  <span>Text</span>
</div>

// Icon right (for dropdown, external link)
<button className="flex items-center gap-2">
  <span>Menu</span>
  <ChevronDown className="w-4 h-4" />
</button>
```

## 15.4 Icon Sizing

Context-based sizing:

```
// Inline text (16px/4 units)
<p className="flex items-center gap-2">
  <Calendar className="w-4 h-4" />
  <span>Date</span>
</p>

// Standard (20px/5 units)
<button className="flex items-center gap-2">
  <Heart className="w-5 h-5" />
  <span>Save</span>
</button>

// Large (24px/6 units)
<div className="flex items-center gap-3">
  <Music className="w-6 h-6" />
  <h3>Genre</h3>
</div>

// Hero/Feature (48px+/12 units+)
<div className="text-center">
  <Music className="w-12 h-12 mx-auto mb-4 text-purple-400" />
  <h2>No Events Found</h2>
</div>
```

## 15.5 Icon States

**Interactive states:**

```
// Default
<Heart className="w-5 h-5 text-gray-400" />

// Hover
<Heart className="w-5 h-5 text-gray-400 hover:text-white transition-colors" />

// Active/Selected
<Heart className="w-5 h-5 text-red-500 fill-red-500" />

// Disabled
<Heart className="w-5 h-5 text-gray-600 opacity-50 cursor-not-allowed" />
```

## 15.6 Common Icons and Their Use

Icon	Use Case	Size
Calendar	Date/time information	16px (w-4 h-4)
MapPin	Location	16px (w-4 h-4)
Clock	Duration, time	16px (w-4 h-4)
Music	Genre, audio content	20px (w-5 h-5)
Heart	Favorite/like action	20px (w-5 h-5)
User	Profile, account	20px (w-5 h-5)
Search	Search functionality	20px (w-5 h-5)
Filter	Filtering options	20px (w-5 h-5)
Star	Ratings, featured	16px (w-4 h-4)
Ticket	Ticketing, entry	20px (w-5 h-5)
Share	Share actions	20px (w-5 h-5)
ChevronDown	Dropdown menus	16px (w-4 h-4)
ChevronRight	Next, forward	16px (w-4 h-4)
X	Close, cancel	20px (w-5 h-5)
Check	Success, confirmation	20px (w-5 h-5)

# 16. Animation & Motion Personality

## 16.1 Motion Principles

**Smooth, Purposeful, Premium**

**Core Principles:**

1. **Purposeful:** Animations should communicate or assist, not distract
2. **Smooth:** Transitions should feel natural, not robotic
3. **Fast but not rushed:** 300-500ms for most transitions
4. **Respectful:** Honor prefers-reduced-motion

## 16.2 Speed

**Timing Guidelines:**

```
/* Quick interactions (hover, focus) */
transition-duration: 200ms; /* Button hover */

/* Standard transitions (most cases) */
transition-duration: 300ms; /* Default */

/* Smooth transitions (scale, complex) */
transition-duration: 500ms; /* Card hover, image zoom */

/* Dramatic transitions (page transitions) */
transition-duration: 700ms; /* Modal open, page slide */
```

**Not too fast (jarring):**

```
// ❌ Too fast - feels jumpy
<div className="transition-all duration-75 hover:scale-110">
```

**Not too slow (sluggish):**

```
// ❌ Too slow - feels laggy
<div className="transition-all duration-1000 hover:scale-110">
```

**Just right:**

```
// ✅ Smooth and natural
<div className="transition-all duration-300 hover:scale-105">
```

## 16.3 Easing

**Custom curves for natural feel:**

```

/* Default (ease-in-out) */
transition-timing-function: cubic-bezier(0.4, 0, 0.2, 1);

/* Smooth start (ease-out) - elements entering */
transition-timing-function: cubic-bezier(0, 0, 0.2, 1);

/* Smooth end (ease-in) - elements exiting */
transition-timing-function: cubic-bezier(0.4, 0, 1, 1);

/* Bounce (playful, use sparingly) */
transition-timing-function: cubic-bezier(0.68, -0.55, 0.265, 1.55);

```

### Application:

```

// Standard hover (ease-in-out)
<button className="transition-all duration-300 ease-in-out hover:scale-105">

// Element entering (ease-out - starts fast, ends slow)
<div className="transition-all duration-500 ease-out animate-fade-in">

// Element exiting (ease-in - starts slow, ends fast)
<div className="transition-all duration-300 ease-in animate-fade-out">

```

## 16.4 When to Animate

### DO Animate:

#### 1. Feedback (user action confirmation):

```

// Button press
<button className="transition-transform active:scale-95">
  Get Tickets
</button>

// Favorite toggle
<button onClick={toggleFavorite}>
  <Heart className={`${`transition-all duration-300 ${isFavorite ? 'scale-125 fill-red-500' : ''}`}` />
</button>

```

#### 2. State Changes:

```

// Loading state
<div className="animate-pulse">Loading...</div>

// Success state
<div className="animate-slide-up">Success! ✓</div>

```

#### 3. Transitions (between views):

```
// Page transitions
<div className="animate-fade-in">
  {/* New page content */}
</div>

// Modal open
<div className="animate-scale-in">
  {/* Modal content */}
</div>
```

#### 4. Delight (subtle enhancements):

```
// Card hover
<article className="transition-all duration-500 hover:-translate-y-1 hover:shadow-2xl">

// Image zoom on hover
<img className="transition-transform duration-700 hover:scale-110" />
```

## 16.5 When NOT to Animate

### ✗ DON'T Animate:

#### 1. Reading Content:

```
// ✗ Never animate body text
<p className="animate-pulse"> // NO!
  This is hard to read
</p>

// ✓ Static text
<p>Easy to read</p>
```

#### 2. Critical Information:

```
// ✗ Don't animate error messages
<div className="animate-bounce"> // NO!
  Error: Payment failed
</div>

// ✓ Static, clear
<div>Error: Payment failed</div>
```

#### 3. Everything:

```
// ❌ Animation overload
<div className="animate-bounce">
  <h1 className="animate-pulse">
    <span className="animate-spin">Title</span>
  </h1>
</div>

// ✅ Selective animation
<div>
  <h1>Title</h1>
</div>
```

## 16.6 Reduced Motion

Always respect user preferences:

```
// Using Tailwind's motion-reduce:
<div className="
  transition-all duration-500
  motion-reduce:transition-none
  hover:scale-105
  motion-reduce:hover:scale-100
">
```

```
/* CSS media query */
@media (prefers-reduced-motion: reduce) {
  *,
  *::before,
  *::after {
    animation-duration: 0.01ms !important;
    animation-iteration-count: 1 !important;
    transition-duration: 0.01ms !important;
  }
}
```

## 16.7 Common Animations

Fade In:

```
@keyframes fadeIn {
  from { opacity: 0; }
  to { opacity: 1; }
}

.animate-fade-in {
  animation: fadeIn 500ms ease-out;
}
```

Slide Up:

```

@keyframes slideUp {
  from {
    opacity: 0;
    transform: translateY(20px);
  }
  to {
    opacity: 1;
    transform: translateY(0);
  }
}

.animate-slide-up {
  animation: slideUp 500ms ease-out;
}

```

### Scale In (Modal, Card):

```

@keyframes scaleIn {
  from {
    opacity: 0;
    transform: scale(0.9);
  }
  to {
    opacity: 1;
    transform: scale(1);
  }
}

.animate-scale-in {
  animation: scaleIn 300ms ease-out;
}

```

### Shimmer (Loading):

```

@keyframes shimmer {
  0% { transform: translateX(-100%); }
  100% { transform: translateX(100%); }
}

.animate-shimmer {
  animation: shimmer 2s infinite;
}

```

## 17. Accessibility as Brand Value

### 17.1 Philosophy

**Accessibility is not an afterthought—it's part of the premium experience.**

A truly sophisticated platform is one that works beautifully for everyone, regardless of ability.

### 17.2 WCAG Compliance

**Minimum Standard: WCAG 2.1 AA**

### **Key Requirements:**

1. Color contrast ratio  $\geq 4.5:1$  for normal text
2. Color contrast ratio  $\geq 3:1$  for large text (18pt+)
3. All interactive elements keyboard accessible
4. All images have alt text
5. Form inputs have labels
6. Focus indicators visible
7. No content flashes more than 3 times per second

## **17.3 Keyboard Navigation**

### **Full keyboard support for all interactive elements:**

```
// Ensure tab order is logical
<form>
  <input tabIndex={1} />
  <input tabIndex={2} />
  <button tabIndex={3}>Submit</button>
</form>

// Handle keyboard events
<div
  role="button"
  tabIndex={0}
  onClick={handleClick}
  onKeyDown={(e) => {
    if (e.key === 'Enter' || e.key === ' ') {
      handleClick();
    }
  }}
>
  Clickable div
</div>

// Skip navigation for keyboard users
<a href="#main-content" className="sr-only focus:not-sr-only focus:absolute
focus:top-4 focus:left-4 z-50">
  Skip to main content
</a>
```

## **17.4 Screen Reader Support**

### **Semantic HTML:**

```
// ✓ Good - Semantic
<header>
  <nav>
    <ul>
      <li><a href="/events">Events</a></li>
    </ul>
  </nav>
</header>

<main>
  <article>
    <h1>Event Title</h1>
    <p>Description</p>
  </article>
</main>

<footer>
  <p>© 2025 Tenerife Music</p>
</footer>

// ✗ Bad - Non-semantic
<div className="header">
  <div className="nav">
    <div className="link">Events</div>
  </div>
</div>
```

### ARIA Labels:

```
// Icons need labels
<button aria-label="Add to favorites">
  <Heart className="w-5 h-5" />
</button>

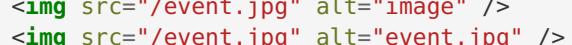
// Complex components need roles
<div role="tablist">
  <button role="tab" aria-selected="true">About</button>
  <button role="tab" aria-selected="false">Events</button>
</div>

// Live regions for dynamic content
<div role="status" aria-live="polite">
  {loading ? 'Loading events...' : `${events.length} events found`}
</div>
```

### Alt Text:

```
// ✅ Descriptive alt text

// ✅ Decorative images

// ❌ Bad alt text


```

## 17.5 Color Contrast

**Always compliant contrast:**

```
// ✅ Good contrast (passes AA)
text-white on bg-midnight-950 // ∞:1 (white on near-black)
text-gray-300 on bg-midnight-950 // ~12:1
text-purple-400 on bg-midnight-950 // ~8:1

// ⚠ Check carefully
text-gray-400 on bg-midnight-900 // Verify with contrast checker

// ❌ Bad contrast (fails AA)
text-gray-600 on bg-midnight-900 // Too low
text-purple-200 on bg-white // Too low
```

**Tool: Use contrast checker**

- WebAIM Contrast Checker
- Browser DevTools
- Figma contrast plugins

## 17.6 Focus Indicators

**Always visible, never removed:**

```
// ✅ Custom focus style (maintains visibility)
<button className="focus:outline-none
            focus:ring-2
            focus:ring-purple-500
            focus:ring-offset-2
            focus:ring-offset-midnight-950">
    Button
</button>

// ✅ Default focus (browser default)
<button>Button</button> // Has native focus ring

// ❌ NEVER do this
<button className="focus:outline-none">Button</button> // No alternative focus indicator
```

### High visibility focus:

```
/* Global focus style */
*:focus-visible {
    outline: 2px solid theme('colors.purple.500');
    outline-offset: 2px;
}
```

## 17.7 Form Accessibility

### Labels and Instructions:

```
// ✓ Explicit labels
<div className="space-y-2">
  <label htmlFor="email" className="block text-sm font-medium">
    Email Address
  </label>
  <input
    id="email"
    type="email"
    className="input"
    aria-describedby="email-help"
  />
  <p id="email-help" className="text-sm text-gray-400">
    We'll never share your email
  </p>
</div>

// ✓ Error messaging
<div className="space-y-2">
  <label htmlFor="email">Email</label>
  <input
    id="email"
    type="email"
    aria-invalid={hasError}
    aria-describedby={hasError ? "email-error" : undefined}
    className={hasError ? 'input input-error' : 'input'}
```

- />
- {hasError && (
 <p id="email-error" className="text-sm text-red-400" role="alert">
 Please enter a valid email address
 </p>
 )}

</div>

## 17.8 Accessibility Checklist

Before shipping any feature:

- [ ] All images have meaningful alt text (or alt="" if decorative)
- [ ] Color contrast meets WCAG AA standards (4.5:1 for text)
- [ ] All interactive elements are keyboard accessible
- [ ] Focus indicators are visible on all focusable elements
- [ ] Form inputs have associated labels
- [ ] Error messages are announced to screen readers (role="alert" or aria-live)
- [ ] Semantic HTML is used (header, nav, main, article, footer)
- [ ] ARIA labels provided where needed
- [ ] No content flashes rapidly
- [ ] Content is readable when zoomed to 200%
- [ ] Page structure is logical (proper heading hierarchy: h1 → h2 → h3)
- [ ] Tables have proper markup (th, scope)
- [ ] Links have descriptive text (not “click here”)

## 18. Brand Application Examples

---

### 18.1 Homepage Hero

Copy + Imagery + CTA:

```

<section className="relative min-h-screen flex items-center bg-gradient-to-br from-midnight-950 via-midnight-900 to-purple-950">
  {/* Background */}
  <div className="absolute inset-0 z-0">
    
    <div className="absolute inset-0 bg-gradient-to-t from-midnight-950/90 to-transparent" />
  </div>

  {/* Content */}
  <div className="relative z-10 w-full px-4 md:px-8">
    <div className="max-w-7xl mx-auto py-32">
      <div className="max-w-3xl space-y-8">
        {/* Badge - Local expertise */}
        <div className="inline-flex items-center gap-2 px-4 py-2 bg-purple-500/20 backdrop-blur-sm border border-purple-500/30 rounded-full">
          <Sparkles className="w-4 h-4 text-purple-300" />
          <span className="text-sm text-purple-300">Curated by local experts</span>
        </div>

        {/* Headline - Exciting, aspirational */}
        <h1 className="text-5xl md:text-7xl lg:text-8xl font-display font-bold text-white leading-tight">
          Discover Tenerife's
          <span className="block bg-gradient-to-r from-purple-400 to-pink-400 bg-clip-text text-transparent">
            Best Nights
          </span>
        </h1>

        {/* Subheadline - Value proposition */}
        <p className="text-xl md:text-2xl text-gray-300 leading-relaxed">
          Your insider guide to the island's most unforgettable nightlife experiences
        </p>

        {/* CTAs - Clear actions */}
        <div className="flex flex-col sm:flex-row gap-4">
          <button className="btn-primary btn-lg">
            Explore Events
          </button>
          <button className="btn-secondary btn-lg">
            For Organizers
          </button>
        </div>

        {/* Social proof */}
        <div className="flex items-center gap-6 text-sm text-gray-400">
          <div className="flex items-center gap-2">
            <Users className="w-4 h-4" />
            <span>10,000+ nightlife lovers</span>
          </div>
          <div className="flex items-center gap-2">
            <Star className="w-4 h-4 fill-yellow-400 text-yellow-400" />
            <span>4.8 rating</span>
          </div>
        </div>
      </div>
    </div>
  </div>
</section>

```

```
</div>

{/* Scroll indicator */}
<div className="absolute bottom-8 left-1/2 -translate-x-1/2 animate-bounce">
  <ChevronDown className="w-6 h-6 text-white/60" />
</div>
</section>
```

## 18.2 Event Card

**Information Hierarchy + Visual Appeal:**

```

<article className="card overflow-hidden transition-all duration-500 hover:shadow-2xl hover:-translate-y-1 group cursor-pointer">
  /* Image - High-quality event photo */
  <div className="aspect-video relative overflow-hidden">
    

    /* Gradient overlay for readability */
    <div className="absolute inset-0 bg-gradient-to-t from-midnight-950/80 to-transparent" />

    /* Badge - Genre */
    <div className="absolute top-4 left-4">
      <span className="px-3 py-1 bg-purple-500/20 backdrop-blur-md border border-purple-500/30 rounded-full text-sm text-purple-300 font-medium">
        Techno
      </span>
    </div>

    /* Favorite button */
    <button
      className="absolute top-4 right-4 w-10 h-10 bg-white/10 backdrop-blur-md border border-white/20 rounded-full flex items-center justify-center opacity-0 group-hover:opacity-100 transition-opacity duration-300 hover:bg-white/20"
      aria-label="Add to favorites"
    >
      <Heart className="w-5 h-5 text-white" />
    </button>
  </div>

  /* Content */
  <div className="p-6 space-y-4">
    /* Date - Clear, scannable */
    <div className="flex items-center gap-2 text-sm text-gray-400">
      <Calendar className="w-4 h-4" />
      <span>Friday, Dec 15 23:00</span>
    </div>
  </div>

```

```

{/* Title - Strong hierarchy */}
<h3 className="text-xl font-semibold text-white line-clamp-2 leading-snug">
  Neon Nights: Underground Session
</h3>

{/* Location - Supporting info */}
<div className="flex items-center gap-2 text-sm text-gray-400">
  <MapPin className="w-4 h-4" />
  <span>Papagayo Beach Club • Playa de las Américas</span>
</div>

{/* Divider */}
<div className="pt-4 border-t border-white/5 flex items-center justify-between">
  {/* Price - Clear value */}
  <div>
    <p className="text-sm text-gray-400">From</p>
    <p className="text-2xl font-bold text-white">€25</p>
  </div>
  </div>
</div>
</article>

```

## 18.3 Error Message

**Friendly + Helpful:**

```

<div className="min-h-screen flex items-center justify-center px-4">
  <div className="max-w-md w-full text-center space-y-8">
    {/* Icon - Visual clarity */}
    <div className="w-24 h-24 mx-auto bg-purple-500/10 rounded-full flex items-center justify-center">
      <SearchX className="w-12 h-12 text-purple-400" />
    </div>

    {/* Heading - Clear, not technical */}
    <div className="space-y-2">
      <h1 className="text-4xl font-display font-bold text-white">
        Event Not Found
      </h1>
      <p className="text-lg text-gray-400">
        This event might have ended or been cancelled
      </p>
    </div>

    {/* Actions - Solution-focused */}
    <div className="flex flex-col sm:flex-row gap-4 justify-center">
      <button className="btn-primary">
        Browse All Events
      </button>
      <button className="btn-ghost">
        Go Home
      </button>
    </div>

    {/* Helpful suggestions */}
    <div className="pt-8 space-y-3">
      <p className="text-sm text-gray-500">Looking for something similar?</p>
      <div className="flex gap-2 justify-center flex-wrap">
        <button className="badge badge-purple">Techno Events</button>
        <button className="badge badge-purple">This Weekend</button>
        <button className="badge badge-purple">Papagayo</button>
      </div>
    </div>
  </div>
</div>

```

## 18.4 Empty State

**Encouraging + Actionable:**

```

<div className="py-24 text-center">
  <div className="max-w-md mx-auto space-y-6">
    {/* Icon - Positive visual */}
    <div className="w-20 h-20 mx-auto bg-purple-500/10 rounded-full flex items-center justify-center">
      <Heart className="w-10 h-10 text-purple-400" />
    </div>

    {/* Heading - Encouraging tone */}
    <div className="space-y-2">
      <h2 className="text-3xl font-display font-bold text-white">
        Your Favorites Will Live Here
      </h2>
      <p className="text-lg text-gray-400">
        Start saving events you're interested in to find them easily later
      </p>
    </div>

    {/* Action - Clear next step */}
    <button className="btn-primary btn-lg">
      Discover Events
    </button>

    {/* Additional context */}
    <p className="text-sm text-gray-500 pt-4">
       Tip: Click the <Heart className="w-4 h-4 inline" /> icon on any event to save it
    </p>
  </div>
</div>

```

## 18.5 Success Confirmation

Celebratory + Refined:

```

<div className="max-w-2xl mx-auto text-center space-y-8 py-16">
    {/* Success icon - Celebratory but subtle */}
    <div className="w-24 h-24 mx-auto bg-green-500/20 rounded-full flex items-center justify-center animate-scale-in">
        <Check className="w-12 h-12 text-green-400" />
    </div>

    {/* Heading - Exciting but sophisticated */}
    <div className="space-y-3">
        <h1 className="text-5xl font-display font-bold text-white">
            You're All Set! 🎉
        </h1>
        <p className="text-xl text-gray-300">
            Your tickets for <strong className="text-white">Neon Nights: Underground Session</strong> are confirmed
        </p>
    </div>

    {/* Key info - Reassuring */}
    <div className="bg-white/5 backdrop-blur-xl border border-white/10 rounded-2xl p-6 space-y-4">
        <div className="flex items-start gap-4">
            <div className="flex-shrink-0 w-10 h-10 bg-purple-500/20 rounded-full flex items-center justify-center">
                <Mail className="w-5 h-5 text-purple-400" />
            </div>
            <div className="text-left">
                <p className="font-medium text-white">Confirmation Sent</p>
                <p className="text-sm text-gray-400">Check your email at maria@example.com</p>
            </div>
        </div>

        <div className="flex items-start gap-4">
            <div className="flex-shrink-0 w-10 h-10 bg-purple-500/20 rounded-full flex items-center justify-center">
                <Smartphone className="w-5 h-5 text-purple-400" />
            </div>
            <div className="text-left">
                <p className="font-medium text-white">Add to Wallet</p>
                <p className="text-sm text-gray-400">Your tickets are ready for Apple/Google Wallet</p>
            </div>
        </div>
    </div>

    {/* Next actions - Clear path forward */}
    <div className="space-y-4">
        <div className="flex flex-col sm:flex-row gap-4 justify-center">
            <button className="btn-primary btn-lg">
                View My Tickets
            </button>
            <button className="btn-ghost btn-lg">
                Add to Calendar
            </button>
        </div>

        <button className="btn-ghost">
            Share with Friends
        </button>
    </div>

    {/* What's next - Anticipation building */}

```

```
<div className="pt-8 space-y-2">
  <p className="text-sm text-gray-400">What to expect</p>
  <div className="flex items-center gap-6 justify-center text-sm text-gray-400">
    <div className="flex items-center gap-2">
      <Calendar className="w-4 h-4" />
      <span>Fri, Dec 15 ● 23:00</span>
    </div>
    <div className="flex items-center gap-2">
      <MapPin className="w-4 h-4" />
      <span>Papagayo Beach Club</span>
    </div>
  </div>
</div>
```

## 18.6 Loading State

Premium Shimmer:

```

// Event List Loading


{[1, 2, 3].map((i) => (
    <div key={i} className="card overflow-hidden">
      /* Image skeleton */
      <div className="aspect-video bg-white/5 relative overflow-hidden">
        <div
          className="absolute inset-0 bg-gradient-to-r from-transparent via-white/5 to-transparent animate-shimmer" />
      </div>

      /* Content skeleton */
      <div className="p-6 space-y-4">
        /* Date */
        <div className="h-4 bg-white/5 rounded-full w-32 relative overflow-hidden">
          <div className="absolute inset-0 bg-gradient-to-r from-transparent via-white/5 to-transparent animate-shimmer" />
        </div>

        /* Title */
        <div className="space-y-2">
          <div className="h-6 bg-white/10 rounded-full w-full relative overflow-hidden">
            <div className="absolute inset-0 bg-gradient-to-r from-transparent via-white/10 to-transparent animate-shimmer" />
          </div>
          <div className="h-6 bg-white/10 rounded-full w-2/3 relative overflow-hidden">
            <div className="absolute inset-0 bg-gradient-to-r from-transparent via-white/10 to-transparent animate-shimmer" />
          </div>
        </div>
      </div>

      /* Location */
      <div className="h-4 bg-white/5 rounded-full w-48 relative overflow-hidden">
        <div className="absolute inset-0 bg-gradient-to-r from-transparent via-white/5 to-transparent animate-shimmer" />
      </div>
    </div>
  )))
</div>

<style jsx>`<br/>
  @keyframes shimmer {
    0% { transform: translateX(-100%); }
    100% { transform: translateX(100%); }
  }
  .animate-shimmer {
    animation: shimmer 2s infinite;
  }
`</style>


```

## 19. Competitive Differentiation

---

### 19.1 vs. Generic Event Platforms

#### **Generic Platforms (Eventbrite, etc.):**

- Comprehensive (list everything)
- Utilitarian design
- Global, not local
- Transactional focus

#### **Tenerife Music:**

- Curated (quality over quantity)
- Sophisticated, premium design
- Local expertise, insider knowledge
- Experience-focused

#### **Key Differentiators:**

1. **Curation** - Every event vetted by local experts
2. **Design** - Premium, nightlife-optimized aesthetic
3. **Local Knowledge** - Insider tips, neighborhood guides
4. **Specialization** - Nightlife only, not generic events

### 19.2 vs. Social Media Events

#### **Social Media (Facebook Events, Instagram):**

- Crowdsourced, unverified
- Mixed quality
- Poor discovery
- Cluttered interface

#### **Tenerife Music:**

- Verified, reliable information
- Consistent quality
- Intelligent discovery (search, filters, recommendations)
- Clean, focused interface

#### **Key Differentiators:**

1. **Reliability** - Verified information, no spam
2. **Discovery** - Smart search and recommendations
3. **User Experience** - Purpose-built for nightlife discovery
4. **Focus** - Events only, no social noise

### 19.3 vs. Venue Websites

#### **Venue Websites:**

- Fragmented (visit multiple sites)
- Inconsistent quality
- Poor mobile experience
- Limited discovery

#### **Tenerife Music:**

- Centralized (one place for all venues)
- Consistent, high-quality presentation

- Mobile-optimized
- Cross-venue discovery

**Key Differentiators:**

1. **Centralization** - All venues in one place
2. **Comparison** - Easy to compare events across venues
3. **User Experience** - Consistent, premium interface
4. **Discovery** - Find events you wouldn't find otherwise

## 19.4 Unique Value Proposition

**"Tenerife's Nightlife Intelligence Platform"**

**What makes us unique:**

1. **Intelligence** - Not just listings, but insights
  - Personalized recommendations
  - Trending indicators
  - Local expert curation
  - Smart search
2. **Local Expertise** - Deep Tenerife knowledge
  - Curated by locals who live the scene
  - Insider tips and hidden gems
  - Neighborhood guides
  - Venue insights
3. **Premium Experience** - Elevated design and UX
  - Sophisticated, modern aesthetic
  - Smooth, delightful interactions
  - High-quality imagery
  - Attention to detail
4. **Focus** - Nightlife specialists
  - Not generic events
  - Not trying to be everything
  - Deep expertise in nightlife
  - Purpose-built tools

## 20. Brand Evolution Guidelines

### 20.1 Consistency

**Maintain core identity while evolving:**

**Never Change:**

- Brand values (discovery, sophistication, local expertise, community)
- Core visual identity (midnight blue, electric purple, clean design)
- Tone of voice (confident, helpful, sophisticated, energetic)
- User-first approach

**Can Evolve:**

- Feature set (new tools, capabilities)

- Visual refinements (updated components, patterns)
- Content strategy (new content types)
- Technical implementation

## 20.2 Flexibility

**Room for seasonal themes and special events:**

**Seasonal Variations:**

```
// Summer Season (June-September)
// Warmer accent colors, beach vibes
const summerTheme = {
  accent: 'from-blue-400 to-cyan-400',
  bg: 'bg-gradient-to-br from-midnight-950 via-blue-950/30 to-midnight-950'
};

// Winter Season (December-February)
// Cooler tones, sophisticated
const winterTheme = {
  accent: 'from-purple-400 to-pink-400',
  bg: 'bg-gradient-to-br from-midnight-950 via-purple-950/30 to-midnight-950'
};

// Festival Season (Carnaval)
// More vibrant, energetic
const festivalTheme = {
  accent: 'from-pink-400 via-purple-400 to-blue-400',
  bg: 'bg-gradient-to-br from-midnight-950 via-purple-950 to-midnight-950'
};
```

**Special Events:**

- Can use temporary themed headers
- Can feature special badges/labels
- Can use event-specific color accents
- Must maintain core design principles

## 20.3 Testing

**How to test new design directions:**

**A/B Testing:**

1. Test with small user segment
2. Measure key metrics (engagement, conversion, satisfaction)
3. Gather qualitative feedback
4. Iterate based on data
5. Roll out gradually

**User Testing:**

1. Test with representative users (tourists, locals, organizers)
2. Observe real usage patterns
3. Collect feedback
4. Identify pain points
5. Refine based on findings

**Metrics to Track:**

- User engagement (time on site, pages per session)

- Conversion rates (ticket purchases, account signups)
- User satisfaction (NPS, surveys)
- Task completion rates
- Error rates

## 20.4 Feedback

**Incorporating user feedback while maintaining brand:**

**Process:**

1. **Collect** - Multiple channels (surveys, support, analytics)
2. **Categorize** - Feature requests, bugs, UX issues, design feedback
3. **Evaluate** - Does it align with brand values?
4. **Prioritize** - Impact vs. effort
5. **Implement** - With brand guidelines in mind
6. **Measure** - Did it improve the experience?

**Guiding Questions:**

- Does this make the platform more sophisticated or less?
- Does this align with our premium positioning?
- Does this improve the nightlife discovery experience?
- Would our target audience appreciate this?
- Does this maintain our design system principles?

**When to Say No:**

- Request conflicts with brand identity
- Would add clutter/complexity
- Serves niche use case at expense of majority
- Would compromise premium feel
- Doesn't align with nightlife focus

**When to Say Yes:**

- Improves core user experience
- Aligns with brand values
- Requested by multiple user segments
- Enhances sophistication
- Improves accessibility

## Conclusion

This guide provides the foundation for creating consistent, high-quality experiences across the Tenerife Music platform. Remember:

**Layout Principles:**

- Use the 8px spacing system religiously
- Embrace whitespace for sophistication
- Design mobile-first, enhance for desktop
- Maintain consistent patterns and structures

**Brand Voice:**

- Sophisticated but not pretentious

- Helpful but not patronizing
- Energetic but not chaotic
- Premium throughout

**User Focus:**

- Accessibility is non-negotiable
- Clarity over cleverness
- Purpose over decoration
- Users over ego

**Quality Standards:**

- High-quality imagery always
  - Smooth, purposeful animations
  - Attention to detail
  - Polish and refinement
- 

**Questions or Clarifications?**

If anything in this guide is unclear or you need specific examples for a use case not covered, consult the design team or refer to existing implementations in the codebase.

**Keep this guide alive:**

- Update as we learn
  - Document new patterns
  - Share improvements
  - Maintain consistency
- 

**Version History:**

- v1.0 (November 2025) - Initial comprehensive guide

**Next Review:** February 2026