Front-End Style Guide: Imaginart Studios

Color Palette

Primary: #252B48 (Deep Navy)

Secondary: #445069 (Slate Gray)

Accent: #F7E987 (Soft Yellow)

Background: #F5F5F5 (Off White)

Text: #333333 (Dark Gray)

Typography

Headings: 'Poppins', sans-serif

Body: 'Open Sans', sans-serif

Sizes:

- h1: 36px

- h2: 28px

- body: 16px

- small: 14px

Layout

- Max width: 1200px

- Center-aligned content

- Padding: 2rem

- Responsive using Flexbox and CSS Grid

- Mobile-first breakpoints

Buttons & CTAs

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- Rounded corners (8px)

- Primary buttons: Navy background, white text

- Hover effects: Slight shadow and color darkening

- Transition: 0.3s ease-in-out

Images & Icons

- Use high-res SVGs or PNGs

- Icons from FontAwesome or Tabler Icons

- Profile/team images in circles

Forms

- Inputs with soft borders and padding

- Focus effect: border color to primary

- Responsive stacking on mobile

Spacing & Consistency

- Use 20px spacing between sections

- Consistent card padding/margin

- Clean and minimal aesthetic

Animation

- CSS only

- Use for buttons, scroll-reveal effects, and hover interactions

- Keep it subtle and lightweight