



Use the uploaded image and generate a style guide document

Here's a professional **Style Guide Document** for the "Garden Vareli" website, based on your uploaded theme image and the current website design:

Garden Vareli Style Guide

1. Brand Essence

Garden Vareli elegantly blends classic femininity with vibrant, contemporary style. The palette and visual language celebrate Indian textile artistry through gentle gradients, floral motifs, and premium minimalism.

2. Color Palette

Primary Colors:

- **Royal Violet:** #7043b8 (appears in headers, buttons, and backgrounds)
- **Soft Lavender:** #ede5f8 (backgrounds, overlays)
- **White:** #ffffff (primary background/text color)
- **Charcoal Gray:** #1e1033 (footer/important text)

Accent Colors:

- **Peach Pink:** #ffb8e6 (used in backgrounds, highlights for elegance)
- **Mint Blue:** #a8e5eb (section backgrounds/CTA accents)
- **Gold:** #f8d27f (for festive highlights, offers, or accents)

Sample Swatches:

```
/* Primary */
background: #7043b8;
background: #ede5f8;
background: #ffffff;
color: #1e1033;

/* Accents */
background: #ffb8e6;
```

```
background: #a8e5eb;  
background: #f8d27f;
```

3. Typography

Headings:

- Font: *Montserrat* or *Poppins* (Bold, modern, sans-serif)
- Capitalization: All-Caps or Title Case
- Example:
 - H1: "HUES OF OPULENCE"
 - H2: "Expression with Grace"

Body Text:

- Font: *Roboto*, *Nunito Sans*, or *Open Sans*
- Weight: Regular to Medium
- Color: #1e1033 (deep charcoal)

Special Font Styling:

- Use script/bespoke font sparingly for taglines and festive offers.

4. Imagery & Iconography

Imagery:

- Vogue-inspired hero banners (soft focus, floral backdrops)
- Portraiture with regal and confident postures
- Sarees with luminous, naturally lit textures; elegant Indian settings

Icons:

- Modern line icons (minimal, rounded)
- Use in navigation, CTAs, and badges

5. UI Elements

Buttons:

- Fill: Royal Violet (#7043b8), white text
- Border-radius: 30px (pill-shaped)
- Hover: Soft Lavender background, Royal Violet text/border

Cards/Sections:

- Rounded corners (10-16px)
- Soft drop shadows for elevation

Tabs/Navigation:

- Simple underline or color block for active state

6. Decorative Motifs

- Use floral overlays for backgrounds and banners
- Light gradients to create smooth, premium transitions
- Occasional gold accents for festive/callout areas

7. Spacing & Layout

- Spacious margins and padding for a luxurious, breathable feel
- Consistent 24-32px gutter between cards/columns
- Generous whitespace, especially in hero and collection sections

8. Tone & Messaging

- Voice: Elegant, gracious, and celebratory—inviting women to embrace individuality and tradition
- Taglines: *"Expression with Grace"*, *"Gift her sarees that radiate her festive spirit"*

9. Example Implementation

- Hero Banner: Bold H1 in violet, floral background, subtle gradient, call-to-action in pill-shaped button.
- Product Cards: Pastel backgrounds, soft box shadows, clear typography, rounded add-to-bag buttons.
- Offers/Alerts: Gold or peach-pink background with white or charcoal text.

Usage:

Apply this style guide consistently across web, marketing, and packaging designs to reinforce the luxurious, feminine, and modern Indian identity of the Garden Vareli brand.

If you need exportable swatch files, webfont links, or UI components, let me know!



