

■ Bunny Massage Spa

Brand Style Guide

1. Brand Essence

Bunny Massage Spa is luxury brought home. Our digital identity must reflect:

- Premium relaxation → Soft, elegant, and minimal design.
- Approachability & warmth → Gentle tones, inviting voice, and friendly imagery.
- Native-feel interactivity → Smooth, device-like transitions that feel intuitive.

2. Color Palette ■

Soft Blush Rose		#F6D5D5
Deep Charcoal		#1B1B1B
Champagne Gold		#E8CFA9
Off-White Mist		#FAFAFA
Midnight Glass		#0D0D0D

3. Typography 🏠■

Headings: Satoshi / SF Pro Display — bold, crisp, elegant.

Body: Inter / SF Pro Text — easy to read, modern, approachable.

Accents: Italic weight for quotes/testimonials to suggest intimacy.

Rules: Large spacing, airy layouts, no all caps.

4. UI Motion Principles ■■

- Subtle, never distracting → Animations are slow, easing-based.
- Ripple effects → Natural, like water rippling.
- Parallax & depth → Layers respond softly to scrolling.

- Fade-and-rise → Components float upward gently.
- Hover lifts → Small upward card motions with soft shadow.

5. Tone of Voice ■■

Warm & inviting, simple not clinical, luxury in restraint.

Example: Instead of 'Book your amazing spa treatment today!!!' → 'Your relaxation, delivered at home. Book your session.'

6. Imagery ■

- Mood: Natural light, soft focus, pastel environments.
- People: Real, authentic, relaxed — not staged.
- Textures: Towels, water ripples, candles, minimal wellness props.

7. Application Snapshot ■

- Hero Section → Parallax depth background, ripple card CTA.
- Services Grid → Glassy cards with hover lift.
- Testimonials → Swipeable, gentle fade transitions.
- Footer → Dark glass, minimal, structured professionalism.