**Buffin Ancestry Web Design Document**

**1. Brand Overview**

Buffin Ancestry is a professional, family-rooted brand offering genealogy services and personal storytelling, blending personal legacy with client-focused assistance. The brand identity should feel elegant, trustworthy, warm, and refined, reflecting both its historical depth and modern service orientation.

**2. Brand Color Palette**

| **Purpose** | **Hex Code** | **Usage** |
| --- | --- | --- |
| Primary Brand Color | #997476 | Logo, headings, key accents |
| Soft Accent Color | #e6c1c1 | Highlights, callouts, gentle accents |
| Deep Neutral | #4b3939 | Main text, headings, borders |
| Light Background | #f5f2ef | Page background, containers, sections |
| Gold Accent | #bfa66b | Buttons, icons, decorative highlights |

**3. Font Selection**

| **Font Name** | **Use Case** |
| --- | --- |
| Playfair Display | Logo, main headings (h1-h3), block quotes |
| Raleway | Body text, navigation, buttons, lists |
| Caramel | Signatures, special accent text, callouts |

**Google Fonts Links:**

<link rel="preconnect" href="https://fonts.googleapis.com">

<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>

<link href="https://fonts.googleapis.com/css2?family=Caramel&family=Playfair+Display:ital,wght@0,400..900;1,400..900&family=Raleway:ital,wght@0,100..900;1,100..900&display=swap" rel="stylesheet">

**4. CSS Font Setup**

body {

font-family: 'Raleway', sans-serif;

background-color: #f5f2ef;

color: #4b3939;

}

h1, h2, h3, h4, h5, h6 {

font-family: 'Playfair Display', serif;

color: #997476;

}

.accent, .signature {

font-family: 'Caramel', cursive;

font-size: 1.5rem;

letter-spacing: 0.5px;

color: #bfa66b;

}

button, .btn {

background-color: #bfa66b;

color: #4b3939;

font-family: 'Raleway', sans-serif;

border: none;

padding: 0.75em 1.5em;

border-radius: 4px;

cursor: pointer;

}

button:hover, .btn:hover {

background-color: #997476;

color: #f5f2ef;

}

**5. Design Guidelines**

* **Logo:** Use Playfair Display for the text, optionally with Caramel script for a signature accent.
* **Navigation:** Clean Raleway text, medium weight (400-500).
* **Headings:** Playfair Display, bold or semi-bold for a strong presence.
* **Body:** Raleway, regular or light weight for readability.
* **Accent Elements:** Use Caramel only for small, decorative phrases or callouts.
* **Backgrounds:** Stick to light tones (#f5f2ef) with dark text (#4b3939) for readability.
* **Buttons/CTAs:** Gold accent color (#bfa66b), switching to mauve (#997476) on hover.

**6. Homepage Wireframe Layout (Content Overview)**

**Header:**

* Logo (Playfair Display) left
* Navigation links (Raleway) right: Home | About | Services | Blog | Contact

**Hero Section:**

* Large heading (Playfair Display): "Discover Your Roots with Buffin Ancestry"
* Subheading (Raleway): "Personalized genealogy services connecting families across generations."
* Call-to-action button (Raleway + gold accent): "Get Started"

**About Section:**

* Left: Image or family photo
* Right: Text block (Raleway) introducing Buffin Ancestry's mission and founder story

**Services Section:**

* Grid or columns highlighting 3–4 main services with icons: Family Tree Research, Document Retrieval, Heritage Reports, One-on-One Consulting

**Testimonials Section:**

* Carousel or quote blocks with Playfair Display for quotes, Raleway for attributions

**Blog Highlights:**

* 2–3 featured posts with thumbnail, title, short excerpt, and read more button

**Contact Section:**

* Simple form: Name, Email, Message (Raleway)
* Signature line or quote in Caramel script: "Family is where the heart begins."

**Footer:**

* Navigation links + social media icons (gold accent)
* Small print text (Raleway): © Buffin Ancestry [year]

Let me know if you want me to sketch out this wireframe as an image or provide a more detailed content structure!