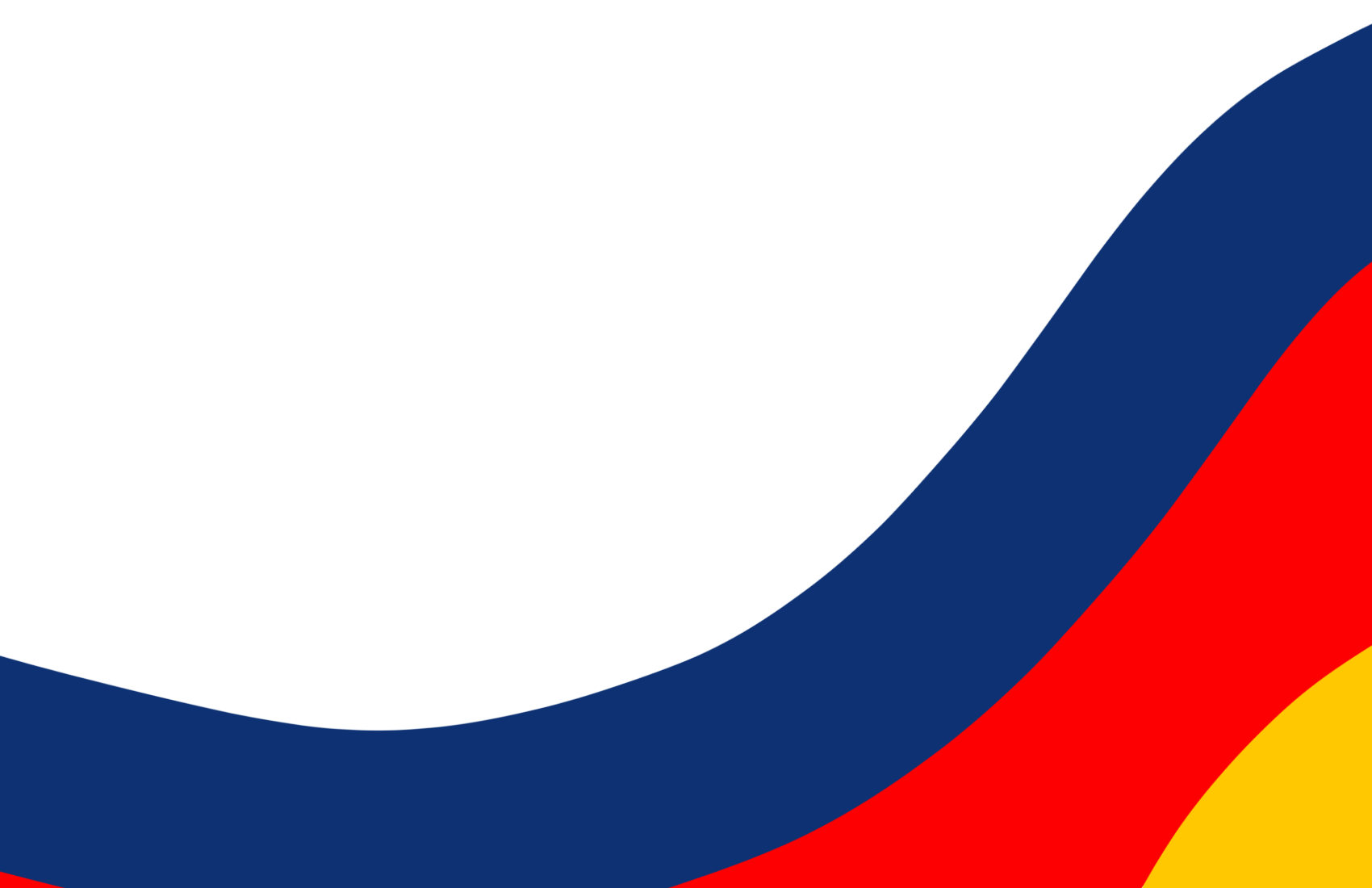


Tipsy Bean 

Style Guide

Document

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# Branding Kit

# 

# Style Guide: Elegant / Luxury

This guide documents the core aesthetic and technical decisions for the Tipsy Bean website, ensuring a cohesive and elegant user experience.

## Color Palette

The color scheme is designed to convey luxury, warmth, and sophistication, utilizing a rich mix of whites, browns, and a distinct gold accent.

| **Color Name** | **Hex Code** | **Usage / Context** | **CSS Variables** |
| --- | --- | --- | --- |
| Primary White | #FFFFFF | **Backgrounds, Primary Text** on dark elements (e.g., Navbar, Footer). Provides a clean, bright foundation. | --color-white: #FFFFFF; |
| Light Taupe | #D2B48C | **Accent Color, Light Borders**. Used for subtle luxury and contrast against darker browns. Seen in latte-title and section borders (#f5e9da is a lighter shade derived from this). | --color-taupe-light: #d2b48c; |
| Gold / Accent | #C59401 | **Primary Accent, Hover States, Key Highlights**. The main luxury color, used for interactive elements and call-to-action focuses. | --color-gold-accent: #C59401; |
| Dark Brown | #6F4E37 | **Primary Text, Headings, Section Titles, Borders**. A warm, rich brown used for high-impact text and solid elements, evoking coffee and wood. | --color-brown-dark: #6f4e37; |
| Medium Brown | #99725F | **Secondary Text, Subtle Accents**. A softer brown for supporting elements. (Not explicitly used as a main text color, but part of the approved palette.) | --color-brown-medium: #99725F; |
| Black | #000000 | **Navbar & Footer Background, Base Body Background**. Used as a rich backdrop to make the other colors pop. | --color-black: #000000; |

## Typography

A combination of classic serif and modern sans-serif fonts is used to balance elegance with readability.

| **Role** | **Font Family** | **Weight / Style** | **Purpose / Context** |
| --- | --- | --- | --- |
| Logo | Playfair Display SC | 700 (Bold) | Exclusive use for the site's logo/main title. **Small caps** add a distinguished, high-end feel. |
| Header | Playfair Display | 700 (Bold) | All major **Section Titles** (.menu-title, .about-title, .order-title). A classic serif for authoritative, elegant titles. |
| Body Text | Raleway | 200, 500 | **All main content text** (.footer-text, .about-description, .order-description). A clean, legible sans-serif for high readability in large blocks of text. |
| Button Text | Open Sans | 500 (Medium) | Text within interactive elements (buttons). A clear, universal sans-serif for call-to-action text. |

# Common CSS Class Conventions

These conventions describe the established structure and styling for core components and sections across the website.

## Layout & Structure

| **Class Name** | **Purpose & Structure** | **Key Styles** |
| --- | --- | --- |
| .\*-section | Defines the full-width container for a page section (.footer-section, .menu-section). | width: 100vw;, display: flex;, justify-content: center;, padding for vertical spacing. |
| .\*-content | Defines the inner, **constrained width** container within a section (.footer-content, .menu-content). | max-width: 1100px;, width: 90vw;, display: flex; for layout management. |
| .hero, .hero-container | Full viewport-height section. | width: 100vw;, height: 100vh; (or calc(100vh - 64px) for main content). |

## Typography & Text Elements

| **Class Name** | **Purpose & Styles** | **Key Font** |
| --- | --- | --- |
| .navbar-title | Main logo title. | Playfair Display SC, font-size: 2.5rem, #ffffff. |
| .hero-title | Largest, most impactful heading. | Playfair Display, font-size: 3.5rem (desktop). |
| .latte-title | Highlighted text within headings. | Uses --color-taupe-light (#d2b48c) for contrast. |
| .menu-title | Section titles. | Playfair Display, font-size: 2.5rem, --color-brown-dark (#6f4e37). |
| .\*-description | Body/paragraph text. | Raleway, font-size: 1.15rem, line-height 1.7. |

## 

## Interactive & Decorative Elements

| **Class Name** | **Purpose & Styles** | **Key Styles / Colors** |
| --- | --- | --- |
| .order-btn | Call-to-action buttons (Delivery). | Open Sans 3, border-radius: 2rem, uses linear gradients for vibrant color. |
| .google-map-btn | Primary call-to-action button. | Open Sans 3, border-radius: 2rem, uses linear gradient with Dark Brown and Light Taupe tones. |
| .\*:hover | General interactive element hover state. | transform: translateY(-2px) scale(1.04); and an increased box-shadow for a subtle "lift" effect. |
| .navbar-link:hover | Navigation hover. | Text color changes to --color-gold-accent (#C59401), and a bottom-border underline animation is used (desktop only). |
| .menu-card | Product/Item containers. | background: #f8f5f2 (off-white), box-shadow for depth, and subtle transform on hover. |