

Sanajri Herbal Hair Oil - Website Brand Guidelines

1. Color System

- Primary Brand Green: #388E3C (Use for buttons, price highlights, key headings, icons)
- Light Herbal Background: #E8F5E9 (Use for section backgrounds and feature areas)
- Accent Red: #D32F2F (Use only for discounts and special highlights - max 5% usage)
- Primary Text: #212121
- Secondary Text: #555555
- Borders: #E0E0E0
- Color Usage Ratio: 70% White, 20% Light Green, 10% Primary Green, 5% Red

2. Typography System

- Heading Font: Poppins (Bold / SemiBold)
- Body Font: Inter (Regular)
- H1 Size: 42px (Desktop) / 28px (Mobile)
- H2 Size: 32px (Desktop) / 22px (Mobile)
- H3 Size: 24px
- Body Text: 16px
- Small Text: 14px
- Line Height: 1.6 for readability
- Font Weight Usage: Headings Bold, Body Regular, CTA SemiBold

3. Button Design System

- Primary Button Background: #388E3C
- Primary Button Text: White
- Hover State: #2E7D32
- Border Radius: 8px
- Padding: 14px 24px
- Font: Poppins SemiBold 16px
- Secondary Button: White background, Green border (#388E3C), Green text
- Mobile: Sticky bottom 'Buy Now' button

4. Layout & Visual Guidelines

- Mobile-first design approach
- Clean white sections with light green highlights
- Minimal leaf graphics (low opacity 5-8% in hero only)
- Soft shadows only: `rgba(0,0,0,0.05)`
- Rounded UI components
- Clear spacing between sections (80px desktop, 40px mobile)
- Use trust badges in small controlled size (not dominant)
- Sticky CTA for mobile conversion