



Mood & Mirror Style Guide

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Site's Purpose

The Mood & Mirror website is a personal styling planner that helps users coordinate every part of their look — nails, hair, outfits, shoes, and accessories — in one cohesive platform.

It simplifies outfit planning, boosts confidence, and inspires creativity by providing a visually consistent, organized experience for fashion-conscious users.

Target Audience

Primary users:

Young adults (18–30) and professionals who value style, organization, and efficiency.

Primary Persona: Jasmine, 21

A college student balancing classes, part-time work, and a busy social life. She loves experimenting with fashion and needs a quick, organized way to plan outfits for parties, dates, and school events. Goals: Save time, express personal style, and stay on-trend. Frustrations: Wastes time deciding on outfits last minute; photos of past looks are scattered across her phone.

Target Audience

Secondary users:

Influencers, stylists, and event planners who work together on curated looks. They want tools that are fast, easy to use, and visually appealing, so they can plan and share fashion ideas effortlessly.

Secondary Persona: Carla, 28

She is an event planner and influencer who organizes themed outfits for weddings, galas, and brand collaborations. She aims to work with clients and friends to create stylish looks. Goals: Work with groups, keep a professional image, and display polished style boards. Frustrations: Finds it challenging to manage styling details across multiple platforms (Instagram, Pinterest, notes apps).

Site's Grid

Grid System:

12-column layout with 20-40px margins and gutters.

Structure:

Header: Fixed top navigation bar with logo, main links, and icons evenly spaced across the top.

Main Content Area: Centralized grid with wide margins on each side to emphasize the main content.

Card Layouts: Used for outfit previews and look builder, with each look displayed in consistent square cards with equal spacing.

Footer: Full-width with consistent padding and alignment matching the header.

Color Palette

Primary and accent colors:

Deep Magenta: #9b008d

Soft Pink: #bb5cb3

Neon Violet: #c800ff

Hot Pink: #ff0064

Blush Pink: #ff9ac1

Lavender Purple: #c670ff

Plum: #b000a1

Rose Fuchsia: #e00099

Light Grey: #cfcfcf

Deep Purple: #6300a6

White: #ffffff

Color usage:

- Backgrounds and accents: soft pinks and purples.
- Buttons and highlights: neon or deep magenta tones.
- Text: primarily purple and pink on white backgrounds.

Typography

Headings:

Casey Ultra – used for bold, expressive, feminine headlines.

Subheadings:

Dalliance OT Script – elegant cursive for creative subtext and decorative accents.

Body Text / Buttons:

Bodoni 72 Smallcaps Book – serif with high contrast for easy readability.

Logo Treatment

Logo: “M & M” monogram in white cursive script on a deep purple background (#6300a6).

- Used consistently in the top-left corner of every page for branding.
- Maintains a small scale but stands out with its contrasting color and elegant type.
- Never distort, crop, overlay it on complex imagery, stretch, or recolor.

Spacing

Section padding: 60px (top & bottom).

Text spacing: 30px between headers and paragraphs.

Card Padding: 20–25px inside outfit preview and look builder cards for balance.

Navigation Padding: 15px vertical, 40px horizontal for clarity and clickable space.

Consistent Margins: Equal side spacing for symmetry and visual hierarchy.

Site Elements

Navigation Bar: Horizontal menu with icons and soft hover glow.

Buttons: Rounded or ribbon-style with gradient hover states.

Cards: Scalloped pink frames, consistent size, and drop shadows.

Icons: Soft pastel outlines (hearts, pins, bags, cameras).

Hover Effects: Light color shift or glow indicating interaction.

Dropdown Filters: Slide-in menus for color, style, occasion, and season.

Interactive Links: "View Look Details" and "Start Styling" have hover animations.

Asset Rules

Images:

Use transparent PNGs with a background for clean layering. Maintain consistent lighting and scale across looks.

Typography:

Limited decorative fonts to headers and subheaders only. Use all caps or small caps for navigation links.

Icons:

Maintain a consistent visual style (line-based, pastel outlines). Use only pink or purple colors—no black icons.

Buttons & UI Elements:

Stick to the core color palette. Ensure hover states increase brightness by at least 20%.

Brand Assets:

The logo must appear on all main pages. Don't crop or modify the logo elements. All caps or small caps for navigation links.

Homepage Wireframe



Plan Your Look with Confidence

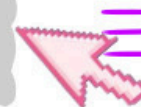


START STYLING

Preview of Passed Looks



Secondary page Wireframe



Look Builder

+UPLOAD



+FILTERS



+SORT BY

+SELECT ITEMS



+COOL WINTER LOOK
+8 ITEMS - CASUAL WEAR
[VIEW LOOK DETAILS](#)



Tertiary Page Wireframe



Outfit Details



+DETAILS

ITEMS:

T-SHIRT, COLORED FRAME SUNGLASSES, FUZZY PURSE, BRACELET, CURLY HAIR, STRIPED SWEATER PANTS, UGG SLIPPERS, CHEETAH PRINT NAILS

COLOR PALETTE:

GREY, BLUE, WHITE, BLACK, BROWN, GOLD

INSPIRATION NOTES:

Y2K, COOL COLORS, WINTER

+SAVE

+SHARE



Global Page Wireframe



About Mood & Mirror



Mood & Mirror is a digital space where style becomes personal. Created by Safiyya Hill, it helps individuals visualize their fashion moods and experiment with outfit ideas through color, texture, and form.



CONTACT

NAME

EMAIL

MESSAGE



Thank you

