

# ■ Roga Style Guide v1.0

## Brand Identity

- Logo: Use official Roga logo (PNG/SVG). Place top-left in header.
- Wordmark: 'roga' in Poppins Bold, lowercase, paired with question-mark bubble icon.
- Tagline: 'The art of asking' — in Poppins Bold, used in hero sections and marketing assets.

## Color Palette

- Teal (#00BFA6): Primary background, hero, CTA buttons.
- Coral (#FF6F61): Accent, streaks/badges, alerts.
- Violet (#7B61FF): Accent, deep practice, highlights.
- Coal (#2E2E2E): Headlines, body text.
- Fog (#F5F5F5): Neutral surfaces, background sections.
- White (#FFFFFF): Card backgrounds, CTA button text.

## Typography

- Headings: Poppins Bold.
- Body text: Inter Regular.
- Accent (taglines, quotes): Merriweather Regular.
- Hero heading: Poppins Bold, 36px.
- Body: Inter, 16px, line-height 1.5.
- Tagline: Merriweather, 18px italic.

## Buttons

- Primary CTA: Teal background, white text, 12px radius, hover → Violet.
- Secondary CTA: White background, coal text, 1px border, hover → Fog.

## Cards (Features)

- Shape: Rounded corners (16px).
- Shadow: 0 8px 20px rgba(0,0,0,0.06).
- Layout: Icon (top), Title (bold), Subtext (small).
- Daily Challenge → Teal + stopwatch icon.
- Deep Practice → Violet + chat bubble icon.
- Streaks & Badges → Coral + trophy icon.

## Layout Structure

- Hero: Teal background, logo left, tagline + subheading + CTA centered.
- Features: 3 horizontally aligned cards, responsive.
- Footer: Soft peach or Fog, includes About Roga text + links (Privacy | Terms | Contact).

## Responsive Design

- Desktop: 3 feature cards side by side.
- Tablet: Cards scale down, 2 per row.
- Mobile: Stack vertically.

## Assets Needed

- Logo PNG + SVG.
- Favicon (ico/svg).
- Feature icons (stopwatch, chat bubble, trophy).
- OG image for social previews.

## Implementation Notes

- Use Tailwind config with brand tokens.
- Apply consistent padding (px-6 py-12).
- Reuse primitives: .btn-primary, .btn-ghost, .card, .badge.
- Ensure accessibility: color contrast + focus-visible outlines.