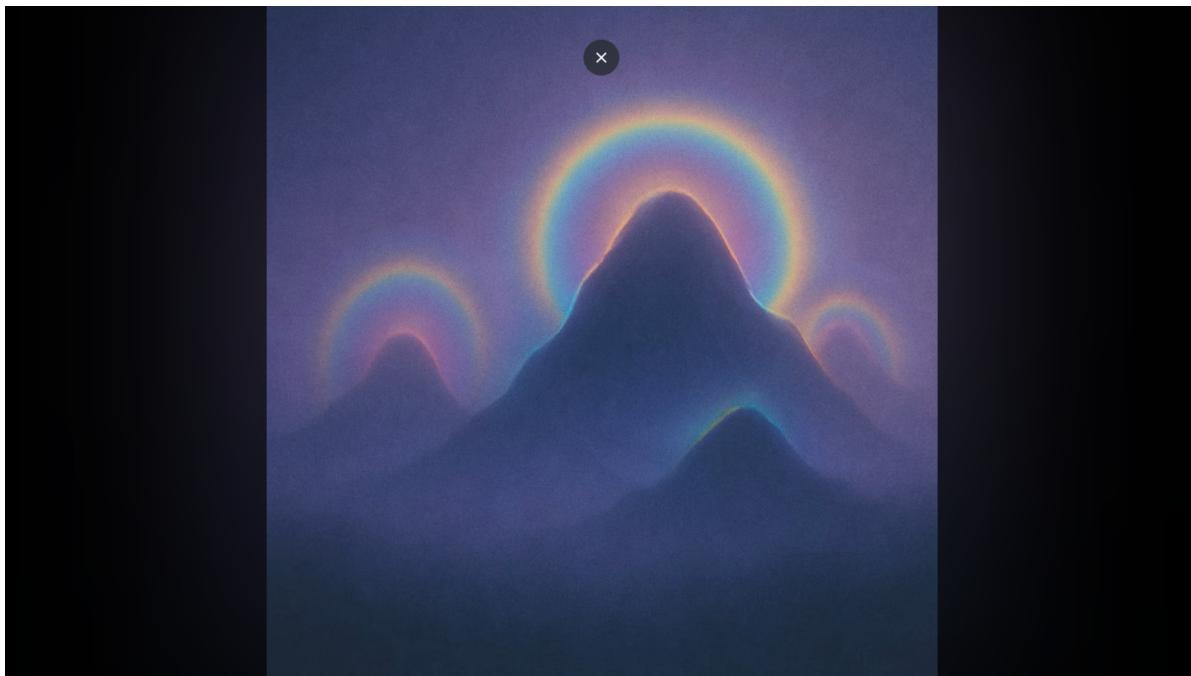


Hekswerk Style Guide

Dark + moody foundations, with rainbow halo accents. Built for calm, auditable automation.

Mood reference



Use this as the emotional north star: deep twilight, soft grain, and luminous aura rings that signal "order emerging from mystery."

Colour system

Name	Hex	Swatch
Inky Void	#09090E	
Midnight Indigo	#293656	
Dusk Violet	#4A4B78	
Mist Lavender	#8C7699	
Aura Cyan	#7095B7	
Halo Gold	#C0A990	
Soft Cream	#F5F5F2	

Usage: Inky Void / Midnight Indigo carry the interface. Aura Cyan and Halo Gold are reserved for highlights, links, and "success" moments. Keep accents sparse so the halos feel special.

Typography

Recommendation: Use a clean sans for body (Inter, Source Sans 3, or IBM Plex Sans) and a refined serif for headlines (Fraunces, Cormorant, or EB Garamond).

Type scale (web): H1 40/48, H2 28/36, H3 20/28, Body 16/24, Small 14/20. Prefer generous line spacing and high contrast for readability.

Sample text

Headline: Calm systems. Luminous results.

Subhead: Hekswerk designs automation that is private, traceable, and maintainable.

Body: We map your workflow, build a reliable prototype, and leave you with documentation you can actually use. No mystery meat zaps. No brittle glue. Just steady craft.

Iconography

Use simple line icons with consistent stroke widths. Add optional aura rings only in "hero" moments (covers, section headers), not everywhere.



UI components

- Buttons: Inky background + Cream text; hover adds a thin Aura Cyan outline. Primary actions may use Halo Gold glow sparingly.
- Cards: Soft Cream background on light pages, or Midnight Indigo on dark pages. Use 12–16px radius; subtle shadow only.
- Links: Aura Cyan. Visited links shift slightly toward Mist Lavender.
- Dividers: Hairline rules in a desaturated lavender-gray (use Mist Lavender at low opacity).

Tone and voice

Write like a calm operator with a touch of enchantment: precise, grounded, and gently playful. Avoid hype words. Prefer clarity, traceability, and consent-based access.

Do / Don't

- Do: "audit trail", "calm operations", "hand-off docs", "privacy-first"
- Don't: "AI magic", "disruption", "hustle", "we'll replace your team"

Sources

WebAIM – Fonts / readability guidance: <https://webaim.org/techniques/fonts/>

Streamline – Five rules of good icon design:

<https://www.streamlinehq.com/blog/icon-design/five-rules-of-good-icon-design>

The Noun Project Blog – Balance, white space, grids:

<https://blog.thenounproject.com/graphic-design-principles-balance-and-white-space/>

Adobe – Website colour schemes:

<https://www.adobe.com/creativecloud/design/discover/website-color-schemes.html>