

# 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	<div></div>
Midnight Indigo	#293656	<div></div>
Dusk Violet	#4A4B78	<div></div>
Mist Lavender	#8C7699	<div></div>
Aura Cyan	#7095B7	<div></div>
Halo Gold	#C0A990	<div></div>
Soft Cream	#F5F5F2	<div></div>

**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>