Here’s a **Brand Guide** tailored for **Text Hover Effects** based on your brand's design and color palette:

## **Brand Guide: Text Hover Effects for Navigi Tech Solution**

**Overview:**Hover effects on text enhance user interaction, increase engagement, and provide a visually dynamic experience. The following guide outlines the recommended text hover effects for Navigi Tech Solution’s website to maintain a cohesive and appealing brand identity.

### **1. Text Color Change on Hover**

**Effect:** Change the text color when hovered over, providing a clear signal of interactivity.

* **Usage:** Apply this effect to links, navigation menus, buttons, and key text elements.
* **Primary Color:** Deep Blue (#005acd)
* **Hover Color:** Sky Blue (#6dd7fd)

**CSS Code:**

css

Copy code

/\* Normal Text Style \*/

.text {

color: var(--primary); /\* Deep Blue \*/

transition: color 0.3s ease; /\* Smooth transition \*/

}

/\* Hover Effect \*/

.text:hover {

color: var(--hover-light); /\* Sky Blue on hover \*/

}

### **2. Text Underline on Hover**

**Effect:** Underline the text when hovered, commonly used for links or actionable text.

* **Usage:** Apply to links or clickable text for clarity.
* **Primary Color:** Deep Blue (#005acd)
* **Hover Color:** Sky Blue (#6dd7fd)

**CSS Code:**

css

Copy code

/\* Link Text Style \*/

a {

color: var(--primary); /\* Deep Blue \*/

text-decoration: none; /\* Remove default underline \*/

transition: color 0.3s ease, text-decoration 0.3s ease;

}

/\* Hover Effect \*/

a:hover {

color: var(--hover-light); /\* Sky Blue \*/

text-decoration: underline; /\* Underline text on hover \*/

}

### **3. Bold Text on Hover**

**Effect:** Make the text bold when hovered to increase emphasis.

* **Usage:** Ideal for headers, titles, and key information.
* **Primary Color:** Deep Blue (#005acd)

**CSS Code:**

css

Copy code

/\* Normal Text Style \*/

.text-bold {

color: var(--primary); /\* Deep Blue \*/

font-weight: normal; /\* Default weight \*/

transition: font-weight 0.3s ease;

}

/\* Hover Effect \*/

.text-bold:hover {

font-weight: bold; /\* Bold text on hover \*/

}

### **4. Background Color Change on Hover**

**Effect:** Change the background color behind the text when hovered to highlight it.

* **Usage:** Use on buttons, navigation links, or call-to-action elements.
* **Primary Background Color:** Soft White (#f5ffff)
* **Hover Background Color:** Sky Blue (#6dd7fd)

**CSS Code:**

css

Copy code

/\* Normal Text Style \*/

.text-background {

color: var(--dark); /\* Black text \*/

background-color: var(--secondary); /\* White background \*/

padding: 5px;

transition: background-color 0.3s ease;

}

/\* Hover Effect \*/

.text-background:hover {

background-color: var(--hover-light); /\* Sky Blue \*/

color: var(--secondary); /\* White text \*/

}

### **5. Text Shadow on Hover**

**Effect:** Add a shadow effect to the text on hover to create depth.

* **Usage:** Suitable for headings or any text that needs additional visual impact.
* **Shadow Color:** Sky Blue (#6dd7fd)

**CSS Code:**

css

Copy code

/\* Normal Text Style \*/

.text-shadow {

color: var(--primary); /\* Deep Blue \*/

transition: text-shadow 0.3s ease;

}

/\* Hover Effect \*/

.text-shadow:hover {

text-shadow: 2px 2px 5px var(--hover-light); /\* Sky Blue shadow \*/

}

### **Design Principles for Text Hover Effects**

1. **Consistency**: Ensure uniformity across your website by applying the same hover effects to all interactive text elements such as links, buttons, and navigation items.
2. **Accessibility**: Maintain adequate contrast between text and background to ensure readability for all users. This is especially important for hover effects, where the contrast must be high enough to be legible.
3. **Smooth Transitions**: Use the transition property for a smooth, elegant effect when the text changes. This helps create a pleasant user experience without abrupt visual shifts.
4. **Simplicity**: Keep hover effects subtle and avoid overloading the user with too many animated transitions. Focus on effects that enhance usability and interaction.
5. **Brand Identity**: Make sure all hover effects align with the overall brand’s visual identity, using brand-approved colors (Deep Blue, Aqua Blue, Sky Blue, etc.), fonts, and design elements.

### **Example Use Cases**

* **Website Navigation:** Ensure your navigation links change color (Deep Blue to Sky Blue) and underline on hover to guide users.
* **Buttons & CTAs:** Use the bold effect on button text or background color change to grab attention.
* **Headlines & Key Information:** Enhance headlines or important sections with bold text or shadow effects on hover to emphasize their importance.