

Conversion.com Style Guide and Design System (as observed on Aug 10 2025)

The **Conversion** website makes heavy use of a clean, modern design that blends crisp typography with high-contrast colour accents and subtle animations. The following style guide summarises the design system and aesthetic choices evident on the site.

Brand identity & fonts

Aspect	Details (with evidence)
Logo	The logo features the word CONVERSION in a sans-serif typeface. “CON” is solid black while “VERSION” is hollow/outlined; below it sits a small subtitle “a GAIN specialist” in uppercase. It is used on light and dark backgrounds.
Primary fonts	The CSS imports two Google fonts – Open Sans and Plus Jakarta Sans ¹ . Headings (h1–h6) are set in <i>Plus Jakarta Sans</i> with medium weight (500) and tight letter-spacing; body copy and buttons use <i>Open Sans</i> ² . The base body font size is 1 rem (≈16 px) with a 1.5 rem line height for good readability ³ .
Heading sizes	The scale is large and responsive. For example, h1 is 4.375 rem (70 px) on mobile and 5.625 rem (90 px) on larger screens; h2 is 3.125 rem (50 px) scaling to 4.5 rem (72 px); h3 is 2.5 rem (40 px) scaling to 3.125 rem (50 px), etc ⁴ . All headings have margin 0 and use <code>color : #171717</code> (very dark gray) ² .
Body text	Body paragraphs use <i>Open Sans</i> at 1 rem size with a line height of 1.5 rem. On wider screens the line height increases to 1.625 rem ⁵ . Bold text has <code>font-weight : 700</code> and italic text uses the italic style ⁶ .

Colour palette

The website uses a restrained neutral palette with bright turquoise accents and occasional soft tints for illustrations and cards.

Colour/usage	Hex/notes	Evidence
Primary dark	<code>#171717</code> – used for headings, body text, buttons and dark backgrounds. The <code>.button</code> class sets background and border to <code>#171717</code> ⁷ , and the heading styles also specify this colour ² .	
Dark grey (hover)	<code>#434343</code> – used for hover states on dark buttons and as the hover background for “blank” buttons ⁷ .	

Colour/usage	Hex/notes	Evidence
Light grey (background)	<code>#f2f2f2</code> – used for light sections and form backgrounds. For instance, the standard form field uses a border of <code>1px solid #171717</code> with a light background, and some containers set <code>background:#f2f2f2</code> ⁸ .	
Turquoise (accent)	<code>#66dac7</code> – primary accent colour. The <code>.button--turquoise</code> class sets the button's background to <code>#66dac7</code> with dark text ⁹ . Links and small accent elements also use this colour or a slightly darker <code>#108d75</code> in other templates ¹⁰ .	
Turquoise hover	<code>#6ccabb</code> – lighter turquoise used on hover states for turquoise buttons ⁹ .	
Secondary neutrals	<code>#2c2d2c</code> for secondary text and form radio interactions ¹¹ ; <code>#ccc</code> for subtle borders; <code>#fff</code> (white) for the site background and text on dark areas.	
Soft tints for content cards	Several pastel tints are defined for content boxes: <code>rgba(247,129,104,0.15)</code> (peach/orange), <code>rgba(207,69,93,0.15)</code> (red), <code>rgba(233,189,104,0.15)</code> (yellow) and <code>#eeeefd</code> (very light purple). These colours are used on blog or framework cards and keep the text dark for contrast ¹² .	
Additional accent colours	Some pages use blue <code>#223cc3</code> and peach <code>#f6876f</code> for success links and call-outs ¹⁰ ; these colours are consistent with the pastel palette but are used sparingly on secondary pages.	

Buttons & interactive elements

Component	Styling & behaviour	Evidence
Standard button (<code>.button</code>)	Inline-block element with padding 0.75 rem by 1.25 rem. Uses <i>Open Sans</i> (1 rem font size, line height 1.5 rem) and <code>font-weight: 600</code> ¹³ . Background and border are <code>#171717</code> with white text; border radius 4 px ¹⁴ . On hover the background changes to dark grey <code>#434343</code> and text stays white ¹⁴ . Transitions: both background colour and text colour animate over 0.3 s using a custom cubic-bezier curve ¹⁵ .	
Blank button (<code>.button--blank</code>)	White button with transparent border and dark text (<code>#171717</code>). On hover the background becomes dark grey and text turns white ¹⁶ .	
Turquoise button (<code>.button--turquoise</code>)	Accent button with turquoise background (<code>#66dac7</code>) and dark text. On hover the background lightens to <code>#6ccabb</code> ⁹ .	

Component	Styling & behaviour	Evidence
Small button (<code>.button--small</code>)	Reduced padding (<code>0.625 rem</code>) and lower weight (300) for secondary CTAs ¹⁷ .	
Links	Links generally inherit text colour to blend into copy; underline appears on hover. In forms and CTAs the colour <code>#66dac7</code> or <code>#108d75</code> is applied to links and emphasised phrases ¹⁰ .	
Hamburger menu (mobile)	The hamburger icon is 1.875 rem wide and 1.25 rem high with four bars. Bars have a dark background <code>#171717</code> and animate to an "X" on open: first and fourth bars shrink and shift; second and third bars rotate $\pm 45^\circ$ ¹⁸ . The entire hamburger rotates slightly when toggled due to a 0.5 s transition ¹⁹ .	
Form fields	Standard forms use uppercase labels at 0.9 rem size, and fields have 1 px dark borders with no border radius. Placeholders use dark text with 30 % opacity and disappear on focus. Field heights are 2.8 rem and they occupy the full width ²⁰ .	

Layout & spacing

- **Grid & breakpoints:** The layout uses flexbox and CSS Grid with a breakpoint at **768 px**. Service cards, case study lists and contact forms switch from single-column on mobile to multi-column grids on larger screens (e.g., 2 columns for services and 3 columns for case studies). This is defined via media queries around `min-width: 768px` ²¹ and `min-width: 1240px` for wider layouts ²².
- **Spacing:** Generous vertical spacing separates sections. Headings often have no margin and rely on container padding; paragraphs have top margin 0 and moderate bottom margins. Cards and lists use grid gaps of 2–3.5 rem and container paddings of 3 rem or more in the contact area ²³.
- **Section backgrounds:** Most sections use white backgrounds. Alternate sections employ light grey (`#f2f2f2`) or very dark backgrounds (`#171717`) for contrast. The hero section and call-to-action panels use large gradient "swirl" illustrations that sit behind the text, providing visual interest. Tinted backgrounds (peach, red, yellow, purple) denote different types of content on blog pages ¹².
- **Cards & tiles:** Service cards feature minimalist line icons on top, with headings and copy below and a turquoise "More Details" link. Case study tiles are tall rectangles with colourful swirl backgrounds; they have dark overlays at the bottom containing the call-to-action. On hover (desktop) the overlay's excerpt expands with a max-height transition ²⁴.

Icons & imagery

- **Line icons:** Services are represented by simple line icons (circles, rectangles, diamonds) with a 2–3 px stroke and dark colour to match text. Icons align centrally above headings.
- **Swirl imagery:** A signature element is the colourful ribbon or "swirl" used in the hero and call-to-action backgrounds. This gradient illustration flows from deep blue through teal, magenta and peach; it appears both as a large diagonal across sections and as tinted backgrounds within cards. These images provide vibrancy without adding additional flat colours to the palette.

- **Partner logos:** Client and partner logos are displayed in monochrome (white on dark backgrounds or black on light backgrounds) to maintain consistency.

Animations & transitions

Animation/ transition	Description	Evidence
Button hover transitions	All buttons animate the background colour and text colour over 0.3 s using a cubic-bezier easing curve (.455,.03,.515,.955), giving a smooth but slightly snappy feel ¹⁵ .	
Case-study call-to-action bounce	Within case study lists, three small dots (spans) bounce sequentially. The CSS defines a <code>bounce</code> keyframe that moves the dot up by 15 px at 40 % of the cycle and returns it at 80 % and 100 % ²⁵ . Each dot has a staggered delay (0.1 s increments) creating a rhythmic bounce ²⁶ .	
Case-study card reveal	On desktop, hovering a case study tile causes the bottom content area (<code>.case-study-tile__cta-excerpt</code>) to expand. This is implemented via a max-height transition of 0.3 s with an ease-out timing function and extra padding added during the transition ²⁷ .	
Hamburger transformation	When the mobile navigation is opened, the hamburger bars rotate into a cross (<code>45°</code> and <code>-45°</code>) and the outer bars collapse to the centre. This uses a 0.25 s transition for each bar and an overall rotation transition of 0.5 s for the container ¹⁸ .	
Subtle form interactions	Input placeholders fade out on focus by transitioning the placeholder colour to transparent and the active border to turquoise; radio buttons change background colour when selected, with a 0.25 s ease transition ²⁰ .	

Components summary

Navigation

The site uses a sticky horizontal header. On desktop, navigation links are separated by generous spacing. The **Contact us** button in the header uses a dark background and white text. On mobile, navigation collapses into a hamburger menu with the animated icon described above.

Services section

This section presents a heading (“Our data-driven experimentation services”) on the left and a grid of service cards on the right. Each card contains:

- A line icon with a dark stroke.
- A heading (h4) in Plus Jakarta Sans.

- Body copy in Open Sans.
- A turquoise “More Details” link with a right-pointing arrow.

Cards use plenty of white space and align in a two-column layout on large screens and a single column on mobile.

Case-study carousel

Case studies appear in a horizontal carousel with navigation arrows. Each slide uses a coloured swirl background tinted to match the client brand (e.g., red for Gousto). The call-to-action overlay at the bottom is dark (#171717) with white text and features a subtle reveal on hover as described earlier ²⁸ .

FAQ accordion

The FAQ section uses collapsible panels. Questions are separated by a thin horizontal rule. A circular plus icon sits on the right of each question; when expanded it rotates into a minus. Content appears directly below in a simple paragraph style.

Contact & footer

The main call-to-action section (“Want to work with us?”) uses a dark background and a swirling illustration, with a turquoise button. Below, the footer uses a very dark background (#171717), white headings, light-grey links and turquoise accents for interactive text. Social icons appear as small line icons. Columns include company information, resources, and contact details.

Responsive considerations

The design is mobile-first. Breakpoints at 768 px and 1000 px adjust typography sizes, grid layouts and visibility. For example, the hamburger menu is hidden above 1000 px width and replaced by inline navigation ¹⁸ . Headings and other typography scale up on wider screens ⁴ .

Summary

The **Conversion** website employs a minimalist, evidence-driven aesthetic. A neutral black/white palette is enlivened by a turquoise accent and occasional pastel tints. Typography uses the modern *Plus Jakarta Sans* for headings and the highly readable *Open Sans* for body text. Buttons have consistent shapes, smooth transitions and clear hover states. Decorative swirl imagery and subtle animations (bouncing dots, sliding panels, hamburger transforms) add personality without overwhelming the content. Overall, the design system prioritises clarity, trust and a professional tone while supporting conversion-driven calls to action.

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