

Kyle Lambert Portfolio

Digital Style Guide

Version 1.0 | Last Updated: May 24, 2025

1. Color System

Core Palette



Primary
#2A3F5F
Deep Blue



Secondary
#FF6B35
Vibrant Orange



Accent
#4ECDC4
Mint Green

Color Psychology

Color	Represents	Psychological Effect
Deep Blue	Trust, stability, depth of skill	Conveys reliability for studio clients
Vibrant Orange	Creativity, enthusiasm, boldness	Captures attention for key artworks
Mint Green	Growth, balance, innovation	Provides visual relief between intense colors

Accessibility

Combination	Ratio	WCAG Rating
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White text on Blue	7.3:1	AAA
White text on Orange	4.5:1	AA
Dark text on Light	11.5:1	AAA

2. Typography

Font Pairing

Playfair Display

Used for headings - projects elegance and artistic tradition

Montserrat

Used for body text - ensures readability in digital format

Size Hierarchy

Element	Size	Weight	Color
H1 (Hero)	3rem	700	#FFFFFF
H2 (Section)	2.5rem	700	#2A3F5F
Body Text	1rem	400	#1A1A2E
Button Text	1.1rem	600	#FFFFFF

3. UI Components

Button States



Outline Hover

State	Background	Text	Border
Default	#FF6B35	#FFFFFF	None
Hover	#2A3F5F	#FFFFFF	None
Outline Default	Transparent	#FFFFFF	2px #FFFFFF
Outline Hover	#FFFFFF	#2A3F5F	2px #FFFFFF

Portfolio Cards

- Border radius: 8px
- Shadow: 0 4px 8px rgba(42, 63, 95, 0.1)
- Hover transform: Scale(1.03)
- Caption background: rgba(42, 63, 95, 0.9)