Kyle Lambert Portfolio - Style Guide

Chosen Color Scheme and Rationale

I selected a complementary color scheme using:

- Primary: #2A3F5F (Deep Blue)

- Secondary: #FF6B35 (Vibrant Orange)

- Accent: #4ECDC4 (Mint Green)

Rationale:

The deep blue establishes trust and professionalism (crucial for client work), while the vibrant orange injects energy and creativity. The mint green provides balance and freshness. This combination reflects Kyle's blend of traditional artistry and digital innovation.

Psychological Impact and Meaning of Colors

Primary: #2A3F5F (Deep Blue)

- Represents: Trust, stability, and depth of skill

- Psychological effect: Conveys reliability for studio clients

Secondary: #FF6B35 (Vibrant Orange)

- Represents: Creativity, enthusiasm, and boldness

- Psychological effect: Captures attention for key artworks

Accent: #4ECDC4 (Mint Green)

- Represents: Growth, balance, and innovation

- Psychological effect: Provides visual relief between intense colors

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Accessibility Considerations

Contrast Ratios (WCAG Compliant)

Combination	Ratio	Rating
White text on #2A3F5F (Blue)	7.3:1	AAA
White text on #FF6B35 (Orange)	4.5:1	AA
#1A1A2E (Dark) on #F7FFF7 (Light)	11.5:1	AAA

Accessibility Features:

- All interactive elements have :focus states

- Font sizes never below 16px for body text

- Alt text for all portfolio images

Strategic Use of Colors

Navigation Bar

- Background: #2A3F5F (Blue)

- Text: #FFFFFF (White)

- Hover: #FF6B35 (Orange)

Call-to-Action Buttons

- Primary: #FF6B35 (Orange)

- Secondary: Transparent with #FFFFFF border

- Hover: #2A3F5F (Blue)

Portfolio Cards

- Background: #FFFFFF (White)

- Border: 1px solid #F7FFF7 (Light)

- Hover Effect: Orange glow shadow (#FF6B35 at 20% opacity)

Section Backgrounds

- Hero: Gradient (Blue to Orange)

- About: #F7FFF7 (Light)

- Contact: #2A3F5F (Blue)

Typography System

Font Pairing

Headings: 'Playfair Display' (Serif)

- Projects elegance and artistic tradition

Body Text: 'Montserrat' (Sans-Serif)

- 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

UI Components

Kyle Lambert   Home   About   Gallery   Contact

About Kyle

Kyle Lambert is an award-winning illustrator specializing in movie posters and entertainment artwork. His iconic posters for Stranger Things have become cultural phenomena, blending traditional painting techniques with digital tools.

With over 15 years of experience, Kyle has created artwork for major studios including Netflix, Disney, Universal, and Warner Bros.

Awards & Recognitions

🏆 Key Art Award Winner

⭐ Communication Arts Award

🎨 American Illustration Selected Artist

Poster Gallery

A selection of iconic movie and TV posters

Kyle Lambert   Home   About   Gallery   Contact

Recent Projects
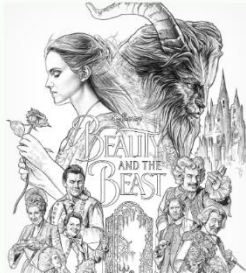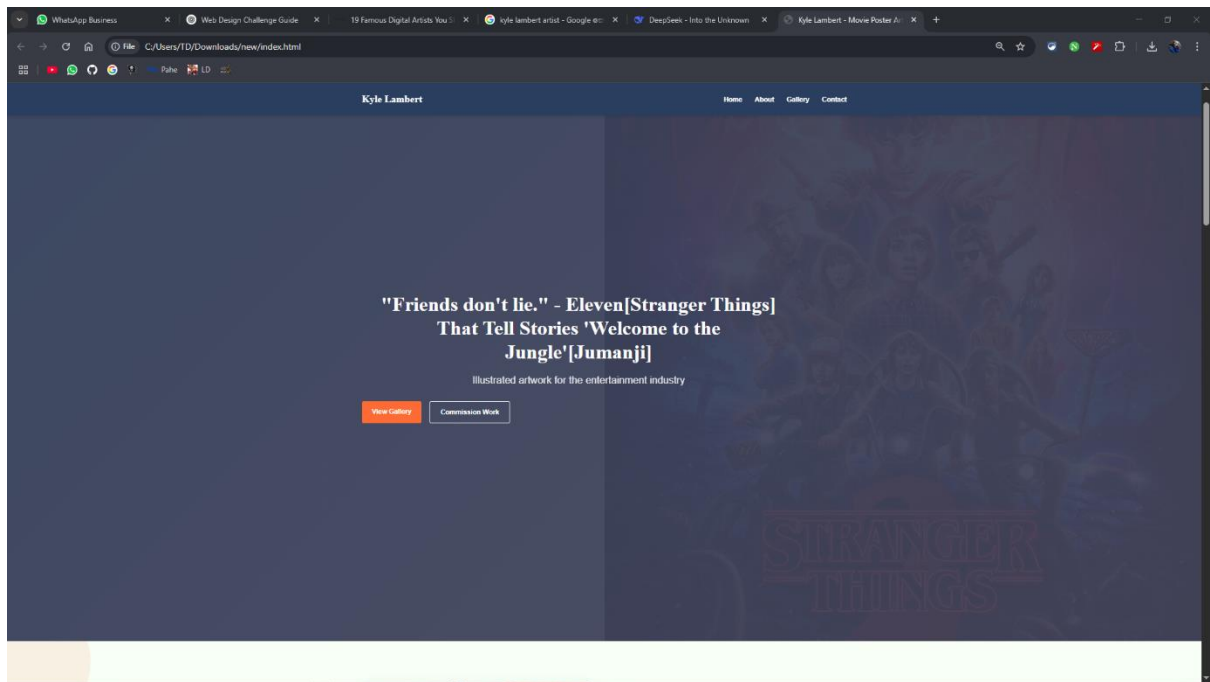
One Piece
Netflix live-action series poster

Muse - Simulation Theory
Album artwork and packaging

Disney's Jungle Cruise
Movie title illustrations

Creative Process

Kyle Lambert

☰

About Kyle

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Kyle Lambert ☰

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Final Artwork

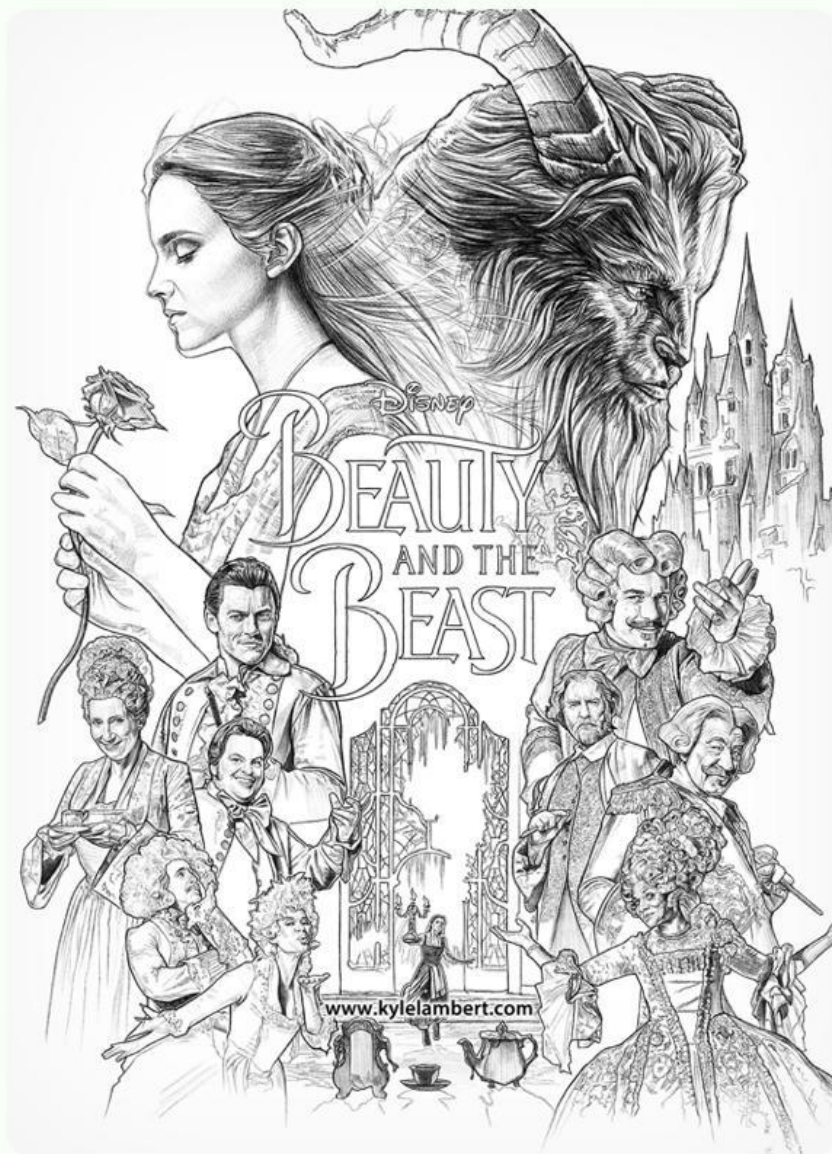Refined details and color grading

Featured Work: Stranger Things

Stranger Things Season 4

Kyle Lambert

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Creative Process

Kyle Lambert

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For commission inquiries

Name

Email

Message

Send Message

Kyle Lambert

"Friends don't lie." - Eleven[Stranger Things] That Tell Stories 'Welcome to the Jungle'[Jumanji]

Illustrated artwork for the entertainment industry

View Gallery

Commission Work

Kyle Lambert

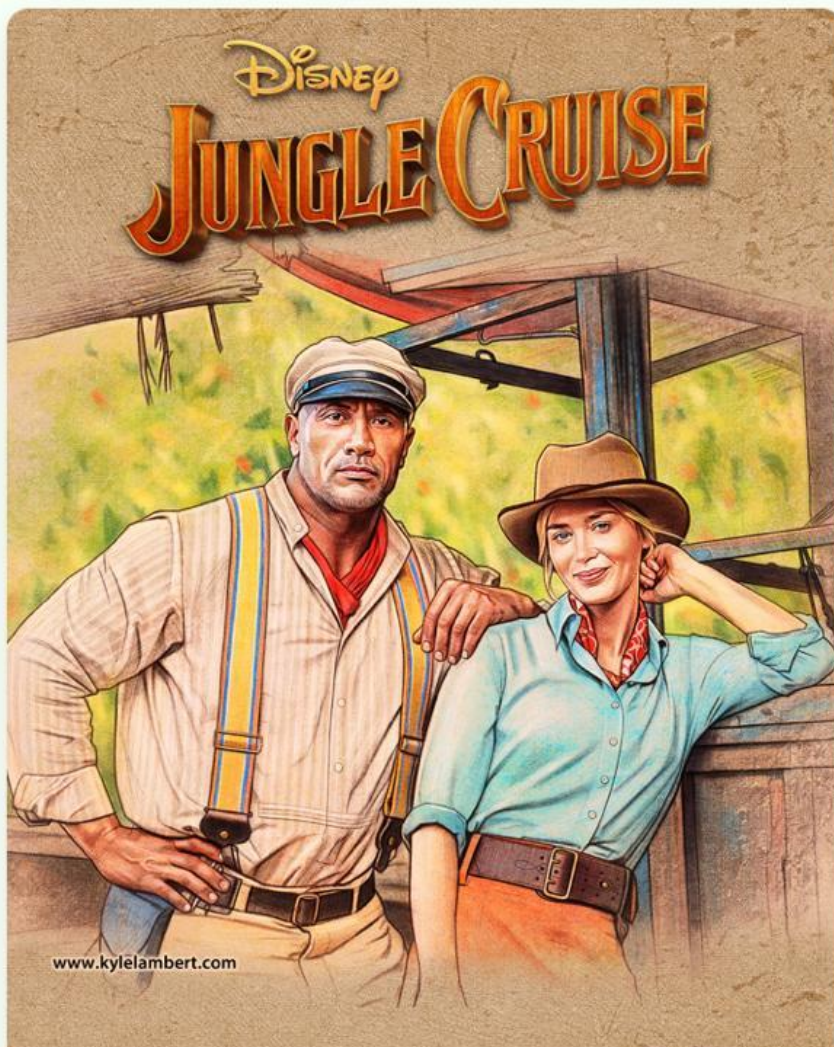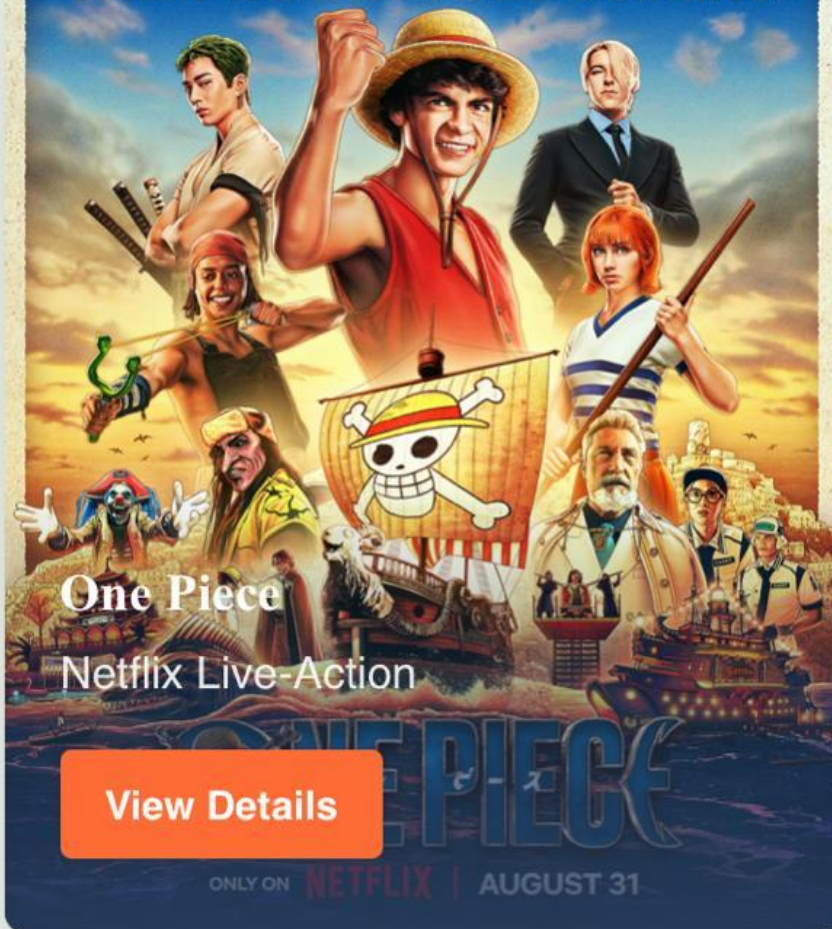☰

Muse - Simulation Theory
Album artwork and packaging

Disney's Jungle Cruise
Movie title illustrations

Kyle Lambert

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One Piece

Netflix Live-Action

View Details

THE FINAL MISSION

Button States

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

Image 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)

Layout Principles

1. **Grid System:**

  - 12-column grid for desktop

  - 4-column for tablet

  - Single column for mobile

2. **Spacing:**

  - Base unit: 8px

  - Section padding: 80px top/bottom

  - Element margins: Multiples of 8px (16px, 24px, 32px)

3. **Breakpoints:**

  - Mobile: <768px

  - Tablet: 768px-992px

  - Desktop: >992px