# 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

---

## 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

### 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