


Chery Bangladesh Dark Theme Design Guidelines

Brand Overview





This design system creates a premium, sophisticated appearance for Chery Bangladesh's digital interfaces, focusing on a dark color palette that conveys luxury, professionalism, and technical expertise while maintaining a clean, modern aesthetic.

Color Palette




Primary Colors

- **Primary-600:**  `#c20000` (Chery Red)
 - Used for accents, interactive elements, and call-to-action buttons
 - Used sparingly to create visual interest and draw attention
 - Lighter shades (Primary-500/400) can be used for hover states
 - Darker shades (Primary-700/800) used for active states

Background Colors

- **Black Gradient:** linear-gradient(180deg,  `#000000` 0%,  `#0a0a0a` 50%,  `#000000` 100%)
 - Used as the main background for sections
 - Creates depth and dimension compared to a flat black
- **Accent Blacks:**
 - `rgba(15, 15, 15, 0.95)`: Form containers and content areas
 - `rgba(0, 0, 0, 0.4)`: Secondary containers
 -  `#0f0f0f`: Solid backgrounds for cards

UI Component Colors

- **Border Colors:**
 -  `#1f1f1f` /  `#171717` /  `#2b2b2b` (various grays for subtle borders)
 - border-gray-800: Primary border color for separators and containers
 - border-primary-600: Accent borders for highlighting
- **Form Element Backgrounds:**
 - bg-gray-800: Input fields and select dropdowns
 - bg-black bg-opacity-50: Card and container backgrounds

Text Colors

- **White:**  `#ffffff`

- Primary text color for headings and important content
- **Light Grays:**
 - text-gray-300: Primary body text
 - text-gray-400: Secondary text and descriptions
- **Accent Text:**
 - text-primary-600: Highlighted text and interactive elements

Typography

Headings

- **H2 (Section Headings):**
 - Sizes: text-3xl (mobile), text-4xl (tablet), text-5xl (desktop)
 - Font weight: font-bold
 - Color: text-white
 - Special brand elements use text-primary-600

Body Text

- **Paragraph:**
 - Size: text-lg (large paragraphs), text-base (regular text)
 - Color: text-gray-300 (primary), text-gray-400 (secondary)
 - Line height: leading-relaxed for better readability

UI Elements

- **Button Text:**
 - Font weight: font-medium
 - Size: text-base
 - Color: text-white (on primary background)
- **Micro Text:**
 - Size: text-sm
 - Font weight: font-medium
 - Used for labels and form elements

Texture and Depth

Background Texture

- Subtle dot pattern overlay with 5% opacity

- SVG-based for better performance
- Adds visual interest without being distracting

Depth Elements

- Shadow-lg for elevated containers
- Shadow-2xl for prominent UI elements
- border-t-4 border-primary-600 for section accents
- Subtle opacity differences (bg-opacity-50, bg-opacity-20) for layering

Spacing System

Vertical Spacing

- Section padding: py-24
- Between major elements: mb-16 / mb-20
- Between card elements: mb-6 / gap-8
- Internal card padding: p-8

Horizontal Spacing

- Container: mx-auto px-4
- Content width constraints:
 - Text blocks: max-w-3xl
 - Grid layout: max-w-6xl / max-w-7xl

Layout

Grid System

- Mobile: Single column (grid-cols-1)
- Tablet: Two/Three columns (md /3)
- Desktop: Three to Five columns (lg /5)
- Gap between items: gap-8

Container

- Centered with max width: container mx-auto
- Internal padding: px-4
- Relative positioning with z-index for texture overlay

Components

Section Headers

- Centered text (text-center)
- Heading with primary-600 word highlights
- Decorative divider (w-24 h-1 bg-primary-600)
- Descriptive paragraph with max width

Cards & Containers

- Background: bg-black bg-opacity-50 or rgba(15, 15, 15, 0.95)
- Border: border-gray-800
- Top accent: border-t-4 border-primary-600
- Hover states: hover
- Transition: transition-colors duration-300

Form Elements

- Input/Select Background: bg-gray-800
- Border: border-gray-700
- Text: text-white
- Labels: text-gray-300 text-sm font-medium
- Focus states: focus
focus
focus
- Icons: positioned with absolute inset-y-0 left-0 and pl-10 padding

Icons

- Fixed dimensions (w-16 h-16 or w-10 h-10)
- Color: text-primary-600 or text-white
- Container backgrounds: bg-primary-600 or bg-black bg-opacity-20
- Centered content (flex items-center justify-center)

Buttons

- Primary style: bg-primary-600 text-white
- Secondary style: border-2 border-primary-600 text-primary-600
- Hover transitions: hover
or hover

hover

- Padding: px-8 py-3/4
- Loading state: opacity-70 cursor-not-allowed
- Animated icons: transform group-hover

Animation Guidelines

Page Load Animations

- Heading section: Fade up (opacity 0 to 1, y -20 to 0)
- Duration: 0.7s

Scroll Animations

- Staggered children (0.1s delay between items)
- Fade up (opacity 0 to 1, y 20 to 0)
- Duration: 0.5s per element
- Viewport setting: once: true, margin: "-100px"

Interactive Animations

- Hover transitions for all interactive elements
- Color transitions: duration-300
- Transform transitions: transform group-hover
- Loading animation: animate-spin for processing states

Component Structure

Page Sections

1. **Outer Container:** Full-width gradient background with texture overlay
2. **Content Container:** Width-constrained centered container
3. **Heading Block:** Title with accent, divider, description
4. **Content Grid:** Responsive card layout
5. **Form/CTA Section:** User interaction area

Form Structure

1. **Container:** Dark background with top border accent
2. **Section Headers:** Clear visual hierarchy with borders
3. **Input Groups:** Logical grouping of related fields
4. **Responsive Grid:** Adapts from one to two columns based on screen size

5. **Submission Area:** Prominent CTA with loading state

Implementation Notes

Required Libraries

- Framer Motion: For animations
- Lucide React: For iconography
- Axios: For form submissions
- Tailwind CSS: For styling

Responsive Considerations

- Mobile-first approach with progressive enhancement
- Simplified layouts on smaller screens
- Reduced padding and margins on mobile
- Full-width buttons and inputs on mobile

Accessibility Considerations

- Maintain 4.5:1 contrast ratio for text
- Provide clear focus states for form elements
- Use semantic HTML elements
- Include loading states and feedback for form submissions

Dark Theme Best Practices

- Avoid pure white text (`#ffffff`) on large areas - use softer whites
- Reduce overall brightness to prevent eye strain
- Use shadows and borders to create depth instead of harsh contrasts
- Ensure form elements have sufficient contrast with their backgrounds