

Chery Bangladesh Design System Guidelines

Brand Overview

The Chery Bangladesh design system creates a premium automotive digital experience that balances modern aesthetics with functional clarity. The design language emphasizes clean lines, subtle animations, and a refined approach that puts content and vehicle imagery at the forefront while using an elegant, warm neutral color palette.

Core Design Principles

1. Elegant Minimalism

- Favor clean, uncluttered layouts with ample white space
- Use subtle borders and separators to create visual hierarchy
- Emphasize content through typography and spacing rather than excessive decorative elements

2. Purposeful Motion

- Animations should enhance usability, not distract
- Use motion to guide attention and provide feedback
- Apply consistent timing and easing for cohesive experience
- Implement hover states that reveal additional information or functionality

3. Content Focus





- Vehicle imagery and key messaging should be prominent
- Use gradient overlays to maintain text legibility over images
- Create clear visual hierarchy that guides users through the content

4. Premium Feel








- Attention to detail in spacing, alignment, and typography
- Subtle interactions that feel refined and intentional
- Consistent components that work together harmoniously
- Warm neutral palette that evokes premium materials and craftsmanship

Color Palette




Primary Colors

- Primary Light:  #c4b19c (Tailwind variable: primary-light)
- Primary 700:  #8c735d (Tailwind variable: primary-700)
- Primary 800:  #b7a99a (Tailwind variable: primary-800)
- Primary 900:  #524336 (Tailwind variable: primary-900)





Neutral Palette

- Black:  #000000
- White:  #FFFFFF
- Gray 900:  #111827 (Used for headings and primary text)
- Gray 600:  #4B5563 (Used for body text)
- Gray 500:  #6B7280 (Used for secondary text)
- Gray 200:  #E5E7EB (Used for borders)
- Gray 100:  #F3F4F6 (Used for background accents)

Supporting Colors

- Success Green:  #10B981 (For success states)
- Warning Yellow:  #F59E0B (For warning states)
- Error Red:  #EF4444 (For error states)

Color Usage Guidelines

- Use Primary 900 ( #524336) for main headings, important text highlights, and primary brand elements
- Use Primary 700 ( #8c735d) for buttons, dividers, and interactive elements
- Use Primary 800 ( #b7a99a) for subtle accents and secondary interactive elements
- Use Primary Light ( #c4b19c) for backgrounds of brand elements, icon containers, and subtle highlights
- Layer shades with opacity variations to create depth (e.g., bg-opacity-40, bg-opacity-60)

Typography

Font Family

System font stack with fallbacks:

```
font-family: ui-sans-serif, system-ui, -apple-system, BlinkMacSystemFont, "Segoe UI", Roboto, "
```



Font Sizes

Headings:

- H1: text-4xl md
lg
(2.25rem to 3.75rem)
- H2: text-3xl md
lg
(1.875rem to 3rem)
- H3: text-2xl md
(1.5rem to 1.875rem)
- H4: text-xl md
(1.25rem to 1.5rem)
- H5: text-lg md
(1.125rem to 1.25rem)

Body:

- Body Large: text-lg (1.125rem)
- Body: text-base (1rem)
- Body Small: text-sm (0.875rem)
- Caption: text-xs (0.75rem)

Font Weights

- Bold: font-bold (700)
- Medium: font-medium (500)
- Regular: font-normal (400)

Line Heights

- Headings: leading-tight (1.25)
- Body: leading-normal (1.5)
- Tight text: leading-snug (1.375)

Spacing System

Follow the Tailwind CSS spacing scale:

- Micro Spacing: space-x-1 space-y-1 (0.25rem)
- Small Spacing: space-x-2 space-y-2 (0.5rem), space-x-3 space-y-3 (0.75rem)
- Medium Spacing: space-x-4 space-y-4 (1rem), space-x-6 space-y-6 (1.5rem)
- Large Spacing: space-x-8 space-y-8 (2rem), space-x-12 space-y-12 (3rem)
- Extra Large Spacing: space-x-16 space-y-16 (4rem), space-x-20 space-y-20 (5rem)

Layout

Container

- Use max-w-7xl mx-auto px-4 md for consistent page width
- Ensure responsive padding adapts to screen sizes

Grid System

- Use CSS Grid for complex layouts: grid grid-cols-1 md gap-6 md
- Use Flexbox for simpler alignment needs: flex items-center justify-between
- Common grid patterns:
 - 1-column mobile, 2-3 columns tablet, 4-12 columns desktop

Section Spacing

- Vertical rhythm: py-20 (5rem) for standard section padding
- Smaller sections: py-12 (3rem) or py-16 (4rem)
- Footer: pt-16 pb-8 (top: 4rem, bottom: 2rem)

Components

Buttons

Primary Button

jsx

```
<a
  href="#contact"
  className="group inline-flex items-center px-10 py-4 bg-primary-700 text-white font-medium hc
>
  Schedule Your Service
  <ArrowRight
    size={20}
    className="ml-2 group-hover:ml-3 transition-all duration-300"
  />
</a>
```

Secondary Button

jsx

```
<a
  href="#dealerships"
  className="inline-flex items-center justify-center bg-transparent border border-primary-700 t
>
  Find Dealership
</a>
```

Tertiary Button (Text Link)

jsx

```
<a
  href="#view-more"
  className="group inline-flex items-center text-sm font-medium text-primary-700 tracking-wider
>
  VIEW ALL
  <ArrowRight
    size={16}
    className="ml-2 group-hover:ml-3 transition-all duration-300"
  />
</a>
```

Cards

Feature Card

jsx

```
<div
  className="relative border border-gray-200 bg-white shadow-sm overflow-hidden group hover:bor
>
  {/* Top accent */}
  <div className="h-1 w-full bg-primary-800 opacity-40 group-hover:opacity-100 transition-opaci

  {/* Content */}
  <div className="p-8">
    <div className="w-16 h-16 bg-primary-light bg-opacity-40 flex items-center justify-center m
      <Icon className="text-primary-900" size={28} />
    </div>

    <h3 className="text-xl font-bold text-gray-900 mb-4">Feature Title</h3>
    <p className="text-gray-600 leading-normal mb-8">Feature description text goes here.</p>

    <div className="flex items-center text-primary-700 font-medium text-sm opacity-0 group-hove
      <span>Learn more</span>
      <ArrowRight
        size={16}
        className="ml-2 group-hover:ml-3 transition-all duration-300"
      />
    </div>
  </div>

  {/* Bottom accent line that fills on hover */}
  <div className="h-0.5 w-full bg-gray-200 mt-auto">
    <div className="h-full bg-primary-700 w-0 group-hover:w-full transition-all duration-700 ea
  </div>
</div>
```



News/Blog Card

jsx

```
<article className="group flex flex-col h-full overflow-hidden border border-gray-200 bg-white"
  {/* Image container with gradient overlay */}
  <div className="relative aspect-[16/9] overflow-hidden">
    <Image
      src={articleImage}
      alt={articleTitle}
      fill
      sizes="(max-width: 768px) 100vw, 33vw"
      className="object-cover transition-transform duration-500 group-hover:scale-105"
    />
    {/* Gradient overlay that appears from bottom to top on hover */}
    <div className="absolute inset-0 bg-gradient-to-t from-primary-900/60 via-primary-900/20 to-transparent" />
    {/* Category Label */}
    <div className="absolute bottom-0 left-0 bg-white py-1 px-3 z-10">
      <span className="text-xs font-medium uppercase tracking-wider text-gray-900">{category}</span>
    </div>
  </div>

  <div className="flex flex-col flex-grow p-6 border-l border-r border-b border-gray-200">
    <h3 className="text-xl font-bold text-gray-900 mb-2 group-hover:text-primary-900 transition">{title}</h3>
    <p className="text-gray-600 text-sm mb-4">{date}</p>
    <p className="text-gray-600 mb-6">{excerpt}</p>

    <div className="mt-auto">
      <span className="inline-flex items-center text-primary-700 font-medium group-hover:text-primary-900">
        Read More
        <ArrowRight size={16} className="ml-2 group-hover:ml-3 transition-all duration-300" />
      </span>
    </div>
  </div>
</article>
```



Service/Product Card

jsx

```
<div className="relative group">
  <div className="relative overflow-hidden">
    <Image
      src={service.image}
      alt={service.title}
      className="w-full aspect-[4/3] object-cover transition-transform duration-500 group-hover:
      width={400}
      height={300}
    />
    <div className="absolute inset-0 bg-primary-900/20 group-hover:bg-primary-900/0 transition-
  </div>

  <div className="p-6 bg-white border border-t-0 border-gray-200 group-hover:border-primary-700
    <h3 className="text-xl font-bold text-gray-900 mb-2">{service.title}</h3>
    <p className="text-gray-600 mb-4">{service.description}</p>

    <a
      href={service.link}
      className="inline-flex items-center text-primary-700 font-medium hover:text-primary-900 t
    >
      Learn More
      <ArrowRight size={16} className="ml-2 group-hover:ml-3 transition-all duration-300" />
    </a>
  </div>
</div>
```

Section Headers

jsx

```
<div className="text-center mb-16">
  <h2 className="text-3xl md:text-4xl lg:text-5xl font-bold text-gray-900 mb-6">
    Section <span className="text-primary-900">Title</span>
  </h2>
  <div className="w-24 h-1 bg-primary-700 mx-auto mb-8"></div>
  <p className="text-gray-600 text-lg max-w-3xl mx-auto">
    Descriptive text about the section that explains the purpose or content.
  </p>
</div>
```

Info Boxes

jsx

```
<div className="bg-white/90 backdrop-blur-sm border-1-2 border-primary-700 p-6 shadow-sm">
  <div className="flex items-center mb-4">
    <Icon className="h-6 w-6 text-primary-700 mr-2" />
    <span className="text-gray-900 font-medium">Box Title</span>
  </div>
  <p className="text-gray-600">
    Informational content goes here.
  </p>
</div>
```

Animation Guidelines

Transitions

Use consistent durations:

- Fast: duration-200 (200ms)
- Medium: duration-300 (300ms)
- Slow: duration-500 (500ms)

Common transition properties:

- Colors: transition-colors
- Transform: transition-transform
- Opacity: transition-opacity
- All: transition-all (use sparingly)

Framer Motion Patterns

Fade and Rise In

jsx

```
<motion.div
  initial={{ opacity: 0, y: 20 }}
  animate={{ opacity: 1, y: 0 }}
  transition={{ duration: 0.7 }}
>
  { /* Content */ }
</motion.div>
```

Staggered Children

jsx

```
const containerVariants = {
  hidden: { opacity: 0 },
  visible: {
    opacity: 1,
    transition: {
      staggerChildren: 0.1,
    },
  },
};

const itemVariants = {
  hidden: { y: 20, opacity: 0 },
  visible: {
    y: 0,
    opacity: 1,
    transition: { duration: 0.5 },
  },
};

<motion.div
  variants={containerVariants}
  initial="hidden"
  whileInView="visible"
  viewport={{ once: true, amount: 0.1 }}
>
  {items.map(item => (
    <motion.div key={item.id} variants={itemVariants}>
      /* Item content */
    </motion.div>
  ))}
</motion.div>
```

Responsive Design

Breakpoints

Follow Tailwind CSS default breakpoints:

- Small (sm): 640px and up
- Medium (md): 768px and up

- Large (lg): 1024px and up
- Extra Large (xl): 1280px and up
- 2xl: 1536px and up

Mobile-First Approach

- Start with mobile design and add complexity at larger breakpoints
- Stack elements vertically on mobile, arrange horizontally on larger screens
- Hide non-essential elements on mobile with hidden md
- Show mobile-specific elements with block md

Common Responsive Patterns

jsx

// Typography scaling

```
<h2 className="text-2xl md:text-3xl lg:text-4xl">Heading</h2>
```

// Grid adjustments

```
<div className="grid grid-cols-1 md:grid-cols-2 lg:grid-cols-4">
```

// Padding/margin adjustments

```
<section className="py-8 md:py-12 lg:py-20">
```

// Flexbox direction changes

```
<div className="flex flex-col md:flex-row">
```

Accessibility Guidelines

Color Contrast

- Ensure text has sufficient contrast against backgrounds (4.5:1 for normal text, 3:1 for large text)
- Don't rely solely on color to convey information
- Test with grayscale to verify sufficient contrast

Interactive Elements

- Buttons and links should have visible focus states
- Minimum touch target size of 44x44px for mobile
- Use aria-label for icons without visible text

Keyboard Navigation

- Ensure all interactive elements are keyboard accessible
- Maintain logical tab order
- Visible focus states that are consistent with design language

Implementation Notes

Tailwind Configuration

```
js
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: {
        'primary-light': '#c4b19c',
        'primary-700': '#8c735d',
        'primary-800': '#b7a99a',
        'primary-900': '#524336',
        // Other custom colors...
      },
      // Other theme extensions...
    },
  },
  // Other config options...
}
```

Component Structure

- Keep components focused on a single responsibility
- Use composition to build complex UIs from simple components
- Extract repeated patterns into reusable components

Best Practices

1. Maintain Visual Hierarchy

- Use size, color, and spacing to guide users' attention
- Most important elements should be most prominent
- Create clear reading paths through content

2. Optimize Performance

- Lazy load below-the-fold images
- Use priority attribute only for critical above-the-fold images
- Use `whileInView` with `viewport={{ once: true }}` for animations

3. **Mobile Considerations**

- Ensure touch targets are at least 44px tall/wide
- Test on real devices when possible
- Consider network performance and optimize accordingly

4. **Consistency**

- Follow these guidelines for all new components
- Update existing components to match when feasible
- Maintain a "single source of truth" for design patterns