Chery Bangladesh Design Guidelines

Brand Overview

This design system creates a premium, trustworthy appearance for Chery Bangladesh, focusing on professionalism and automotive expertise while maintaining a clean, modern aesthetic.

Color Palette

Primary Colors

- **Primary-600**: The main brand color (likely a deep red based on Chery's brand)
  - Used for accents, borders, CTAs, and interactive elements
  - Lighter shade (Primary-50/100) used for icon backgrounds
  - Darker shade (Primary-700) used for hover states on buttons

Neutral Colors

- **White**: Used for card backgrounds and text sections
- **Gray-50**: Used for section backgrounds (light gray)
- **Gray-100**: Used for subtle dividers and indicators
- **Gray-600**: Used for body text
- **Gray-900**: Used for headings and important text

Typography

Headings

- **H2 (Section Headings)**:
  - Sizes: 3xl (mobile), 4xl (tablet), 5xl (desktop)
  - Font weight: Bold
  - Color: Gray-900
  - Special brand elements use Primary-600

Body Text

- **Paragraph**:
  - Size: lg (large paragraphs), base (regular text)
  - Color: Gray-600
  - Line height: Relaxed (for better readability)

UI Elements

- **Button Text**:
  - Font weight: Medium
  - Size: Base
  - Color: White (on Primary background)
- **Micro Text**:
  - Size: sm
  - Font weight: Medium
  - Used for indicators like "Learn more"

Spacing System

Vertical Spacing

- Section padding: py-24
- Between major elements: mb-20 (heading to content)
- Between card elements:
  - Icon to title: mb-6
  - Title to description: mb-4
  - Description to indicator: mb-8
- Internal card padding: pt-8 pb-4 px-8

Horizontal Spacing

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

Layout

Grid System

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

Container

- Centered with max width: container mx-auto

- Internal padding: px-4

Components

Section Headers

- Centered text (text-center)

- Heading with brand highlight

- Decorative divider (w-24 h-1 bg-primary-600)

- Descriptive paragraph with max width

Cards

- White background (bg-white)

- Subtle shadow (shadow-lg)

- Border accent at top (border-t-4 border-primary-600)

- Decorative corner element

- Interactive hover states

- Progress indicator at bottom

Icons

- Circular background (bg-primary-50)

- Fixed dimensions (w-16 h-16)

- Centered content (flex items-center justify-center)

- Primary-600 color

- 32px size with 1.5px stroke width

Buttons

- Primary background (bg-primary-600)

- White text (text-white)

- Rounded corners (rounded-sm)

- Padding: px-8 py-4

- Hover state (hover
)

- Icon with text alignment (inline-flex items-center)

- Animated arrow icon

Animation Guidelines

Page Load Animations

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

Scroll Animations

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

Interactive Animations

- Card hover:
  - "Learn more" text appears (opacity 0 to 100)
  - Text slides up (translate-y-2 to translate-y-0)
  - Arrow shifts right (ml-2 to ml-3)
  - Bottom bar fills (w-0 to w-full)
- Transition durations:
  - Text and arrow: 0.3s
  - Bottom bar: 0.7s with ease-out timing

Component Structure

Page Sections

1. **Section Container**: Full-width gradient background
2. **Content Container**: Width-constrained centered container
3. **Heading Block**: Title, accent line, description
4. **Content Grid**: Responsive card layout
5. **CTA Section**: Call-to-action button

Card Structure

1. **Container**: Background, border, and shadow
2. **Decorative Element**: Corner accent
3. **Content Area**: Icon, heading, description
4. **Interactive Indicator**: "Learn more" with arrow

5. **Bottom Bar**: Progress indicator on hover

Implementation Notes

Required Libraries

- Framer Motion: For animations

- Lucide React: For iconography

- Tailwind CSS: For styling

Special Classes

- Primary color utilities:
    - text-primary-600

    - bg-primary-600

    - bg-primary-50

    - border-primary-600

    - hover

Responsive Considerations

- Text sizes scale up with screen size

- Grid layout adapts from 1 to 3 columns

- Maintain consistent padding and spacing proportions