Malkia Website Design Guidelines (For Designer)

# 1. Brand Colors & Visual Language

- Dominant Color: #85C2BE (Mint) → headers, backgrounds, primary CTAs

- Accent Colors:

• #F89795 (Blush pink) → secondary buttons, highlights, badges

• #642321 (Deep brown) → body text, footer backgrounds

- Neutrals: #F5F5F5 (gray), #FFFFFF (white)

Style: Fresh, nurturing, premium. Mint dominates, blush warms, brown grounds.

# 2. Global Layout

- Sticky Header: Logo left, nav center, CTA right (‘Join Konnect’)

- Footer: Deep brown background, 4 columns (Shop, Support, Company, Social)

- Mint hover on links, include contact info

# 3. Homepage Structure

1. Hero Section: Split Hero Cards

- Maternity Products (Mint)

- Malkia Konnect (Blush)

2. Best Sellers Slider with categories

3. Value Proposition: Why Join Konnect cards

4. Testimonials with gradient background

5. Educational CTA + Join Konnect

# 4. Shop Pages

- Shop All: product grid

- Shop by Stage: filter by trimester, postpartum

- Shop by Solution: filter by needs

- Bundles & Kits: emphasize savings

- Pre-Orders: promo banner + form

# 5. Konnect Pages

- Hero: tagline “Midwife in Your Pocket ❤️”

- How It Works: 3-step cards

- Free vs Premium (Crown) comparison

- Sign-up form (name, WhatsApp, due date mandatory)

- Testimonials carousel

- Premium Upgrade CTA

# 6. Design Principles

- CTAs: action-oriented (‘Shop Now’, ‘Join Free’)

- Typography: Inter font, headings bold

- Buttons: pill-style, hover color shifts

- Images: authentic Tanzanian mothers, product cutouts

- Animations: subtle hover, scroll fade-ins

- Responsiveness: mobile-first, fast loading

# 7. Key Lessons to Apply

- Clear tagline at the top that instantly communicates value

- Multiple access channels (WhatsApp, SMS, toll-free)

- Mission and values visible and easy to understand

- Strong, bold CTAs (not generic)

- Products + Konnect shown as two main doors

- Personalization by pregnancy stage for relevance

# 8. Deliverables for Designer

- Wireframes: Homepage, Shop Landing, Konnect Landing, Product Page, Pre-Order Page

- Style guide: colors, typography, buttons

- Component library: hero, product cards, testimonial cards, CTAs

- Mobile-first prototypes

# Key Reminder for Designer

This site must feel like a hug delivered digitally — calm, supportive, premium — while also being conversion-focused (shop + Konnect sign-ups).