

Loom & Lane – Website Style Guide

Sri Lankan Lifestyle Brand · Coastal Retreat Theme

Version: 1.0

Last Updated: January 8, 202

Brand Overview

Loom & Lane is a Sri Lankan lifestyle and handcraft e-commerce brand inspired by coastal serenity, heritage craftsmanship, and premium minimalism.

Color Palette

Primary Colors

Deep Teal (#335765): Main text, headings, logo text, navbar links, footer background

Muted Seafoam (#74A8A4): Accents, icons, hover states, borders

Pale Sky Blue (#B6D9E0): Soft backgrounds, inputs, footer links

Off-White Grey (#DBE2DC): Main page background

Earthy Brown (#7F543D): Primary buttons, emphasis, logo ampersand

Secondary Colors

Premium Gold (#C3B091): Highlights

White (#FFFFFF): Cards, navbar, inputs

Dark Brown (#6B4433): Button hover

Lighter Brown (#A06A4B): Dark mode accents

Typography

Headings: Playfair Display

Body: Inter

Font Weights: 300, 400, 500, 600, 700

Navbar

Background: rgba(255,255,255,0.95)

Text: #335765

Hover: #74A8A4

Logo

Text Color: #335765

Ampersand Color: #7F543D (Italic)

Buttons

Primary: #7F543D → Hover #6B4433

Secondary: Transparent with #74A8A4 border

Tertiary: #B6D9E0

Cards

Background: #FFFFFF

Border: rgba(51,87,101,0.12)

Shadow: Soft layered shadows

Forms & Search

Input Background: #B6D9E0

Search Radius: 50px

Focus Glow: rgba(182,217,224,0.3)

Footer

Background: #335765

Text: #FFFFFF

Links: #B6D9E0

Dark Mode

Background: #2C3E50

Cards: #34495E

Text: #FFFFFF / #B6D9E0

Spacing System

4px, 8px, 16px, 24px, 32px, 48px, 64px

Border Radius

6px, 12px, 16px, 24px, 50%

Gradients

Primary: linear-gradient(135deg, #DBE2DC → #B6D9E0)

Responsive Breakpoints

Mobile \leq 576px

Tablet \leq 991.98px

Desktop \geq 1200px

Accessibility

WCAG 2.1 AA compliant

File Structure

Loom & Lane/

src/

assets/