

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 $\leq 576\text{px}$

Tablet $\leq 991.98\text{px}$

Desktop $\geq 1200\text{px}$

Accessibility

WCAG 2.1 AA compliant

File Structure

Loom & Lane/

src/

assets/