













# SkillShare Academy – Style Guide

## Brand Overview

SkillShare Academy is a community-based digital learning platform that democratizes education through a credit-based system. The design should convey vibrancy, accessibility, and educational empowerment while maintaining professional credibility.

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## Color Palette

	Primary Purple – #7c3aed
	Primary Dark – #6d28d9
	Secondary Orange – #f97316
	Accent Cyan – #06b6d4
	Success Green – #10b981
	Warning Yellow – #eab308
	Text Primary – #1f2937
	Text Secondary – #6b7280
	Background Light – #fdf4ff
	Background Dark – #581c87
	White – #ffffff
	Border Color – #e5e7eb

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## Typography

- **Font:** Clean sans-serif (Segoe UI, Tahoma, Verdana)
- **Headings:** Bold, large, scannable
- **Body:** Comfortable 16px size
- **Captions:** Slightly smaller, lighter color

## Credits & Badges

- **Credits Earned:** Cyan → Green gradient pill shape
  - **Mentor Rates:** Purple → Orange gradient badge
  - Keep consistent placement across all cards
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## Buttons

- **Primary:** Purple gradient – main actions
  - **Secondary:** Orange → Yellow gradient – secondary actions
  - **Outline:** White with purple border – low emphasis
  - **All:** Large enough for touch devices, clear hover/tap effect
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## Cards

- White background, rounded corners, subtle shadows
  - Featured mentors have purple borders
  - Hover: gentle lift effect
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## Layout & Spacing

- Max content width ~1200px
  - Generous section padding
  - Consistent gaps between elements
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## Accessibility

- WCAG AA contrast compliance
  - Visible focus states
  - Descriptive alt text for all images
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## Responsive Layout

- Mobile: 1 column
  - Tablet: 2 columns
  - Desktop: 3 columns
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## Logo Usage

- Available Versions:
  - 1. Horizontal – Purple (light backgrounds)



- 2. Horizontal – Black (light backgrounds where purple isn't suitable)



- 3. Vertical – Purple (square spaces, light backgrounds)



- 4. Vertical – Black (square spaces, light backgrounds where purple isn't suitable)



- Best Practices: Maintain clear space equal to height of 'S', don't distort or recolor.
- Avoid busy backgrounds; minimum width – Horizontal: 150px, Vertical: 100px.