

Of course. Based on the comprehensive data framework, here is a style guide to ensure the web app has a cohesive, intuitive, and visually engaging identity that resonates with Pokémon fans.

Pokémon TCG Collector: Web App Style Guide

I. Core Design Philosophy

The visual identity of this platform should be guided by three core principles: **Clarity, Nostalgia, and Modernity**. Every design choice should aim to present complex information in a clean, intuitive manner while evoking the cherished nostalgia of the Pokémon brand, all within a modern, responsive, and engaging user interface. The goal is to create a tool that feels both like an official, authoritative resource and a personal, celebratory space for a collector's passion.

II. Color Palette

The color palette is anchored by the iconic Pokémon brand colors, supported by a system of neutral tones for usability and vibrant accent colors derived from the TCG's elemental types.

Color Role	Color Name	HEX Code	Usage
Primary	Pokémon Yellow	#FFCB05 ¹	Primary buttons, calls-to-action, highlights, branding accents.
Primary	Pokémon Blue	#2A75BB ¹	Main branding, navigation bars, headers, links, selected states.
Secondary	Poké Ball Red	#FF0000 ²	Destructive actions (e.g., delete), critical alerts, special promotions.
Accent	Gold Foil	#B3A125 ²	Premium features, special card highlights (e.g., "Shiny" or "Secret Rare").
Neutral	Background	#F5F5F5	Main application background for a clean, bright feel.
Neutral	Card/Module BG	#FFFFFF	Background for individual UI components like cards and modals.
Neutral	Primary Text	#212121	Main body text, labels, and important information.

Color Role	Color Name	HEX Code	Usage
Neutral	Secondary Text	#757575	Subtitles, descriptions, disabled text, and less critical info.
System	Success	#4CAF50	Confirmation messages, positive feedback.
System	Warning	#FF9800	Non-critical alerts, cautionary messages.

Elemental Type Colors

Each of the TCG's elemental types (Grass, Fire, Water, etc.) should have a dedicated, vibrant color. These colors are critical for at-a-glance identification and should be used for:

- Type icons and labels on card displays.
- Background washes on detailed card view pages.
- Filtering tags and multi-select options.
- Data visualization charts breaking down a collection by type.

III. Typography

The typographic hierarchy should balance the playful, recognizable Pokémon branding with the need for high legibility when displaying dense data.

1. Brand & Display Headings

- **Font: Pokemon Solid** ³
- **Usage:** Reserved for the main app logo, major page titles (e.g., "My Collection," "Set Explorer"), and significant marketing banners. Use sparingly to maximize impact.
- **Note:** As this is a fan-created font, ensure licensing allows for its intended use.⁶

2. UI & Content Headings

- **Font: Helvetica Neue** (or a similar clean, geometric sans-serif like Inter)
- **Weight: Bold**
- **Usage:** Subheadings, card names within lists, modal titles, and section headers. This font should be the primary workhorse for navigation and information hierarchy.

3. Body & UI Text

- **Font: PT Sans** (or a similar humanist sans-serif) ⁷
- **Weight: Regular**
- **Usage:** Card descriptions, market value statistics, labels, and all paragraph text. The priority is readability across all screen sizes.

4. Accent & Flavor Text

- **Font: Pokemon Game Boy Font** ⁵
- **Usage:** This pixelated font should be used sparingly for nostalgic effect. Ideal for card flavor text on detail pages or as a label for "Vintage" sets to provide a subtle visual cue.

IV. Iconography

Icons should be clean, simple, and instantly recognizable.

- **UI Icons:** Utilize a consistent, modern set like **Feather Icons** or **Material Design Icons** for all standard interface elements (e.g., search, settings, add, delete, navigation arrows).⁸
- **Custom Pokémon Icons:** A custom set of icons is required for:
 - **Elemental Types:** Unique, stylized icons for Grass, Fire, Water, etc.
 - **Rarity Symbols:** Clear vector representations of Common (●), Uncommon (◆), Rare (★), and other special rarity symbols.
 - **Set Symbols:** Each TCG expansion set has a unique symbol. These should be accurately reproduced to aid in quick set identification.

V. UI Components & Layout

Card Display Component

This is the most critical component of the app. It must be flexible enough for list views, grid views, and detailed views.

- **List/Grid View:** A compact card should display:
 1. High-quality card thumbnail.
 2. Pokémon Name (Bold Heading font).
 3. Set Name & Card Number (Body font).
 4. Rarity Symbol.
 5. A clear indicator for variants owned (e.g., small icons for "Reverse Holo," "1st Edition").
 6. Current estimated market value.
- **Detailed View:** The full-page view should feature a large, high-resolution card image and clearly sectioned-off data points for all attributes outlined in the research report, including a tab or toggle for different language versions.

Buttons

- **Primary Button:** Solid fill with Pokémon Yellow (#FFCB05), white text. Used for primary actions like "Add to Collection."
- **Secondary Button:** Outlined with Pokémon Blue (#2A75BB), blue text. Used for secondary actions like "View on Marketplace."

- **Tertiary/Text Button:** No border or fill, Pokémon Blue (#2A75BB) text. Used for low-priority actions like "Cancel."

Navigation & Layout

- **Header:** A persistent header should contain the app logo, primary navigation links (e.g., Dashboard, Sets, Search), and the user's profile icon.
- **Filtering:** A robust and intuitive filtering sidebar or dropdown menu is essential. It should allow users to filter by Set, Rarity, Card Type, Pokémon Type, and text search. Checkboxes and multi-select options should be used for a fast user experience.
- **Spacing:** Maintain consistent and generous spacing between elements to avoid a cluttered feel, especially on data-heavy screens.

VI. Imagery & Tone of Voice

- **Imagery:** All card and Pokémon images must be official, high-resolution assets. Do not use fan art or low-quality scans to maintain a professional and authoritative feel.⁹
- **Tone of Voice:** The app's copy should be encouraging, positive, and steeped in Pokémon lore. Use familiar terms like "Trainer," "Pokédex," and "Partner Pokémon." Onboarding and empty states should use playful language (e.g., "Your collection is empty! Time to catch 'em all!"). The overall tone should make the user feel like a true Pokémon TCG Master.