

buckturner Blog - Design Specification

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Project: buckturner Pattaya Stories Blog

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Themes: Light & Dark Matte

1. Design Direction & Rationale

Visual Essence: Retro desktop operating system UI reimaged as a provocative blog interface. Think classic Mac OS window chrome (red/yellow/green control dots, thick black borders, window title bars) meets underground internet culture. Monospace typography and pixel-perfect alignment create nostalgic computing aesthetics, while the bold pink brand color (#EE8ECD) injects playful irreverence.

Strategic Rationale:

1. **Memorable Differentiation** - The retro OS metaphor stands out in a sea of generic blog templates, creating instant brand recognition for buckturner's wild Pattaya narratives.
2. **Audience Alignment** - Young adults (18-35) familiar with internet culture appreciate nostalgic computing aesthetics mixed with edgy, provocative content. The playful UI softens adult themes while maintaining authenticity.
3. **Functional Clarity** - Window-based component design naturally organizes content hierarchies. Each story card as a "window" creates intuitive browsing patterns while the theme toggle accommodates different reading preferences.

Key Characteristics:

- **Borders:** Thick 3px solid black borders on all major components (windows, cards, buttons)
- **Color Philosophy:** 85% neutral base (white/grays or dark matte) + 15% strategic pink (#EE8ECD) for accents, CTAs, and hover states
- **Typography:** Monospace for headers/UI chrome, readable sans-serif for body content to prevent reading fatigue
- **Spacing:** Compact but structured (16-24px internal padding), dense information layout suited for blog content
- **Animation:** Snappy 200ms transitions for window interactions, minimal decoration

Reference Examples:

- Classic Mac OS 9/X window chrome and UI patterns
 - Windows 95/98 aesthetic (thick borders, title bars)
 - Poolside.fm (retro computing nostalgia)
 - Hacker News / early 2000s forum aesthetics (dense, functional)
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2. Design Tokens

Colors

| Token | Light Theme | Dark Matte Theme | Usage |
|-------------------|-------------|------------------|--------------------------------------|
| Primary | | | |
| primary-500 | #EE8ECD | #EE8ECD | Brand pink - buttons, links, accents |
| primary-600 | #E066B8 | #E066B8 | Hover states |
| primary-700 | #D144A3 | #D144A3 | Active states |
| primary-200 | #F9C9E8 | #F9C9E8 | Subtle backgrounds |
| primary-50 | #FEF5FB | #2A1A24 | Very subtle tints |
| Neutral | | | |
| neutral-50 | #FAFAFA | #1A1A1A | Page background |
| neutral-100 | #F5F5F5 | #242424 | Surface background |
| neutral-200 | #E5E5E5 | #2E2E2E | Borders, dividers |
| neutral-700 | #404040 | #A3A3A3 | Secondary text |
| neutral-900 | #171717 | #FAFAFA | Primary text |
| Background | | | |
| bg-page | #F5F5F5 | #1A1A1A | Main page background |
| bg-window | #FFFFFF | #242424 | Window/card background |
| bg-titlebar | #E5E5E5 | #2E2E2E | Window title bars |
| Semantic | | | |
| border-primary | #000000 | #000000 | All thick borders (3px) |
| text-primary | #171717 | #FAFAFA | Body text |
| text-secondary | #404040 | #A3A3A3 | Metadata, dates |
| accent | #EE8ECD | #EE8ECD | Links, CTAs |

WCAG Validation (AA Minimum, 4.5:1 for text):

- Light: neutral-900 (#171717) on white → 15.8:1 ✓
- Dark: neutral-900 (#FAFAFA) on neutral-50 (#1A1A1A) → 14.2:1 ✓
- Pink button: primary-700 (#D144A3) text on white bg → 5.8:1 ✓

Typography

| Token | Value | Usage |
|----------------------|---|-----------------------------------|
| Font Families | | |
| font-mono | 'IBM Plex Mono', 'Courier New', monospace | Headers, UI chrome, window titles |
| font-sans | 'Inter', system-ui, sans-serif | Body text, readability |
| Font Sizes | | |
| text-xs | 12px | Window controls, metadata |
| text-sm | 14px | Dates, labels |
| text-base | 16px | Body copy |
| text-lg | 18px | Subheadings |
| text-xl | 24px | Section titles |
| text-2xl | 32px | Page titles |
| text-3xl | 48px | Hero headline |
| Font Weights | | |
| font-normal | 400 | Body text |
| font-medium | 500 | UI labels |
| font-bold | 700 | Headers, window titles |
| Line Heights | | |
| leading-tight | 1.3 | Headers |
| leading-normal | 1.6 | Body text |
| leading-relaxed | 1.8 | Long-form content |

Spacing (4pt-based)

| Token | Value | Usage |
|------------------------|-------------------|-----------------------------|
| <code>space-xs</code> | <code>8px</code> | Tight gaps, control spacing |
| <code>space-sm</code> | <code>12px</code> | Window control dots spacing |
| <code>space-md</code> | <code>16px</code> | Card internal padding |
| <code>space-lg</code> | <code>24px</code> | Section gaps |
| <code>space-xl</code> | <code>32px</code> | Component spacing |
| <code>space-2xl</code> | <code>48px</code> | Major section spacing |
| <code>space-3xl</code> | <code>64px</code> | Hero spacing |

Border & Decoration

| Token | Value | Usage |
|----------------------------|---|---|
| Border Radius | | |
| <code>radius-none</code> | <code>0px</code> | All components (sharp corners) |
| <code>radius-sm</code> | <code>2px</code> | Window control dots only |
| Border Width | | |
| <code>border-thick</code> | <code>3px</code> | Primary borders (windows, cards, buttons) |
| <code>border-thin</code> | <code>1px</code> | Dividers, subtle separators |
| Shadows | | |
| <code>shadow-window</code> | <code>4px 4px 0 0 rgba(0,0,0,0.15)</code> | Window hover state (flat drop shadow) |
| <code>shadow-none</code> | <code>none</code> | Default state (no shadow) |

Animation

| Token | Value | Usage |
|------------------------------|-----------------------|---------------------|
| <code>duration-fast</code> | <code>200ms</code> | Hover, focus states |
| <code>duration-normal</code> | <code>250ms</code> | Theme toggle |
| <code>easing-default</code> | <code>ease-out</code> | All transitions |

3. Component Specifications

Window Frame (Core Component)

Structure:

All major components (navigation, story cards, content sections) wrapped in window chrome. Title bar (32px height) contains window controls (red/yellow/green dots, 10px diameter each, 8px spacing) on left, optional window title text (12px mono, medium weight) centered.

Tokens:

- Border: `border-thick` (#000000)
- Background: `bg-window`
- Title bar: `bg-titlebar`, height 32px
- Control dots: Red (#FF5F57), Yellow (#FFBD2E), Green (#28CA42), radius `radius-sm`
- Padding: `space-md` for content area

States:

- Default: No shadow, static
- Hover: `shadow-window` appears
- Active: No additional effect

Note: Window controls are decorative (not functional close/minimize). Use for navigation container, story cards, content sections, and about page.

Button

Primary Variant:

- Background: `primary-500` (#EE8ECD)
- Text: `neutral-900` (dark text for light button), 14px mono bold
- Border: `border-thick` solid black
- Padding: 12px 24px (height ~38px)

- Hover: Background → `primary-600`, `shadow-window` applied
- Active: Background → `primary-700`, `translate(2px, 2px)`

Secondary Variant:

- Background: `bg-window`
- Text: `text-primary`, 14px mono bold
- Border: `border-thick` solid black
- Padding: 12px 24px
- Hover: Background → `neutral-100`, `shadow-window`
- Active: `Translate(2px, 2px)`

Note: Use primary for "Read More" CTAs. Use secondary for "Load More" or auxiliary actions.

Story Card

Structure:

Window frame containing featured image (16:9 ratio, max 400px width), title (24px mono bold), excerpt (16px sans, 2-3 lines max), metadata row (date + read time in 12px mono), and primary button.

Tokens:

- Window frame wrapper with title bar showing post category as window title
- Image: Full width inside window content area
- Content padding: `space-md` around text
- Gap: `space-sm` between elements
- Title: `text-xl`, `font-mono`, `font-bold`
- Excerpt: `text-base`, `font-sans`, `text-secondary`, `leading-normal`
- Date: `text-xs`, `font-mono`, `text-secondary`

States:

- Default: Static
- Hover: Entire card gets `shadow-window`

Note: Grid layout 3 columns desktop (1200px+), 2 columns tablet (768-1199px), 1 column mobile (<768px). Gap between cards: `space-lg`.

Navigation Bar

Structure:

Window frame (full width, fixed to top on scroll optional) containing logo/site title on left, horizontal menu links centered, theme toggle on right.

Tokens:

- Height: 56px total (32px title bar + 24px content)
- Links: `text-sm`, `font-mono`, `font-medium`, 16px horizontal spacing
- Link color: `text-primary`, hover → `accent`, active → underline 2px `accent`

- Theme toggle: Custom switch (40px width × 20px height, black border, pink active state)

Note: Mobile (<768px) - hamburger menu icon (three 16px horizontal bars, 3px thick) opens full-window overlay menu.

Blog Post Content

Structure:

Window frame containing post header (title 48px mono bold, date/metadata 12px), featured image full width, body content with generous line-height.

Tokens:

- Content max-width: 720px centered
- Title: `text-3xl`, `font-mono`, `font-bold`, margin-bottom `space-lg`
- Body: `text-base`, `font-sans`, `leading-relaxed`
- Paragraphs: margin-bottom `space-md`
- Images: max-width 100%, `border-thick` black border

Note: Body text uses sans-serif for readability in long-form content. Headers within content use mono.

Theme Toggle Switch

Structure:

40px × 22px switch track, 18px circle knob, slides left (light) to right (dark).

Tokens:

- Track: `border-thick` black border, background `neutral-200` (off) / `primary-500` (on)
- Knob: 18px circle, solid black fill
- Animation: `duration-normal` slide transition
- Position: Top-right of navigation, label "Light/Dark" in `text-xs` mono

States:

- Light mode: Knob left, track neutral
 - Dark mode: Knob right, track pink
 - Hover: Track background +10% brightness
-

4. Layout & Responsive Strategy

Breakpoints

| Name | Min Width | Max Container |
|------|-----------|---------------|
| sm | 640px | 100% |
| md | 768px | 100% |
| lg | 1024px | 1200px |
| xl | 1280px | 1200px |

Grid System

- Homepage story grid: CSS Grid, `gap: space-lg`
- Desktop (lg+): 3 columns, auto rows
- Tablet (md-lg): 2 columns
- Mobile (<md): 1 column
- Content sections: Single column, max 1200px width, centered with `space-xl` side padding

Responsive Adaptations

Typography:

- Hero headline: 48px desktop → 32px mobile
- Story card titles: 24px → 20px mobile
- Body text: 16px consistent across breakpoints

Spacing:

- Section gaps: 48px desktop → 32px mobile
- Card padding: 16px consistent

Navigation:

- Desktop: Horizontal menu visible
- Mobile: Hamburger menu → full-screen overlay (window frame style)

Images:

- Story cards: 16:9 aspect ratio maintained, width 100% of card
- Blog post images: Max-width 100%, height auto

5. Interaction Principles

Animation Standards

- **Fast (200ms):** Button hovers, link underlines, card hover shadows
- **Normal (250ms):** Theme toggle switch, navigation menu open/close
- **Easing:** `ease-out` for all transitions

Animated Components

- **Buttons:** Background color + shadow on hover (200ms)
- **Story Cards:** Shadow appearance on hover (200ms)
- **Navigation Links:** Color change + underline slide-in (200ms)
- **Theme Toggle:** Knob position slide (250ms)
- **Window Shadows:** Opacity 0 → 1 on hover (200ms)

Performance Rule

Animate ONLY `transform`, `opacity`, `background-color`, and `box-shadow`. Never animate width, height, margin, or padding.

Reduced Motion

```
@media (prefers-reduced-motion: reduce) {  
  * {  
    animation-duration: 0.01ms !important;  
    transition-duration: 0.01ms !important;  
  }  
}
```

Disable all shadows and animations for users with motion sensitivity preferences.

Design System Notes

Brand Personality: Playful irreverence (7/10) - generous use of pink accent, compact but friendly spacing, nostalgic computing metaphors create approachable personality for provocative content.

Icon System: Use SVG icons from Lucide (16-20px size) for UI chrome (hamburger menu, external link indicators, theme toggle icons). Style: 2px stroke, rounded caps, solid black fill in both themes.

Accessibility:

- All interactive elements minimum 44×44px touch targets on mobile
- Focus states: 2px solid pink outline offset 2px from element
- Alt text required for all story featured images
- Semantic HTML: `<article>` for posts, `<nav>` for navigation, proper heading hierarchy

Content Guidelines:

- Story excerpts: 120-150 characters max (2-3 lines at 16px)
 - Featured images: 1200×675px (16:9), optimized WebP format
 - Post titles: 40-60 characters recommended for card layout
 - Categories shown as window titles: "Story", "Adventure", "Night Tales", etc.
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End of Specification