# 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 reimagined 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)

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

### Border & Decoration

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

### Animation

| Token | Value | Usage |
| --- | --- | --- |
| duration-fast | 200ms | Hover, focus states |
| duration-normal | 250ms | Theme toggle |
| easing-default | ease-out | 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.

**End of Specification**