

# VAS NOBLE — MINI DESIGN SYSTEM

## 1. Brand Foundation

**Tone:** Sovereign. Grounded. Editorial. Refined. Never loud. Never hype-driven.

**Core Principle:** Recognition → Reflection → Structure → Sovereign Choice.

## 2. Typography

**Primary Serif (Headlines):** Playfair Display (400, 500, 600)

**Primary Sans (Body + UI):** Inter (400, 500, 600)

### Hierarchy Rules:

- Hero H1: Playfair Display, 500 weight, clamp(44px–64px), line-height 1.1–1.15
- Section H2: Playfair Display, 500 weight, line-height 1.2–1.25
- Body: Inter, 400 weight, line-height 1.6–1.75
- Buttons: Inter, 600 weight, uppercase, letter-spacing 0.08em

## 3. Color System

**Primary Background:** #0B0B0C (Deep Charcoal)

**Secondary Dark:** #131316

**Gold Accent:** #B89A5A

**Muted Gold:** #9F844F

**Text Primary:** rgba(255,255,255,0.88)

**Text Muted:** rgba(255,255,255,0.70)

## 4. Layout & Rhythm

- Dark → Dark → Light → Light → Light → Dark (cinematic arc)
- Max content width: 1100px
- Text max-width: 640–720px for readability
- Use generous vertical spacing (72px–120px between sections)
- No heavy drop shadows. No loud gradients.

## 5. Buttons

- Primary: Gold gradient (#B89A5A → #9F844F), dark text
- Secondary: Ghost (transparent with subtle border)
- No rounded pills. Border radius: 8–10px

- Hover: subtle lift (translateY -1px), no dramatic animation

## 6. Imagery Guidelines

- Moody. Editorial. Warm neutral lighting.
- Avoid bright stock imagery.
- No pastel illustrations.
- Texture > decoration.
- Structure holds the flame. The flame does not become the structure.

This document defines the visual and tonal guardrails for the Unshackled landing experience and Vas Noble ecosystem.