

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.