

Style Guide

for



Paula's Kitchen Alchemy

Because Magic Keeps Happening in the Kitchen!

Typography

Masthead

Grafolita Script typeface (Adobe Typekit font)

Headings

Lato typeface (a Google web font)

H1: Font weight: 700, size: 1.3em, color: #7c3199 (mobile size: 1.7em)

H2: Font weight: 700, size: 1.2em, color: #7c3199

H3: Font weight: 700, size: 1em, color: #000000

H4: Font weight: 700, color: #000000 except when in Footer: #fff2cd

Body

p: Lato typeface, Font-weight: 400, size: 1em, color: #000000 (mobile size: 1.1em)

Links

Masthead

Login, Logout, Register

Typeface: Lato, font-weight: 400, size: .8em, color: #ffe68d, hover: #fff2cd

Main navigation tabs: Desktop

Typeface: Lato, font-weight: 400, size: 1.2em, padding: 7px 20px, background-color: #cc8f0d, color: #000000, hover & current link: background-color changes to #7c3199

Links, cont.

Masthead, cont.

Main navigation buttons: Mobile

Typeface: Lato, font-weight: 400, size: 1.5em, border-radius: 10px, background-color: #cc8f0d, color: #000000, hover & current link: background-color changes to #7c3199

Body

Typeface: Lato, font-weight: 400, size: 1em, color: #3c12ff

Sidebar

Typeface: Lato, font-weight: 700/bold, size: 1em, color: #3c12ff, hover: #7c3199

Buttons



Main button style

Create, Update, Search, Register

base background: #9d23cc, Linear gradient from top: #9d23cc to bottom: #7c3199, hover gradient: top: #3c12ff to bottom: #290cb2, text color: #fff2cd, border-radius: 28px, box-shadow: #666666



“Danger” button

Delete

base background: #f5426f, Linear gradient from top: #f5426f to bottom: #ab0a80, hover gradient: top: #fac014 to bottom: #ff0808, text color: #fff2cd, border-radius: 28px, box-shadow: #666666

Thumbnail Image Treatment (Frames & Opacity)



Static

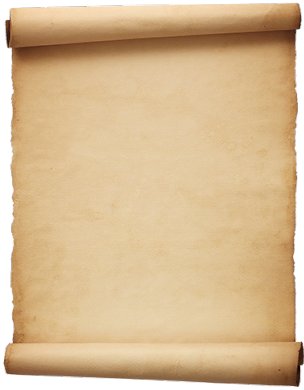
Frame: Solid 3px border #7c3199 purple, Opacity: 100%

Hover

Frame: Solid 3px border #cc8f0d gold, Opacity: 80%

Note: Recipe main images have no border treatment, and are 500 pixels or less wide--I wanted the food to be featured

Containers



Sidebar

Desktop, above 940 pixels wide

Background image parchment.png, 350px wide

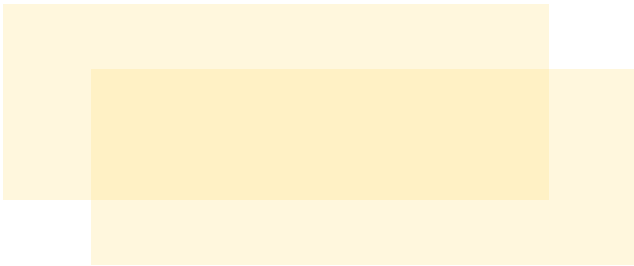
Mobile, below 940 pixels wide

Background color #ffe68d, opacity 100%,
margin 1em top & bottom, 2em left and right



Search

background color #7c3199 purple, opacity 100%



Result, Recipe, Category

Background color #ffe68d, opacity 30%

Note that the Search Results container contains individual results which overlap for a higher opacity



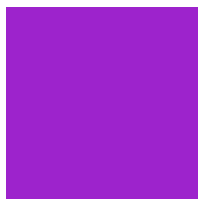
Body Background

background image texture.jpg, repeat x & y

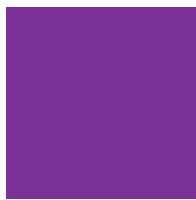
Color Scheme

Compound

Thanks to color.adobe.com -- "Alchemy" theme by Paula Bishop



#9D23CC
rgb(157,35,204)



#7C3199
rgb(124,49,153)



#3C12FF
rgb(60,18,255)



#FFE68D
rgb(255,230,141)



#CC8F0D
rgb(204,143,13)