

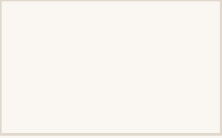
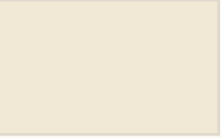
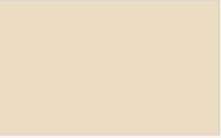
Statement Candles

Brand Style Guide

BRAND VOICE

Refined, intentional, warmly confident. Write for a discerning client who values craft over volume. Favor evocative nouns over adjectives. Never shout.

COLOR PALETTE

					
Foreground #211F1C hsl(30 8% 12%)	Background #FAF7F2 hsl(32 20% 97%)	Luxury Gold #EFC355 hsl(43 84% 65%)	Luxury Amber #CA8826 hsl(35 65% 48%)	Luxury Cream #F1E8D6 hsl(38 45% 92%)	Secondary #EBDCC2 hsl(36 40% 88%)

TYPOGRAPHY

Playfair Display

Headings · Weights 400 / 600 / 700 · Serif

H1 Statement Candles

H2 Signature Collections

H3 Bespoke Noir

Body Handcrafted illumination for the discerning few.

EYEBROW · ARTISAN CRAFTED

Inter

Body & UI · Weights 300 / 400 / 500 · Sans

SPACING & LAYOUT

xs 8px		Inline gaps
sm 16px		Card padding
md 24px		Container px
lg 48px		Block gaps
xl 96px		Section py

USAGE GUIDELINES

DO

- Use semantic tokens in components
- Pair Playfair (headings) + Inter (body)
- Reserve gold for emphasis & CTAs
- Leave generous whitespace
- Use gradient-luxury for hero sections

DON'T

- Hard-code hex colors in components
- Substitute alternative fonts
- Use gold as large background fill
- Mix 3+ accent colors per view
- Use harsh shadows