

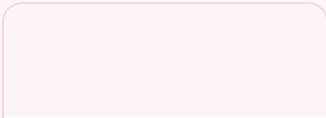
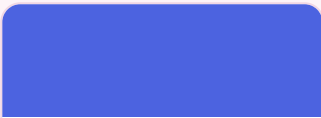
BRAND GUIDELINES

Gigi Kenneth

gigikenneth.com
Archivo · Instrument Serif

Warm, precise, a little playful. Periwinkle-blue and pink on a soft pink-white canvas, deep-navy type, hand-drawn doodle accents, and springy micro-motion. Flat colour, generous whitespace, grayscale photography that blooms to colour on hover. Personable and human, never templated.

COLOUR - CORE

 Canvas #FDF4F8	 Ink (navy) #09103D	 Slate #33475B	 Accent (periwinkle) #4C63E0
 Accent 2 (pink) #E24A90	 Line #F1D7E4	 Pink (decor) #ED5FA0	 Card #FFFFFF

COLOUR - DECORATIVE SURFACES

 Band sky #E7EBFF	 Band berry #FCDCEA	 Tint peach #FFE0D6	 Tint mint #E6EAFF
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TYPOGRAPHY

Content *for*
Beginners

Display - Archivo 900 · line-height .94 · letter-spacing -.025em · fluid clamp(44-150px). One word may use Instrument Serif italic.

A confident heading in Archivo 800

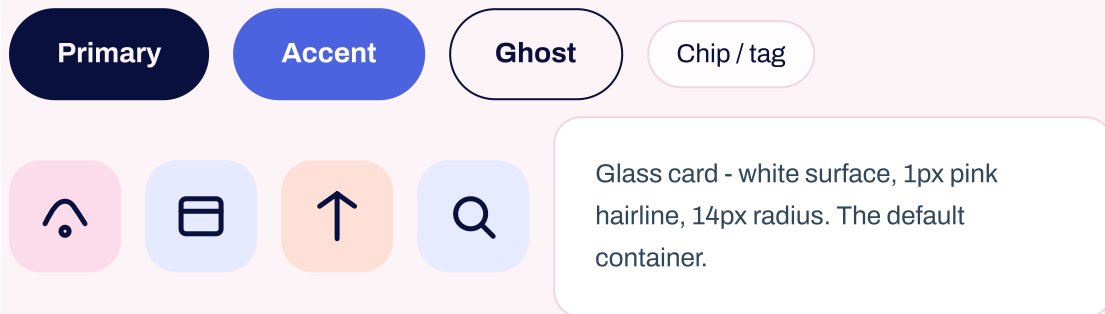
Heading - Archivo 800 · line-height .98 · letter-spacing -.015em

Body copy is Archivo 400 at a roomy 1.6 line-height, navy on canvas. Readable, warm, and plain. Links use periwinkle.

EYEBROW LABEL

Eyebrow - Archivo 700 · 13px · uppercase · letter-spacing .16em · periwinkle

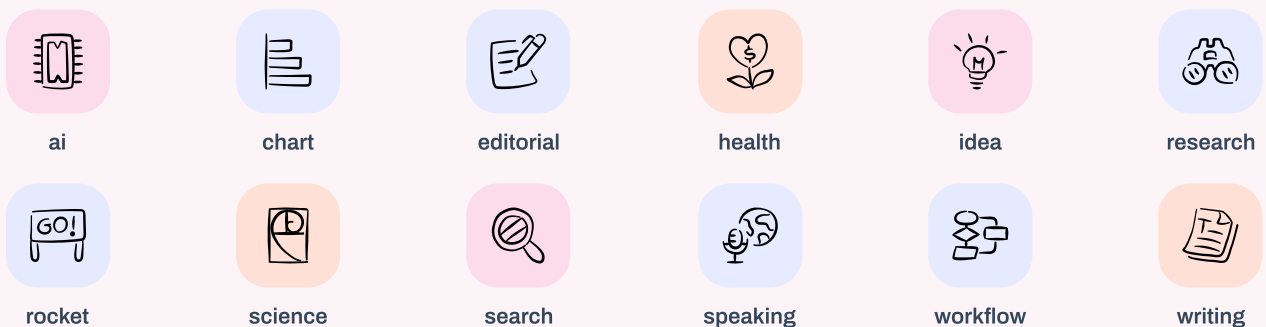
COMPONENTS



Buttons are pill-shaped (100px). Doodle icon tiles sit on pastel rounded squares, navy stroke, and wobble on hover.

DOODLE ICONS

Hand-drawn, single-stroke, navy. Rendered on pastel tiles via **IconTile**. Full set in **public/images/icons/**.



MOTION & VOICE

MOTION

- Springy easing signature: cubic-bezier(.34, 1.5, .5, 1)
- Reveal on scroll: fade + rise + settle, optional stagger
- Hover-lift cards; number pop; word-by-word hero
- Periwinkle → pink scroll progress bar
- Always respects prefers-reduced-motion

VOICE & COPY

- No em dashes or en dashes - use a hyphen or reword
- Warm, plain, specific; active voice; no filler
- Navy/slate text only; periwinkle is the single text accent
- Flat colour, no background gradients
- Grayscale portraits, doodles, no stock photos