



DESIGN SYSTEM · DEVELOPER REFERENCE

Digital Style Guide

Design tokens, component conventions and implementation standards for the Stadmay / Roundabout China web application — the technical companion to the brand guidelines.

Colour Tokens

Colours are applied as Tailwind arbitrary values (e.g. `bg-[#1C1A17]`). Use the exact hex values below — do not approximate.

CORE PALETTE

TOKEN	HEX	SAMPLE	USAGE
Charcoal	#1C1A17		Page/base dark surfaces, primary text
Terracotta	#A8592A		Primary buttons, links, accents
Terracotta hover	#8f4a22		Button/link hover state
Gold	#E6B980		Highlights, serif numerals, rings
Cream	#F6F2EA		Light page base, text on dark

SURFACES & BORDERS

TOKEN	HEX	SAMPLE	USAGE
Dark surface	#26231D		Cards on dark theme
Dark border	#3A352D		Dividers on dark theme
Card border	#E6DCCB		Light card borders
Panel	#EEE4D3		Inset panels, image mats

TEXT TINTS

TOKEN	HEX	SAMPLE	USAGE
Muted	#6B6456		Secondary body text
Faint	#8A8172		Captions, meta labels
On-dark body	#B8B0A2		Body text on charcoal

Corridor Accents

The three border highways each have a dedicated accent used for route badges, timeline markers and map corridors.

CORRIDOR	HEX	SAMPLE	NOTES
G219 (red)	#C0392B		Western/Tibetan border
G228 (green)	#1E7A5A		Eastern coastline
G331 (amber)	#B8860B		Northern border

On dark backgrounds use `/10` or `/15` opacity tints of the accent for pill fills (e.g. `bg-[#A8592A]/15`) to keep contrast comfortable.

Typography

Two families drive the system, exposed as utility classes in `globals.css`.

CLASS	ROLE	APPLIED TO
<code>font-serif-display</code>	Editorial serif	H1–H3, numerals, titles
<code>intro-body</code>	Drop-cap body	Lead intro paragraphs
<code>(default sans)</code>	UI / body	Paragraphs, labels, controls

Uppercase kickers: `text-xs uppercase tracking-[0.2em]` in gold or terracotta. Section rules: a `w-[54px] h-[3px] bg-[#A8592A]` divider beneath headings.

Components

PRIMARY BUTTON

```
// Terracotta CTA
className="bg-[#A8592A] hover:bg-[#8f4a22]
  text-[#F6F2EA] px-6 py-3 rounded
  font-medium transition-colors"
```

CARD (LIGHT THEME)

```
className="bg-white border border-[#E6DCCB]
  p-6" // optional top accent bar
```

CARD (DARK THEME)

```
className="bg-[#26231D]
  border border-[#3A352D]
  text-[#F6F2EA] p-6"
```

Contrast rule: never place cream text on cream, or terracotta text on charcoal below AA. Body on charcoal uses `#B8B0A2` ; headings on charcoal use `#F6F2EA` .

LAYOUT

- Page container: `container mx-auto px-6`
- Section rhythm: `py-16` between major sections
- Prefer shadows/borders over heavy dividers; let content breathe
- All layouts must be mobile-first and responsive

Assets & Conventions

LOGO & ICON ASSETS (PUBLIC/)

FILE	PURPOSE
stadmay-logo.png	Primary colour logo (light bg)
stadmay-logo-light.png	White logo (dark bg)
icon-192 / icon-512.png	PWA / home-screen icons
icon-maskable-512.png	Maskable PWA icon
apple-touch-icon.png	iOS home screen
favicon.ico / favicon-64.png	Browser favicons

IMAGERY IN CODE

- Use `next/image` with fixed aspect-ratio containers
- Add `relative` to the parent when using `fill`
- Always provide meaningful `alt` text

INTERNATIONALISATION

All copy lives in `lib/i18n.ts` with parallel **EN** and **ZH** blocks; components read via the `useLanguage()` hook and `t("section.key")`. Default language is Simplified Chinese. Never hardcode display strings — add a key to both blocks.

Write non-ASCII characters directly (e.g. 环游中国), never as escape sequences.

CONTACT

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