

Design System & Brand Tokens

A unified reference sheet documenting typography, colors, layout components, and accessibility guidelines. Copy and use these exact specifications to maintain perfect brand cohesion.

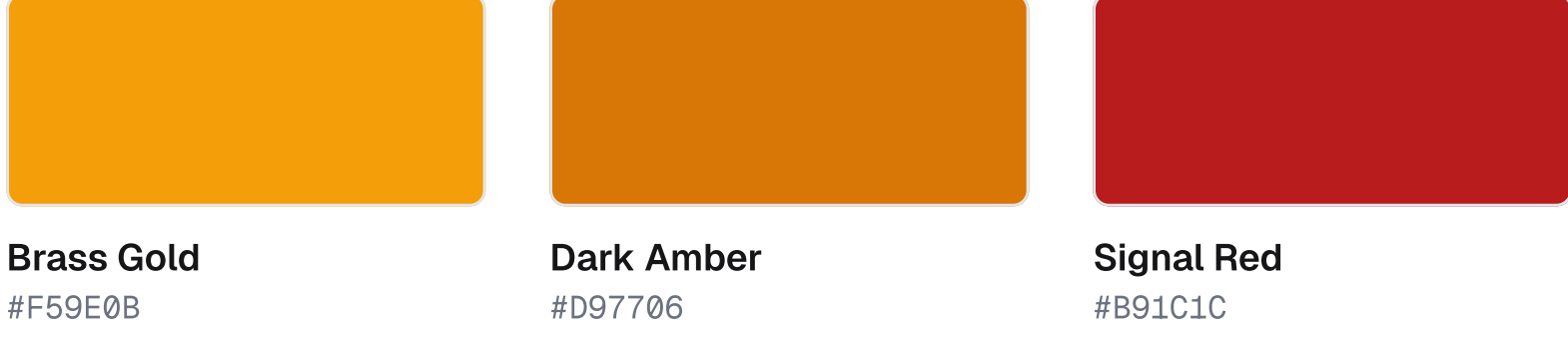
SECTION 1

Color Palette

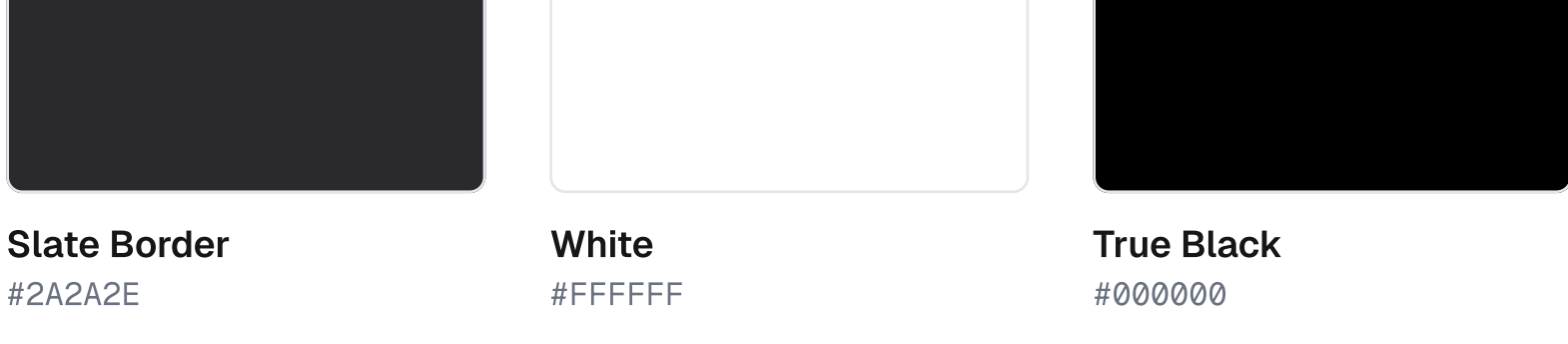
PRIMARY COLORS



ACCENT COLORS



NEUTRAL & BORDER



SECTION 2

Typography Scale

DISPLAY & HEADINGS (EB GARAMOND · DARK STRIP)

DISPLAY XL EB Garamond · Bold · 72px	Dark Heart Brewing
DISPLAY L EB Garamond · Bold · 56px	Headline Display
DISPLAY M EB Garamond · Bold · 48px	Section Title
H1 EB Garamond · Bold · 40px	Page Heading
H2 EB Garamond · Bold · 36px	Subsection Heading
H3 EB Garamond · Bold · 28px	Card Title
H4 EB Garamond · Bold · 24px	Small Heading
H5 EB Garamond · Bold · 22px	Label Heading
H6 EB Garamond · Bold · 20px	Mini Heading

BODY COPY (GEIST · LIGHT STRIP)

BODY L Geist · Regular · 16px	Body text at the largest reading size for comfortable scanning.
BODY M Geist · Regular · 15px	Standard body text for paragraphs and descriptions.
BODY S Geist · Regular · 14px	Compact body text used in cards and lists.
BODY XS Geist · Regular · 13px	Small body text for captions and metadata.
BODY BOLD M Geist · Bold · 14px	Emphasized body text for key information.
BODY SEMIBOLD Geist · SemiBold · 15px	Medium emphasis navigation and labels.

SYSTEM MONO (GEIST MONO · LIGHT STRIP)

MONO KICKER Geist Mono · Bold · 12px	SECTION KICKER · CATEGORY LABEL
MONO CAPTION Geist Mono · Regular · 13px	Caption and metadata text
MONO LABEL Geist Mono · SemiBold · 14px	Button label or data value
MONO PRICE Geist Mono · SemiBold · 16px	\$8.00 / Pint · \$22.00 / Pitcher
MONO MICRO Geist Mono · SemiBold · 10px	OVERLINE · TAG

SECTION 3

Spacing Scale

2px	
4px	
8px	
12px	
16px	
20px	
24px	
32px	
40px	
48px	
64px	
80px	
96px	

SECTION 4

Corner Radii

4px (sm) Cards, inputs	6px (md) Tags, pills	8px (lg) Buttons	100px (full) Full pill
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SECTION 5

Buttons

PRIMARY Plan Your Visit	PRIMARY HOVER Plan Your Visit	SECONDARY (ON DARK) Learn More	GHOST View All →	DANGER Cancel
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SECTION 6

Cards

STANDARD SPECIMEN The Cask Room Explore our barrel-aged collection of dark stouts, sours, and limited holiday releases handcrafted in small batches.	ACCENT CARD Imperial Stout Brewed with roasted barley, dark chocolate, and organic espresso beans. Bold flavor profiles with complex, smooth finishes.	IMAGE CARD Brewery Tour Get a behind-the-scenes look at our historic copper brewhouse and fermentation cellars.
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SECTION 7

Navigation

Dark Heart	Our Beers	Kitchen	Events	Merch	Book Table
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SECTION 8

Iconography & Decorative Elements

Icons are 16x16 or 24x24, Warm Stone (#B5AFA2) default, Brass Gold (#F59E0B) on hover/active. Social icons minimum 24x24px touch target per WCAG 2.5.8.

**SMALL ICON**
16 × 16 px inside 32px box

**STANDARD / HOVERED ICON**
24 × 24 px inside 40px box

SECTION 9

Accessibility — WCAG AA

Compliance Checklist
☒ Text contrast: minimum 4.5:1 ratio (AA)
☒ UI controls: minimum 3:1 ratio
☒ Touch targets: minimum 24×24px
☒ Parchment (#E9DFD3) on Charcoal (#161619): ~12.5:1 ✓
☒ Brass Gold (#F59E0B) on Deep Black (#0C0C0D): ~7.4:1 ✓
☒ Warm Stone (#B5AFA2) on Deep Black (#0C0C0D): ~6.8:1 ✓