



# CT Mobile Gaming

“The Experience”

Brand Standards

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# 1. Brand at a Glance

**CT Mobile Gaming** brings the “The Experience” — a premium mobile gaming trailer that comes to your door, runs the event, and leaves zero cleanup. The brand is **energetic, playful, and confident**, with graffiti accents nodding to the trailer’s custom art. Tone is friendly and direct — short sentences, plain language, and clear pricing.

Service area: Connecticut. Contact: **203.460.1042** · **nick@turbohobbies.com**.

## 2. Logo



The transparent logo is the only mark used across all surfaces — favicon, navigation, feature icons, event icons, and footer. Maintain at least 8 px of clear space on every side. Do not recolor, stretch, rotate, or apply effects.

- Primary use: **logo-transparent.png** on white or light backgrounds.
- Minimum display size: 32 px tall (icon use), 48 px tall (navigation).
- Do not place over busy photography unless the image is darkened first.

## 3. Color Palette

All colors below are pulled live from the website’s CSS custom properties (*:root* in *server/templates/landing-page.html*). The palette is divided into four tiers: **primary** (used for CTAs and brand emphasis), **graffiti accents** (used to highlight playful section moments), **neutrals** (used for backgrounds and text), and **semantic** (used for success/error states).

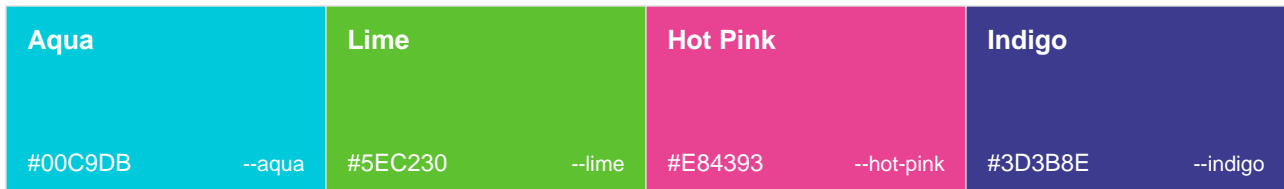
### 3.1 Primary Palette

Use sparingly. Reserve **Gold** for primary CTAs and price callouts; **Cyan** for add-ons and supportive emphasis; **Purple** for occasional accents.

|                                  |                                  |                                      |
|----------------------------------|----------------------------------|--------------------------------------|
| <b>Gold</b><br>#C48900<br>--gold | <b>Cyan</b><br>#2B8BBF<br>--cyan | <b>Purple</b><br>#5A3490<br>--purple |
| <b>Gold</b><br>#C48900<br>--gold | <b>Cyan</b><br>#2B8BBF<br>--cyan | <b>Purple</b><br>#5A3490<br>--purple |

## 3.2 Graffiti Accents

These bright accent colors echo the custom graffiti on the trailer. Use one per section as a focal highlight — never combine more than two on the same screen.



### Aqua

#00C9DB

--aqua

### Lime

#5EC230

--lime

### Hot Pink

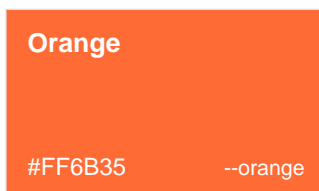
#E84393

--hot-pink

### Indigo

#3D3B8E

--indigo



### Orange

#FF6B35

--orange

## 3.3 Neutrals

True-black text on a pure-white background. Use **surface-light** for alternating section backgrounds.



### Bg

#FFFFFF

--bg

### Surface

#FFFFFF

--surface

### Surface Light

#F5F5F7

--surface-light

### Text

#000000

--text



### Text Secondary

#000000

--text-secondary

### Text Muted

#000000

--text-muted

### Border

rgba(0,0,0,0.08)

--border

### On Accent

#000000

--on-accent

## 3.4 Semantic

Reserved for system feedback (form success, validation errors).

|                                        |                                      |
|----------------------------------------|--------------------------------------|
| <b>Success</b><br>#2DA44E<br>--success | <b>Danger</b><br>#E5382A<br>--danger |
| <b>Success</b><br>#2DA44E<br>--success | <b>Danger</b><br>#E5382A<br>--danger |

## 4. Typography

The brand uses **Rajdhani** as the only typeface, loaded from Google Fonts. Available weights: **400, 500, 600, 700**.

Source: <https://fonts.googleapis.com/css2?family=Rajdhani:wght@400;500;600;700&display=swap>

| Role               | Recommended size / weight                | Where it's used                      |
|--------------------|------------------------------------------|--------------------------------------|
| H1 — Hero headline | 48–64 px / 700                           | Hero of every page                   |
| H2 — Section title | 32–40 px / 700                           | Top of every section                 |
| H3 — Card title    | 18–22 px / 700                           | Feature, package, event cards        |
| Body               | 16 px / 400                              | Paragraph copy, descriptions         |
| Small / meta       | 13–14 px / 500                           | Section labels, captions, sub-prices |
| CTA button         | 15–18 px / 700, uppercase, +1px tracking | Primary buttons across the site      |

## 5. Component Library

### 5.1 Buttons

Two button variants. Always uppercase, +1 px letter-spacing, and at least 24 px horizontal padding.

| Variant   | Background              | Text                  | Border           | Use                                  |
|-----------|-------------------------|-----------------------|------------------|--------------------------------------|
| Primary   | Gold (#C48900) gradient | Black (#000000)       | None             | Primary CTAs (Book Now, Submit)      |
| Secondary | Transparent             | Black on hover → Gold | 1px Black → Gold | Secondary actions (Call, Learn More) |

|         |             |      |          |                  |
|---------|-------------|------|----------|------------------|
| Package | Transparent | Gold | 1px Gold | Per-package CTAs |
|---------|-------------|------|----------|------------------|

## 5.2 Cards

- **Feature card.** 1px border, 10–12 px radius, white surface. Hover: gold border + 4 px lift.
- **Package card.** Same shape; **popular** variant uses a gold border and a small gold ribbon (“Most Popular”).
- **Add-on card.** Compact two-line block: large price (cyan / hot pink alternating) above name.
- **Event card.** Centered logo icon, H3 title, single-line tagline.
- **FAQ item.** Question with “+” toggle; rotates and turns orange when open.

## 5.3 Section Header

Every content section is introduced with the same pattern: an uppercase 13 px **section label** in gold, followed by a 32–40 px **section title** (black with one graffiti-accent word inside a colored span), then a 16 px **section subtitle** in true black.

# 6. Voice & Writing

- **Lead with the benefit.** “Up to 10 players. Climate-controlled. We come to you.”
- **Use plain language.** No jargon. Numbers and prices stated up front.
- **Headlines** are short and direct — 5–7 words, with one graffiti-accent word for energy.
- **Body copy** is 1–2 sentences per paragraph. Action-oriented verbs.
- **CTAs** are imperative and specific: “Book Now”, “Get Custom Quote”, “Call Nick”.
- **Pricing** is always visible. Use exact dollar amounts — never “ask for pricing”.

# 7. Imagery

- Lead with **real trailer photography**. The custom graffiti is the visual hero — use it generously.
- Avoid stock imagery. If unavoidable, use only when no usable trailer or event photo exists.
- Crop hero photos to remove dark sky/background; keep the trailer dominant in the frame.
- Console logos (PS5, Xbox, Switch) appear in their official monochrome form.

# 8. Accessibility

- True-black text on white — contrast ratio > 21:1.
- Maintain WCAG AA contrast for all interactive elements.
- All images use descriptive *alt* attributes.
- All buttons have *aria-label* when icon-only.
- Tap targets are at least 44 x 44 px on mobile.

## 9. About This Document

This Brand Standards PDF is generated programmatically from the live website source. Whenever the CSS variables in *server/templates/landing-page.html* change — colors, fonts, palette additions — this document regenerates automatically the next time it is requested via the website's */docs* page or via *python3 scripts/generate\_docs.py*. The accompanying **SOW** and **Wireframes** PDFs follow the same pattern.

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