

Web Style Guide (johndurso.dev)

1. Brand Identity

Name: John Durso

Logomark: JD / Designer - rendered in the display font, with JD in the accent color and / Designer in the primary text color.

Positioning: Senior Web & Digital Experience Designer — Metro Detroit. The tone is professional but personal, confident without being corporate.

2. Color System

The site uses a CSS custom variable property token system that supports light and dark modes. Colors are never hardcoded in components, only referenced via variables.

Token	Role	Usage Example
<code>--color-accent</code>	Primary brand color	Logo mark, links, active nav, CTAs, section eyebrows, bullet dots
<code>--color-accent-secondary</code>	Secondary glow	Hero background blob (bottom-left)
<code>--color-text</code>	Primary body text	Headings, nav labels, strong text
<code>--color-text-muted</code>	Subdued text	Metadata, excerpts, descriptions, captions
<code>--color-border</code>	Border color	All border-theme usage, nav divider
<code>--color-surface</code>	Base surface	Navbar background, stat badges, card backgrounds
<code>--color-surface-secondary</code>	Elevated surface	Section backgrounds, card fills, form container

Accent opacity variants are used for decorative elements:

- `bg-[var(--color-accent)]/10` — icon container backgrounds
- `border-[var(--color-accent)]/30` — decorative dashed ring on hero photo
- `border-[var(--color-accent)]/40` — hero profile photo border

3. Typography

Font Roles

Role	Tailwind Class	Usage
Display / Brand	font-display	All headings (h1–h3), logo, stat badges
Body	Default (system/sans)	Paragraphs, metadata, tags, nav links

Type Scale

Element	Size	Weight	Notes
Hero H1	text-5xl → text-6xl → text-7xl	font-bold	Responsive, leading-[1.05]
Page H1	text-4xl → text-5xl	font-bold	Used on About, Work, Blog
Section H2	text-3xl → text-4xl	font-bold	Featured Work, Blog, Contact
Sub-section H2	text-2xl → text-3xl	font-bold	Timeline, Skills, Fun Projects
Card H3 / Job Title	text-lg	font-bold	Career timeline cards
Section Eyebrow	text-sm	font-semibold	Uppercase, tracking-widest, accent color
Body / Lead	text-base → text-lg	Regular	leading-relaxed, muted color
Meta / Caption	text-sm	font-medium	Dates, tags, nav links
Tag / Badge	text-xs	font-medium	Pills, skill tags, role badges
Logo	text-xl	font-bold	tracking-tight, display font

Text Color Conventions

- text-accent — eyebrows, active states, company names, highlights
- text-muted — all secondary/supporting text
- text-[var(--color-text)] — primary body and heading text
- font-semibold text-[var(--color-text)] — inline emphasis within body copy (e.g., "10 years of experience")

4. Spacing & Layout

Max Widths

- Global content max width: max-w-7xl with mx-auto px-6
- Narrow/centered content: max-w-3xl (blog post), max-w-2xl (contact section, blog intro)
- Extra narrow: max-w-xl (hero body copy)

Section Padding

- Standard section vertical padding: py-24
- Page top padding (below fixed nav): pt-24
- Page bottom padding: pb-20

Component Spacing

- Section header bottom margin: mb-12 (with content below), mb-16 (page headers)
- Heading group bottom margin: mb-10 (skills, timeline)
- Card grid gap: gap-6 (universal)
- Inline flex gaps: gap-2, gap-4, gap-8 (nav links)

5. Grid System

All grids use Tailwind's CSS grid and follow a consistent responsive pattern:

Breakpoint	Columns
Mobile (default)	1 column
md (768px+)	2 columns
lg (1024px+)	3 columns

Exceptions:

- About page hero: lg:grid-cols-2 (text + photo)
- Fun Projects: md:grid-cols-2 (stays at 2 columns max)
- Outside of Work: sm:grid-cols-2 lg:grid-cols-4
- Skills: md:grid-cols-2 lg:grid-cols-3

6. Components

Cards (Work & Blog)

- Background: bg-surface-secondary
- Border: border border-theme
- Border radius: rounded-2xl
- Padding: p-6 (standard), p-8 / p-8 md:p-12 (featured/large)

Buttons & CTAs

Primary Button

bg-[var(--color-accent)] text-white font-semibold text-sm
px-6 py-3 rounded-xl hover:opacity-90 transition-opacity

Secondary / Ghost Button

border border-theme text-[var(--color-text)] font-semibold text-sm
px-6 py-3 rounded-xl hover:border-[var(--color-accent)] hover:text-accent transition-all

Inline Text Link

text-sm font-medium text-muted hover:text-accent transition-colors
inline-flex items-center gap-2

Active/Accent Link (prose)

text-accent hover:underline font-medium

Tags & Badges

text-xs font-medium px-3 py-1.5 rounded-full
border border-theme bg-surface text-muted → skill tags
border border-theme bg-surface-secondary text-muted → role/hero badges
bg-[var(--color-accent)]/10 text-accent → category eyebrow labels

Section Eyebrow Pattern

Every major section follows this two-line header pattern:

```
<p class="text-accent text-sm font-semibold uppercase tracking-widest mb-2/3">
```

Label

</p>

<h2 class="font-display font-bold text-3xl md:text-4xl">

Heading

</h2>

Icon Containers

w-10 h-10 rounded-xl bg-[var(--color-accent)]/10

flex items-center justify-center

Icon color: text-accent, size: 20px

Stat Badges (Hero & About)

bg-surface border border-theme rounded-2xl px-4 py-3 shadow-lg

- Value: font-display font-bold text-2xl text-accent
- Label: text-xs text-muted font-medium

7. Navigation

Structure

Fixed top navbar (z-50) with:

- Logo left, nav links + social icons right (desktop)
- Hamburger menu (mobile)

Scroll Behavior

- Default (top of page): bg-transparent
- Scrolled (>20px): bg-surface/90 backdrop-blur-md border-b border-theme shadow-sm
- Transition: transition-all duration-300

Nav Links

- Default: text-[var(--color-text-muted)]
- Active / hover: text-accent

- Active indicator: full-width h-0.5 underline in accent color (w-full)
- Hover indicator: animated from w-0 to w-full

Social Icons

- Size: 18px (desktop), 20px (mobile)
- Color: text-muted hover:text-accent transition-colors
- Platforms: LinkedIn, GitHub, CodePen

Mobile Menu

- Animated open/close via Framer Motion (height: 0 → auto)
- Background: bg-surface border-b border-theme
- Links stagger in with x: -20 → 0 per item, delay: i * 0.07

8. Animation & Motion

The site uses Framer Motion throughout. All animations follow a consistent, restrained style. Nothing over-the-top that drastically impacts page load times.

Entrance Animations (Page Load)

Element	Initial	Animate	Duration
Navbar	y: -80, opacity: 0	y: 0, opacity: 1	0.6s easeOut
Hero eyebrow	y: 20, opacity: 0	y: 0, opacity: 1	0.6s
Hero H1	y: 30, opacity: 0	y: 0, opacity: 1	0.7s, delay 0.1
Hero role badges	scale: 0.85, opacity: 0	scale: 1, opacity: 1	staggered from delay: 0.3
Hero body	y: 20, opacity: 0	y: 0, opacity: 1	0.6s, delay 0.4
Hero buttons	y: 20, opacity: 0	y: 0, opacity: 1	0.6s, delay 0.55
Hero photo	scale: 0.9, x: 40, opacity: 0	scale: 1, x: 0, opacity: 1	0.8s easeOut, delay 0.3
Stat badges	scale: 0 → spring	scale: 1	Spring, stiffness 200

Scroll-Triggered Animations

- Handled by the AnimatedSection component
- Cards in grids use `delay={i * 0.1}` for a stagger effect (capped at 3 per row using `i % 3`)

Looping / Ambient Animations

Element	Animation
Hero accent blobs	scale: 1→1.1→1, opacity pulse, 8–10s loop
Profile photo ring	rotate: 360, 20s linear infinite
Scroll indicator arrow	y: 0→6→0, 1.5s loop

Mobile Menu

- Open: opacity: 0, height: 0 → opacity: 1, height: auto, 0.3s
- Close: reverse
- Link items: stagger x: -20 → 0, delay: $i * 0.07$

General Principles

- Ease: `easeOut` for entrances, `easeInOut` for loops
- No animation should feel abrupt — all transitions are 0.3s minimum
- Interactive hover transitions: duration-200 to duration-300

9. Page Structure Patterns

Every page follows this shell:

pt-24 pb-20

`max-w-7xl mx-auto px-6`

AnimatedSection (page header)

eyebrow + h1 + optional lead paragraph

[page content]

Section Background Alternation

Sections alternate between transparent/default and bg-surface-secondary to create visual rhythm:

- Hero → transparent
- Featured Work → transparent
- Recent Blog Posts → bg-surface-secondary
- Contact → transparent

10. Iconography

All icons come from Lucide React. Common usage:

Icon	Context	Size
ArrowRight	"View All" inline links	15px
ArrowLeft	Blog post back link	16px
ArrowDown	Scroll indicator	16px
Mail	Contact CTA button	16px
Calendar	Blog post date	14px
Tag	Blog post tags	14px
Menu / X	Mobile nav toggle	24px
Briefcase	Education card	22px
Music, Camera, Heart, Megaphone	About page interest cards	20px

Custom SVG icons (in /components/icons/): LinkedInIcon, GithubIcon, CodepenIcon

11. Accessibility

- All icon-only buttons have aria-label attributes
- External links use target="_blank" rel="noopener noreferrer"
- Blog post dates use semantic <time dateTime={post.date}> elements
- Images use descriptive alt text
- WCAG 2.1/2.2 AA compliance is an explicit professional value (noted in career timeline)
- The navbar mobile toggle has aria-label="Toggle menu"