BRAND GUIDELINES

The visual language, voice, and design principles
behind chrisvillar.com

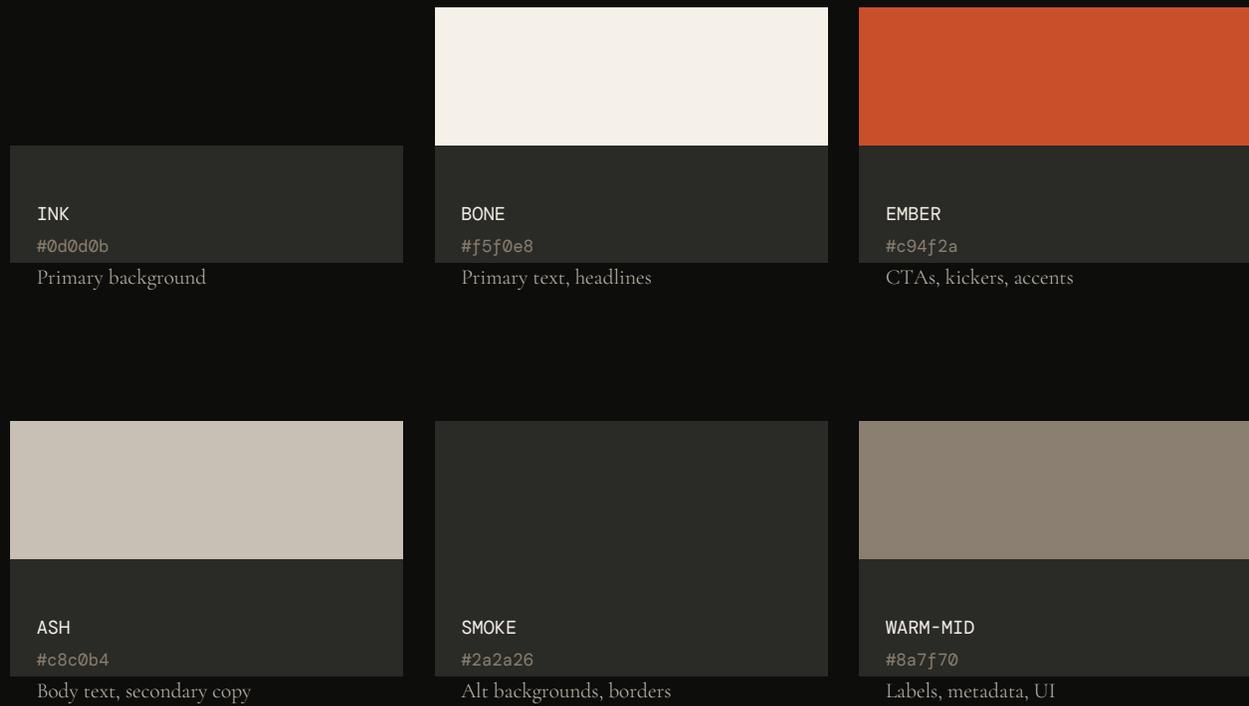CONTENTS

Color Palette

Six tokens define the entire palette. Dark, warm, restrained — with a single point of heat. Ember is the only chromatic color; use it sparingly and with intention.

INK
#0d0d0b
Primary background

BONE
#f5f0e8
Primary text, headlines

EMBER
#c94f2a
CTAs, kickers, accents

ASH
#c8c0b4
Body text, secondary copy

SMOKE
#2a2a26
Alt backgrounds, borders

WARM-MID
#8a7f70
Labels, metadata, UI

Three Typefaces, Three Roles

Each typeface carries a distinct energy. Display commands attention. Serif carries soul. Mono provides structure. They never compete — they take turns.

BEBAS NEUE

DISPLAY · HEADLINES · NUMBERS

COACHING FOR THE NEW TOMORROW

Weight: 400 (single weight) · Size: clamp(3rem, 6vw, 6.5rem) · Line-height: 0.92 · Letter-spacing: 0.01-0.02em
Usage: Hero headlines, stat numbers, section headers. Always uppercase by nature.

CORMORANT GARAMOND

SERIF · BODY · SECTION TITLES

What if sustainable growth came from *coherence, not control?*

Weights: 300 (body), 400 (default), 600 (bold) · Base size: 20px · Line-height: 1.7 (body), 1.15 (titles)
Usage: Body copy, section titles, testimonials. The voice of the brand. Warmth, authority, humanity.

DM MONO

MONOSPACE · UI · LABELS

01 — THE LANDSCAPE   COACHING FOR THE NEW TOMORROW   EXPLORE ->

Weights: 300, 400 · Size: 0.65-0.88rem · Letter-spacing: 0.15-0.3em · Transform: uppercase (always)
Usage: Navigation, kickers, section labels, metadata, CTAs. The structural scaffolding.

How the Brand Speaks

The voice is grounded, clear, and warm without being soft. It speaks to high-achieving people with depth — never talking down, never performing. Intimacy over perfection. Share what's real before it's polished.

GROUNDED CLARITY

Direct, concrete, rooted in lived experience. No buzzwords, no jargon, no motivational poster energy. Say what you mean with precision and warmth.

POETIC REALISM

Metaphor and rhythm are welcome, but only in service of truth. Language can be beautiful and still be precise. The goal is resonance, not decoration.

INVITATIONAL, NOT PERFORMATIVE

The brand opens a door. It doesn't push anyone through it. No urgency tactics, no scarcity pressure, no manufactured authority. Confidence without volume.

DEPTH WITHOUT WEIGHT

This work touches serious human territory — trauma, identity, power, intimacy. The tone holds that seriousness without becoming heavy or clinical. Light enough to breathe, deep enough to mean something.

THE BRAND SAYS

+ Sustainable growth comes from coherence, not control.
+ When people become emotionally resourced, life gets simpler.
+ You already know what needs to change. Let's build the capacity to do it.
+ This work is about becoming more true, not more productive.

THE BRAND NEVER SAYS

– 10X your results with this one mindset shift!
– Unlock your ultimate potential today.
– Limited spots available — act now!
– I'll show you the secret to success.

Image Treatment

All photography is rendered in full grayscale with an optional warm radial overlay. This creates visual cohesion, removes the distraction of color, and lets the imagery support the typography rather than compete with it.

PORTRAIT — GRAYSCALE + EMBER OVERLAY

ENVIRONMENT — GRAYSCALE + EMBER OVERLAY

PROPERTY	VALUE	NOTES
Filter	grayscale(100%)	Applied to all images via CSS
Overlay	radial-gradient(ellipse at 30% 40%, rgba(201,79,42,0.09), transparent 55%)	Applied via ::after pseudo-element on the image container
Object-fit	cover	Images always fill their container
Object-position	center top	Portraits favor the face

Layout & Spacing

Generous space is the brand's most important design element. The restraint in spacing communicates the same thing the voice does: confidence without crowding.

01

HERO GRID

60/40 split on desktop (1fr 40%). Content left, full-bleed image right. Single column on mobile below 768px.

02

SECTION PADDING

Desktop: 7rem 4rem. Tablet: 5rem 2.5rem. Mobile: 3rem 1.75rem. Sections breathe. Nothing is cramped.

03

CONTENT WIDTH

Body text maxes at 640px. Section titles at 700px. This keeps line lengths comfortable and reading effortless.

04

ALTERNATING BACKGROUNDS

Sections alternate between var(--ink) and var(--smoke), creating depth and rhythm without additional elements.

05

SECTION LABEL PATTERN

Every section begins with: DM Mono kicker in ember + a thin rule line. This establishes hierarchy before the title appears.

06

FLUID TYPOGRAPHY

Headlines use clamp() for fluid scaling. Example: clamp(3rem, 6vw, 6.5rem). No breakpoint jumps — smooth scaling.

Animation & Transitions

Motion is subtle and purposeful. Elements arrive gently — never bounce, never overshoot. The feeling is a quiet reveal, not a performance.

FADE IN	STAGGER	HOVER	EXPAND
0.8S	**0.15S**	**0.2S**	**0.5S**
ease timing translateY(20px) -> 0	between sibling elements	all transitions ease timing	max-height ease timing

ANIMATION	CSS	USAGE
Fade up on scroll	@keyframes fadeUp { ... }	All content entering viewport
Staggered entry	animation-delay: calc(0.15s * i)	Card grids, list items
Hover lift	transform: translateY(-1px)	CTA buttons only
Color transition	transition: color 0.2s	Links, interactive elements

Quick Reference

Copy-paste ready. These are the CSS custom properties and font imports that power the entire site.

```css
/* Google Fonts Import */
@import url('https://fonts.googleapis.com/css2?
  family=Cormorant+Garamond:ital,wght@0,300;0,400;
  0,600;1,300;1,400&family=DM+Mono:wght@300;400
  &family=Bebas+Neue&display=swap');

/* Brand Tokens */
:root {
  --ink: #0d0d0b;        /* Primary background */
  --bone: #f5f0e8;       /* Primary text */
  --ash: #c8c0b4;        /* Secondary text */
  --ember: #c94f2a;      /* Accent — CTAs, highlights */
  --smoke: #2a2a26;      /* Alt backgrounds, borders */
  --warm-mid: #8a7f70;  /* Labels, metadata */
}

/* Base Typography */
body {
  font-family: 'Cormorant Garamond', Georgia, serif;
  font-size: 20px;
  line-height: 1.7;
  background: var(--ink);
  color: var(--bone);
}
```