

# CONTILOCAL

## Website Design Brief

*From Our Kitchen to Your Heart*

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<b>Document Type</b>	Website Design Brief
<b>Brand</b>	ContiLocal
<b>Industry</b>	Food & Beverage — Ghanaian & Continental Cuisine
<b>Locations</b>	Tamale · Accra · Takoradi, Ghana
<b>Document Date</b>	April 2026
<b>Status</b>	Version 1.0 — For Review

# 1. Project Overview

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ContiLocal is a Ghanaian food brand serving fresh local and continental cuisine from kitchens in Tamale, Accra, and Takoradi. The website (ContiLocal) is a single-page scrolling experience built to introduce the brand, showcase menu categories, highlight the three city locations, and capture customer enquiries through a contact form.

This design brief documents the visual identity, structural decisions, and interaction patterns used in the current website build, and serves as a reference for future design iteration, developer handoff, or brand expansion.

## Project Goals

- Establish a premium yet warm digital identity for a Ghanaian food brand.
- Communicate location presence across three Ghanaian cities.
- Present menu categories (local dishes, continental, drinks, baked goods) in a compelling visual format.
- Drive customer enquiries and awareness via an embedded contact form.
- Embed YouTube video content to support brand storytelling.

## 2. Target Audience

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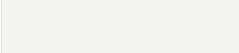






<b>Primary</b>	Ghanaian residents in Tamale, Accra & Takoradi aged 18–45 seeking quality local and international meals.
<b>Secondary</b>	Office workers, schools, and event organisers seeking bulk catering and custom meal plans.
<b>Tertiary</b>	Diaspora and international visitors curious about authentic Ghanaian cuisine with a modern presentation.
<b>Device Split</b>	Mobile-first; responsive design targets screens from 360px to 1440px+.
<b>Tone Expectation</b>	Approachable, warm, and premium — not formal or clinical.

## 3. Visual Identity

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### 3.1 Color Palette

The palette balances earthy warmth with editorial sophistication. Gold functions as the primary accent across CTAs, dividers, and hover states; the near-black background anchors hero and services sections.

Swatch	Role / Name	Hex Value
	<b>Gold — Primary Accent</b>	#C8A96E
	<b>Black — Primary Background</b>	#0A0A0A
	<b>Off-White — Body Background</b>	#F5F3EF
	<b>Cream — Section Background</b>	#ECE9E2
	<b>Green — Tamale / Card 1</b>	#3D7A5E
	<b>Blue — Accra / Card 2</b>	#2B5278
	<b>Red — Takoradi / Card 3</b>	#8B2E2E
	<b>Mid Grey — Body Text</b>	#4A4742
	<b>Light Grey — Muted Text</b>	#9A9590

### 3.2 Typography

<b>Display / Headings</b>	Playfair Display — serif, weights 700 & 900. Used for hero title, section headings, card titles, blog titles, and feature numbers.
<b>Body / UI</b>	DM Sans — sans-serif, weights 400 & 500–600. Used for body copy, labels, navigation, buttons, and form elements.
<b>Type Scale</b>	Hero: clamp(5rem, 14vw, 11rem) · Section Heading: clamp(2rem, 4vw, 3rem) · Body: 0.88–0.95rem · Label: 0.68–0.72rem
<b>Letter Spacing</b>	Labels and nav items use 0.12–0.35em tracking with text-transform: uppercase for editorial effect.
<b>Line Height</b>	Body copy: 1.7–1.85 · Headings: 0.92–1.15

### 3.3 Iconography & Decoration

- No icon library used — decorative elements are pure CSS (gradients, pseudo-elements, borders).
- Gold horizontal dividers (48px × 2px) separate label + heading pairs in each section.
- Large ghost numerals (Playfair Display, 2.8–3rem, 35% opacity gold) appear on service and feature cards.
- Scroll indicator: animated vertical line + 'Scroll' text label in the hero.
- Back-to-top button: fixed 42px square, gold fill, appears after 400px scroll.



## 4. Site Structure & Page Sections

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The site is a single-page application with five primary scroll sections accessible via fixed navigation anchors.

Anchor	Section Name	Content & Purpose
<code>#section1</code>	<b>Hero</b>	Full-viewport background image with brand name, tagline, animated fade-in, and dual CTAs. Scroll indicator at bottom.
<code>#section2</code>	<b>About Us / Blog</b>	3-column city feature cards (Tamale, Accra, Takoradi) on cream background, followed by 2-column blog grid with latest posts.
<code>#section3</code>	<b>Services</b>	Dark-background services section with header, 4-column menu category cards, and a 50/50 'Why Choose Us' split card.
YouTube	<b>Video Embed</b>	Centred YouTube iframe (16:9 responsive) embedded between Services and Contact to support brand storytelling.
<code>#section4</code>	<b>Contact</b>	Centred contact form with two-column input grid (name/email/subject + textarea) on dark background.

## 5. Layout & Grid System

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<b>Max Content Width</b>	1160px (--max CSS variable), centered with auto margins.
<b>Base Grid Unit</b>	CSS Flexbox and CSS Grid. No third-party grid framework.
<b>About Cards</b>	3-column grid (repeat(3, 1fr)) with 24px gap. Collapses to 2-col at 900px, 1-col at 560px.
<b>Services Cards</b>	4-column grid (repeat(4, 1fr)) with 16px gap. Collapses to 2-col at 900px, 1-col at 560px.
<b>Blog Grid</b>	2-column (1fr 1fr) with 3rem gap. Collapses to 1-col at 900px.
<b>Why Choose Card</b>	50/50 split grid (1fr 1fr). Image left, text right. Collapses at 900px.
<b>Contact Form</b>	2-column grid (1fr 1fr) with 2rem gap. Collapses to 1-col at 900px.
<b>Section Padding</b>	100px top and bottom on desktop. Reduced on mobile.
<b>Container Padding</b>	0 2rem horizontal gutter inside container.

## 6. UI Components

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### Navigation

- Fixed top bar, 60px height, near-black with 12px backdrop blur.
- Logo displayed as CSS background-image (top.png, 140px × 44px).
- Nav links: uppercase, 0.8rem, 0.12em letter-spacing, gold underline on hover.
- External 'Youtube' link styled in gold to differentiate from internal anchors.
- Hamburger toggle visible below 900px; nav slides open as flex column overlay.

### Buttons

- btn-gold: Gold fill, black text. Hover: transparent fill, gold border + text.
- btn-outline: Transparent, white border. Hover: white border brightens.
- btn-send (form submit): Gold fill, centered block, bold uppercase, hover lifts 1px.
- tag-btn: Outlined pill-style buttons on feature cards, colour-coded by city (green / blue / red).
- All buttons: 0.75rem, 0.15em letter-spacing, uppercase, 0.25s transition.

### Cards — Feature (About)

- White card on cream section background, 8px border-radius, subtle box-shadow.
- Image zone: 200px height, CSS background-image with dark overlay (rgba 0,0,0,0.25).
- Ghost numeral (01–03) positioned top-right as ::before pseudo-element.
- Hover: translateY(-6px) lift + deeper shadow.
- City colour applied to feature title and tag button.

### Cards — Services

- Dark (#111) card on near-black background.
- 2px top border, transparent at rest, animates to gold on hover.
- Image zone: 180px height with dark overlay.
- Hover: gold top border + translateY(-5px) lift.
- Ghost numeral in muted gold (35% opacity).

### YouTube Embed

- Wrapper div uses display:flex + justify-content:center + margin:2rem auto.
- iframe fills wrapper up to max-width: 800px, with aspect-ratio: 16/9.
- 12px border-radius and soft box-shadow applied to iframe.
- width/height attributes removed from iframe; sizing handled entirely by CSS.

### Contact Form

- Dark semi-transparent inputs (rgba white 5%) with white 10% border.
- Focus state: gold border + gold-tinted background.
- Placeholder text at 30% white opacity.

- Textarea fixed height 200px, no resize.

## 7. Motion & Interaction Design

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<b>Hero Entrance</b>	All hero elements fade in with <code>translateY(30px → 0)</code> via CSS <code>@keyframes heroFade</code> . Staggered delays: 0s, 0.2s, 0.35s, 0.5s, 0.65s.
<b>Scroll Reveal</b>	IntersectionObserver (threshold 0.12) applies <code>opacity: 0 → 1 + translateY(24px → 0)</code> on feature, blog, service, and big cards. Transition: 0.6s ease.
<b>Scroll Line</b>	Hero scroll indicator line pulses with <code>scaleY(1 → 1.3)</code> animation, 1.8s infinite ease-in-out.
<b>Card Hover</b>	All cards: <code>translateY(-5px to -6px)</code> + box-shadow deepening. Overlay tint lightens on hover.
<b>Nav Hover</b>	Gold underline <code>scaleX(0 → 1)</code> from left origin on nav links. 0.25s transition.
<b>Back to Top</b>	Fixed button fades in ( <code>opacity 0 → 1</code> ) after 400px scroll, smooth-scrolls to top on click.
<b>Scroll Behaviour</b>	<code>html { scroll-behavior: smooth }</code> enables native smooth anchor scrolling.
<b>Blog Card Hover</b>	<code>blog-img-wrap</code> scales to 1.04 on card hover, 0.5s transition.

## 8. Imagery & Media

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All images are locally hosted in the /img/ directory. No CDN or external image service is used in the current build. Images serve as CSS background-image sources rather than HTML <img> tags, allowing the overlay and parallax effects to apply cleanly.

<b>Hero Background</b>	TOP.jpg — full-viewport cover, 45% opacity, with double gradient overlay.
<b>Feature Cards</b>	01.jpg (Tamale) · 02.jpg (Accra) · 03.jpg (Takoradi) — 200px height zones.
<b>Blog Posts</b>	02.jpg · Services.jpg — 260px height zones.
<b>Service Cards</b>	06–09.jpg — 180px height zones for Drinks, Burgers, Yam Chips, Cakes.
<b>Why Choose Card</b>	EXternal Background.jpg — 420px left-column image.
<b>Logo (Nav)</b>	top.png — 140 × 44px, background-contain.
<b>Logo (Footer)</b>	top.png — 600 × 255px display in footer brand block.
<b>YouTube</b>	Embedded iframe: <a href="https://www.youtube.com/embed/dIN6v_Q1yfc">https://www.youtube.com/embed/dIN6v_Q1yfc</a> — brand video.

## 9. Responsive Behaviour

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Breakpoint	Changes Applied
$\geq 901\text{px}$ (Desktop)	Full multi-column layouts active. Horizontal navigation. All hover states and transitions fully visible.
$\leq 900\text{px}$ (Tablet)	Nav collapses to hamburger. About, Services, Blog, Big Card, Contact all switch to 1–2 column stacks. Big card image reduces to 280px.
$\leq 560\text{px}$ (Mobile)	All card grids collapse to single column. Hero CTAs stack vertically. Contact block gets 1rem horizontal padding.

## 10. Technical Notes

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<b>Technology Stack</b>	Plain HTML5, CSS3 (custom properties), and vanilla JavaScript. No frameworks or bundlers.
<b>CSS Architecture</b>	Single embedded <code>&lt;style&gt;</code> block. CSS custom properties ( <code>--gold</code> , <code>--black</code> , etc.) used throughout for theming.
<b>JavaScript</b>	Inline <code>&lt;script&gt;</code> : hamburger toggle, back-to-top scroll listener, IntersectionObserver for scroll reveal. No external JS dependencies.
<b>Fonts</b>	Google Fonts: DM Sans + Playfair Display, loaded via <code>&lt;link&gt;</code> in <code>&lt;head&gt;</code> .
<b>Bootstrap</b>	Glyphicons font files present in <code>/fonts/</code> but Bootstrap CSS/JS is NOT loaded. Fonts are unused legacy assets.
<b>YouTube Bug Fix</b>	Original code had typo <code>clsss=</code> instead of <code>class=</code> on YouTube wrapper div, preventing centering CSS from applying. Fixed in v1.0.
<b>Image Naming</b>	<code>02..jpg</code> (double dot) is a filename anomaly in the Accra card. Should be normalised in production.
<b>body leftmargin</b>	Legacy attribute <code>leftmargin='500'</code> present on <code>&lt;body&gt;</code> tag — should be removed and replaced with CSS margin/padding.
<b>Accessibility</b>	Alt text not present on CSS background images. ARIA labels and semantic landmarks should be added in future iteration.
<b>Performance</b>	All images are unoptimised JPGs. Recommend WebP conversion and lazy-loading for production.

## 11. Recommendations & Next Steps

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### Immediate Fixes

- Remove legacy leftmargin='500' attribute from <body> tag.
- Rename 02..jpg to 02.jpg and update the CSS reference.
- Remove unused Bootstrap Glyphicons font assets from /fonts/ directory.
- Add a proper <meta name='description'> and Open Graph tags for social sharing.

### Short-term Improvements

- Convert all images to WebP format and add loading='lazy' on visible images.
- Add ARIA landmark roles (role='navigation', role='main', role='contentinfo') and alt descriptions.
- Introduce a favicon and Apple touch icon using the existing logo asset.
- Add Google Analytics or equivalent for visitor tracking.
- Implement form submission logic (e.g., Formspree, Netlify Forms, or a backend endpoint).

### Future Enhancements

- Introduce a dedicated menu/ordering page with filter by location and category.
- Add a gallery or Instagram feed section to showcase daily dishes.
- Consider a city-switcher (Tamale / Accra / Takoradi) to personalise content by location.
- Dark mode toggle using the existing CSS variable architecture.
- Animate the gold divider lines on scroll for added visual impact.

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