

Comic-Con Mood Board

by Martin Christopher Sanchez

Typography

Heading 1

Just Sans ExBold
30px #F6F4EE

Heading 2

Just Sans ExBold
24px #F6F4EE

Heading 3

Just Sans ExBold
20px #F6F4EE
Noto Sans Regular
(400) 16px #F6F4EE

Body Text

Noto Sans Bold
(700) 16px #F6F4EE

Body Text (bold)

Noto Sans Regular
12px #A9B3CC

Caption

*zoomed for visualization

Just Sans (ExBold version) delivers bold, attention-grabbing impact reminiscent of comic book titles and convention signage, with geometric letterforms that ensure excellent mobile readability. Noto Sans provides exceptional legibility at 16px on small screens, supports multiple languages for Comic-Con's diverse international attendees, and maintains professional readability for dense event schedules and workshop descriptions. The pairing balances energetic display text with accessible, functional body copy.

Design Inspiration & References

Dark Mode Excellence

Discord - accessible dark UI
GitHub dark theme - code readability
YouTube dark mode - video focus
Stripe - clean dark aesthetics

Comic & Pop Culture

Marvel.com - bold typography
DC Comics - hero imagery
Webtoon - mobile-first design
ComicBookResources - content density

Event & Entertainment Sites

San Diego Comic-Con official site - event hierarchy
PAX conventions - navigation patterns
Spotify (dark mode) - card layouts
Ticketmaster - booking flow UX

Convention sites like San Diego Comic-Con and PAX provide proven patterns for complex event information architecture and multi-day scheduling. Dark mode leaders (Discord, Spotify, GitHub) demonstrate accessible color contrast and card-based layouts that work seamlessly on mobile devices. Comic industry sites (Marvel, DC, Webtoon) inspire bold typography and hero imagery that captures the energy and excitement essential to engaging the Comic-Con community.

Colors

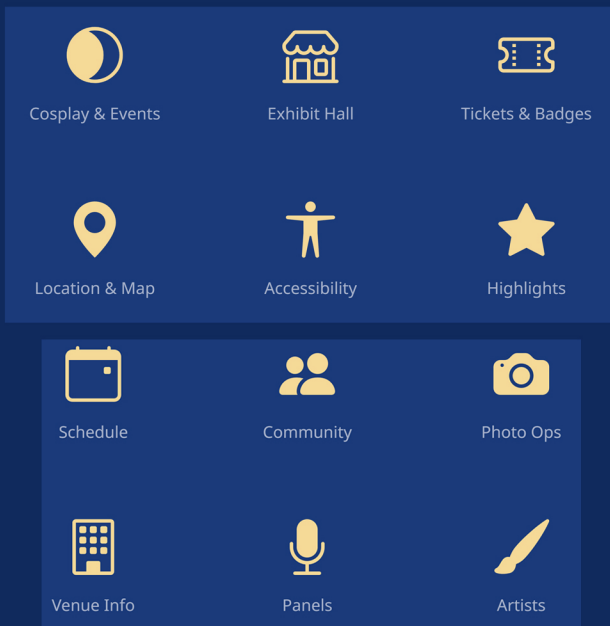
- Downriver
Primary - Background/Main Layout
- Blue-Gray
Secondary - Caption, UI Elements
- Golden Sand
Accent - Buttons, Highlights, CTAs
- Off-White
Neutral - Body Text, Headings
- Downriver
Surface - Cards, Panels, Sections
- Charcoal
Surface-Alt - Alt Cards/Dividers

The deep navy (#10295D) evokes the mystery and excitement of comic book storytelling while reducing eye strain for extended mobile browsing. Golden sand (#F5DC81) provides high-contrast accents inspired by vintage comic covers and convention spotlights, ensuring important CTAs and information stand out clearly. The dual surface colors (Navy Variant and Charcoal) offer flexibility to create visual hierarchy and separation between content sections.

Photo/Art Inspo



Iconography



Clean, rounded icons in Golden Sand (#F5DC81) ensure high visibility and touch-friendly targets for mobile users navigating event schedules and venue maps. Line-based iconography maintains clarity at small sizes while comic-inspired decorative elements (speech bubbles, star bursts) can accent key moments without overwhelming content. Subtle halftone patterns and gradient textures add depth to cards and backgrounds, evoking comic book printing techniques while maintaining modern sophistication.

UI Components

Buttons

Get Tickets Now

Learn More

Card Example

Event Workshop

Teaching and Learning with Comics - July 24, 3:30pm

Alternative Card

Artist's Alley

Meet creators and discover original artwork from talented artists

Primary buttons in Golden Sand (#F5DC81) with Navy text provide maximum visibility and tap-friendly sizing for critical actions like ticket purchases. Secondary outlined buttons maintain hierarchy while offering alternative actions, with Navy Variant (#1A3A7A) cards creating elevated surfaces that organize content and guide users through complex event information. Consistent border-left accents in golden provide visual rhythm and draw attention to key information blocks.

