PUBLIC OPERATIONAL GUIDE

Style Studio and Website Look

Audience	Builder customer and sales team
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Purpose

Use this guide to choose the colour, fonts and feel of your website in Style Studio, and to understand exactly what changes on the live site. Your layout comes from the website foundation you selected (Family & Affordable, Luxury or Commercial). Style Studio refines the look inside that layout.

Tip: Open Style Studio from Website Projects, then your website, then Style Studio. Changes are saved as a private draft until you publish.

1. Choose a style pack

A style pack sets a starting mood and a matching pair of fonts. The packs are Modern Luxury, Warm Heritage, Urban Minimal, Nature & Landscape, Contemporary Corporate and Bold Sales. Picking a pack also suggests an accent colour and fills in its font pair, and you can change both afterwards.

2. Pick an accent colour

Ten accent colours are available: Deep emerald, Warm terracotta, Urban slate, Sage green, Signal blue, Bold coral, Ocean teal, Royal indigo, Warm gold and Deep plum. Any colour works with any pack.

The accent colours buttons, links, badges and small labels on your live website. Each colour is a fixed, reviewed value chosen so that white button text and link text stay easy to read. You cannot type a custom colour code.

3. Choose heading and body fonts

Choose a heading font and a body font from ten fonts: Manrope, DM Sans, Playfair Display, Plus Jakarta Sans, Newsreader, Sora, Outfit, Inter, Space Grotesk and Roboto Flex. The preview and the live website use the same fonts.

Tip: Use one expressive font for headings and one calm font for body text. Two very decorative fonts together are harder to read.

4. Set the finishing choices

- Typography balance: Display forward, Balanced or Content forward.
- Header presentation: Compact, Elevated or Overlay.
- Button character: Solid, Outline or Pill.
- Card shape: Soft, Angular or Rounded.

5. Save, preview and publish

- Select Save to keep a private draft. Nothing changes on the live website yet.
- Check the preview in Style Studio, then use the website review and publish steps so visitors see the new look.
- A website you already published keeps its current look until you publish again. Settings saved before fonts existed keep the website's current fonts until you save new ones.

6. See it on the demo sites

- veridian.indestatepilot.com uses the Family & Affordable foundation with a green, community feel.
- aurum.indestatepilot.com uses the Luxury foundation with a refined gold and dark finish.
- apex.indestatepilot.com uses the Commercial foundation with a navy and teal business feel.

Each demo keeps its own layout, so the same accent colour will look different on each one. The Demo Sites Tour guide explains what each demo shows.

Support and escalation

Use the configured public Support contact if a style choice does not appear after you publish. Do not send passwords, secure links or customer information.

Before a commercial launch

Terms, Privacy and Support content still needs approved legal text, support ownership and production configuration outside this guide. This guide is operational guidance, not legal advice.

Use only the current visible IND EstatePilot workflow and the responsible support process. This guide does not replace legal, compliance, security or external platform decisions.