LEO REED STUDIO · SAMPLE HANDOFF

Halvork on *Horizon* Design brief and dev brief

Theme Horizon 4.5.0 (Shopify) **Templates** Home, Collection, Product **Breakpoints** 1440 and 390 **Date** Nov 17, 2026

Halvork is one of my own brands, a small ceramics store. It stands in for the client brand. I took gray wireframes, put Halvork on them in Figma, and wrote the two briefs below. Then I built it on Horizon from the dev brief alone, to check the brief holds up.

Design brief

1 · GOAL

Put the Halvork brand on the existing wires without changing their structure, so a developer can build every page from stock Horizon sections and theme settings, with no custom code.

2 · BRAND TOKENS AND THE HORIZON SETTING EACH ONE SETS

BRAND TOKEN	VALUE	HORIZON SETTING	WHERE IT SHOWS
Limestone	`#EFEAE2`	`color_palette.background`	Page background
Clay	`#2B2622`	`color_palette.foreground`	Text, selected variant
Rust	`#9A4A32`	`color_palette.color1`, `palette_primary_button_background`, `badge_sale_background_color`	Primary buttons, sale badge
Paper	`#F7F4EF`	`color_palette.color2`, footer `background_color`	Footer
Oat	`#DDD3C4`	`color_palette.color3`, `palette_input_border`, `palette_variant_border`	Dividers, inputs, variant buttons
Heading face	Instrument Serif	`type_heading_font: instrument_serif_n4`	h1 to h4
Body face	Hanken Grotesk	`type_body_font: instrument_sans_n4`	Brand font, set as Instrument Sans. See the font note
Type scale	88 / 56 / 40 / 24	`type_size_h1` to `type_size_h4`, h5 and h6 uppercase	Mobile h1 drops to 48
Corners	4 px	`button_border_radius_primary`, `card_corner_radius`, `inputs_border_radius`, `variant_button_radius`	Buttons, cards, inputs

Font note. Hanken Grotesk, the brand's body font, isn't in Shopify's font library, so the theme setting can't pick it. I tried the handle and Shopify rejected it. Instrument Sans is the closest library font and pairs well with the heading face. If the brand wants the exact font, a developer can self-host it with a small custom CSS file (about 1 to 2 hours, see the dev brief).

3 · LAYOUT AND IMAGE RULES

- Page width set to `normal`, 40 px side margin on desktop and 16 px on mobile.
- Hero copy sits dark on the light left side of the photo, with no overlay. Pick hero photos with calm space on the left.
- Product and collection photos are cropped 4:5 on a warm stone background, so grids line up without per-image fixes.
- Rust is only for actions and sale badges, so the buy buttons stay the strongest thing on the page.

4 · MOBILE

- Hero buttons stack, and the h1 drops from 88 to 48.
- Collection list, product lists and the collection grid go to 2 columns.
- Product gallery runs edge to edge, with details below it. Footer columns stack.

5 · LEFT AS STOCK HORIZON

Cart drawer, search, customer account, and the 404 and password pages. These stay stock and pick up colors and fonts from the theme settings. Checkout is styled separately, in Shopify's checkout settings.

Dev brief

Every row uses a stock Horizon 4.5.0 section or theme block. Building this sample changed 6 JSON files and no `.liquid`, CSS or JS files. Theme Check shows 0 errors (the 7 warnings are the same as in stock Horizon). Hours are estimates for a developer, to help quote the build.

PAGE	WIRE BLOCK	HORIZON SECTION › BLOCKS	KEY SETTINGS	TYPE	EST. H
Global	Colors, type, corners	`config/settings_data.json`	color_palette, fonts, radii, quick_add on	Settings	1
Header	Message bar, nav, logo	`header-announcements` › `_announcement` `header` › `_header-menu`, `_header-logo`	logo_position center, show_country off, show_language off	Settings	0.5
Home	Hero	`hero` › `text` ×3, `group` › `button` ×2	image_1, section_height large, no overlay	Settings + copy	1
Home	Shop by piece	`collection-list` (Grid preset)	collection_list: plates, bowls, mugs, serving	Settings	0.5
Home	Most loved	`product-list` › `_product-list-text`, `_product-card`	collection: bestsellers, 4 products	Settings	0.5
Home	Studio story	`media-with-content` (Editorial preset)	media left, 70svh	Settings + copy	0.5
Home	Gift set	`media-with-content` (Editorial preset) › `button`	media right, button to the gift set product	Settings + copy	0.5
Collection	Title, filters, grid	`section` › `text` `main-collection` › `filters`, `_product-card`	filter_style horizontal, gaps 24 / 40	Settings	0.5
Product	Gallery and details	`product-information` › `_product-media-gallery`, `_product-details` › `group`, `variant-picker`, `buy-buttons`, `text`, `accordion` › `_accordion-row` ×2	media_columns one, large_first_image, variant_style buttons	Settings + copy	1.5
Product	Finish the table	`product-list` (in place of `product-recommendations`)	collection: finish-the-table	Settings	0.5
Footer	Signup and menus	`footer` › `email-signup`, `menu` ×2 `footer-utilities`	background #F7F4EF, sample social links removed, powered-by off	Settings	0.5
Admin	Content setup	Collections, menus, files, alt text	7 collections, main-menu and footer menus, uploaded images	Admin	2
QA	Desktop and mobile	All three templates	Breakpoints, tab order, contrast, cart flow	QA	2
Estimated build, settings and content only					**11.5**

DECISIONS FOR THE CLIENT

- **Exact body font.** Self-host Hanken Grotesk with a custom CSS file: about 1 to 2 hours extra. It's the only custom code on the list.
- **Finish the table.** Horizon's recommendations pick products automatically. I used a curated product list so the brand chooses them. Switching back is one setting.
- **Sale badges** come from compare-at prices in the admin, not from the theme.

FILES IN THE HANDOFF

- Figma file: variables named after Horizon settings, and every layer named after the section or block that builds it.
- `settings_data.json`, `header-group.json`, `footer-group.json`, `index.json`, `collection.json`, `product.json`
- Screenshots of the Horizon build at 1440 and 390.

Halvork is a brand by Leo Reed Studio. Its product and lifestyle photos are AI-generated, not shot.