# **THEME’S COLOUR SCHEME**

I delved into meticulous research to handpick the colour scheme for our website, recognizing its pivotal role in captivating the attention of our visitors. Through an in-depth analysis of user personas and demographics, I realised that our user base spans diverse backgrounds, all united by the shared aspiration of achieving fitness at TJR Fitness.

Adjustments were made on all forms, featuring a crisp white background to achieve an optimal colour combination throughout the website. The selected colours include white, a dark shade of gray, and steel gray, creating a harmonious visual presentation across various pages, including the about page.

For buttons, a vibrant red was chosen to set them apart from other links, and they transition to a deeper red when hovered over, introducing a subtle interactive element. The menu section is highlighted in red, aligning with our webpage logo and providing a distinctive marker for actual menu items.

On the schedule page, the timetable information box is adorned with a mustard yellow hue, complemented by steel blue and navy blue. Text on this page is presented in white and navy blue against a burnt sienna background, selected for its eye-soothing properties.

To elevate the overall user experience, colourful images have been strategically incorporated across the website, ensuring a joyful and engaging visual appeal. Additionally, profile pictures within our persona are sourced from "[https://www.pexels.com](https://www.pexels.com/)" and “[http://www.pixabay.com](http://www.pixabay.com/)” which were all royalty free.