

News Marketplace – Color Palette Reference

Quick Reference Guide

Primary Brand Colors

Primary Blue:	#1976D2	RGB(25, 118, 210)	HSL(210, 79%, 46%)
Primary Dark:	#0D47A1	RGB(13, 71, 161)	HSL(218, 85%, 34%)
Primary Light:	#E3F2FD	RGB(227, 242, 253)	HSL(205, 79%, 94%)

Secondary Colors

Secondary Teal:	#00796B	RGB(0, 121, 107)	HSL(173, 100%, 24%)
Secondary Dark:	#004D40	RGB(0, 77, 64)	HSL(170, 100%, 15%)
Secondary Light:	#E0F2F1	RGB(224, 242, 241)	HSL(177, 36%, 91%)

Semantic Colors

Success Green:	#4CAF50	RGB(76, 175, 80)	HSL(122, 39%, 49%)
Warning Orange:	#FF9800	RGB(255, 152, 0)	HSL(36, 100%, 50%)
Error Red:	#F44336	RGB(244, 67, 54)	HSL(4, 90%, 58%)
Info Purple:	#9C27B0	RGB(156, 39, 176)	HSL(291, 64%, 42%)

Neutral Grays







Text Primary:	#212121	RGB(33, 33, 33)	HSL(0, 0%, 13%)
Text Secondary:	#757575	RGB(117, 117, 117)	HSL(0, 0%, 46%)
Text Disabled:	#BDBDBD	RGB(189, 189, 189)	HSL(0, 0%, 74%)
Background:	#FFFFFF	RGB(255, 255, 255)	HSL(0, 0%, 100%)
Background Alt:	#FAFAFA	RGB(250, 250, 250)	HSL(0, 0%, 98%)
Background Soft:	#F5F5F5	RGB(245, 245, 245)	HSL(0, 0%, 96%)
Border Light:	#E0E0E0	RGB(224, 224, 224)	HSL(0, 0%, 88%)
Border Medium:	#BDBDBD	RGB(189, 189, 189)	HSL(0, 0%, 74%)
Border Dark:	#757575	RGB(117, 117, 117)	HSL(0, 0%, 46%)

Color Usage Matrix

Element Type	Primary Color	Secondary Color	Hover State	Active State	Disabled State
Primary Button	#1976D2	#FFFFFF	#0D47A1	#0D47A1	#BDBDBD
Secondary Button	#FFFFFF	#1976D2	#E3F2FD	#E3F2FD	#F5F5F5
Success Button	#4CAF50	#FFFFFF	#388E3C	#388E3C	#BDBDBD
Warning Button	#FF9800	#FFFFFF	#F57C00	#F57C00	#BDBDBD
Danger Button	#F44336	#FFFFFF	#D32F2F	#D32F2F	#BDBDBD
Navigation Link	#212121	-	#1976D2	#1976D2	#BDBDBD
Form Input	#FFFFFF	#212121	#E3F2FD	#E3F2FD	#F5F5F5
Card Background	#FFFFFF	-	#FAFAFA	-	#F5F5F5

Accessibility Compliance

WCAG AA Contrast Ratios

- **Primary Blue (#1976D2) on White:** 5.93:1  AA Compliant
- **Text Primary (#212121) on White:** 16.69:1  AAA Compliant
- **Text Secondary (#757575) on White:** 4.54:1  AA Compliant
- **Success Green (#4CAF50) on White:** 4.68:1  AA Compliant
- **Warning Orange (#FF9800) on White:** 3.54:1  Large text only
- **Error Red (#F44336) on White:** 4.52:1  AA Compliant

Color Blind Friendly Combinations

- Use icons and text labels alongside color coding
- Avoid red-green combinations for critical information
- Provide high contrast alternatives for important elements

Implementation Examples

CSS Custom Properties

```
:root {
  /* Brand Colors */
  --primary: #1976D2;
```

```
--primary-dark: #0D47A1;
--primary-light: #E3F2FD;

/* Semantic Colors */
--success: #4CAF50;
--warning: #FF9800;
--error: #F44336;
--info: #9C27B0;

/* Neutrals */
--gray-900: #212121;
--gray-600: #757575;
--gray-400: #BDBDBD;
--gray-200: #E0E0E0;
--gray-100: #F5F5F5;
--gray-50: #FAFAFA;
--white: #FFFFFF;
}
```

Tailwind CSS Configuration

```
module.exports = {
  theme: {
    colors: {
      primary: {
        50: '#E3F2FD',
        500: '#1976D2',
        700: '#0D47A1',
      },
      success: '#4CAF50',
      warning: '#FF9800',
      error: '#F44336',
      info: '#9C27B0',
      gray: {
        50: '#FAFAFA',
        100: '#F5F5F5',
        200: '#E0E0E0',
        400: '#BDBDBD',
        600: '#757575',
        900: '#212121',
      },
      white: '#FFFFFF',
    },
  },
}
```

```
}  
}  
}
```

Brand Guidelines

Do's

- Use primary blue for main navigation and primary actions
- Apply semantic colors consistently (green for success, red for errors)
- Maintain sufficient contrast ratios for accessibility
- Use neutral grays for text hierarchy and backgrounds

Don'ts

- Don't use colors outside the defined palette
- Avoid using color as the only way to convey information
- Don't mix warm and cool grays in the same interface
- Avoid using bright colors for large background areas

Color Psychology in News Marketplace Context

Primary Blue (#1976D2)

- Conveys trust, reliability, and professionalism
- Appropriate for a news and publishing platform
- Creates sense of authority and credibility

Success Green (#4CAF50)

- Indicates positive actions and completed states
- Used for published articles and successful submissions
- Provides clear positive feedback to users

Warning Orange (#FF9800)

- Draws attention without being alarming
- Perfect for pending reviews and draft states
- Balances urgency with approachability

Error Red (#F44336)

- Clearly indicates problems and destructive actions
- Used sparingly to maintain impact
- Provides immediate recognition of issues

This color system creates a professional, trustworthy appearance while maintaining excellent usability and accessibility standards for the News Marketplace platform.