

# News Marketplace - Color Palette Reference

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## 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.