**Typography & Color Justification — Vallejo Public Library**

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**Course: INFO 6150 (Fall 2025)**

**Design Constraints**

Very broad age range (6–90).

A search form must be present on all pages.

Provide a way to sign up for a library card.

Homepage includes a Latest News section.

**Typography**

Headings (Display/Text Hybrid): Merriweather (serif) — from Google Fonts. Classic and trustworthy tone helps create strong contrast and hierarchy.

Body & UI: Inter (sans‑serif) — from Google Fonts. Optimized for screen readability with clear forms and generous x-height, helpful for both young readers and older adults.

Rationale: Pair a serif display/text font for headings with a sans‑serif font for body and forms. This reflects display vs. text roles in typography theory, supports accessibility, and maintains consistency.

**Proposed Font Stacks**

Headings: Merriweather, Georgia, 'Times New Roman', Times, serif

Body/UI: Inter, Roboto, 'Helvetica Neue', Arial, sans-serif

Suggested sizes: Body 16–18pt; H1 28–32pt; H2 22–26pt; line-height 1.4–1.6.

**Color Palette**

Primary: Library Blue #0B3D91 — calm, trustworthy; anchors navigation and key UI.

Accent: Learning Green #2A8C68 — growth and learning; used for buttons and highlights.

Neutrals: Background #F7F7F8; Text (Near‑Black) #111827; Divider Gray #E5E7EB.

Rationale: Cool hues (blue/green) convey trust and calmness, suitable for civic institutions. Neutral backgrounds reduce eye fatigue, while near‑black text ensures high contrast readability.

**Application Guidance**

Keep low‑fi mockups grayscale; apply the color palette in high‑fi prototypes.

Ensure consistent header/footer repetition to build trust.

Highlight important actions (search, hold request) with hierarchy and white space.

Use blue for primary navigation, green for actions, avoid overuse of accent colors.