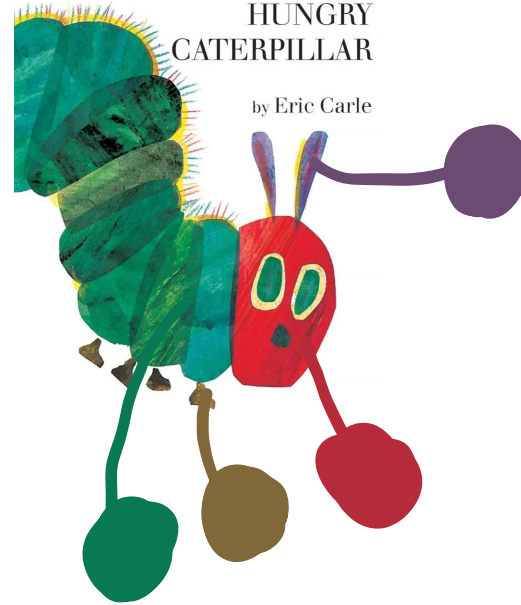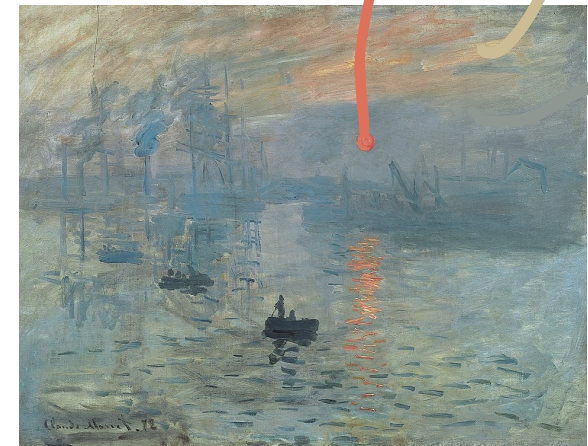# Color

THE VERY
HUNGRY
CATERPILLAR

by Eric Carle

Inspiration:
I liked the warm, muted colors often used in children's book covers, so I thought they would be a good source for a color palette for an application centered around books.

THE SNOWY DAY

Final palette:

884841   efbe37   e86830   b52b39   6c4b73

Typography

Inspiration:

For typography, I was inspired by the bold, blocky fonts used in 70's R&B/soul album covers. Even though these type of fonts are impractical for all the body text, I wanted to a similar approach for headings and the main site logo.