



# Introduction to Web Development Client

## 3: Book Haven Bookstore

by Sophia



### WHAT'S COVERED

This information includes details about Client 3, Book Haven Bookstore. If you select Book Haven Bookstore as your client, you will use this information to support Touchstone tasks and the Touchstone, specifically:

- [1. About Client 3: Book Haven Bookstore](#)
- [2. Choose a Color Palette and Matching Logo
  - \[2a. Color Palette 1\]\(#\)
  - \[2b. Color Palette 2\]\(#\)
  - \[2c. Color Palette 3\]\(#\)](#)
- [3. Choose a Font Color
  - \[3a. Font Color 1\]\(#\)
  - \[3b. Font Color 2\]\(#\)
  - \[3c. Font Color 3\]\(#\)](#)
- [4. Choose the Typography
  - \[4a. Typography Option 1\]\(#\)
  - \[4b. Typography Option 2\]\(#\)
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- [5. Gallery Image Files](#)

## 1. About Client 3: Book Haven Bookstore

Book Haven Bookstore is a local treasure for book enthusiasts, offering a diverse selection of books, magazines, journals, and office supplies. With a deep-rooted commitment to fostering literary exploration and a love for reading, it is embarking on the creation of an online presence that mirrors its dedication to the world of

words. Serving a broad audience of book lovers and knowledge seekers, its central goal is to amplify its visibility, cultivate a vibrant literary community, and simplify the process of book inquiries and purchases. Its target audience comprises avid readers, students, and individuals in search of high-quality reading materials and office essentials. Book Haven Bookstore's website theme revolves around celebrating the written word, creating an inviting digital space that encourages literary discovery, and supporting intellectual growth.

Hours of Operation:

- Monday–Friday: 9 a.m. to 8 p.m.
- Saturday: 10 a.m. to 6 p.m.
- Sunday: 11 a.m. to 5 p.m.

## 2. Choose a Color Palette and Matching Logo

The client is considering three different color palette options and has asked you to recommend the best one for its website.



TRY IT

**Directions:** Choose one color palette from the three options presented below.

1. Review the three color palette options. It is important that you use what you have learned about accessibility and web design best practices when deciding among the three options.
2. Select one color palette to recommend to the client. You will use the colors in your chosen palette as you design the website.
3. Once you have selected the correct color palette, you will need to download at least one of the matching client logos to use in your website design. It is important that you do not mix and match logos among color palettes.



HINT

Color codes are provided with each color palette. You will use these codes to implement your choices in your website design.



THINK ABOUT IT

You learned in the client scenario above that Book Haven Bookstore's website theme celebrates the written word, creates an inviting digital space that encourages literary discovery, and supports intellectual growth. Which of the following color palettes meets the client's expectations? Are all the color palettes accessible to a wide audience, including customers with visual impairments?

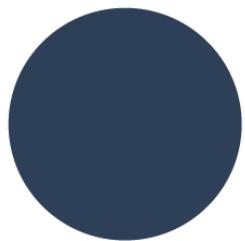


MAKE THE CONNECTION

Refer back to the [UI/UX Design Concepts](#) lesson for more details on color and accessibility.

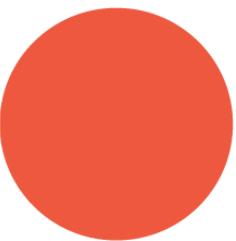
## 2a. Color Palette 1

Color Palette 1 contains the following colors:



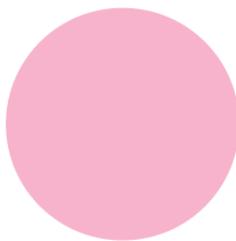
**2E4057**

Inkwell Blue



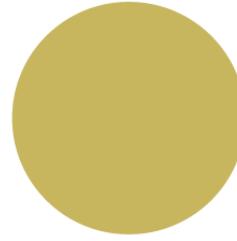
**EE583F**

Intensity Indigo



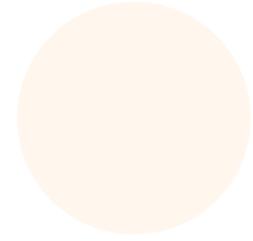
**F7B3CC**

Dusty Rose



**C7B65E**

Aged Gold



**FFF7EE**

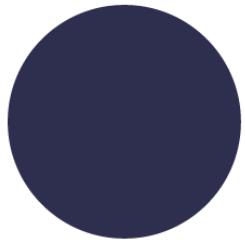
Parchment White

Matching logos are available for each color in Color Palette 1:



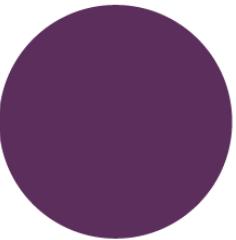
## 2b. Color Palette 2

Color Palette 2 contains the following colors:



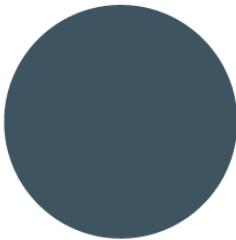
**2E2E4E**

Midnight Manuscript



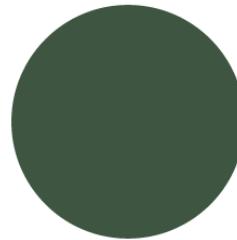
**5C2E5C**

Regal Quill



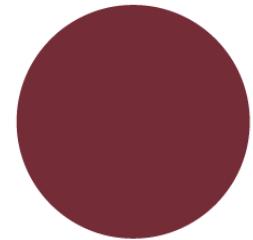
**3F5461**

Literature Blue



**3E5641**

Book Worm



**742C36**

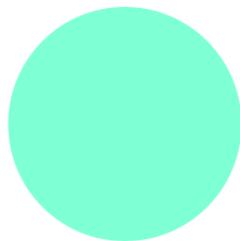
Romantic Red

Matching logos are available for each color in Color Palette 2:



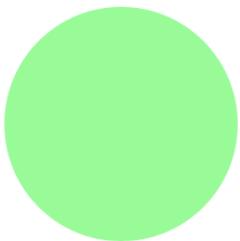
## 2c. Color Palette 3

Color Palette 3 contains the following colors:



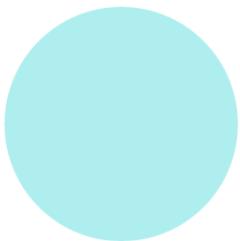
**7FFFDD**

Lagoon Ink



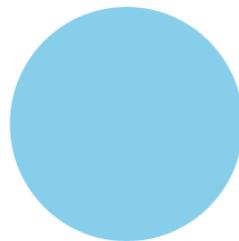
**98FB98**

Enchanted Meadow



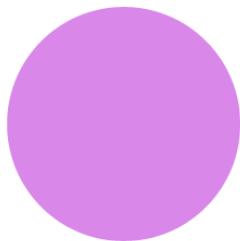
**AEEEEEE**

Fairy Mist



**87CEEB**

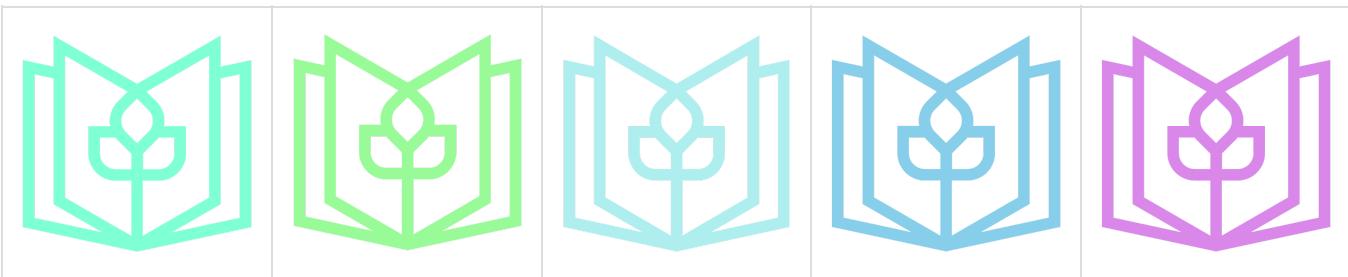
Celestial Fiction



**D988EA**

Fable Mauve

Matching logos are available for each color in Color Palette 3:



## 3. Choose a Font Color

The client is considering three different font color options and has asked you to recommend the best one for its website.



TRY IT

**Directions:** Choose one font color palette from the three options presented below.

1. Review the three font color options. It is important that you use what you have learned about accessibility and

web design best practices when deciding among the three options.

2. Select one font color to recommend to the client. You will use the font color you select as you design the website.

### HINT

Color codes are provided with each font color. You will use these codes to implement your choices in your website design.



### THINK ABOUT IT

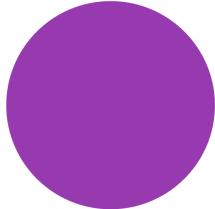
Which font color works best with the color palette you selected? Are all the font colors accessible to a wide audience, including customers with visual impairments? You will need to test how the font colors work with various background colors from your chosen palette and finalize your selection prior to submitting your project.



### MAKE THE CONNECTION

Refer back to the [Typography and Web Fonts](#) lesson for more details.

## 3a. Font Color 1



**983AAF**

Fairytales Purple

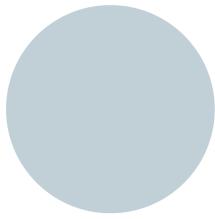
## 3b. Font Color 2



**131C26**

Bookish Black

## 3c. Font Color 3



## C1CFD6

Vintage Paper

## 4. Choose the Typography

The client is considering three different typography options and has asked you to recommend the best one for its website.



TRY IT

**Directions:** Choose one typography option from the three options presented below.

1. Review the three typography options. It is important that you use what you have learned about fonts, accessibility, and web design best practices when deciding among the three options.
2. Select one typography option to recommend to the client. You will use the fonts in your chosen typography option as you design the website. It is important that you do not mix and match among the typography options.



HINT

Font names and sizes are provided with each typography option. You will use this information to implement your choice in your website design.



THINK ABOUT IT

You learned that it is important for web designers to select fonts that are legible on-screen and align with the tone and purpose of the website. How will each font's attributes impact the overall effectiveness of the page's written content? Are the fonts web safe?



MAKE THE CONNECTION

Refer back to the [Typography and Web Fonts](#) lesson for more details.

### 4a. Typography Option 1

# Display

Trebuchet MS Bold 40px

## Title Large

Times New Roman Bold 30px

### Title

Impact Bold 25px

### Subtitle

Comic Sans MS Normal 15px

### Body Large

Calibri Normal 20px

### Body Strong

Roboto Bold 16px

### Body

Calibri Normal 16px

### Captions

Comfortaa Normal 11px

## 4b. Typography Option 2

# Title Large

Arial Bold 30px

## Title

Arial Bold 25px

### Subtitle

Comfortaa Normal 15px

### Body Large

Calibri Normal 20px

### Body Strong

Calibri Bold 16px

### Body

Calibri Normal 16px

### Captions

Arial Bold 11px

## 4c. Typography Option 3

# Display

Courier New Bold 40px

## Title Large

Georgia Bold 30px

### Title

Arial Bold 25px

### Subtitle

Arial Bold 15px

### Body Large

Comic Sans MS Normal 20px

### Body Strong

Arial Bold 16px

### Body

Arial Normal 16px

### Captions

Calibri Normal 11px

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## 5. Gallery Image Files

The client has provided the following nine images for use on the Gallery page. These images represent the products that the bookstore would like to feature on its website. You will organize the images in a 3 X 3 grid pattern on the Gallery page (three rows and three columns). The clarity and dimensions of the images are appropriate for this layout. These images have been licensed from Adobe Stock Photos and may be used without citations in your project.



You will need to download all of the gallery images to your device in order to use them on your website. You can save each file individually or download and extract this ZIP file of all the images:

[Book Haven Bookstore Gallery Images.zip](#)



Refer to the [Images](#) lesson for more details.



*Brie Mine 4Ever*, a book for cheese lovers



*Glory Riders*, a book about bikers



*Sorcerer's Shadowed Chronicles*, a fantasy book



*Ball*, a magazine about pickleball



*Travel*, a magazine for travelers



*Eat*, a magazine for foodies



A canvas tote bag with black lettering that says *ALL I DO IS READ READ READ*



A notebook with text on the cover that says *Book Haven Bookstore*



A set of four Book Haven Bookstore stickers that promote reading