

Portfolio Website - Colors and Fonts

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Course: WEB 105

Assignment: Portfolio Project Plan

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Color Palette

Primary Colors - Professional Purple Theme

- **Primary Dark:** #4a148c (RGB: 74, 20, 140)
- **Primary Medium:** #6a1b9a (RGB: 106, 27, 154)
- **Primary Light:** #9c4dcc (RGB: 156, 77, 204)
- **Primary Lighter:** #e1bee7 (RGB: 225, 190, 231)

Secondary Colors - Warm Gold Accents

- **Secondary Dark:** #ff8f00 (RGB: 255, 143, 0)
- **Secondary Medium:** #ffb300 (RGB: 255, 179, 0)
- **Secondary Light:** #ffd54f (RGB: 255, 213, 79)

Neutral Colors

- **White:** #ffffff - Main backgrounds, button text
- **Off-White:** #fafafa - Subtle section backgrounds
- **Gray Light:** #f5f5f5 - Card backgrounds, borders
- **Gray Medium:** #9e9e9e - Secondary text, subtle elements
- **Gray Dark:** #424242 - Body text, readable content
- **Black:** #212121 - High contrast text, emphasis

Typography - Google Fonts

Primary Font: Poppins

- **Font Family:** 'Poppins', sans-serif
- **Character:** Modern, clean, professional
- **Weights Used:** 300 (Light), 400 (Regular), 600 (Semi-Bold), 700 (Bold)
- **Usage:** H1, H2, H3 headings, Navigation menu, Buttons, Site branding

Secondary Font: Roboto

- **Font Family:** 'Roboto', sans-serif
- **Character:** Highly readable, neutral, versatile
- **Weights Used:** 300 (Light), 400 (Regular), 500 (Medium), 700 (Bold)
- **Usage:** Body text, Paragraphs, Captions, Figure captions

Design Rationale

Color Choice Reasoning

- Purple primary theme conveys professionalism, creativity, and technical expertise
- Gold secondary colors add warmth and energy while maintaining sophistication
- Material Design system ensures accessibility and modern appearance
- High contrast ratios meet WCAG 2.1 AA standards for accessibility

Typography Choice Reasoning

- Poppins for headings provides modern personality and clear hierarchy
- Roboto for body text ensures excellent readability across all devices
- Google Fonts guarantee fast loading and broad browser support
- Complementary pairing maintains visual harmony while providing variety