Website Design Specifications Document

# Color Palette Selection

## Primary Colors

**Primary Blue**: #2563EB (RGB: 37, 99, 235)

**Dark Gray**: #1F2937 (RGB: 31, 41, 55)

## Secondary Colors

**Light Blue**: #3B82F6 (RGB: 59, 130, 246)

**Medium Gray**: #6B7280 (RGB: 107, 114, 128)

## Background Colors

**Light Gray**: #F3F4F6 (RGB: 243, 244, 246)

**White**: #FFFFFF (RGB: 255, 255, 255)

## Accent Colors

**Success Green**: #10B981 (RGB: 16, 185, 129)

**Warning Orange**: #F59E0B (RGB: 245, 158, 11)

## Color Usage Guidelines

**Primary Blue (#2563EB)**: Main headings, buttons, links, brand elements

**Dark Gray (#1F2937)**: Body text, navigation text, secondary headings

**Light Blue (#3B82F6)**: Hover states, secondary buttons, highlights

**Medium Gray (#6B7280)**: Supporting text, captions, placeholders

**Light Gray (#F3F4F6)**: Background sections, card backgrounds

**White (#FFFFFF)**: Main background, content areas

**Success Green (#10B981)**: Success messages, positive actions

**Warning Orange (#F59E0B)**: Call-to-action elements, important notices

## Accessibility Compliance

All color combinations meet WCAG AA contrast ratio requirements:

Primary Blue on White: 4.5:1 contrast ratio

Dark Gray on White: 12.6:1 contrast ratio

Medium Gray on White: 4.7:1 contrast ratio

# Typography Selection

## Primary Font: Poppins

**Font Family**: Poppins, sans-serif

**Usage**: Headings (H1, H2, H3), buttons, navigation

**Weights Used**:

Regular (400) for secondary headings

Semi-Bold (600) for primary headings

Bold (700) for hero headings

## Secondary Font: Inter

**Font Family**: Inter, sans-serif

**Usage**: Body text, paragraphs, form labels **Weights Used**:

Light (300) for captions and small text

Regular (400) for body text

Medium (500) for emphasized text

## Font Implementation

/\* Google Fonts Import \*/

@import

url(

'https://fonts.googleapis.com/css2?

family=Poppins:wght@400;600;700&family=Inter:wght@300;400;500&display=swap'

)

;

/\* Typography Styles \*/

h1

,

h2

,

h3

{

font-family

:

'Poppins'

, sans-serif; }

body

,

p

,

span

{

font-family

:

'Inter'

, sans-serif; }

## Font Size Scale

**H1 (Hero)**: 48px / 3rem (Poppins Bold)

**H2 (Page Titles)**: 36px / 2.25rem (Poppins Semi-Bold)

**H3 (Section Headers)**: 24px / 1.5rem (Poppins Semi-Bold)

**Body Text**: 16px / 1rem (Inter Regular)

**Small Text**: 14px / 0.875rem (Inter Light)

# Design Rationale

## Color Choice Justification

The selected color palette creates a modern, professional appearance suitable for a technology company. The blue primary color conveys trust and reliability, while the gray tones provide excellent readability and a sophisticated feel.

## Typography Rationale

Poppins and Inter were chosen for their excellent readability across devices and modern appearance. Poppins provides strong, attention-grabbing headings, while Inter offers superior legibility for body text and maintains consistency with contemporary web design trends.

# READABILITY STATISTICS - DESIGN SPECIFICATIONS DOCUMENT

## Microsoft Word Editor Score: 56%

**Document Counts:**

**Words**: 380

**Characters**: 2,472

**Paragraphs**: 84 **Sentences**: 7

**Averages:**

**Sentences per Paragraph**: 1.4

**Words per Sentence**: 10.8 **Characters per Word**: 6.4

**Readability:**

**Flesch Reading Ease**: 14.3 (College graduate level)

**Flesch-Kincaid Grade Level**: 13.9 (College level) **Passive Sentences**: 14.2%

**Editor Corrections:**

**Spelling**: 1 correction

**Grammar**: 22 corrections

**Clarity**: 1 suggestion

**Conciseness**: Reviewed ✓

**Formality**: 6 suggestions

**Inclusiveness**: Reviewed ✓

**Punctuation Conventions**: Reviewed ✓

**Resume**: Reviewed ✓

**Sensitive Geopolitical References**: Reviewed ✓ **Vocabulary**: Reviewed ✓

**Note:** The lower Editor Score (56%) is expected for a technical specifications document that contains:

Hex color codes and RGB values

CSS code blocks

Font family names and technical specifications

Bullet-point list format rather than narrative paragraphs

This type of technical reference document prioritizes clarity and precision over narrative flow.