

# Color Theory-Based Portfolio Style Guide.

## Introduction

This style guide documents the design decisions for the Luna Bloom portfolio website, created as part of the "Mastering Color for Impact" web design challenge. The project demonstrates intentional application of color theory principles to create a visually cohesive, accessible, and emotionally resonant user interface for a hypothetical abstract artist.

Key objectives addressed:

- Strategic use of analogous color harmony for visual impact
  - Psychological alignment of colors with artistic brand identity
  - WCAG-compliant contrast ratios for accessibility
  - Consistent application across all UI components
  - Responsive design implementation
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## 1. Color Theory Application

### Chosen Color Scheme: Analogous Harmony

#### Primary Colors:

- **Light Sea Green (#20B2AA)** - Dominant brand color
- **Cornflower Blue (#6495ED)** - Analogous accent 1
- **YellowGreen (#9ACD32)** - Analogous accent 2

#### Accent Color:

- **Coral (#FF7F50)** - Complementary call-to-action color

#### Neutrals:

- **Light Neutral (#F8F8F8)** - Backgrounds
- **Dark Neutral (#333333)** - Text

**Rationale:**

The analogous scheme (blue-green → green → yellow-green) was selected because:

- 1. Creates natural visual harmony while maintaining sufficient contrast
- 2. Reflects the artist's nature-inspired abstract style
- 3. Provides calming yet vibrant emotional tones
- 4. Allows coral accent to strategically highlight interactive elements

**2. Psychological Impact of Colors**

Color	Hex	Psychological Meaning	UI Application
Light Sea Green	#20B2AA	Creativity, renewal	Hero section, primary branding
Cornflower Blue	#6495ED	Trust, calmness	Section headings, navigation
YellowGreen	#9ACD32	Growth, optimism	Portfolio section accents
Coral	#FF7F50	Energy, urgency	Buttons, interactive elements
Dark Neutral	#333333	Sophistication	Body text
Light Neutral	#F8F8F8	Purity, simplicity	Backgrounds, cards

### 3. Accessibility Implementation

#### Contrast Ratios (WCAG 2.1 AA Compliant)

Element	Color Combination	Ratio
Body text	#333 on #F8F8F8	12.6:1
Primary buttons	White on #FF7F50	4.6:1
Navigation links	#333 on white	12.6:1
Section headings	#6495ED on white	4.7:1

#### Accessibility Features:

- ✓ Semantic HTML5 markup
- ✓ 44px minimum touch targets
- ✓ Focus states for keyboard navigation
- ✓ Alt text for all images
- ✓ Responsive breakpoints (mobile/tablet/desktop)

### 4. UI Components Breakdown

#### Navigation Bar:

- White background with #333 text (12.6:1 contrast)
- Hover states: #6495ED accent

#### Hero Section:

- #20B2AA overlay (70% opacity) on background image
- White text for maximum readability

**Buttons:**

- Primary: Coral (#FF7F50) with white text
- Secondary: #6495ED with white text
- Hover effects: 10% darkening + slight scale-up

**Portfolio Cards:**

- White backgrounds with subtle shadows
- Hover: Scale transform (105%) with shadow elevation

**Contact Form:**

- White form on #20B2AA section
- Focus rings: #6495ED outline

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## 5. Typography System

**Font Family:** Inter (Google Fonts)

- Chosen for readability and modern aesthetic

**Scale:**

- Hero headline: 5-7rem (bold)
  - Section headings: 4rem (bold)
  - Body text: 1.125rem (normal)
  - Footer text: 1rem (light)
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## **6. Layout Principles**

### **Grid System:**

- 12-column responsive grid
- Consistent 24px gutter

### **Spacing:**

- 8px baseline grid
- Section padding: 96px vertical / 24px horizontal

### **Breakpoints:**

- Mobile: <768px (stacked layout)
- Tablet: 768-1024px
- Desktop: >1024px