

Provided Color Scheme:



Color choice is crucial in website design to ensure that your website appears well-designed and easy to navigate, rather than appearing unreadable and off-putting to potential users. Furthermore, people with visual impairments would have additional trouble navigating and using the website. In order to best make the website visually appealing and readable, these rules should be followed:

1. There should be a minimum color contrast of 4.5:1
 - a. Color contrast is the ratio between lighter elements and darker elements (e.g., foreground and background colors). A color checker can be used to ensure this standard is met: <https://www.audioeye.com/color-contrast-checker/>
2. Colors should not be the only means of conveying information, indicating an action, prompting a response, or distinguishing a visual element.
3. A good rule of thumb for color combos is to use colors on opposite sides of the spectrum (e.g., black and white) or complementary colors.

Provided Font Choices:

Headlines: Poppins Medium

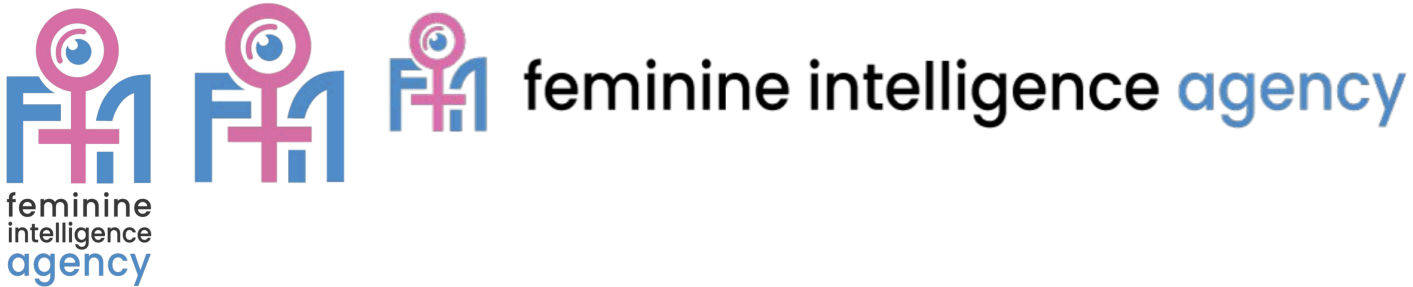
Body text Lato Light

Like color, text size, spacing, and font choice all play a part in creating an accessible and readable website. There is a balance between font being too small, font being too big, and differentiating between text of different importance using sizes that fit within this balance. Here are the best practices that should be followed for text choices in website design:

1. The page title should be 35-50px. For default/body text, 18-24px should be used for text-heavy pages, and 14-20px for interaction-heavy pages. For secondary text or captions, a size 2px smaller than the default should be used.
2. Try to limit the number of font sizes used on the website to 4 maximum.

3. For headers, use a bold or even thicker weight.
4. Try to keep the number of characters on a line to 45-75 characters.

Provided Logos/Branding:



Logo usage is important to set the tone and aesthetic for the website and portray the intended brand representation. We have three logos provided to use: just the logo with no wording (a pictorial), the logo with the text below it and equal in size (a combination mark), and the logo with the text large to the right of it (a wordmark). Here are guidelines for logo usage:

1. There should be sufficient clear space around the logo to allow it to stand out and give it clarity on the page.
2. A minimum size standard should be set for logos. This size should not distort the logo or allow for loss of quality of the logo. It should also still be easily readable.
3. The combination mark is versatile, and may be able to be solely relied upon because it includes both the brand name and the brand icon. Either this or the wordmark should be used at the beginning of a website or for brands with long names. The pictorial should be used once a brand identity has been established.

Sources:

- <https://www.audioeye.com/post/accessible-colors/>
- <https://www.learnui.design/blog/mobile-desktop-website-font-size-guidelines.html>
- <https://www.toptal.com/designers/typography/web-typography-infographic#:~:text=In%20general%2C%20a%20font%20should,length%20should%20also%20be%20considered.>
- <https://www.vistaprint.com/hub/logo-usage-guidelines>
- <https://www.vistaprint.com/hub/types-of-logos>