Lincoln Hills Photography Club

Website Color Specifications

September 14, 2017

V. 1.1

Lincoln Hills Photography Club Website Color Specifications

This document presents the chosen “Color Pallet” to be used with the website. It provides illustrations of the tools provided by the WIX Editor to apply the colors to the various elements that comprise the various web pages. These elements include, but are not limited to: Typefaces, Container Boxes, Shapes, Frames, and so forth.

The Color Pallet was chosen to provide a range of colors that would work well with the overall page design and page background. A Medium Grey was chosen for the Page Header, Footer and Page Background. The page color is specified as White. Orange has been specified as the “Spot” or “Accent” color and is primarily used with selected typefaces, shapes, and navigational aides like buttons and page “Link” indicators.

The principal color scheme, therefore, is basically: Grey, White and Orange. The Grey and White “PRINCIPAL” colors were chosen because the website is a Photography Website, and they do not detract from the photographs displayed on the site. Grey is also use as the Page Color for the Home Page and the Main “GALLERIES” Page.

Additional “SECONDARY” colors are available to differentiate various sections or elements within a page and to help segment content into organized spaces that facilitate communication and comprehension. These additional Secondary colors include: Teal, and Yellow. Their use is almost exclusively reserved for Container Boxes and Shapes. Only on very rare occasions should they be used for type or Page Color.

A fourth “TERTIARY” Red color, is also available and should only be used as an “Alert” color that can be used to emphasize urgency or extremely important topic. In this case it should only be applied to a shape (star, asterisk, arrow etc.) or occasionally a simple 1, 2 or 3 word phrase such as: “Attention!!” “Important News Flash!” etc.

Because this is a photography website the Secondary colors should never be used with a high degree of saturation. Typically they should only be used in a soft almost transparent saturation in order to not conflict with the overall color scheme and more importantly to not overpower the photographs presented on the page.

The rest of this document will provide additional guidance on the application of color for the site.

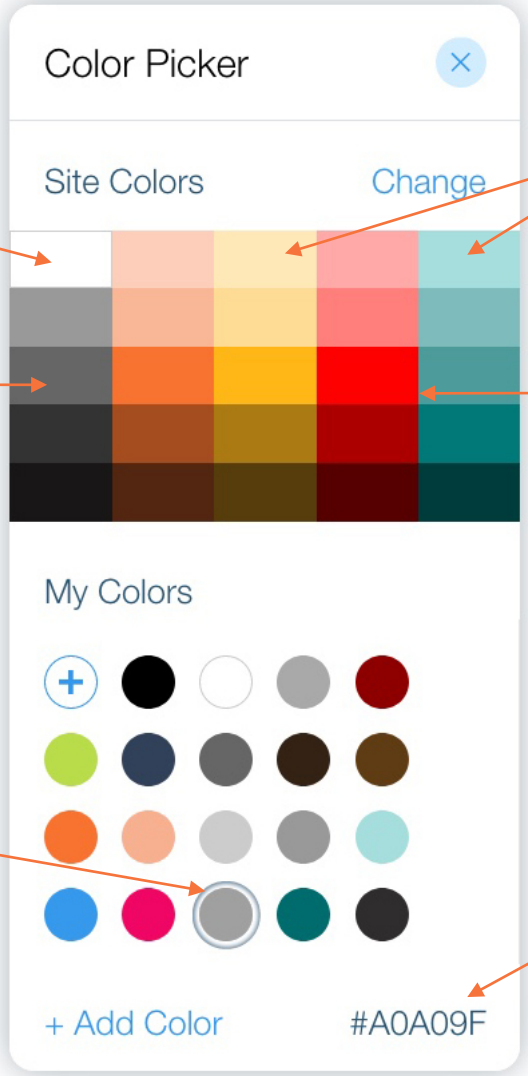
Lincoln Hills Photography Club Website Color Palette

Pictured is the WIX Color Picker provided by the WIX Editor. It is the default color panel used whenever specifying a color for a page element.

White is the specific color for the Web Page.

Medium Grey is the specified color for the Header, Footer and Page Background.

NOTE: in this illustration a custom color of Light gray which is a variant of the Website specified Gray has been selected. See circled gray dot. Notice the ASCII Internet (#A0A09F) code for the color in the lower right hand corner of the panel.



Yellow and Teal are the specified Secondary colors to be used primarily with container boxes and shapes.

Red is a Tertiary color and should only be used very sparingly to “alert” the reader to some important information. It should only be used with a shape or a simple 1, 2, or 3 word phrase.

The ASCII code is the number your browser uses to replicate the color on the page on you computer.

Lincoln Hills Photography Club Website Color Palette

Presented below is the website color palette with the ASCII codes for each color.

#FFFFFF	#FCCFBC	#FFE7BB	#FFAAAA	#A8DEDD
#999999	#F9B79A	#FFDB99	#FF8080	#7FBCBB
#666666	#F6733B	#FFB633	#FF0000	#509B9A
#333333	#A44D27	#AA7922	#AA0000	#047978
#181717	#522614	#553D11	#550000	#023C3C

#000000

Lincoln Hills Photography Club Website Color Palette

Color Specifications for Headline, Sub-headlines and Body Copy.

Black is the Primary Color for Body Text, Headlines, Photo Captions and Labels. Dark and Medium Gray can also be used for the above categories of text, but should be used very sparingly and only for artistic effect.

Orange is the Primary Accent Color for the website, and as such is used primarily for adding color to text which is being employed as a Sub-Headline. The color Orange provides good contrast against a light background making it highly legible. It should never be used for Body Text (text set in paragraph form). When using Orange to color text the Medium Orange (ASCII #F6733B) should be used.

Below is a screen capture showing examples of a Headline in Black and a Sub-Headline in Orange. Notice the drop-shadow treatment to both lines of type. This is an optional style and not a requirement.

Headlines are always set in Black #000000

Sub-Headlines are primarily set in Orange #F6733B

Below is screen capture showing an example of Body Text set in Black.

The subject of Headlines and Sub-Headlines structure and form will be discussed in a separate Specification Document. This discussion is limited to the application of color to text.

Lincoln Hills Photography Club Website Color Palette

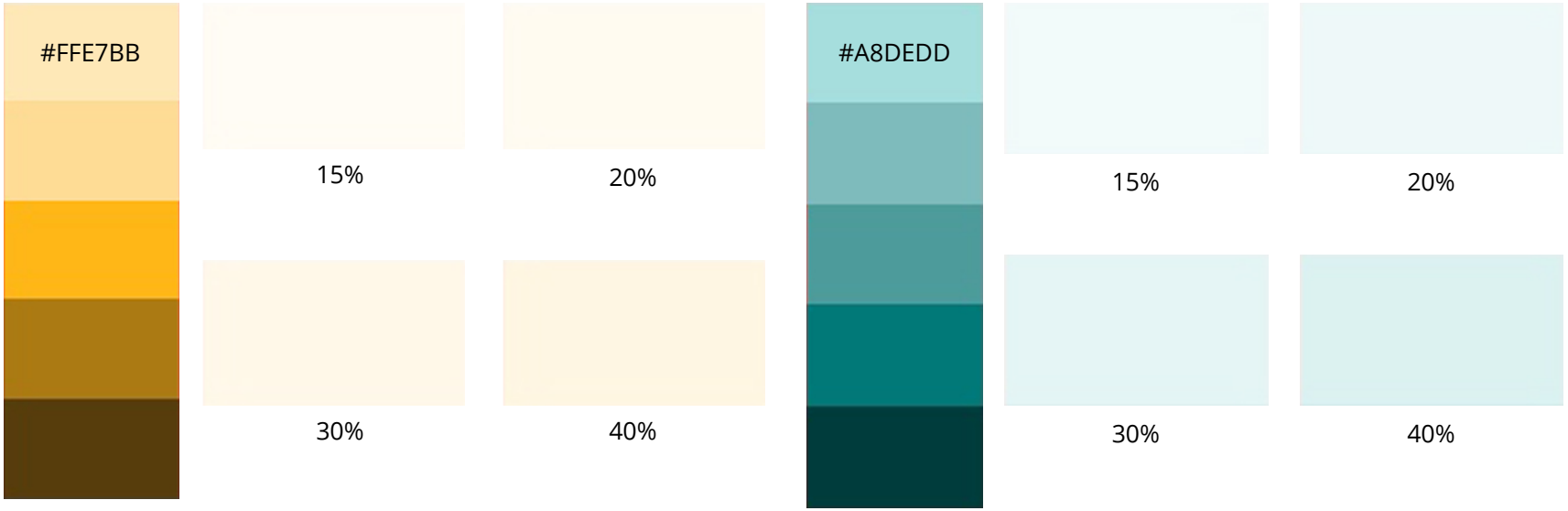
The Secondary Colors of Yellow and Teal are used primarily to add color to Container Boxes or Shapes

The ability to add color to the Container Boxes facilitates the separation or differentiation of news articles on the same page. The overarching design theme of the Website is to have a “Background color” of medium dark gray color so that it visually becomes “negative” space, and therefore does not compete with the rest of the site for the attention of the viewer.

The site design objective was to lightly use the Secondary Colors to allow for better comprehension but not to overpower the important content (news articles and photos) placed on the page. To that end the Yellow and Teal colors applied to Container Boxes, should be used in a very un-saturated (pale) way. The colors applied to small shapes)buttons, arrows, filagree etc.) can be use in a high level of saturation for example, Yellow #FFB633 and Teal #509B9A.

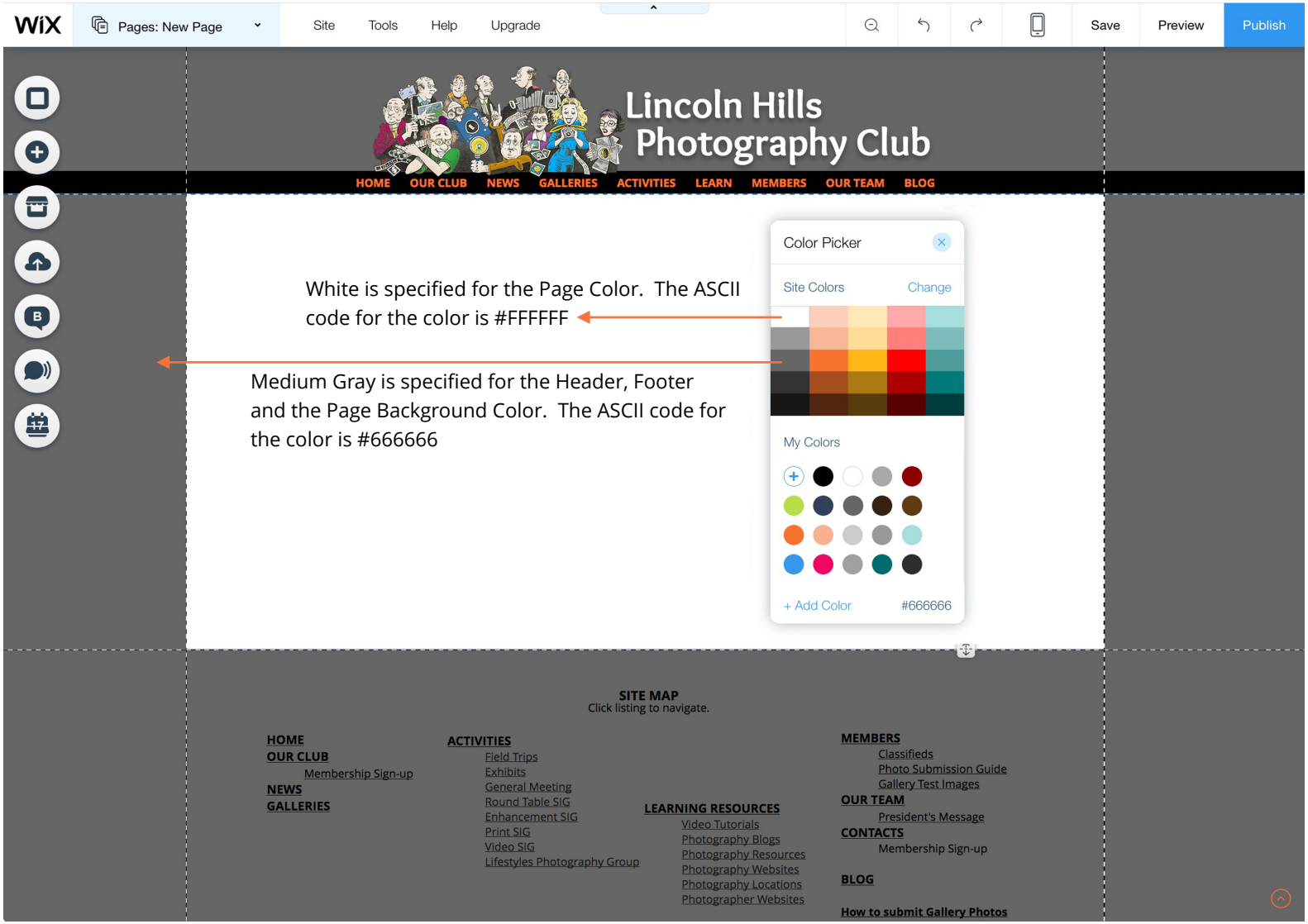
This is accomplished by starting with a base color Yellow #FFE7BB and Teal #A8DEDD and reducing the opacity of the color to make it appear lighter as the white page color bleeds through. This approach eliminates color drift when adding color to a Container Box. Opacity is control in the “Design Tool” and is expressed as a percentage value of the starting color.

Most of the Color in the Container Boxes used on the NEWS page should be calibrated in the range of between 15% and 40% of the Yellow #FFE7BB and Teal #A8DEDD colors.



Color Specifications for Basic “New Page”

The WIX Editor will automatically generate a New Page with the correct color scheme.
The White color used for the Page can be changed to Medium Gray, Dark Gray or Black when used with a Gallery Page.



Lincoln Hills Photography Club Website Color Palette

Examples of the application of the Color Palette to web page elements.

#A8DEDD @ 100%

#FFE7BB @ 20%

#FFE7BB @ 20%

#000000 @ 100%

#000000 @ 100%

festyles Photography Group builds on experience to support future Ride-To-Walk fund raising events.

We've posted three photo galleries to showcase the events.

By: Jim Cormier Co-Lifestyles Coordinator

A few months ago, the Lincoln Hills Lifestyles Event Photography Group stepped up and provided photography support for the Third Annual Lincoln Lion's Club Special Kids Day. The event was hosted at the Ride-To-Walk facility on HWY 193.

The photos and Hi-Def Blu-ray slideshow presentation we provided Bob Olin of the Lincoln Lion's Club were very much appreciated and will be used in marketing for future Ride-To-Walk events.

Our services have again been requested to cover another upcoming event that is to be held at the Ride-To-Walk facility sometime around the May time frame. This event is the Ride-To-Walk - Beer & Wine Tasting Festival.

It is anticipated that there will be approximately 500 people in attendance. This event is to raise money to support the fantastic services that the Ride-To-Walk organization provides to special needs children of all ages and their families.

It is a pleasure for us to be working with Danielle Lawlor, PTA to do our part to capture this awesome first annual fundraising event. Danielle works in the Kilaga Springs fitness area as a trainer.

Putting on a large event like this is a first for Danielle so we are taking the knowledge we have accumulated from previous large event photo shoots, such as the Lincoln Pace Race. We will use our knowledge to provide the best photographic coverage of the event to Danielle and the owner of the Ride-To-Walk facility. We will also provide them with high quality photos that they can use in other marketing campaigns.

Take time to visit the Lifestyles Photography Group web page to see what other projects we have covered and the projects we have in the planning stages. You can get their by clicking HERE

To view Kid's Day Gallery click on the above photo.

To view Pace Race Gallery click on the above photo.

Past Projects: the photos to the left are typical of the type of photography our Lifestyles Photographers produce for the various organizations they serve here in Sun City Lincoln Hills.

You can get to the Lifestyles Page and check out the photo galleries of the above events and learn about upcoming photo shoots by clicking HERE

Round Table and Print SIGs will be held in OC Multi-media roor

John Campbell - leads the Round Table SIG which provides an opportunity for Club members to present, discuss and learn about anything having to do with photography. The Round Table also provides Club members a great opportunity to share their photos and get feedback on how to improve the images.

Making a Point - Dale Petersen (far right) discusses the process of converting large 4"x5" negatives into digital files for printing. Pictured (l-r) are Brad Senn, Truman Holtzclaw, Larry Brenden, Pete Henshaw, Allen Adler, Debra Raach and Dale Petersen.

The Round Table Print SIGs will meet in the Orchard Creek Multi-media Room this month. The SIGs will resume meeting in their normal location (OC Multi-purpose Room) in October.

To learn more about the Round Table SIG visit the web page HERE

To learn more about the Print SIG and to view more photos from the June and other meetings click HERE

August 9th's General Meeting Featured a Look at the World Through Eric Emerson's Lens

Eric Emerson, our August presenter, followed his passions of photography and travel into his retirement. His stunning photographs both inspired and enthralled. See more HERE

Galaxy & Wildflower Photo Opportunities Highlight Tahoe Field Trip

We've posted 100 photos on the July Field Trips to Tahoe and Loon Lake on the Field Trip page HERE

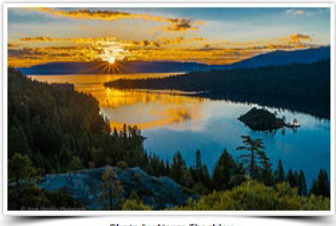


Photo by Norm Shockley

Club photographers gathered in July for a favorite field trip to Lake Tahoe. The trip was a great success due to months of meticulous pre-planning. Because of all the planning efforts, members enjoyed the best locations for wild flowers and Milky Way shots. And as a bonus, members were trained in using Theodolite and PhotoPills apps. A complete packet of restaurants and lodging made sure everyone was well fed and has the best accommodations.

Even though field trips are planned by and offered for club photographers, everyone is there individually so your itinerary is your own. Many photographers pair up and split off based on specific interests. For an in-depth look at the summer Tahoe adventure, see more HERE

Photo by Fred Raach

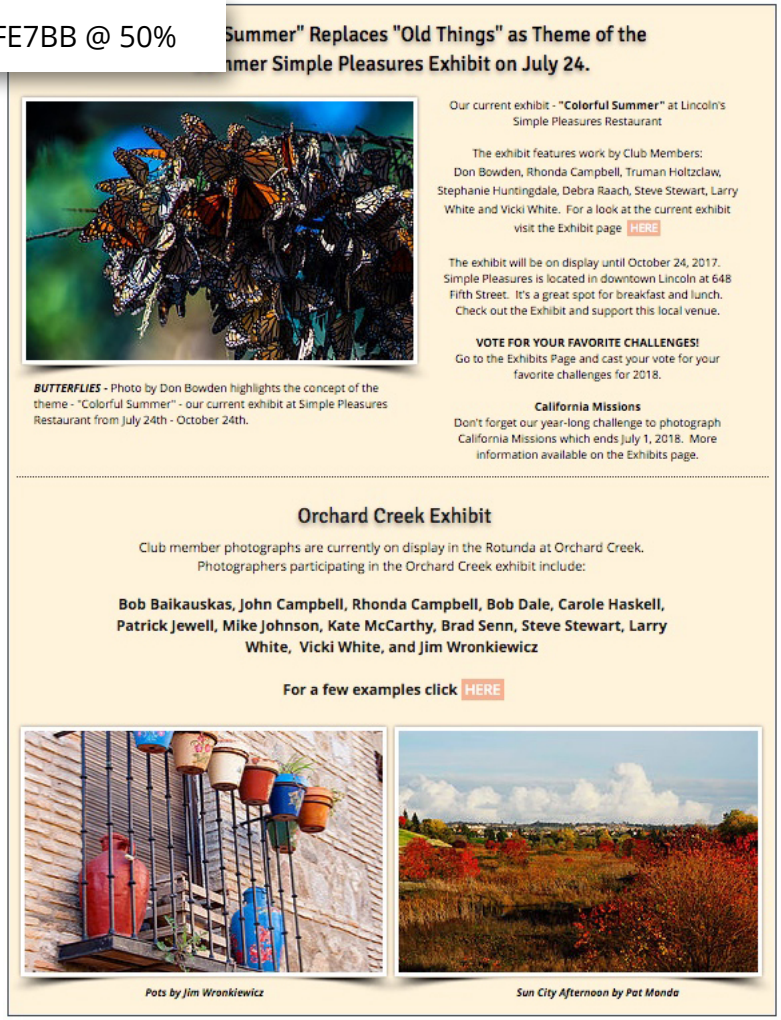
Photo by Pe

Lincoln Hills Photography Club Website Color Palette

Examples of the application of the Color Palette to web page elements.

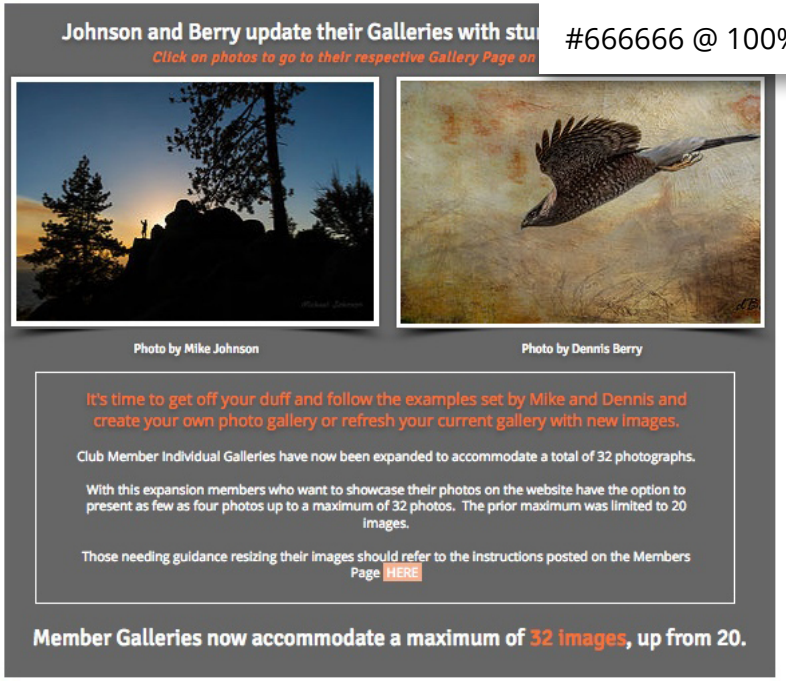
Note: Examples are screen grabs and therefore are not exact representations of the colors you will see in the live site.

#FFE7BB @ 50%



NOTE: The above color in the Exhibit Panel is about as dark a yellow that should be used. This color is 50% of Yellow #FFE7BB.

#666666 @ 100%



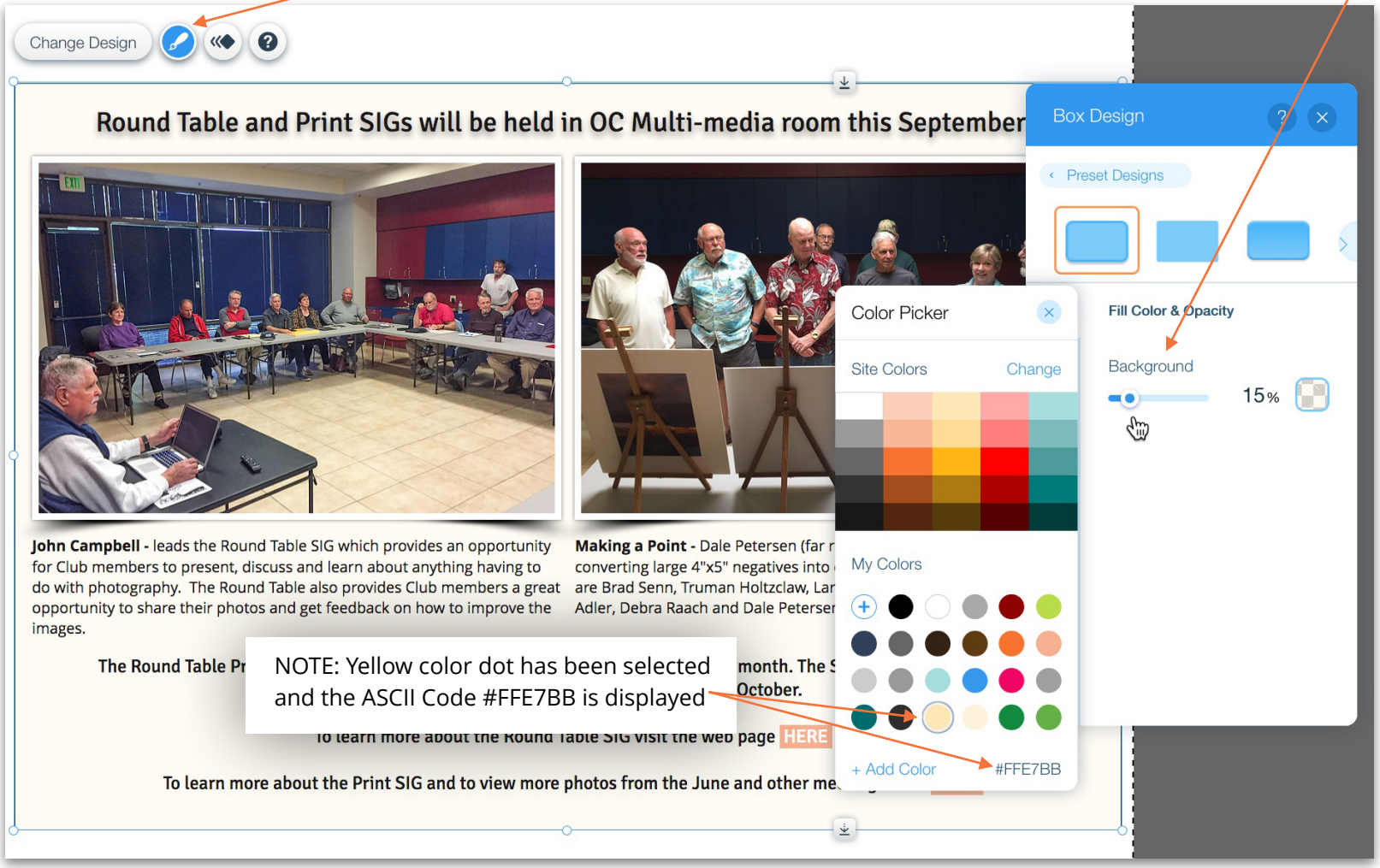
NOTE: The Medium Grey (ASCII Code #666666) shown above should only be used in association with photo galleries. This panel on the NEWS page relates to new images being placed in the MEMBERS GALLERY portion of the site. The Medium Grey should also be used as the PAGE color in all galleries (i.e., HOME Page, GALLERIES Page and MEMBER GALLERY Pages.

Lincoln Hills Photography Club Website Color Palette

Examples showing how selecting the "Change Design" paintbrush tool is used to provide access to the Color Picker and the Opacity Slider used to set the Container Box Fill specifications.

Clicking the paintbrush provides access to the Box Designs tool pictured at right.

NOTE: The Opacity Slider is used to specify the opacity of the color #FFE7BB



NOTE: Yellow color dot has been selected and the ASCII Code #FFE7BB is displayed