

Pick Colors For Your App

UXdesign.cc
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Color must show hierarchy of UI elements

- What's interactive & how it relates to others on the screen

Pick color that reinforces your brand
Ex / Netflix = Red

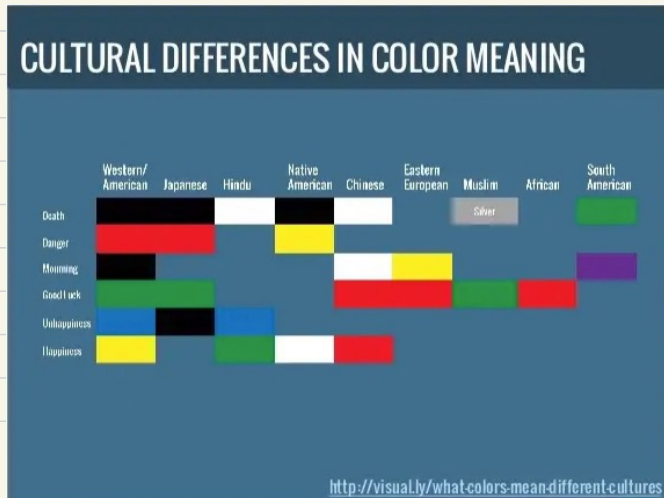
Primary Colors

- Most displayed in UI elements
- Accent certain UI elements
- Dark & light variations for contrast

Secondary Colors

- Alternative accent color - use sparingly
- Use = floating action bttns, selection controls, highlighting text, progress bars

Colors can have different means in different countries & cultures



Contrast Ratio Range

Optimal = minimum 4:5:1

Ideal = 7:1

m2. natural
10

The Color System

Primary, secondary, & light/dark variants

Hierarchical

- Color indicates which elements are interrelated, how they relate to other elements, & level of prominence

Legible

- Texts & important elements like icons color should stand out on colored backgrounds

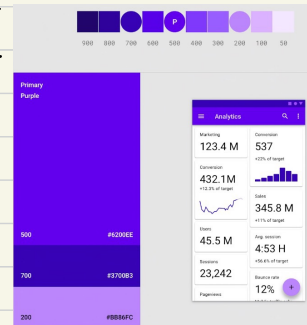
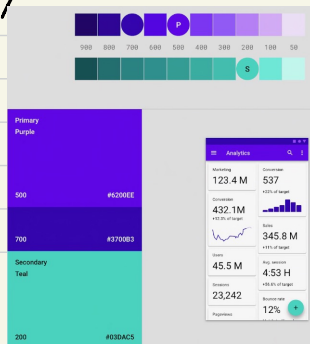
Expressive

- Memorable, reinforce brand's style

Primary colors, displayed most frequently

- Have different variants

Secondary for accents - is optional



Surface, background, & error colors

- Typically doesn't represent brand
- baseline error color is #B00020
- Background & Surface #FFFFFF

"On" Colors - appears on top of surfaces that use primary, secondary, surface, background, or error color

- Applied to text, icons, & strokes

Alternative Colors

- Colors use as Alts to brand's primary & secondary colors
- Can be used to distinguish different sections of a UI
- Best for light & dark themes, apps w/ diff. themes in different sections, apps that are part of a suite of products