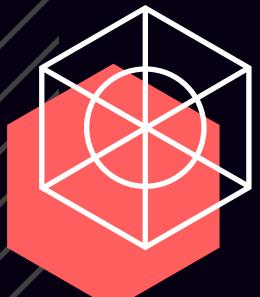
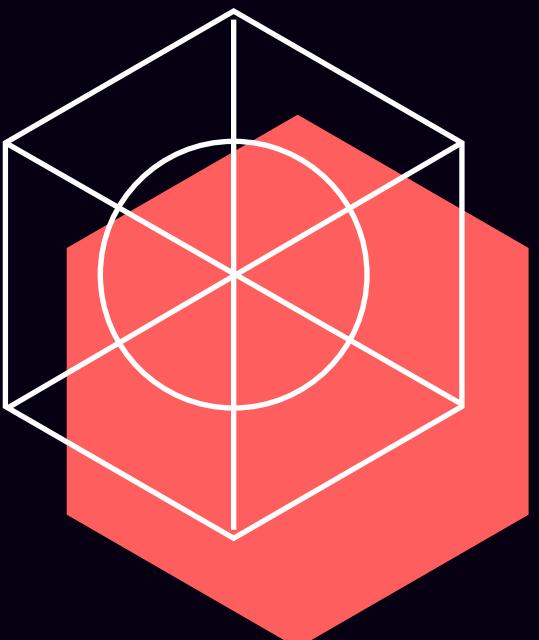


# Color Design Guidelines

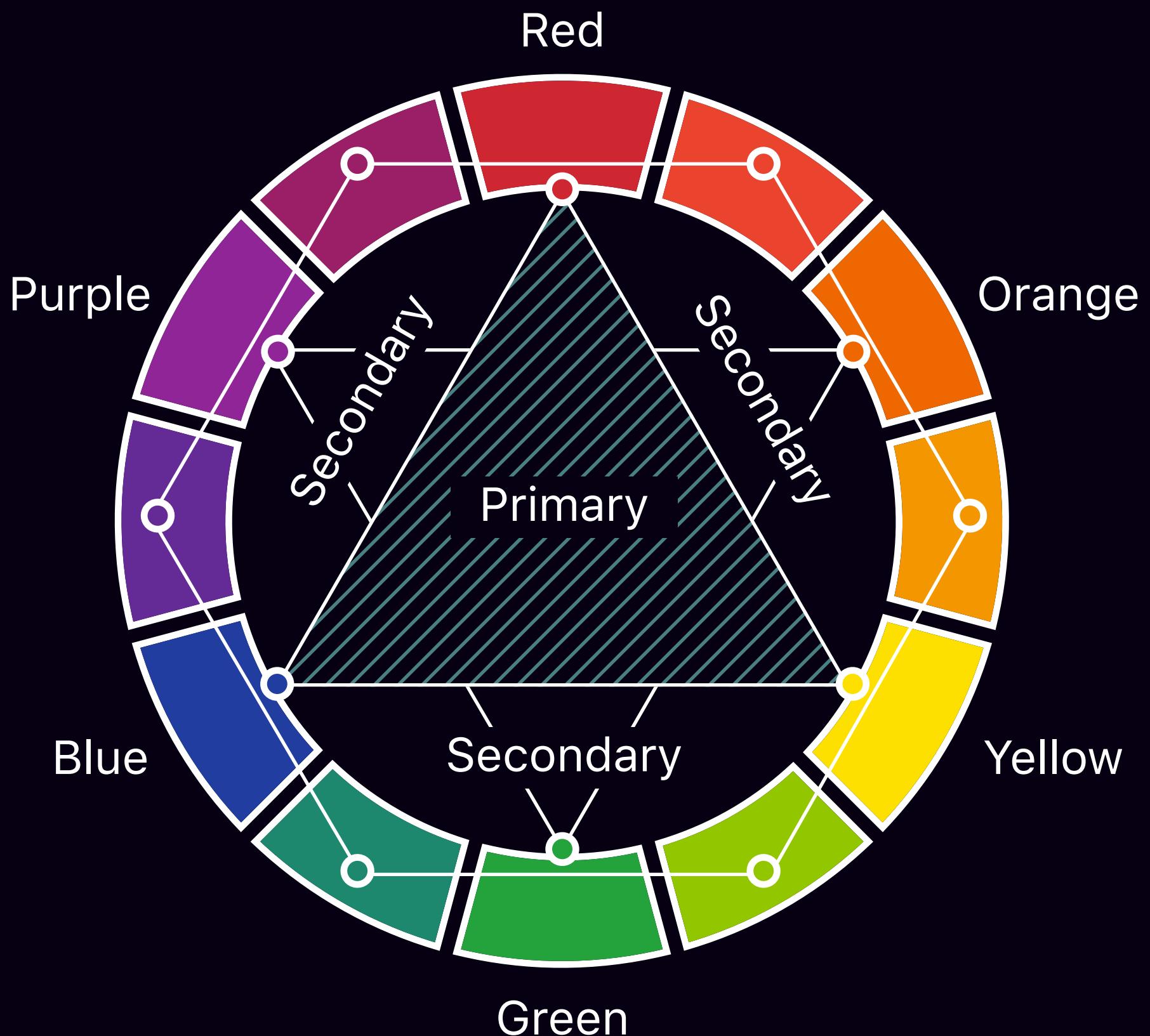


@nitishkmrk



← Swipe

# Color Wheel



## Primary Colors

Primary colors cannot be created by mixing any other colors.

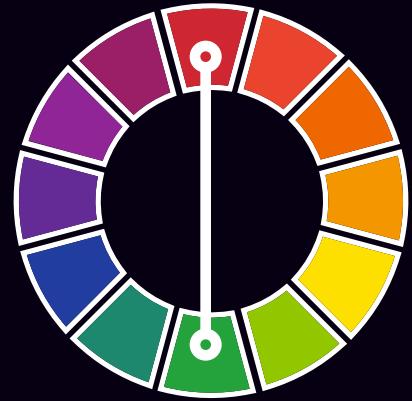
## Secondary Colors

Secondary color is created by mixing any two primary colors.

## Tertiary Colors

Tertiary color is created by mixing a primary and secondary color.

# Color Harmony Rules



## Complementary

Colors that are opposite to each other on the color wheel.



## Split-Complementary

One base color and two colors that are adjacent to its complement.



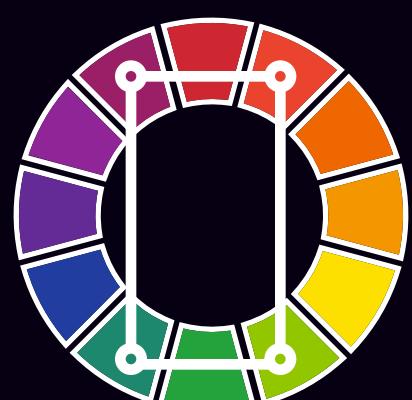
## Analogous

Three colors that are side by side on the color wheel.



## Triadic

Three colors that are evenly spaced on the color wheel.



## Tetradic

Two sets of complementary colors on the color wheel.



## Square

Four colors that are evenly spaced on the color wheel.

# Color Harmony Rules : Examples



Analogous



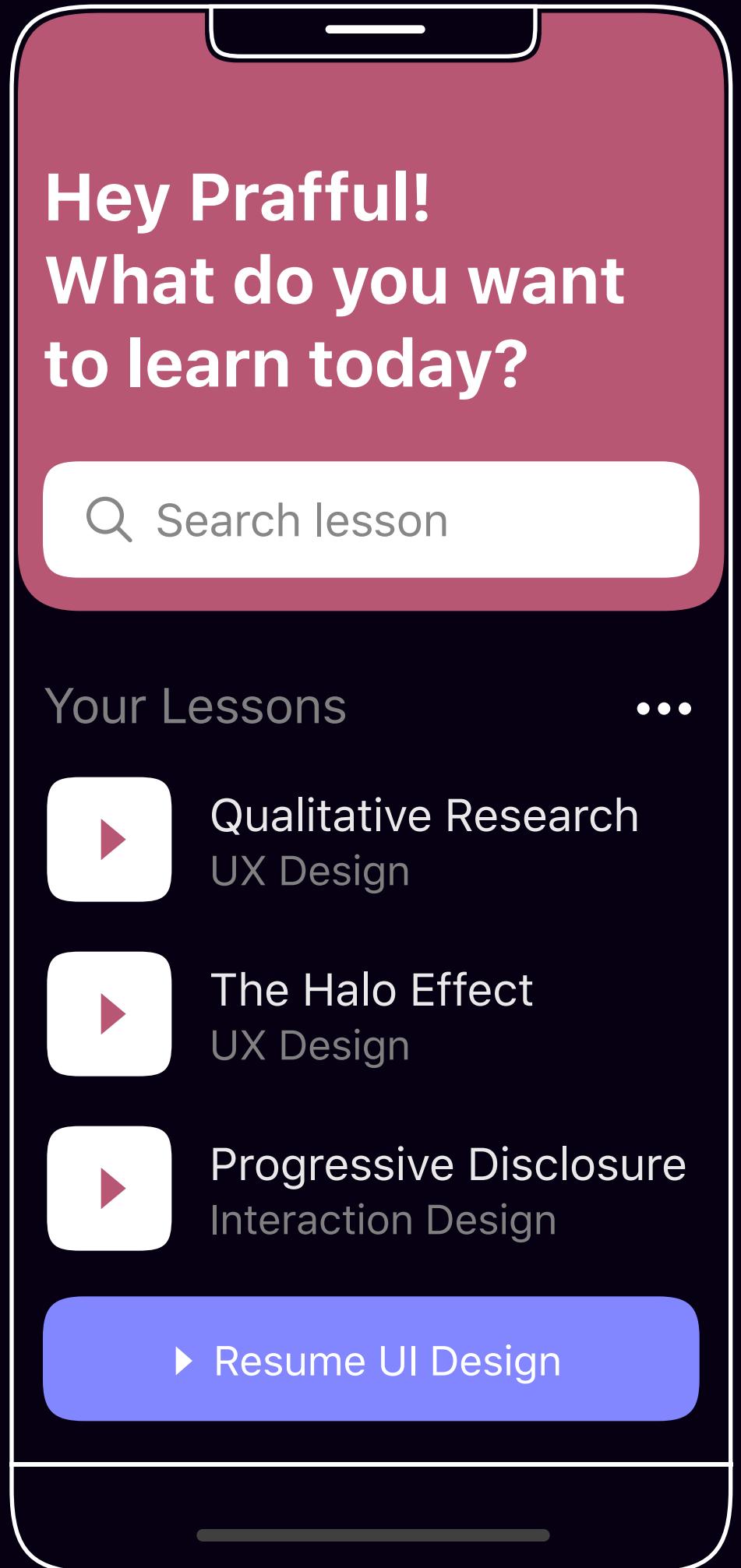
Triadic



Complementary

\*All logos and trademarks are owned by their respective owners.

# 60-30-10 Color Rule



## Explanation

60-30-10 color rule helps to balance the color schemes in layouts.

It has 3 major colors -

- 60% of dominant color
- 30% of secondary color
- 10% of accent color

## Example

Three major colors in app layout -

- |   |                        |
|---|------------------------|
|  | 60%<br>Dominant Color  |
|  | 30%<br>Secondary Color |
|  | 10%<br>Accent Color    |

# WCAG : Color Contrast

Contrast 1.38 : 1	Contrast 4.54 : 1
<input checked="" type="checkbox"/> Failed Normal Text	<input checked="" type="checkbox"/> Passed Normal Text
<input checked="" type="checkbox"/> Failed Large Text	<input checked="" type="checkbox"/> Passed Large Text

Contrast 4.43 : 1	Contrast 8.42 : 1
<input checked="" type="checkbox"/> Failed Normal Text	<input checked="" type="checkbox"/> Passed Normal Text
<input checked="" type="checkbox"/> Failed Large Text	<input checked="" type="checkbox"/> Passed Large Text

## Level AA - Minimum Contrast

The text and images of text have a contrast ratio of at least 4.5:1

Large-scale text and images of large-scale text have a contrast ratio of at least 3:1

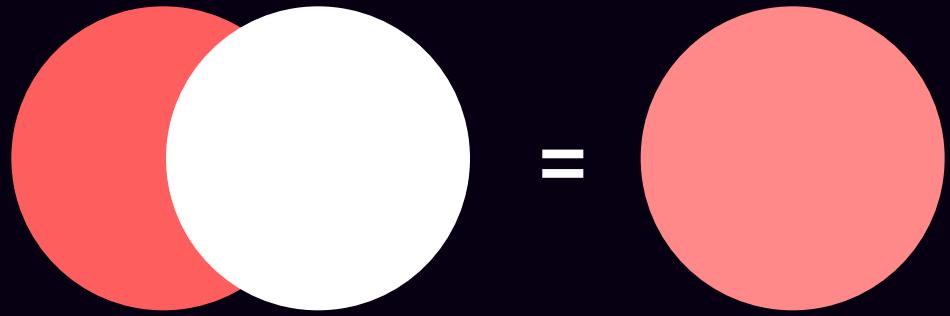
## Level AAA - Enhanced Contrast

The text and images of text have a contrast ratio of at least 7:1

Large-scale text and images of large-scale text have a contrast ratio of at least 4.5:1

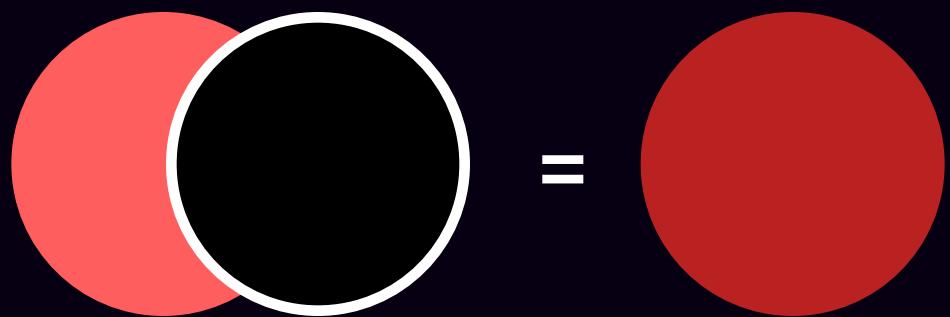
\*Large-scale text is at least 18.66px

# Color Glossary



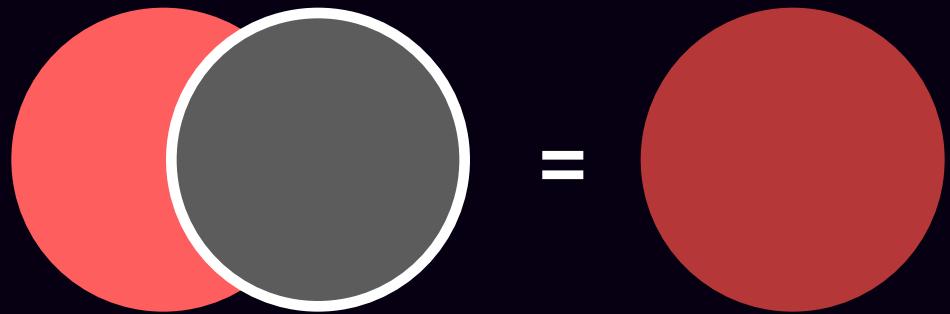
## Tint

Any color with addition of white is called tint of original color.



## Shade

Any color with addition of black is called shade of original color.



## Tone

Any color with addition of grey (both white and black) is called tone of original color.

**Thanks!**

**Like & Save**

**for Later!**