

WHEN AND HOW TO USE COLORS

- 6 Use your main color to draw attention to the most important elements on the page
- 7 Use colors to add **interesting accents** or make entire **components or sections** stand out
- 8 You can try to use your color strategically in **images and illustrations**

The screenshot shows a product landing page for a multivitamin. At the top, there are four small images with labels: "Shop Women", "Shop Men", "Shop Kids", and "Shop Bundles". Below this is a yellow banner with the text: "Traditional multivitamins weren't doing us any favors, so we made one that will." Underneath are five icons with labels: "Traceable Nutrients", "Vegan Friendly", "Glycemic and Major Allergen Free", "Non-GMO", and "No Artificial Colorants or Synthetic Fillers". A large image of a multivitamin capsule is shown in the center-left. To the right, there's a section titled "We're not about pseudoscience and half-truths" followed by a paragraph of text and links to different product pages: "Multivitamin for Women 18+", "The Prenatal Multivitamin", "Multivitamin for Men 18+", and "Multivitamin for Kids 4+".

**Audacious
goals,
smashed.**

From marketing strategy and leadership through execution and results; Matter Mace produces reliable growth.



The screenshot shows the homepage of the Carrot website. The top navigation bar includes links for "Why Carrot?", "For employers", "For consultants", "For health plans", "Company", and "Sign in". The main headline reads: "Global fertility benefits for employers that save money and tame anxiety". Below this is a call-to-action button "Request a demo". To the right, there's a colorful illustration of three people working together on a puzzle. A smaller text at the bottom right says: "For the latest from our Carrot experts on COVID-19 and fertility, please visit our resource center →".

COLORS AND TYPOGRAPHY

- 9 On dark colored backgrounds, try to use a tint of the background (“lighter version”) for text



Defi, documents & real assets in one place

Map, valuations and community ideas to help you grow your wealth.

[Why Endplan >](#)

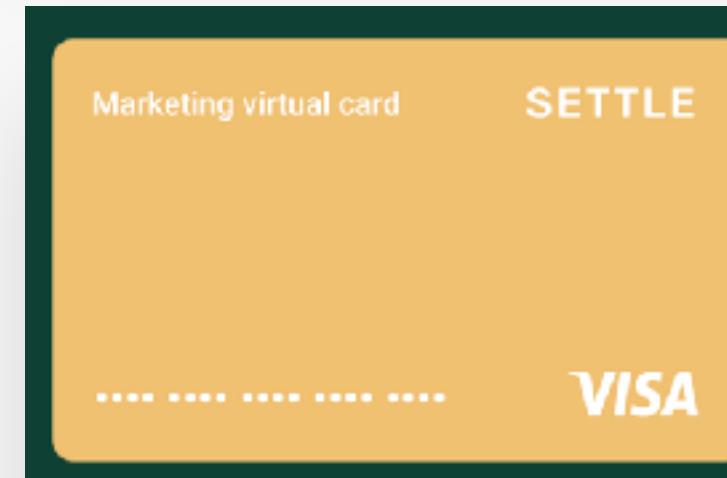


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[Why Endplan >](#)

Marketing virtual card **SETTLE**

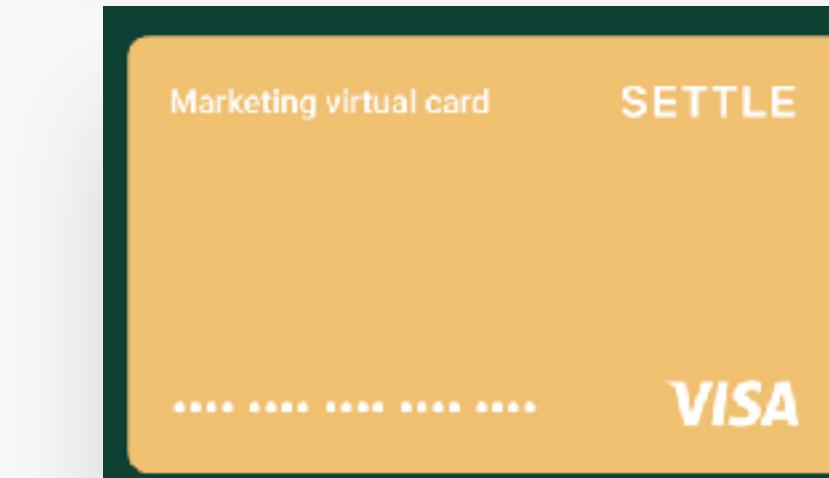


VISA

Finance your marketing

Pay for your marketing campaigns (i.e. Facebook, Google) with a Settle card. For a small fee, you can repay after 60 days or extend payments for another 60 after that.

Marketing virtual card **SETTLE**



VISA

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- 10 Text should usually not be completely black. Lighten it up if it looks heavy and uninviting



• **Make the right hires, faster with the world's leading talent acquisition software**

FIND Find and attract candidates Fill your pipeline quickly with one-click job posting to 200+ sites, AI-powered sourcing, employee referrals and more. LEARN MORE >	EVALUATE Move the right applicants forward Easily collaborate with hiring teams to evaluate applicants, gather feedback and decide who's best, all in one system. LEARN MORE >	AUTOMATE Make the best hire, in half the time Move faster on a platform that automates process and manual tasks, like scheduling interviews and getting approvals. LEARN MORE >
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**Own your health.
Advance medicine.**

See your entire health history—at a glance. Contribute to medical research—anonimously and securely.

[Get My Records](#)

A photograph of a smiling family of four: a father, a mother, and two young children.

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Advance medicine.**

See your entire health history—at a glance. Contribute to medical research—anonimously and securely.

[Get My Records](#)

A photograph of a smiling family of four: a father, a mother, and two young children.

COLORS AND TYPOGRAPHY

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- 10 Text should usually not be completely black. **Lighten it up** it looks heavy and uninviting
- 11  Don't make text too light! Use a tool to check contrast between text and background colors
 - 👉 Contrast ratio needs to be at least **4.5:1** for normal text and **3:1** for large text (18px+)

coolors



A better way to grow your creative business

13:1

Zibbet exists to help artists, makers and creative entrepreneurs sell more. Now you can list a product once, sell it everywhere and grow your sales faster.



A better way to grow your creative business

2.9:1

Zibbet exists to help artists, makers and creative entrepreneurs sell more. Now you can list a product once, sell it everywhere and grow your sales faster.

Defi, documents & real assets in one place

5.1:1

Defi, documents & real assets in one place

2.9:1



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

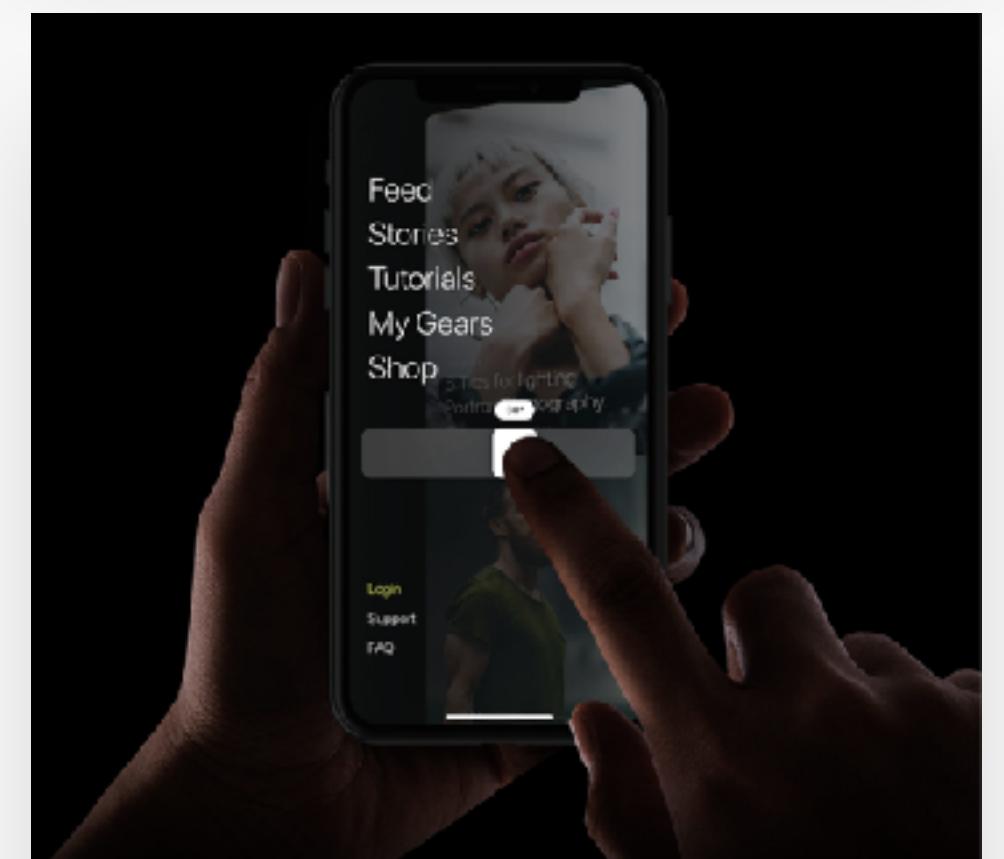
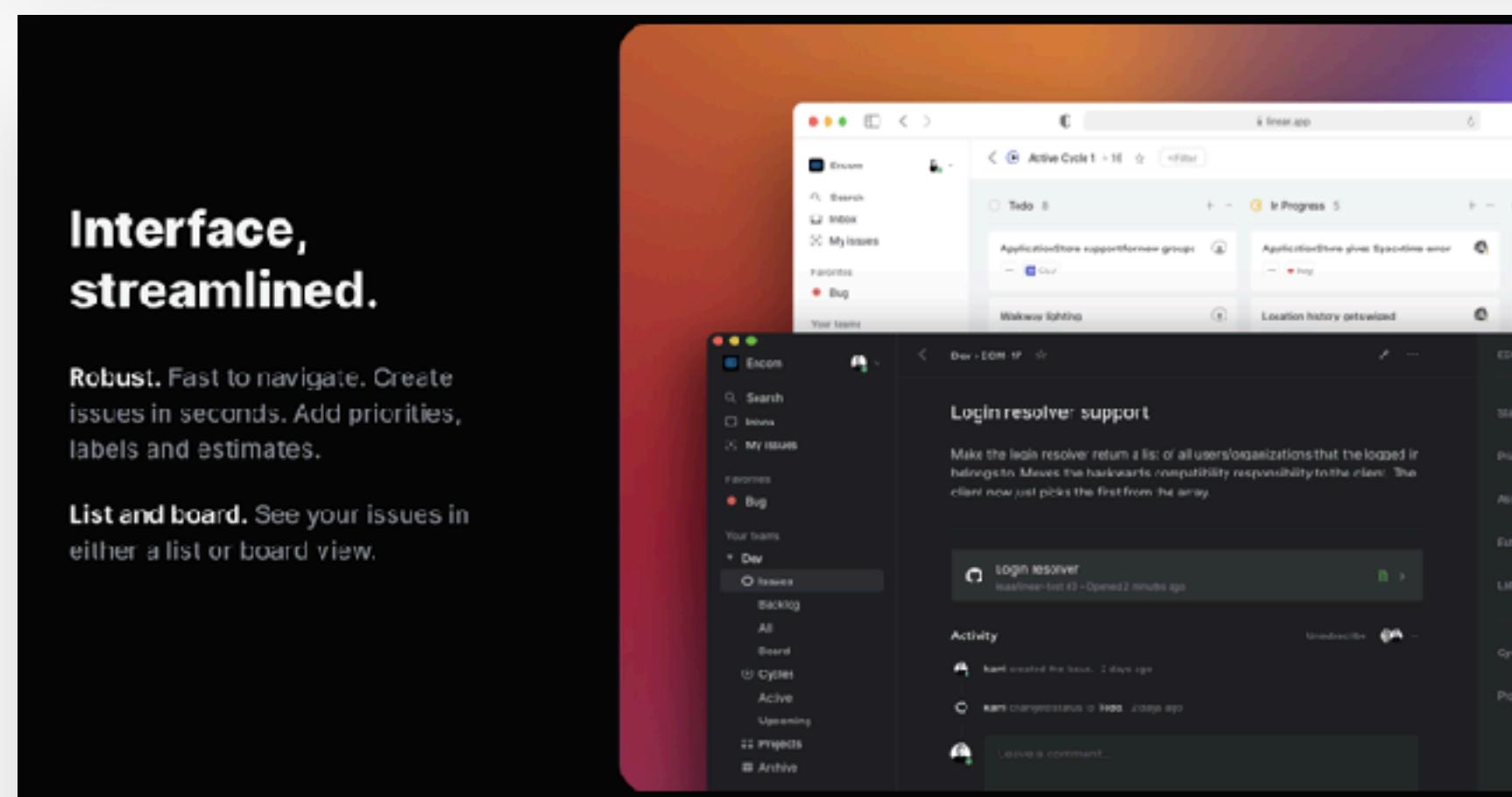
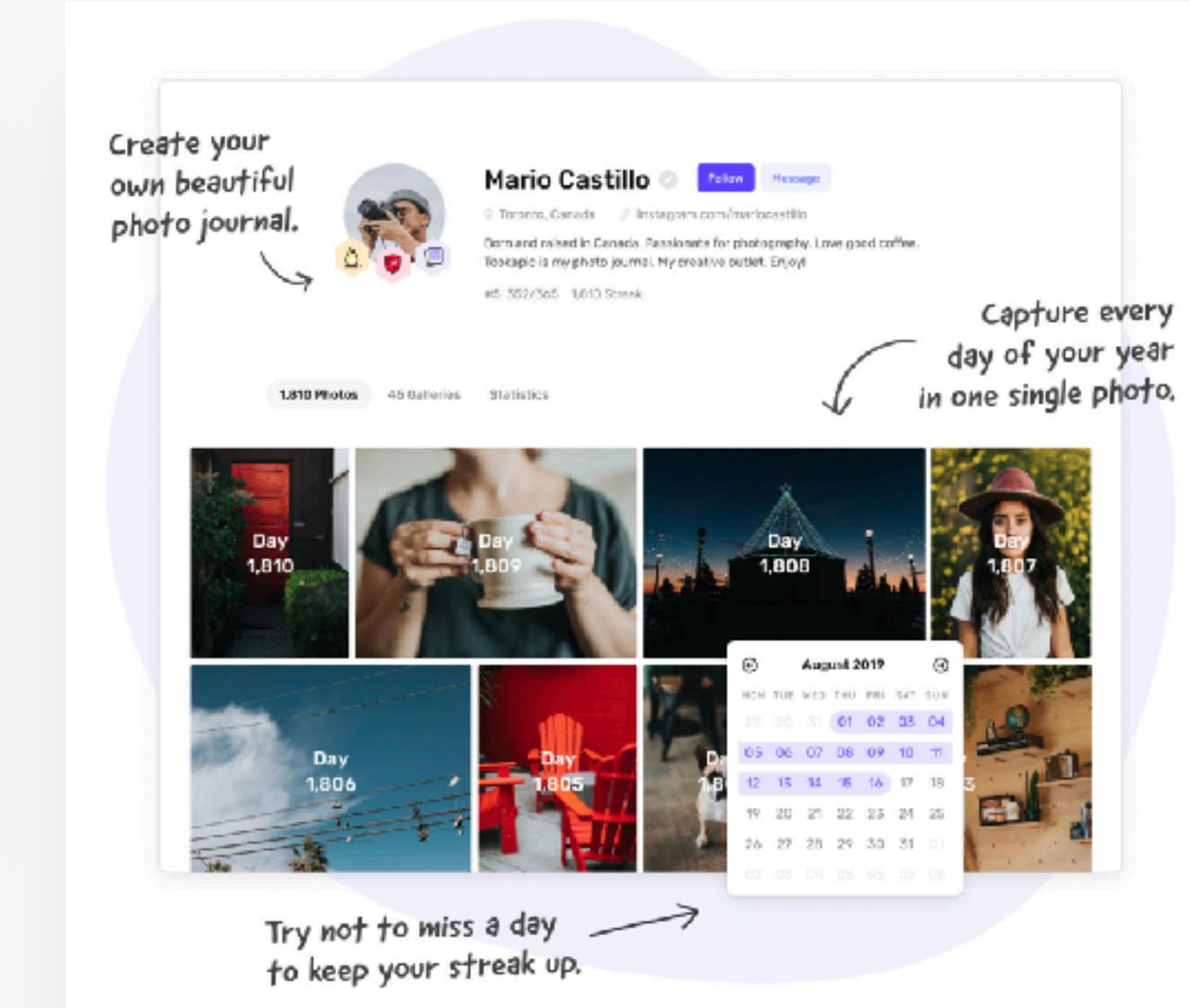
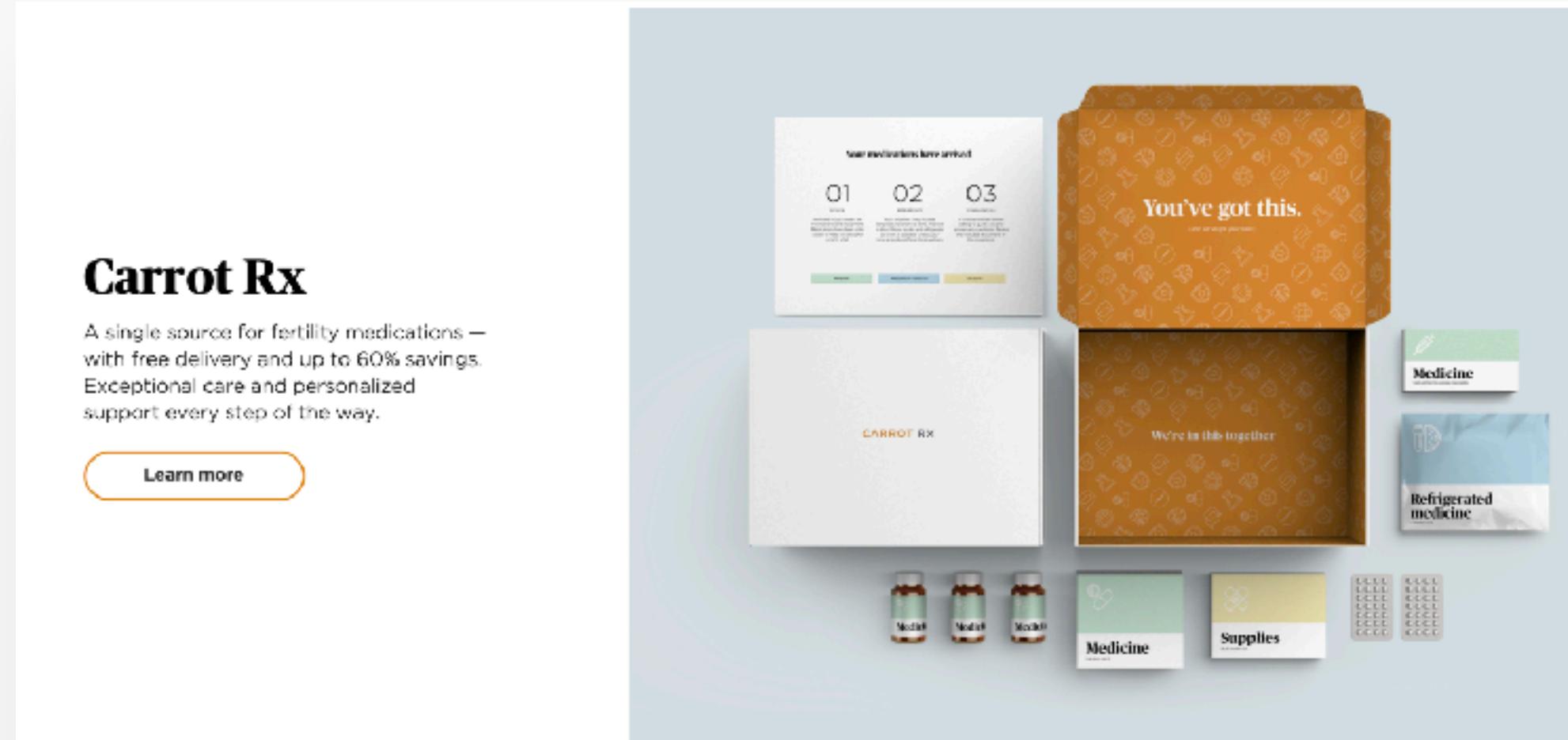
WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #3: IMAGES
AND ILLUSTRATIONS

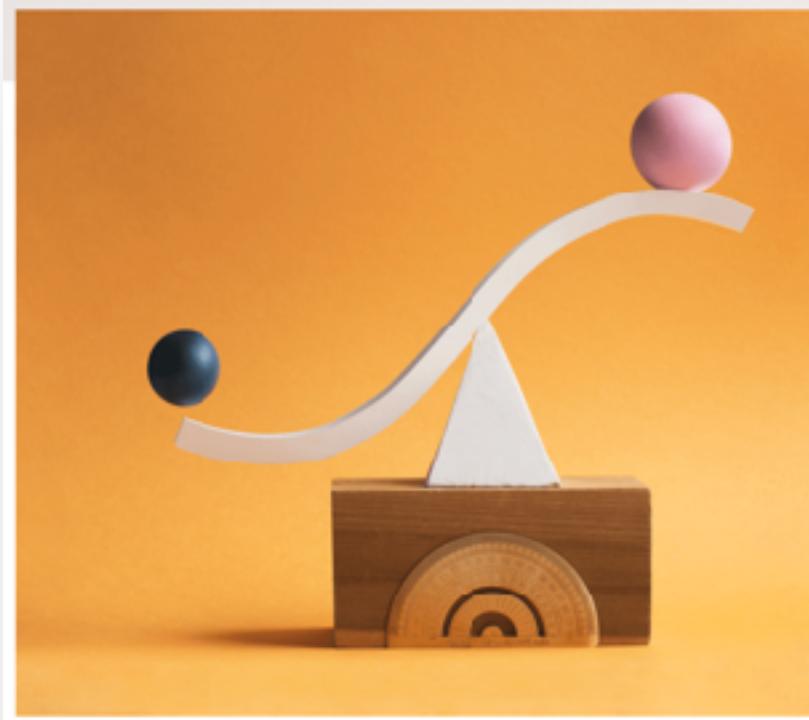
USE GOOD IMAGES

1 Different types of images: product photos, storytelling photos, illustrations, patterns



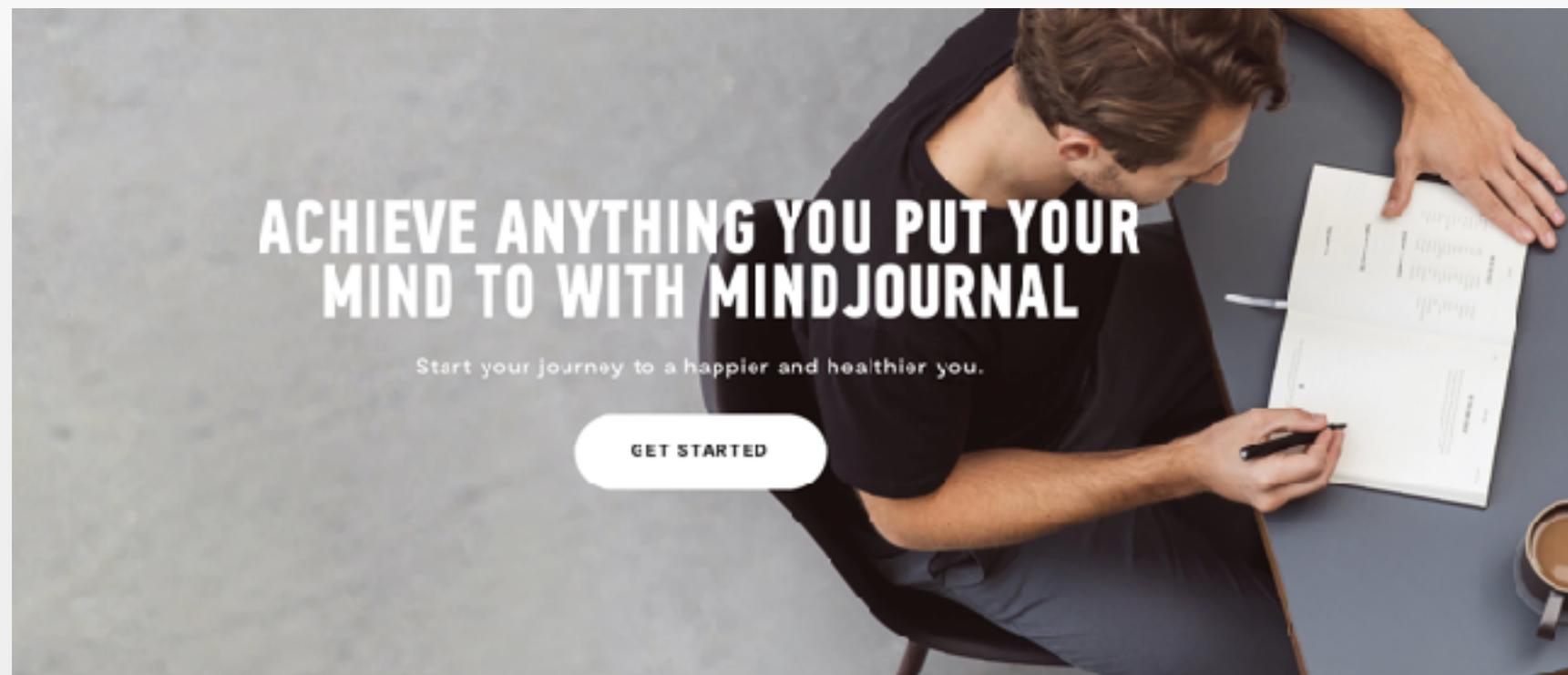
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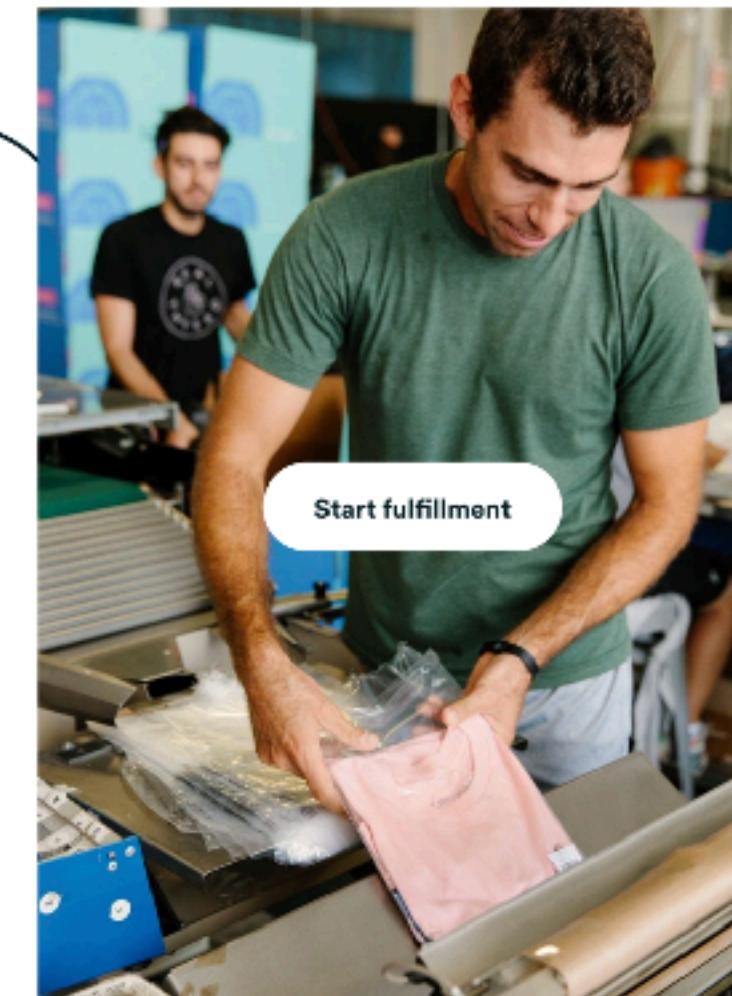
**Get ahead of
the curve**

The Zendesk Benchmark allows organizations to measure their customer support performance against their peers. Think of it as a friendly competition. It isn't a survey or an expert opinion—it's the single best data index based on actual customer support interactions from more than 90,000 companies using Zendesk.



Let us do the heavy lifting

When you use our fulfillment services, we handle the labor-intensive logistical work by picking, packing, and shipping your orders while you focus on building your brand and connecting with your customers.

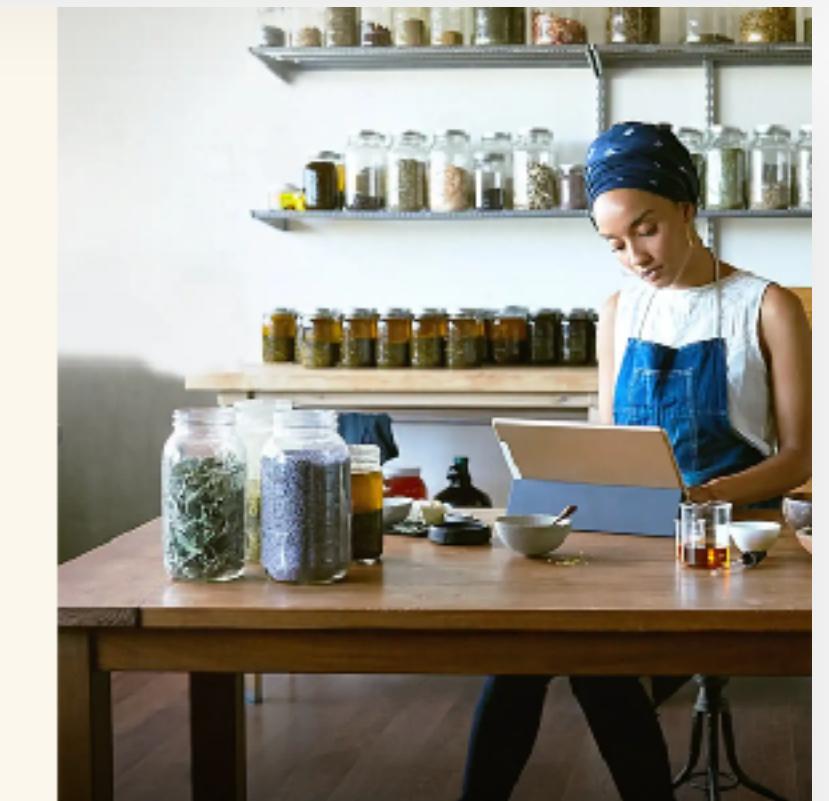


**Anyone,
anywhere, can
start a business**

Enter your email address

Start free trial

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.



Goal-Focused Coaching

One-on-one program offered virtually, focusing on targeted skills from cognitive behavioral therapy and mindfulness to help you move past challenges and create actionable goals. This can be a less expensive, effective alternative to therapy, or can serve to supplement therapy.

Find a Coach

USE GOOD IMAGES

1 Different types of images: product photos, storytelling photos, illustrations, patterns

Why Carrot? For employers For consultants For health plans Company Sign in

Global fertility benefits for employers that save money and tame anxiety

Request a demo

For the latest from our Carrot experts on COVID-19 and fertility, please visit our resource center →

A customizable solution to fit every company

Whether you're a startup or a global corporation, Carrot can help you avoid nearly 70% of high-cost pregnancies with flexible plan designs.

How it works

Put the human back in HR.

Your employees are the real stars. Show them love and help them perform!

You don't have to play all the parts.

Sales, accounting, HR—Oh My! You can't do it all - let Clarksy help.

Employees come in all shapes and sizes. Find the right fit.

Focus on casting and screening. Let Clarksy handle contracts, resolve any on-set conflicts and make sure you are compliant with work and safety boards.

About

We're obsessed with growth

Meet the team behind today's fastest growing brands.

More about us

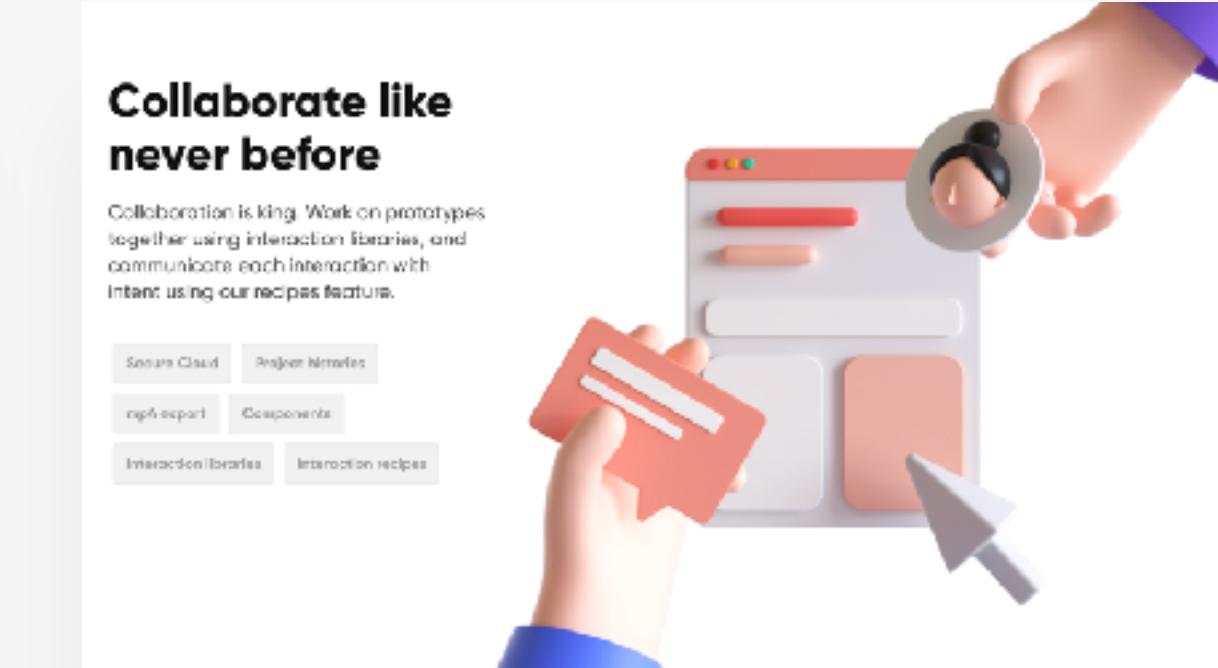
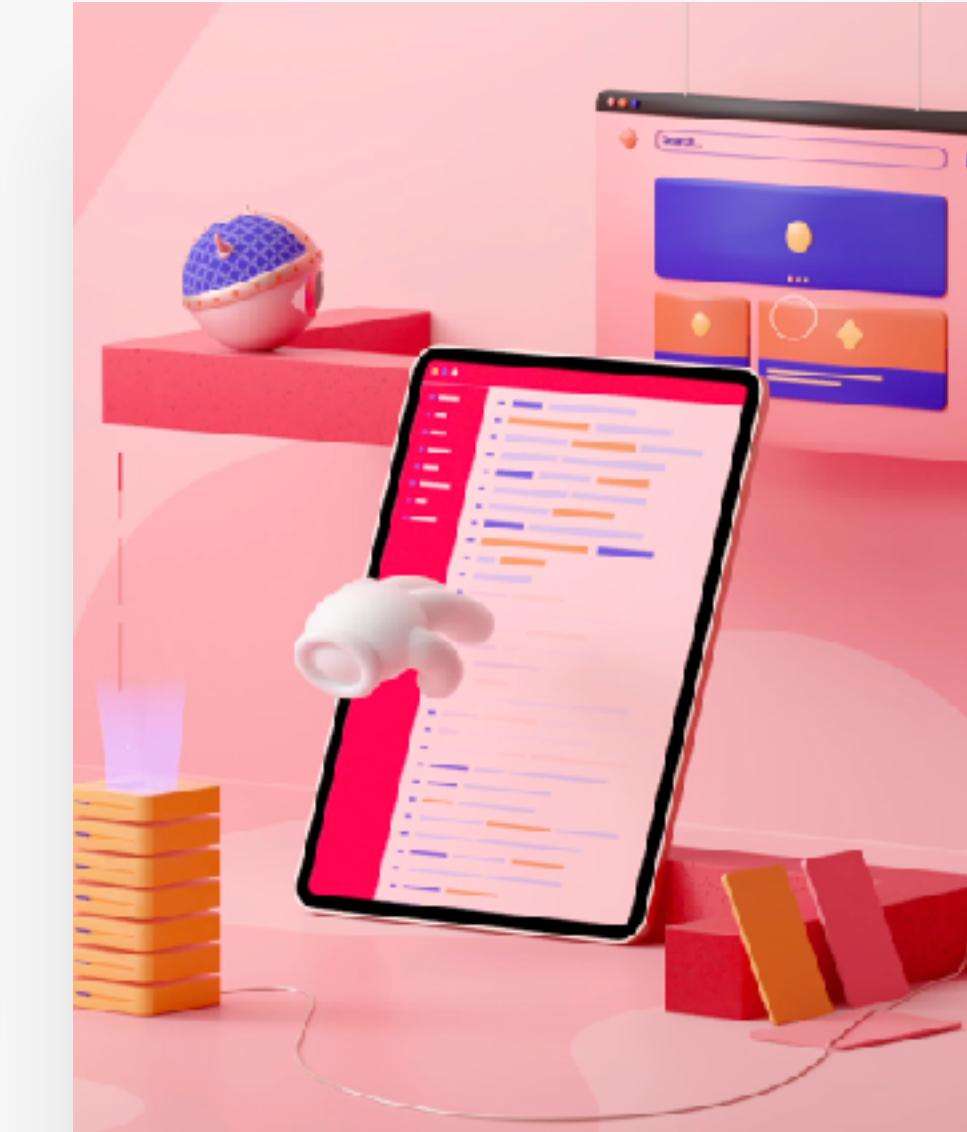
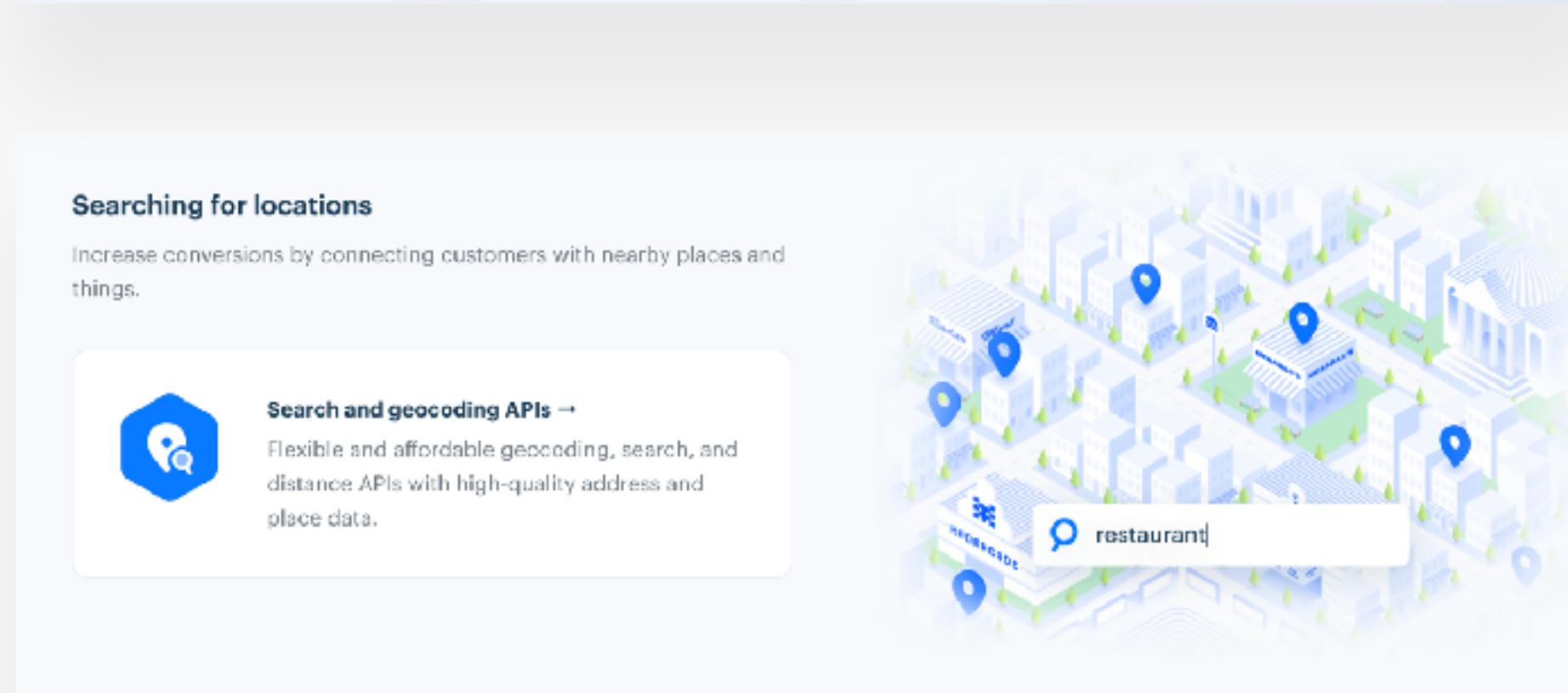
What our clients say about us

Communication and planning were well prepared. The process went smoothly and exactly as described.

Tech Entrepreneur ATLANTA, GEORGIA

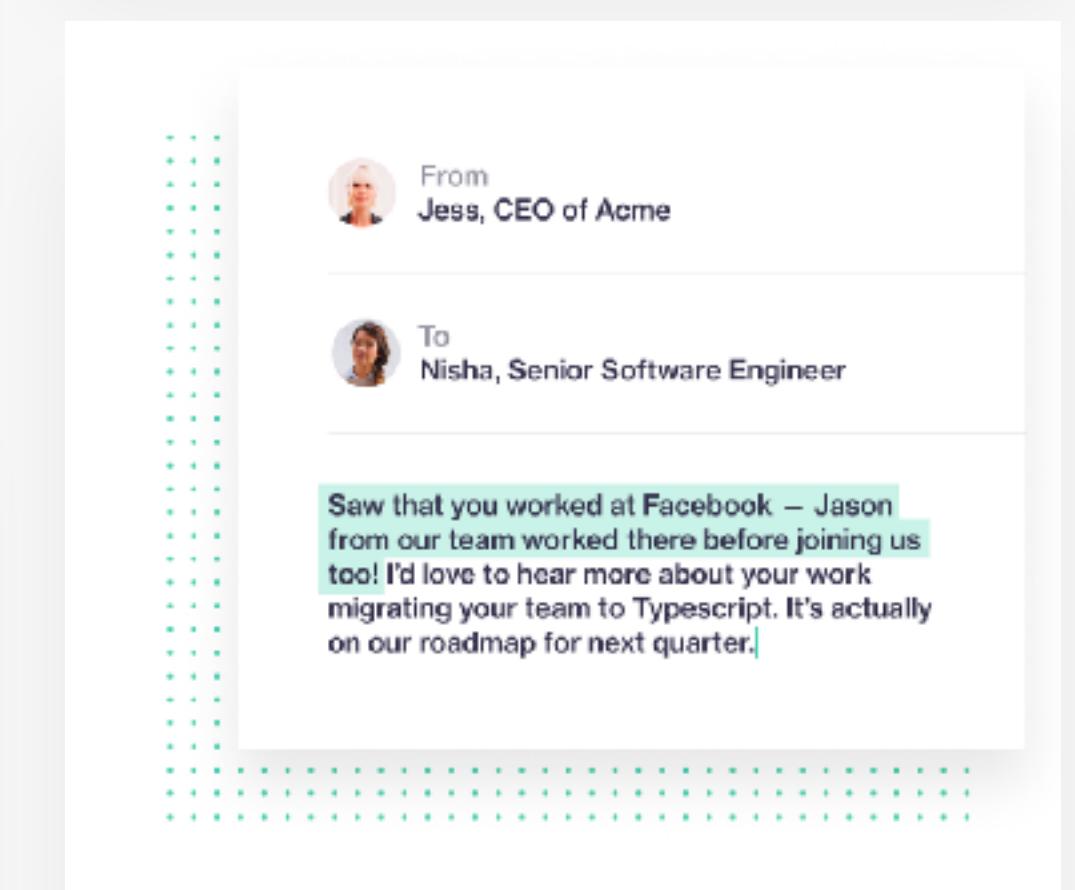
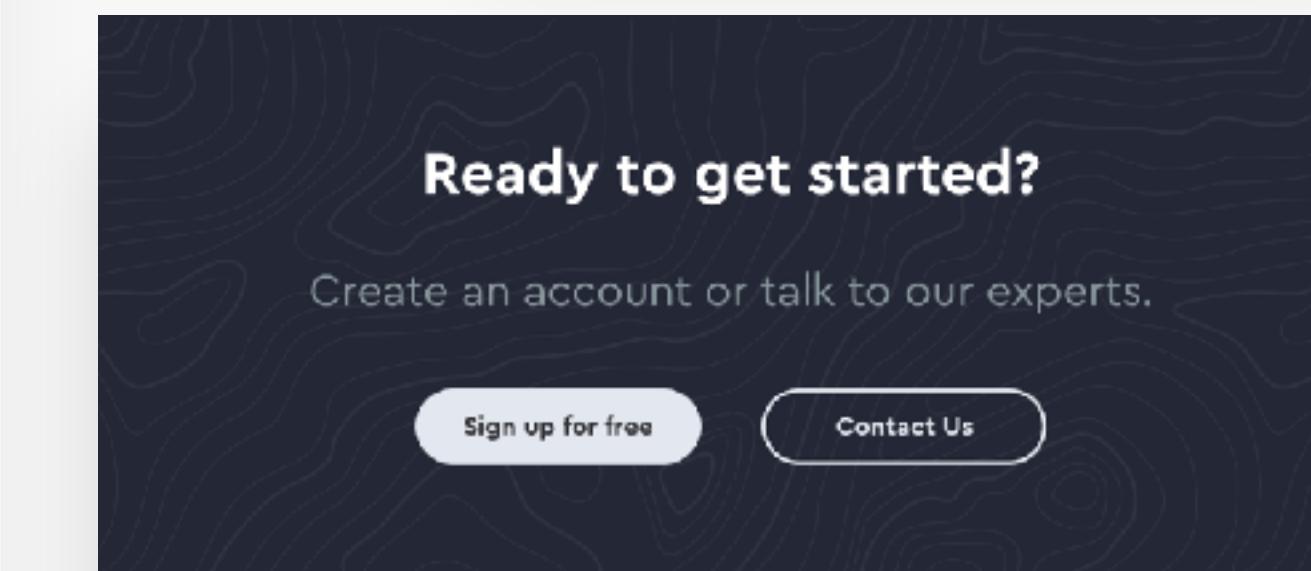
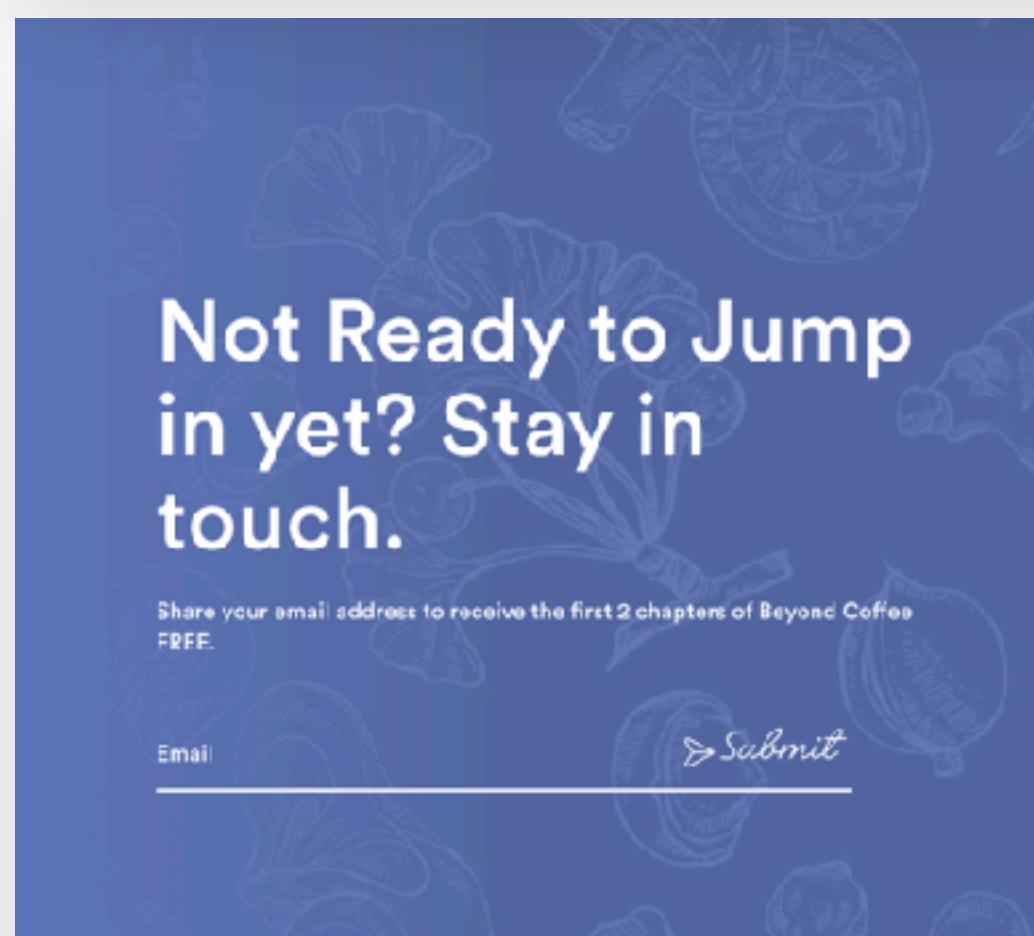
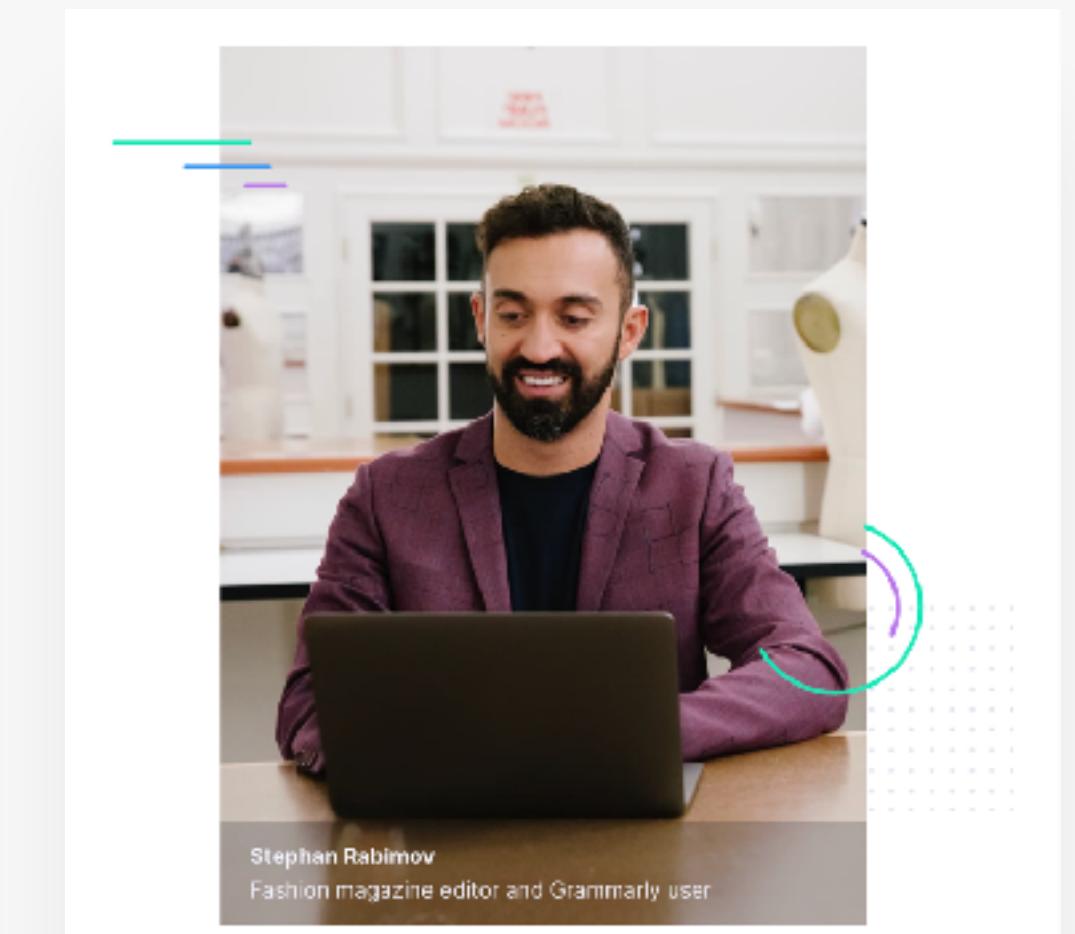
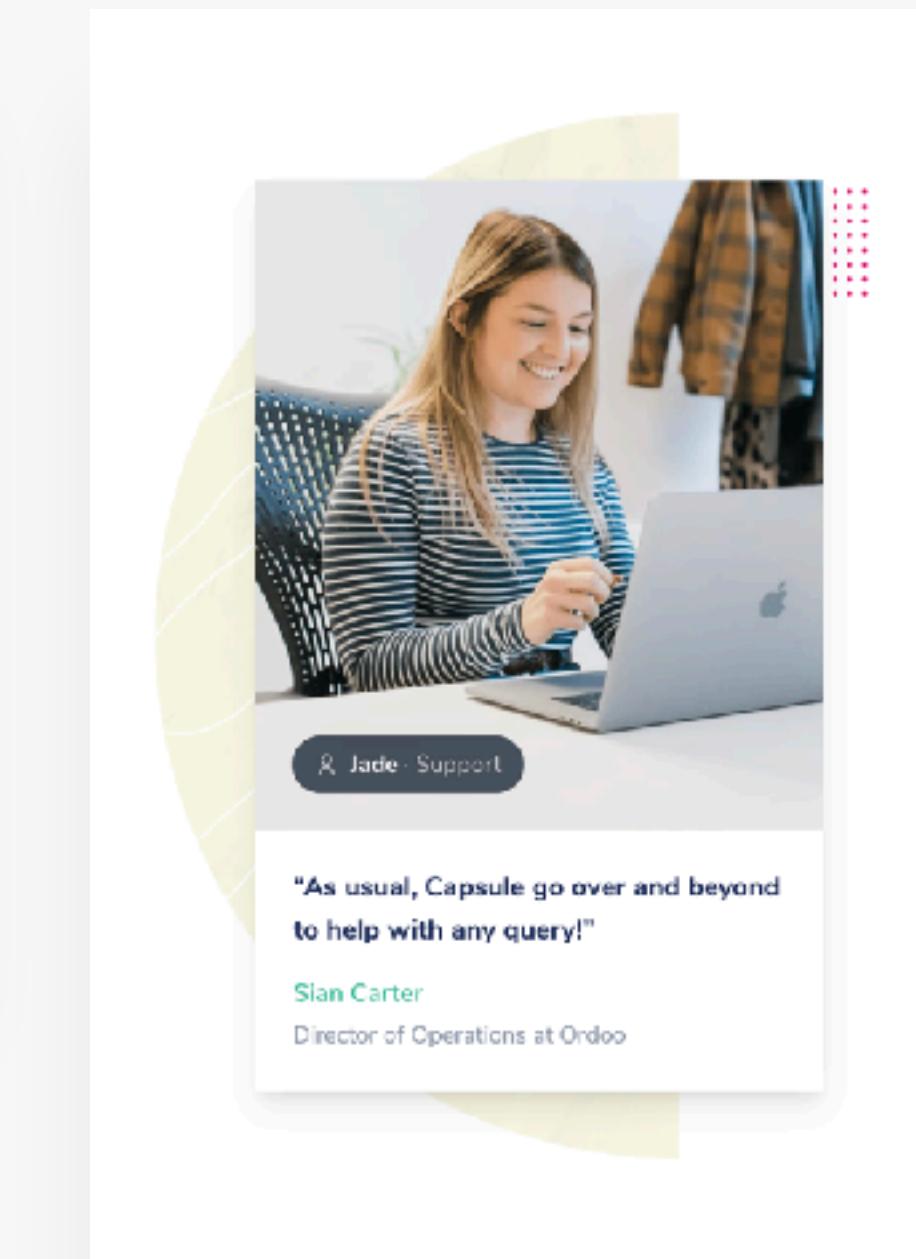
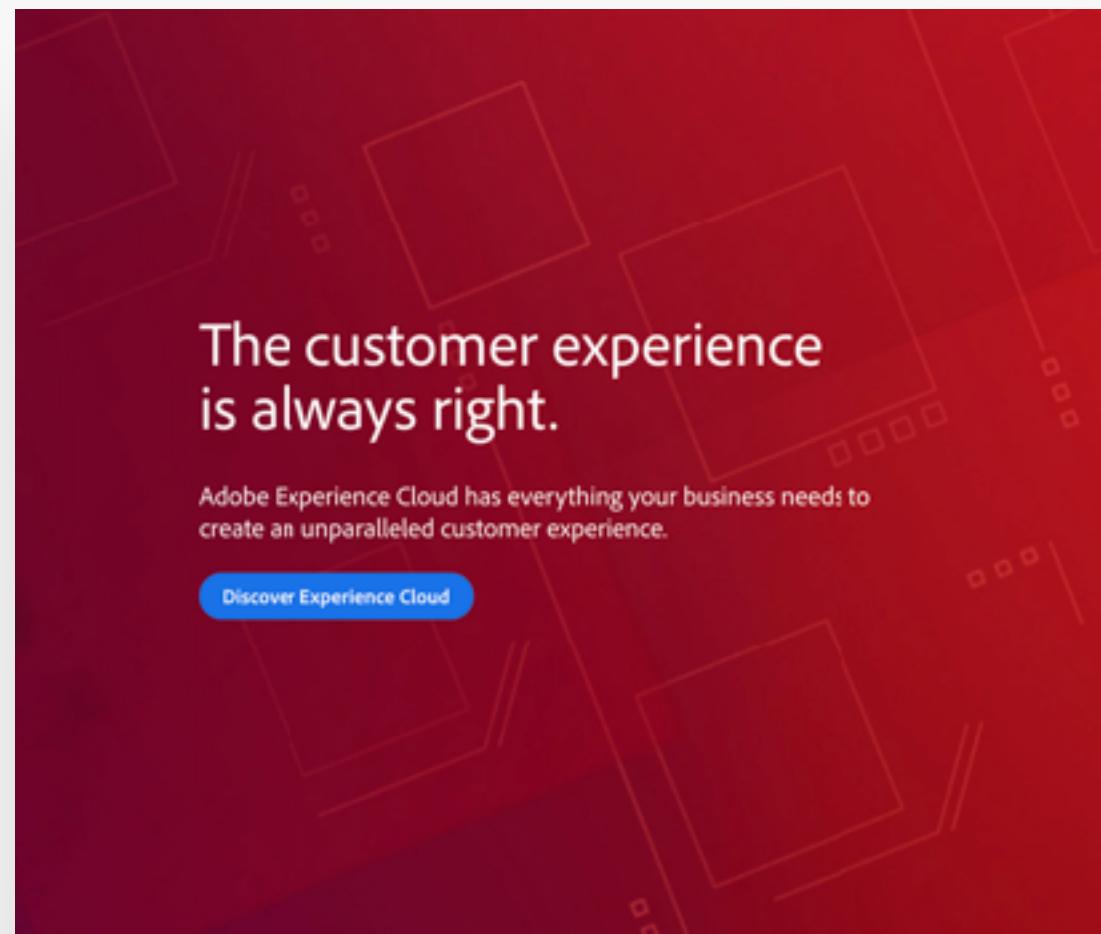
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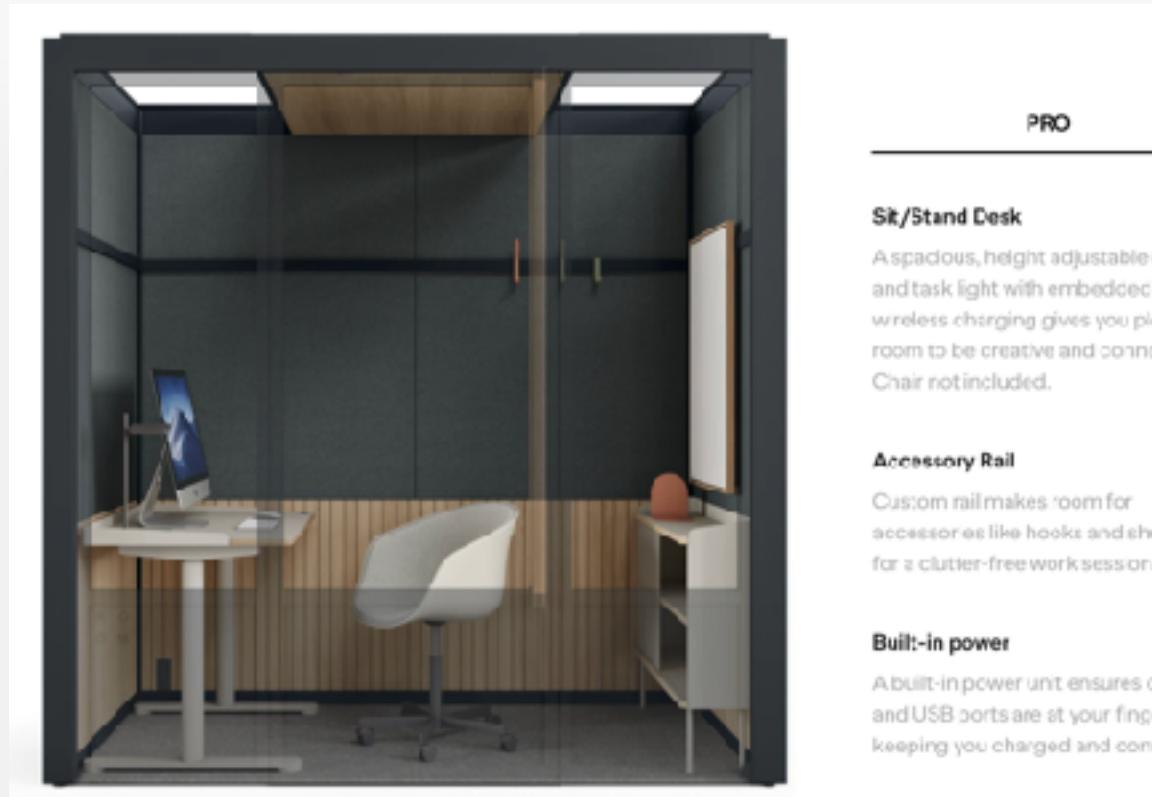
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PRO

St/Stand Desk

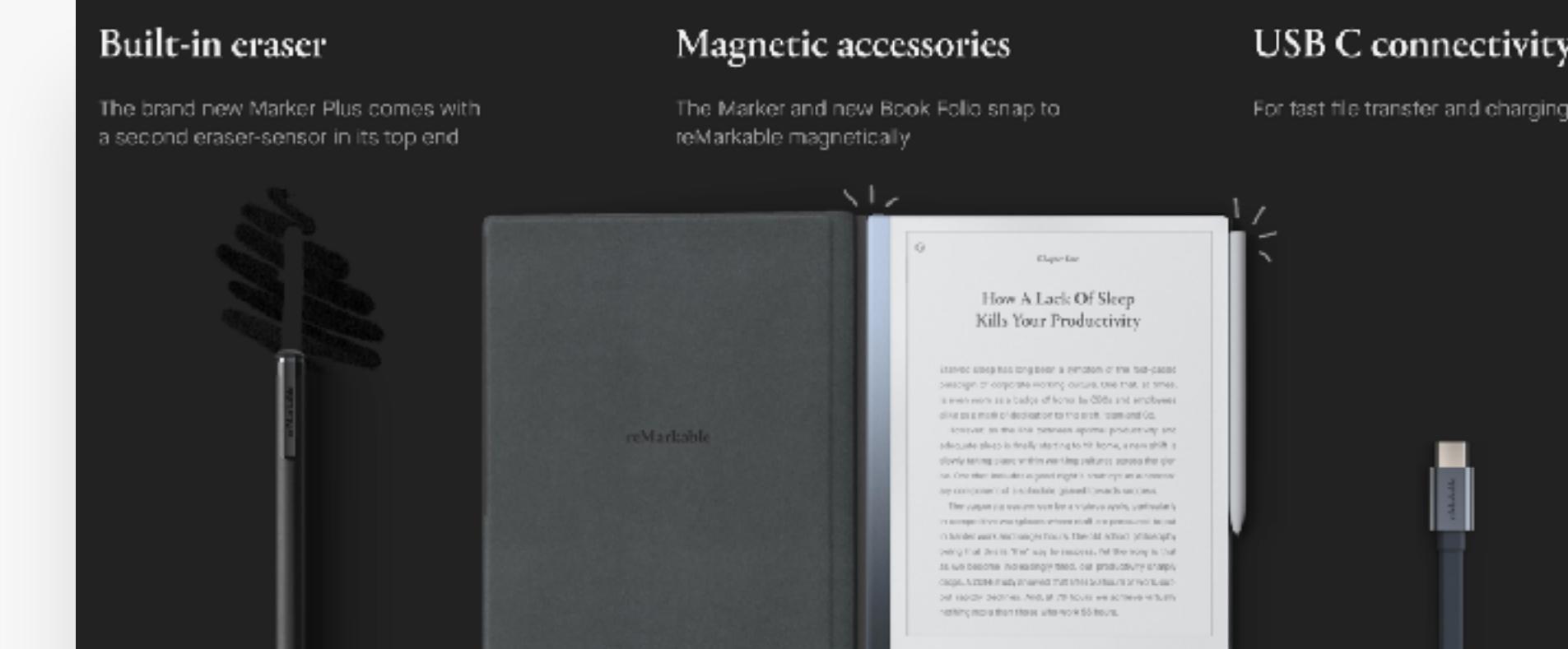
A spacious, height adjustable desk and task light with embedded wireless charging gives you plenty of room to be creative and connected. Chair not included.

Accessory Rail

Custom rail makes room for accessories like hooks and shelves, for a clutter-free workspace.

Built-in power

A built-in power unit ensures outlets and USB ports are at your fingertips, keeping you charged and connected.



Built-in eraser

The brand new Marker Plus comes with a second eraser-sensor in its top end



Magnetic accessories

The Marker and new Book Folio snap to reMarkable magnetically



USB C connectivity

For fast file transfer and charging

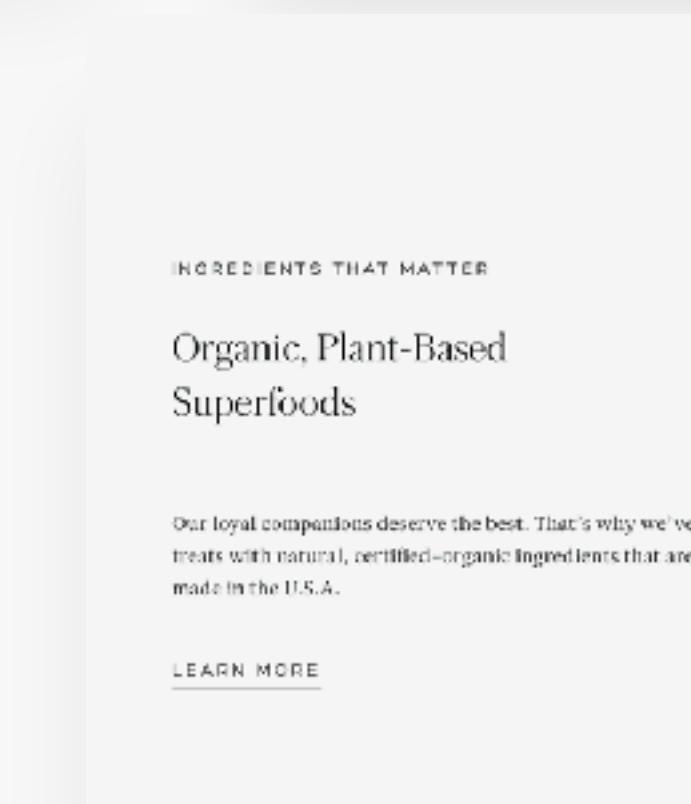


Offset Your Carbon Footprint in Real Time

Cloverly's powerful API calculates the impact of common carbon-intensive activities in real time and uses verified, quality carbon offset projects to neutralize them. Ready to get started? Create an account to integrate the Cloverly API for free, or contact us for custom solutions.

Get Started for Free

Let's Talk



INGREDIENTS THAT MATTER

Organic, Plant-Based Superfoods

Our loyal customers deserve the best. That's why we've created treats with natural, certified-organic ingredients that are mindfully made in the U.S.A.

LEARN MORE



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Champion their career

Sama connects your employees to the best professional coach for them. Built to seamlessly fit into your organisation, and powered by sophisticated technology and our team of highly experienced coaches.

[Book a demo](#)



"Being able to point to Trendmo and have our clients instantly understand the value of our strategies has been a game-changer for our team."

Ann Thompson
Southbird Creative

Enabling breakthrough research.

Want to be part of something bigger? PicnicHealth partners with some of the world's leading researchers to develop breakthroughs in medicine.

By opting in to contribute anonymized medical data to research, you can join forces with thousands of others who are helping advance science. Because the more we know as a medical community, the more opportunity we have for discoveries that can change health for you, your loved ones, and people around the world.



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[Why Endplan?](#)



Assets



Documents



Net Worth



USE GOOD IMAGES

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- 2 Use images to support your website's **message and story**. So only use **relevant images!**
- 3 Prefer **original images**. If not possible, use **original-looking stock images** (not generic ones!)



Solar Development

We work at the forefront of responsible solar development. Partner with us to develop innovative utility-scale solar.

[Learn More](#)

 [Developers and Property Owners >](#)

Learn how our experienced team can deliver solutions that let you maximize the value of your land.



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PROFESSIONAL PHOTOGRAPHER



HIGH-QUALITY STOCK PHOTO

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PROFESSIONAL PHOTOGRAPHER



GENERIC-LOOKING STOCK PHOTO

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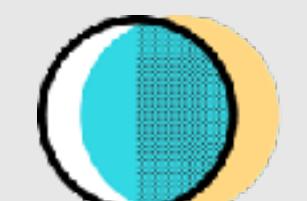


Use images from here instead (for free 😊)

 **TOOLBOX**

 **Unsplash**

 **Pexels**

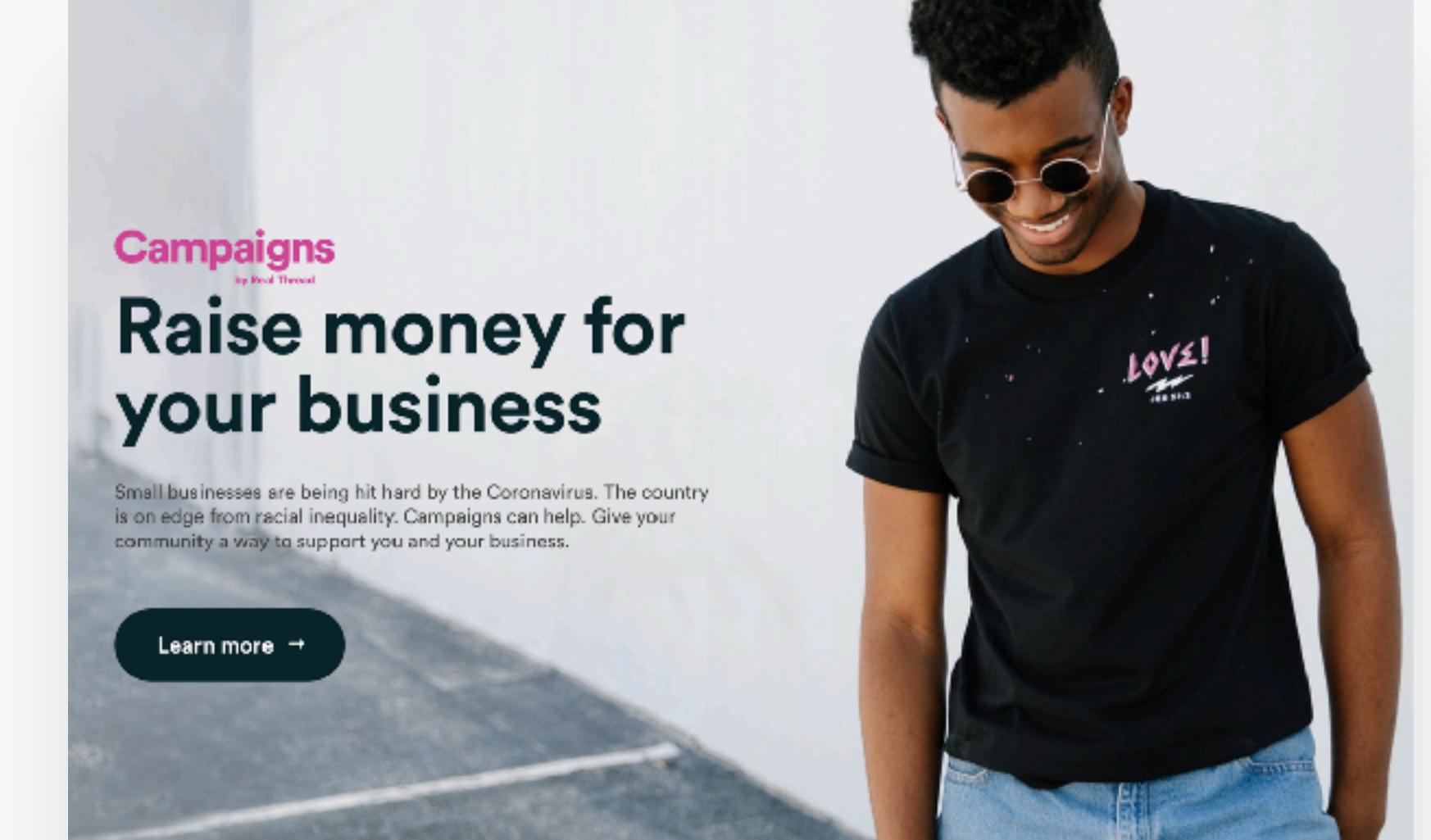
 **DrawKit**

 **unDraw**

USE IMAGES WELL

4

Try to show real people to trigger user's emotions



See repair status

Log in now to see when your repair will be completed

Login now

Speak with us

Need support? We are here to help
Click below to chat with us.

Live chat

ANXIETY
Quiet your mind and calm the storm.

PAIN
Ease your pain and soothe your joints.

SLEEP
Sleep tight and wake up refreshed.



USE IMAGES WELL

- 4 Try to show **real people** to trigger user's emotions
- 5 If necessary, **crop images** to fit your message



Solar Development

We work at the forefront of responsible solar development. Partner with us to develop innovative utility-scale solar.

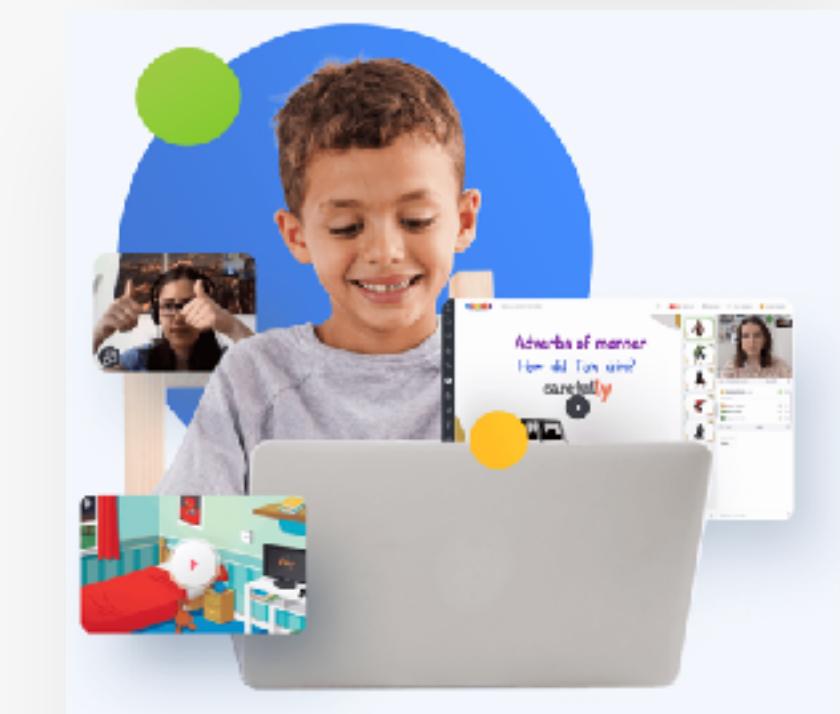
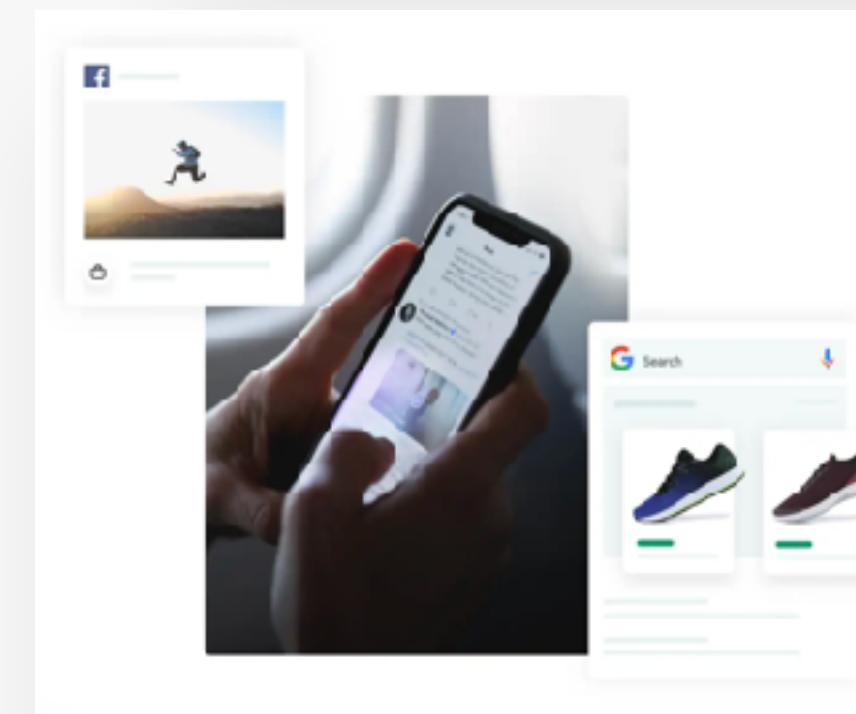
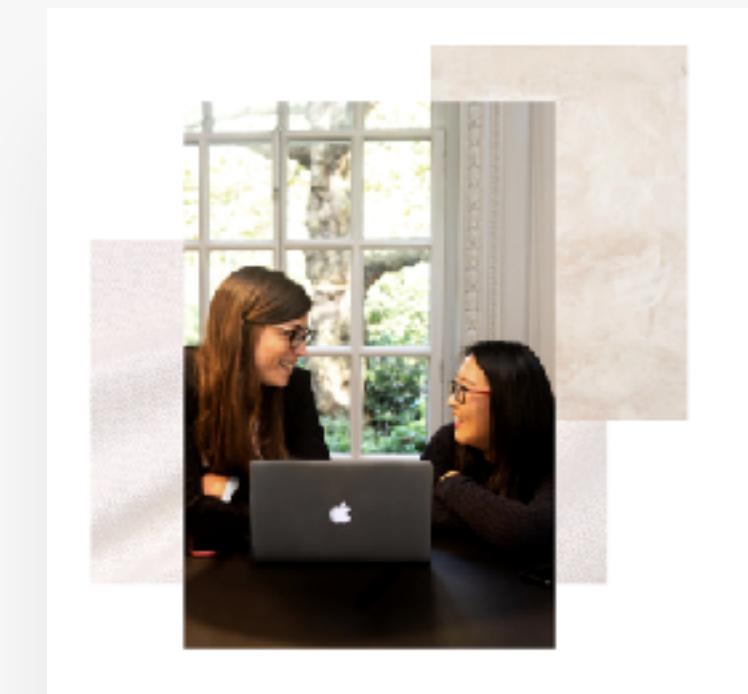
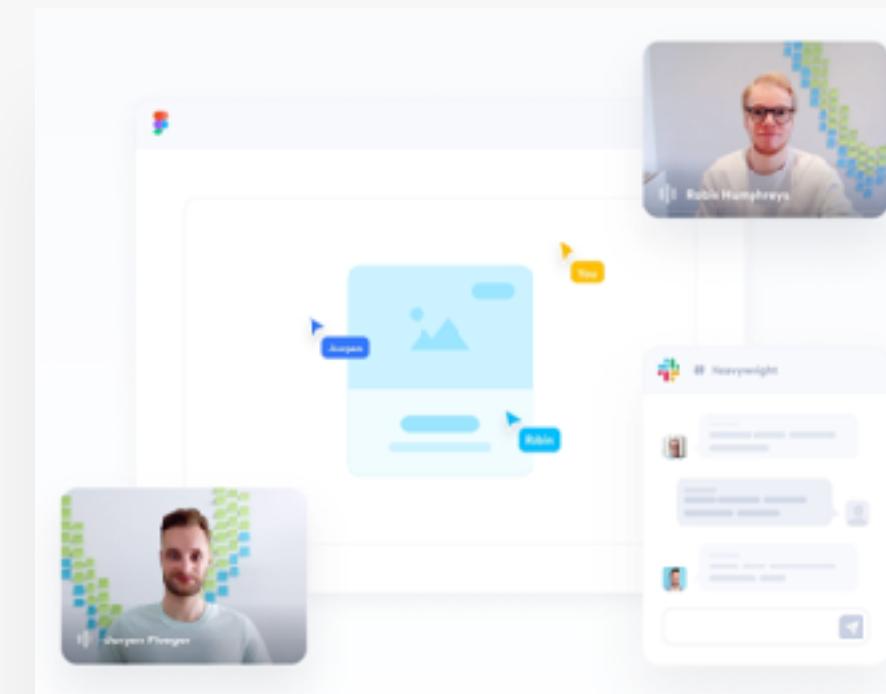
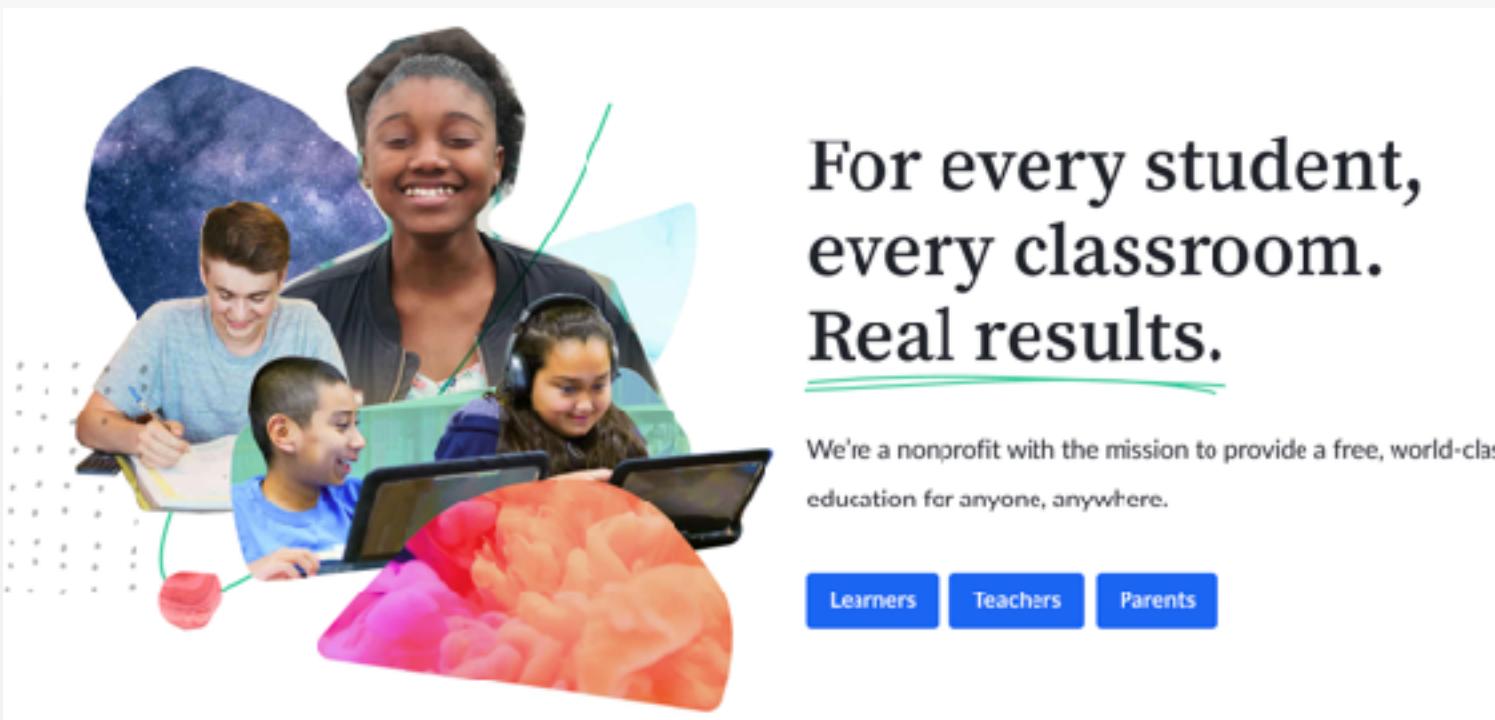
[Learn More](#)

Developers and Property Owners >

Learn how our experienced team can deliver solutions that let you maximize the value of your land.

USE IMAGES WELL

- 4 Try to show **real people** to trigger user's emotions
- 5 If necessary, **crop images** to fit your message
- 6 Experiment **combining photos, illustrations and patterns**



HANDLING TEXT ON IMAGES

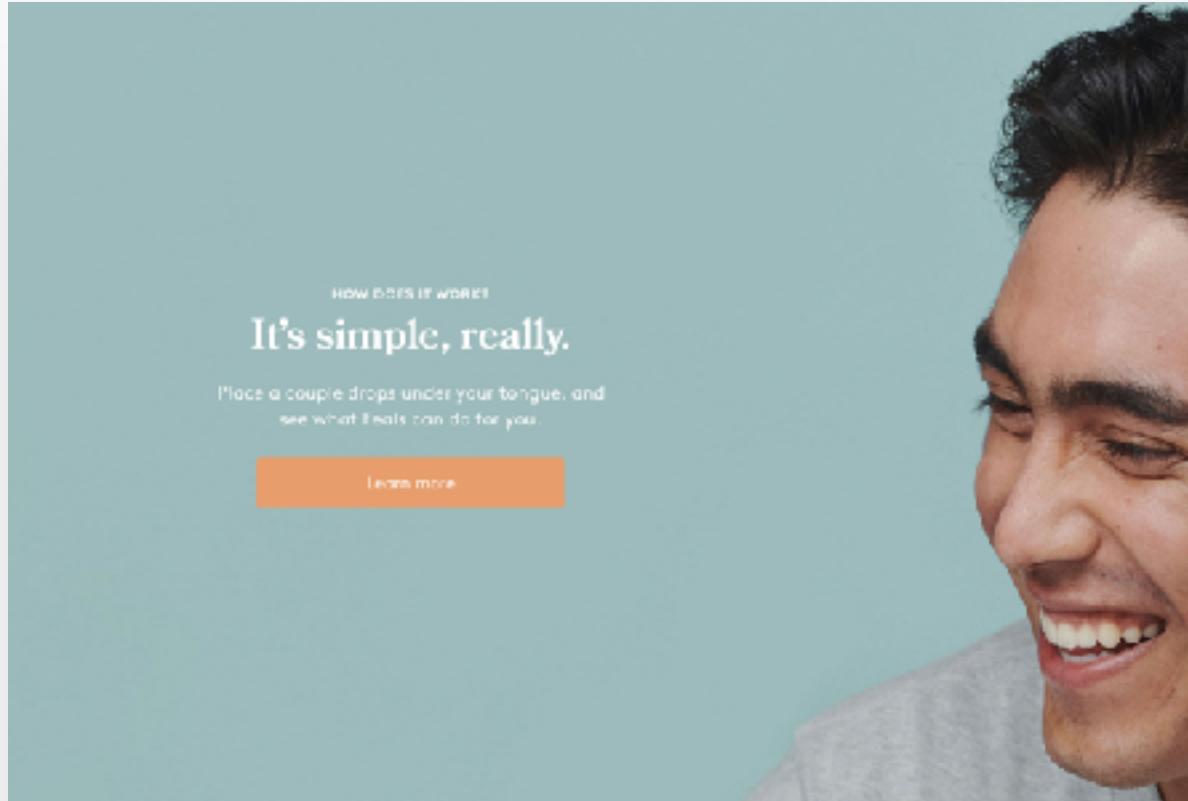
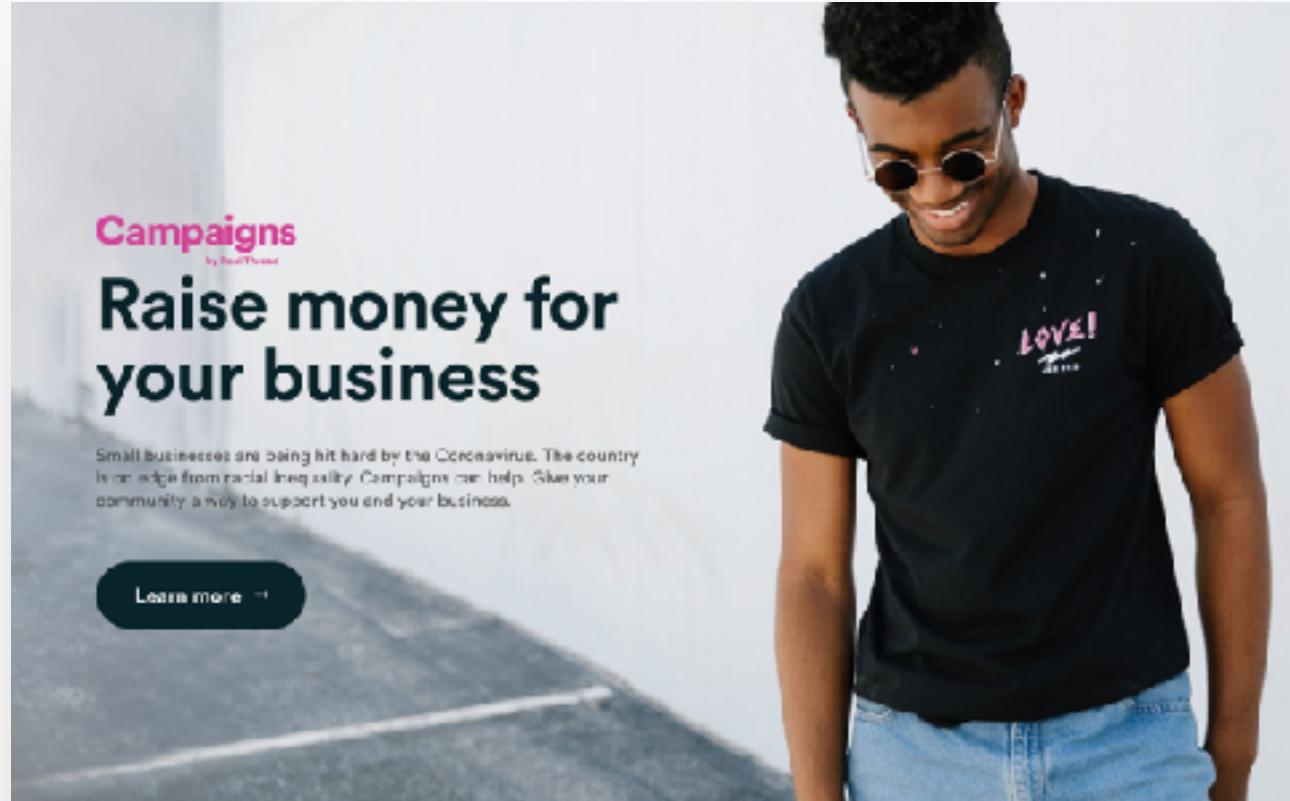
7 Method #1: Darker or brighten image (completely or partially, using a gradient)



HANDLING TEXT ON IMAGES

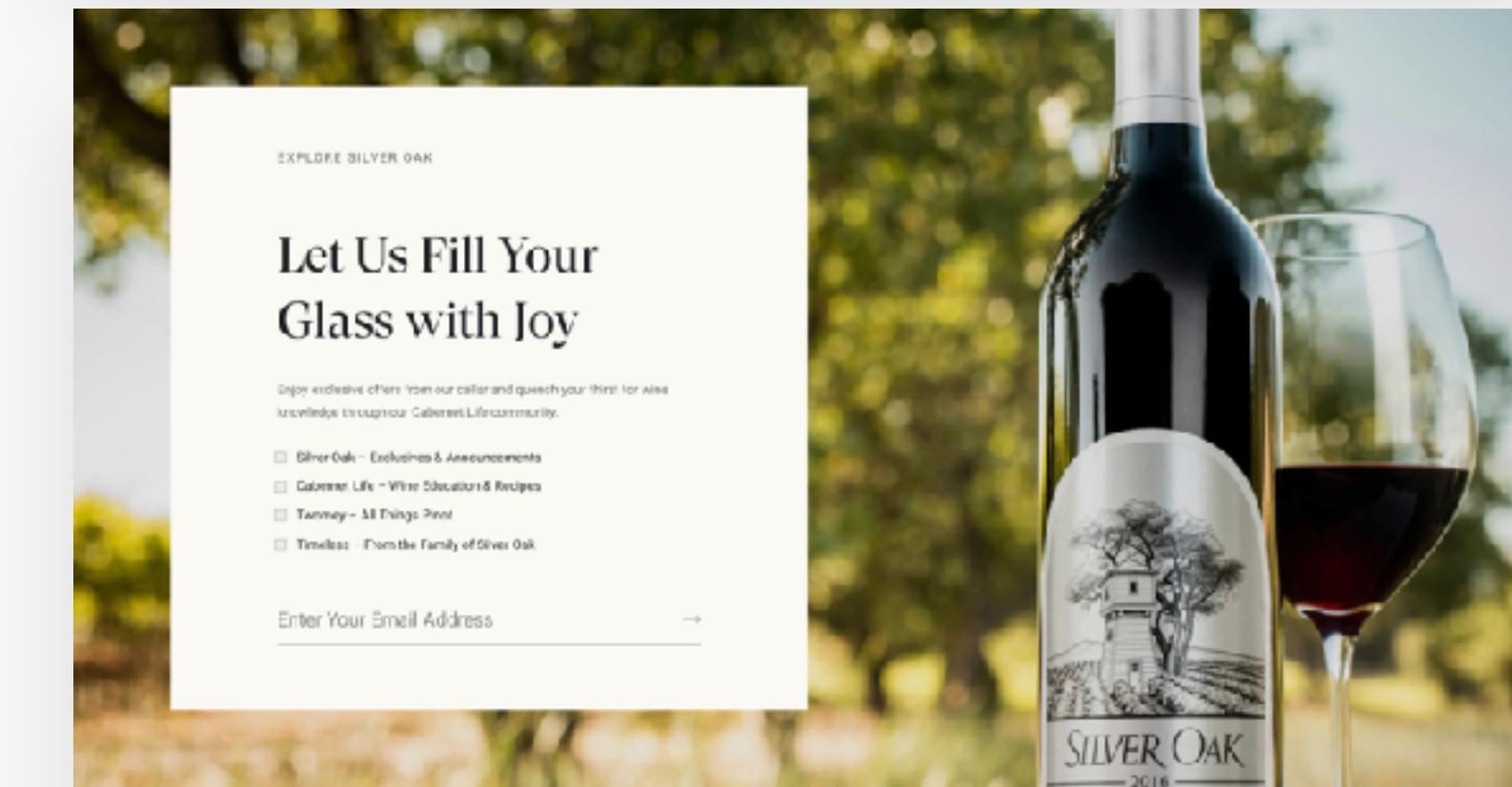
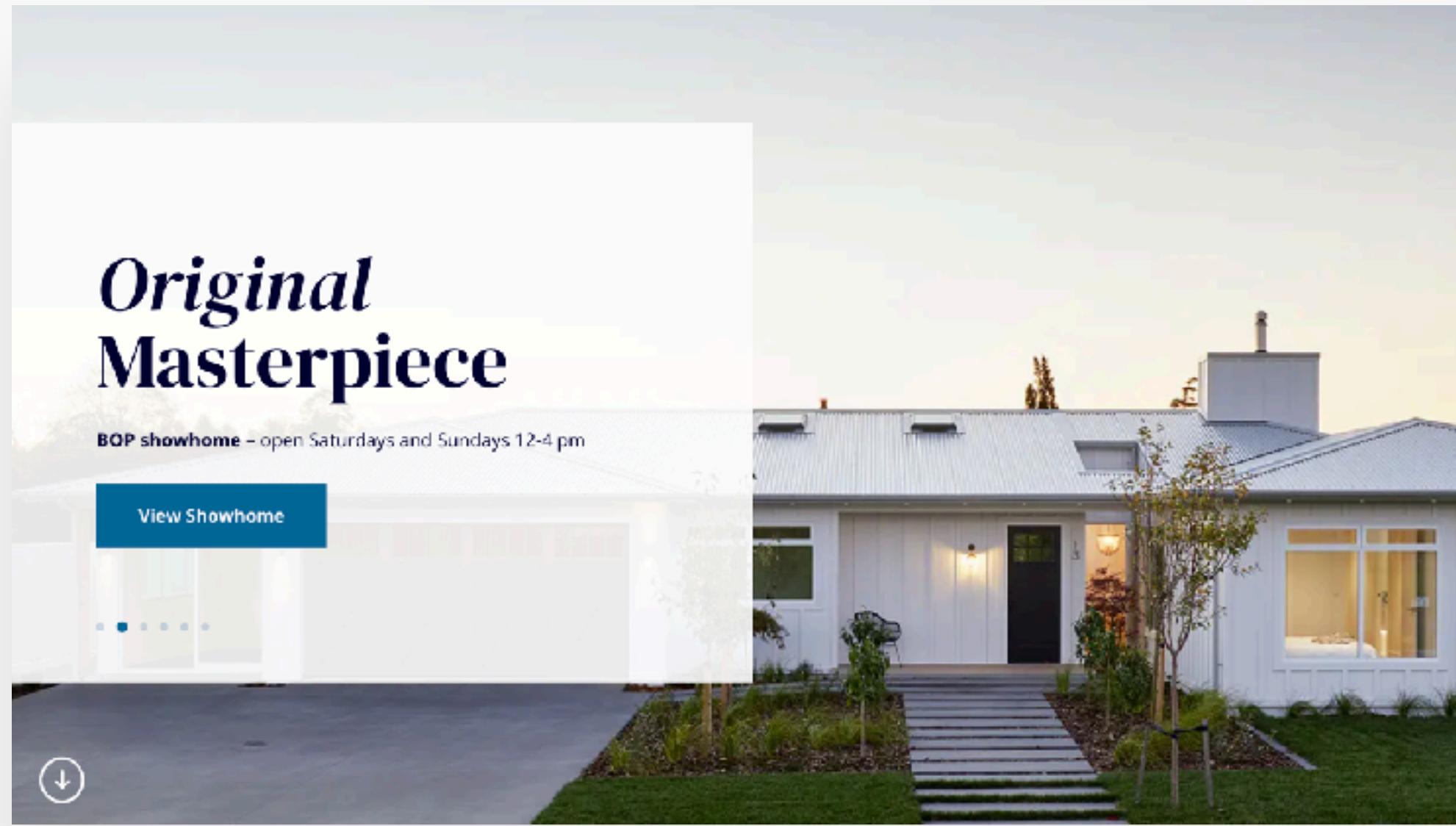
7 Method #1: Darker or brighten image (completely or partially, using a gradient)

8 Method #2: Position text into neutral image area



HANDLING TEXT ON IMAGES

- 7 Method #1: Darker or brighten image (completely or partially, using a gradient)
- 8 Method #2: Position text into neutral image area
- 9 Method #3: Put text in a box



SOME TECHNICAL DETAILS

10

To account for **high-res screens**, make image dimensions **2x as big** as their displayed size

- 👉 **Scale factor:** Actual pixels the screen contains / Pixels represented on screen
- 👉 On high-res screens, scale factor is **2x** or even **3x**, on “normal” screens it’s just **1x** (1 physical pixel = 1 design pixel)



@2x



Original image: 600 x 600 px

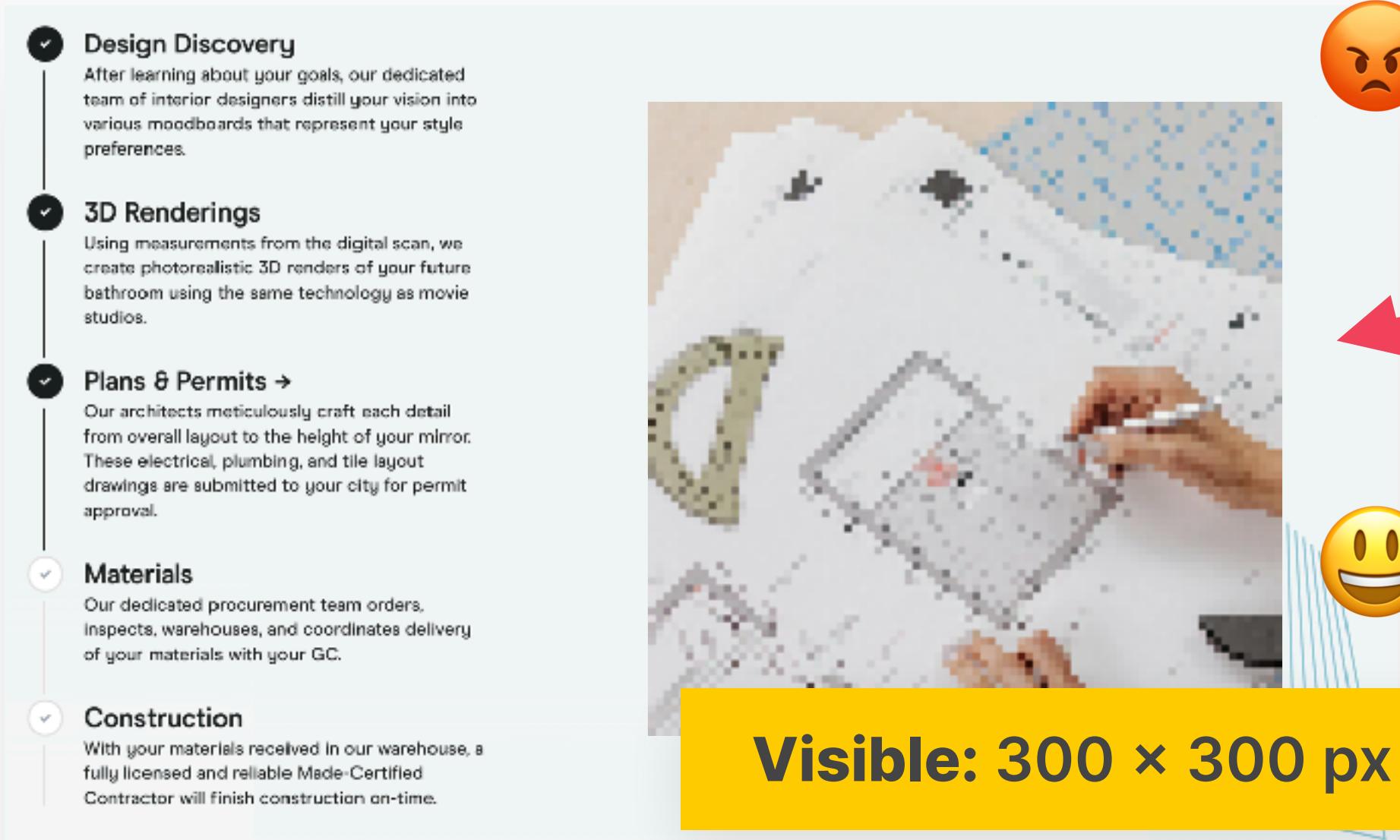


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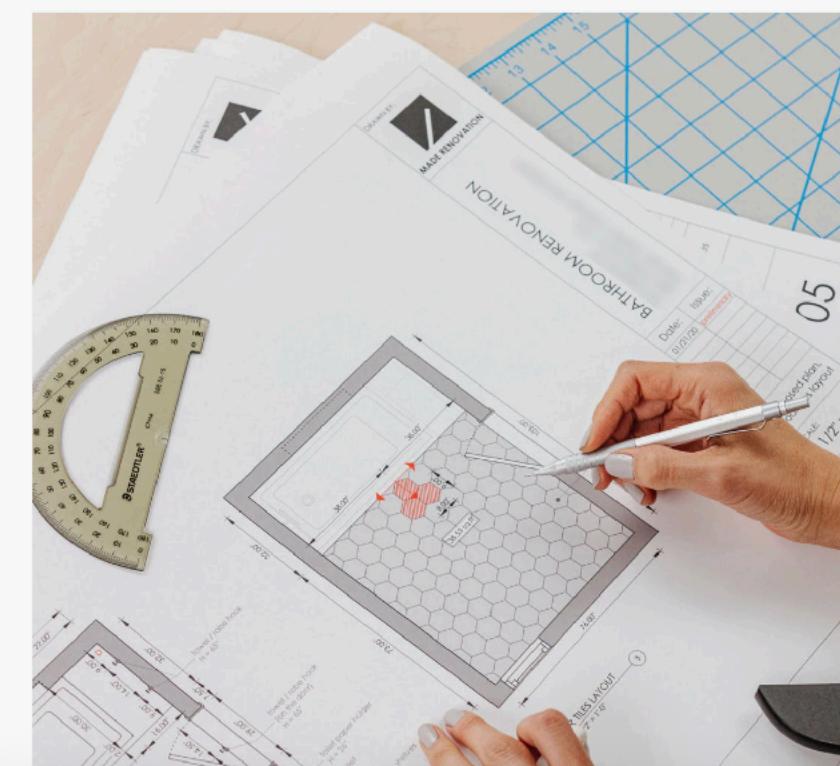
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Blurry image on
high-res screen

@1x

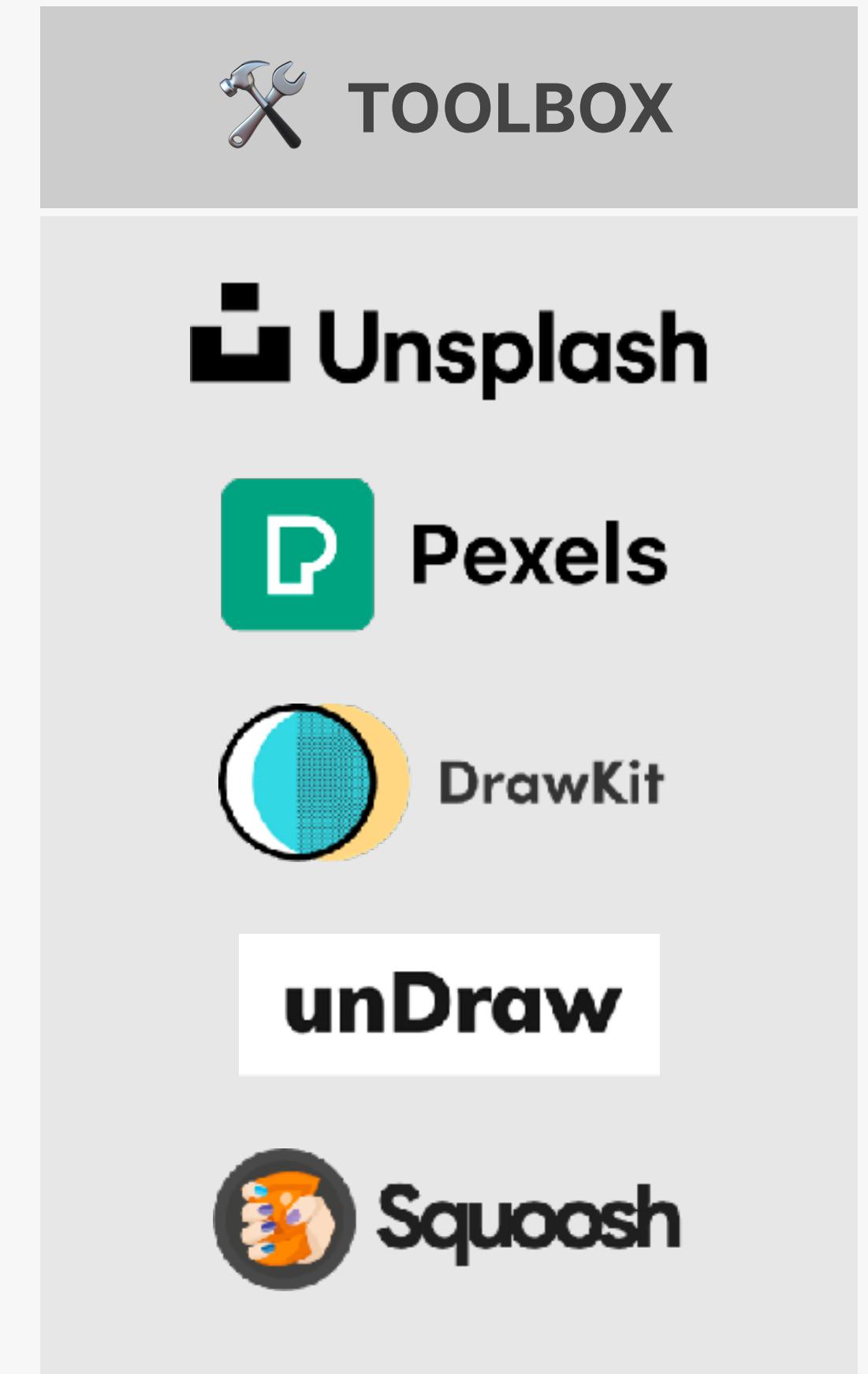
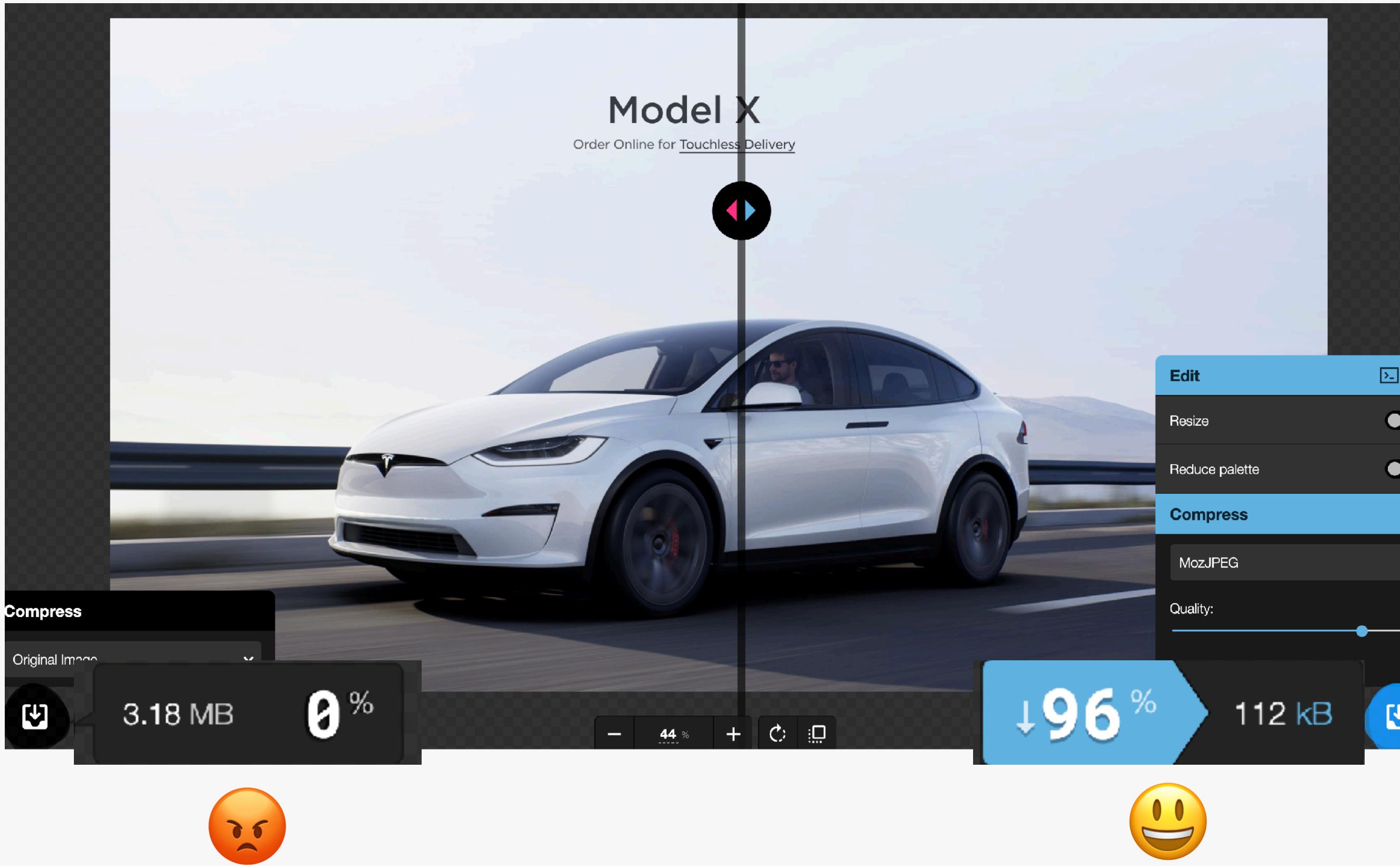
Looks okay on
low-res screen



Original image: 300 × 300 px

SOME TECHNICAL DETAILS

- 10 To account for **high-res screens**, make image dimensions **2x as big** as their displayed size
- 11 **Compress images** for a lower file size and better performance



SOME TECHNICAL DETAILS

- 10 To account for **high-res screens**, make image dimensions **2x as big** as their displayed size
- 11 **Compress images** for a lower file size and better performance
- 12 When using multiple images side-by-side, make sure they have the **exact same dimensions**



The new IBM z15

EAM

The hybrid cloud advantage

Cloud without compromise, for businesses of all sizes

Rapidly deploy access to critical applications for remote workforces

Build once, run anywhere, and adapt to change without compromise

[Learn more about the new IBM z15 single-frame system →](#)

[Register to qualify for a free 60-day trial →](#)

[Find your hybrid solution → →](#)



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BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

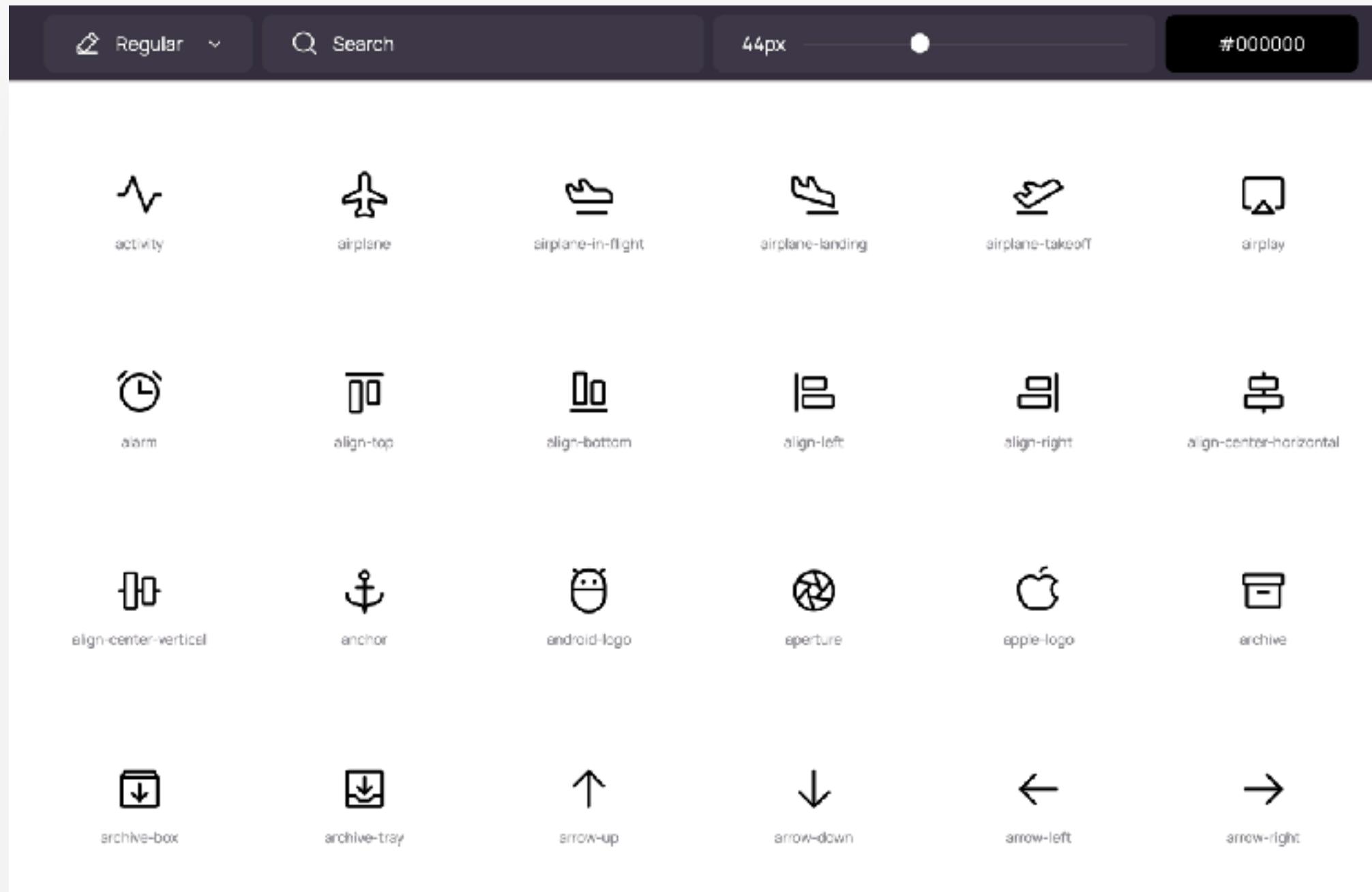
LECTURE

WEB DESIGN RULES #4: ICONS

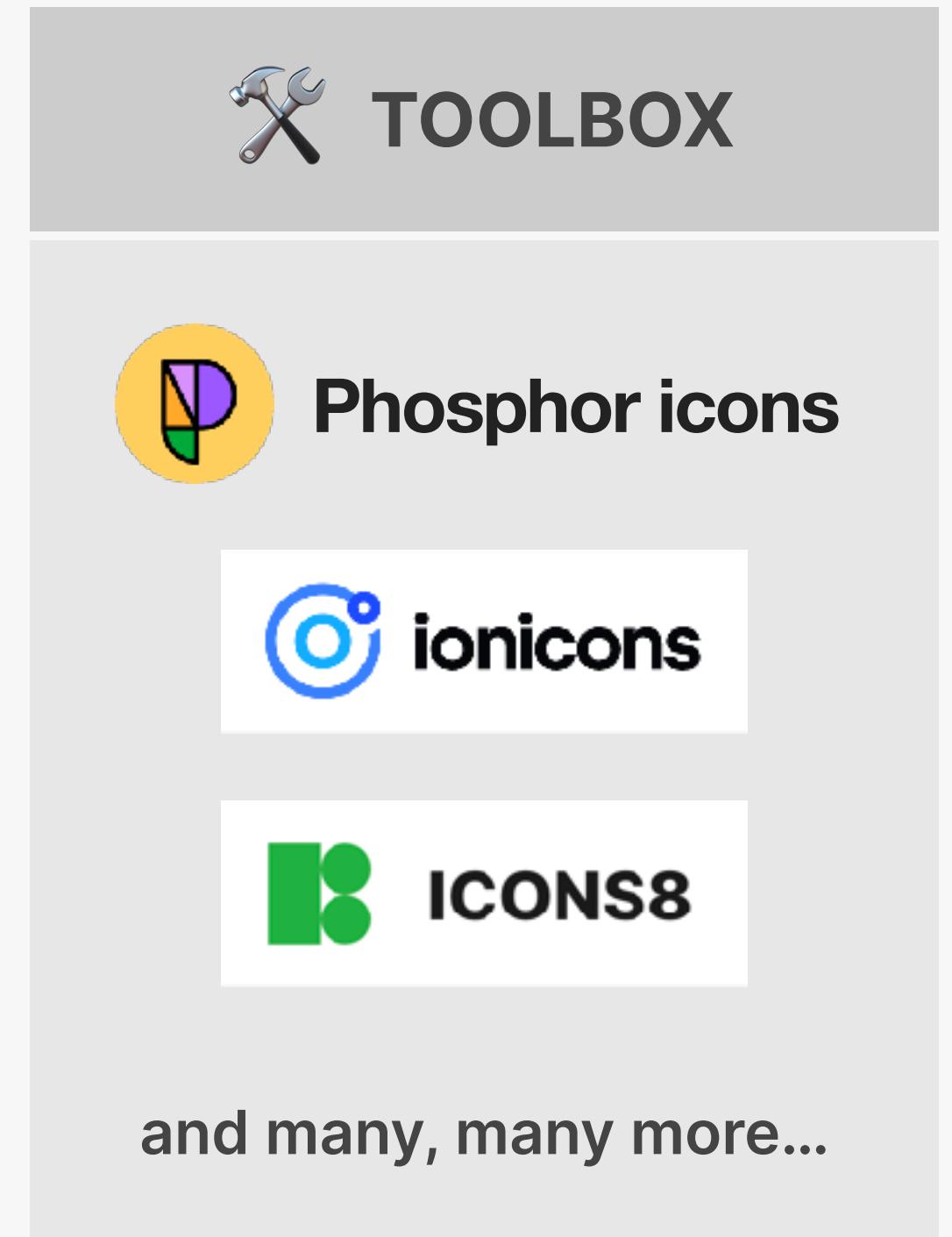
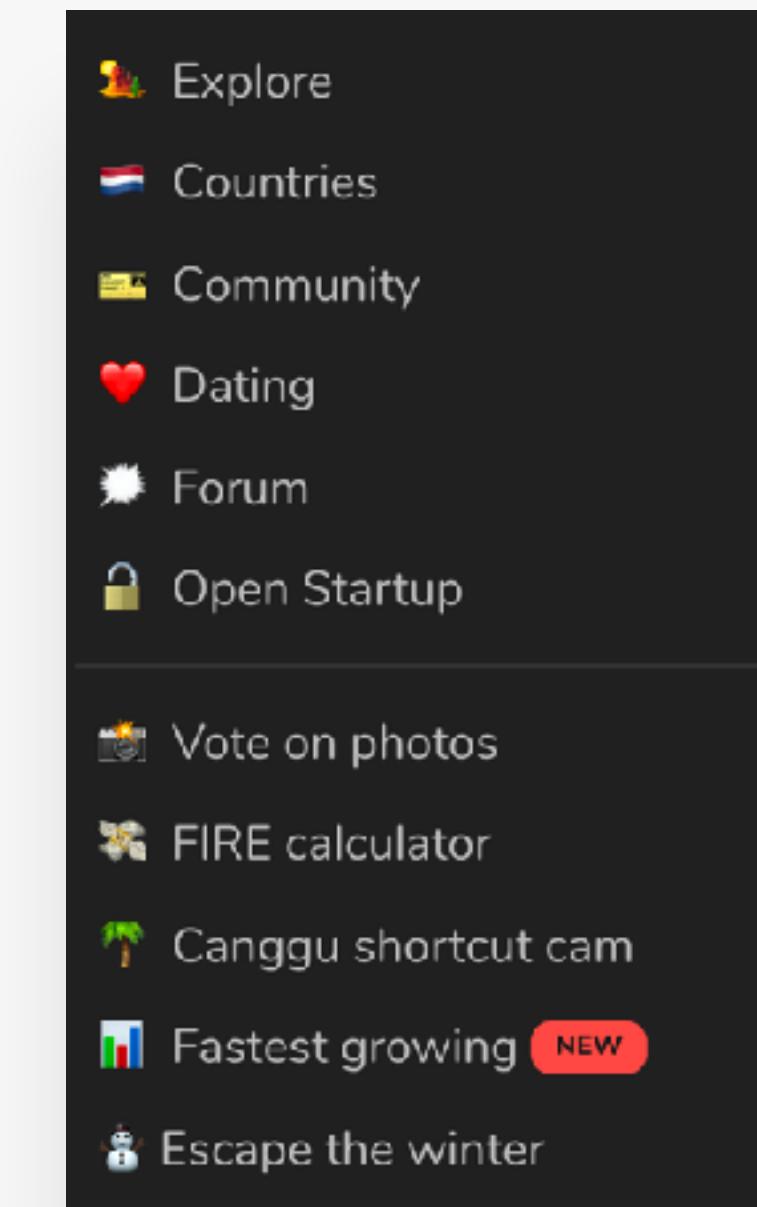
USE GOOD ICONS

1

Use a good icon pack, there are tons of free and paid icons packs



Phosphor icons



✌️ You can just use emojis too