

UI DESIGN PRINCIPLES: COLOR & TYPOGRAPHY

COMP 126: Practical Web Design &
Development for Everyone

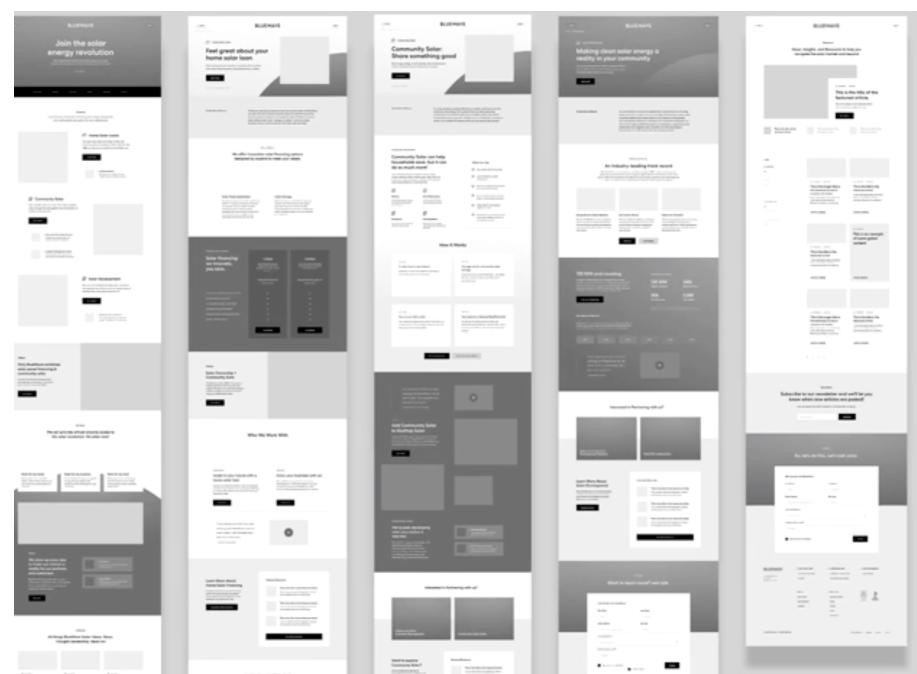
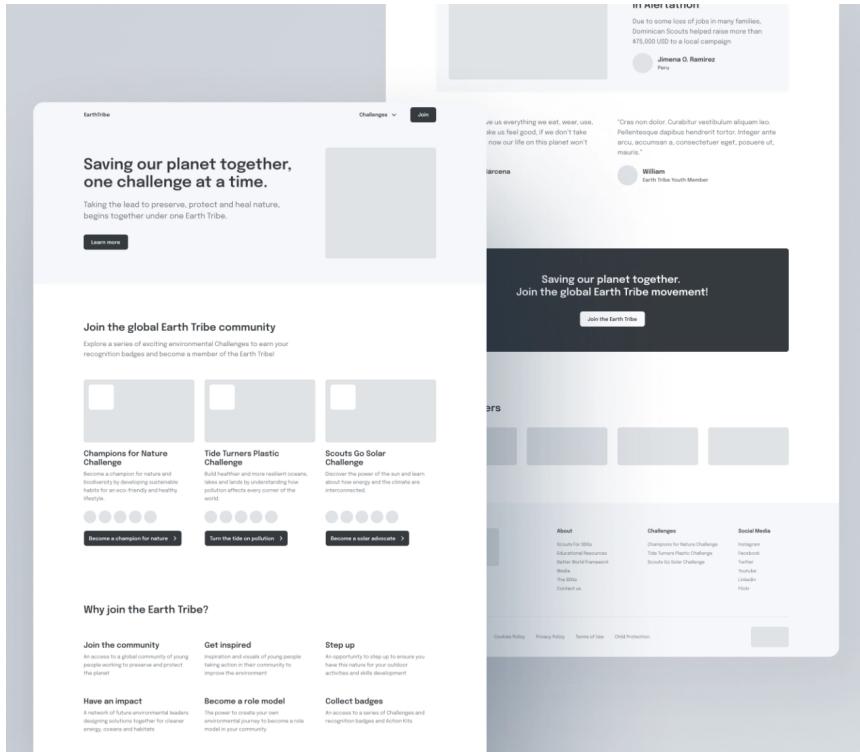
COLOR

COLOR CONSIDERATIONS

1. LEGIBILITY. aka readability, which is to say:
high contrast.
2. VISUAL APPEAL. This is less about taste or preference and more about creating a harmonious experience. (Unless disharmony is your goal for very specific reasons, and you really know what you're doing.)
3. BRAND RECOGNITION. Choose a striking brand color or color combination, and stick with it.

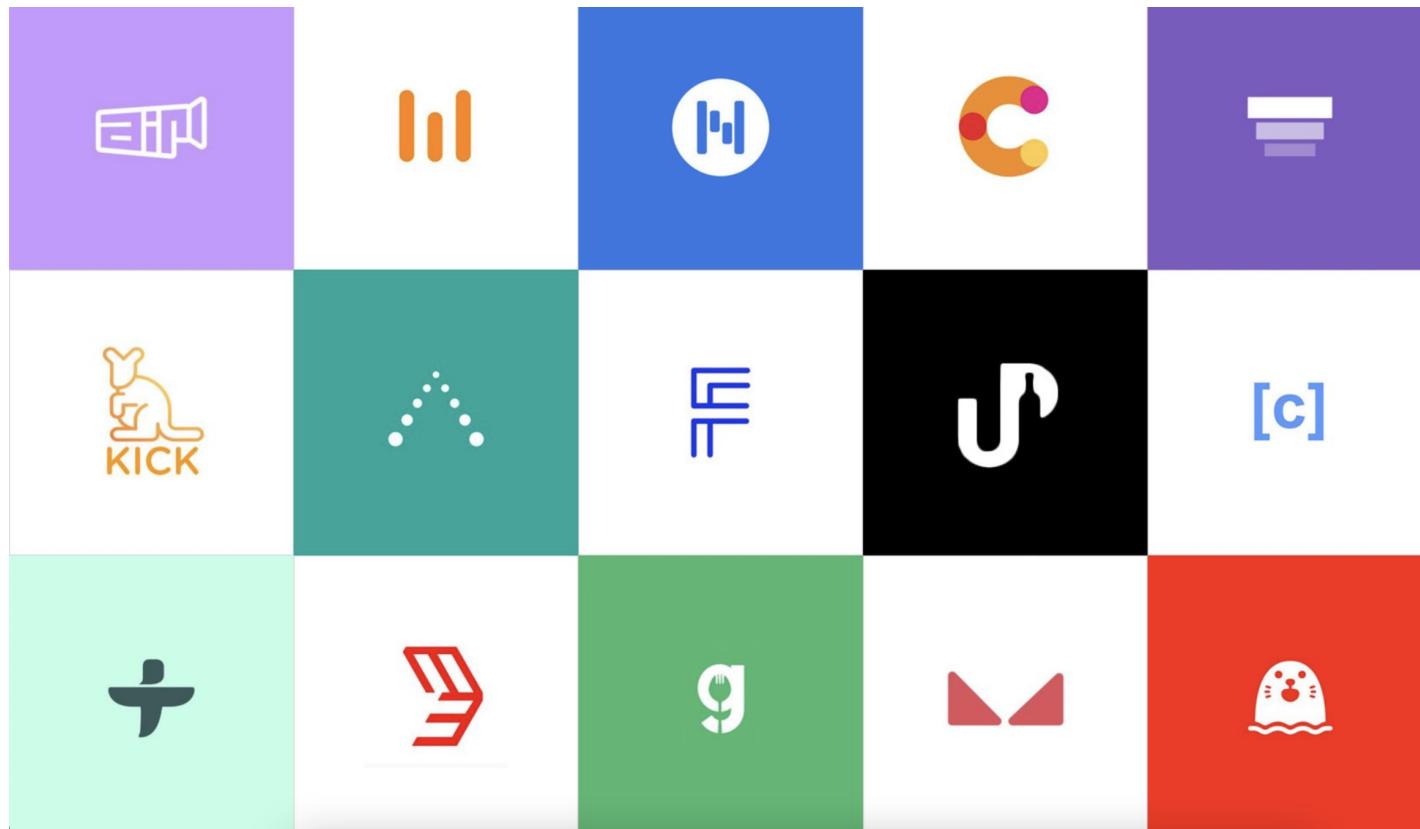
Design in grayscale first

- It can be helpful to start in pure b&w then build in grays/lower opacity accordingly to increase/lower impact
- Use the "squint test" to see if your layout reflects the hierarchy you're trying to create



Choosing a dominant/brand color

If you have an existing logo or signage, consider sticking with that



Choosing a dominant/brand color

Research other websites/apps in your space, and rule out any really obvious colors

GREENPEACE

The Nature Conservancy



Friends of the Earth

National Forest Foundation

LinkedIn

 Arbor Day Foundation

 ONETREEPLANTED

tumblr.

vimeo

 water.org™

 Lifewater

Barbie

COSMOPOLITAN

 The Water Project

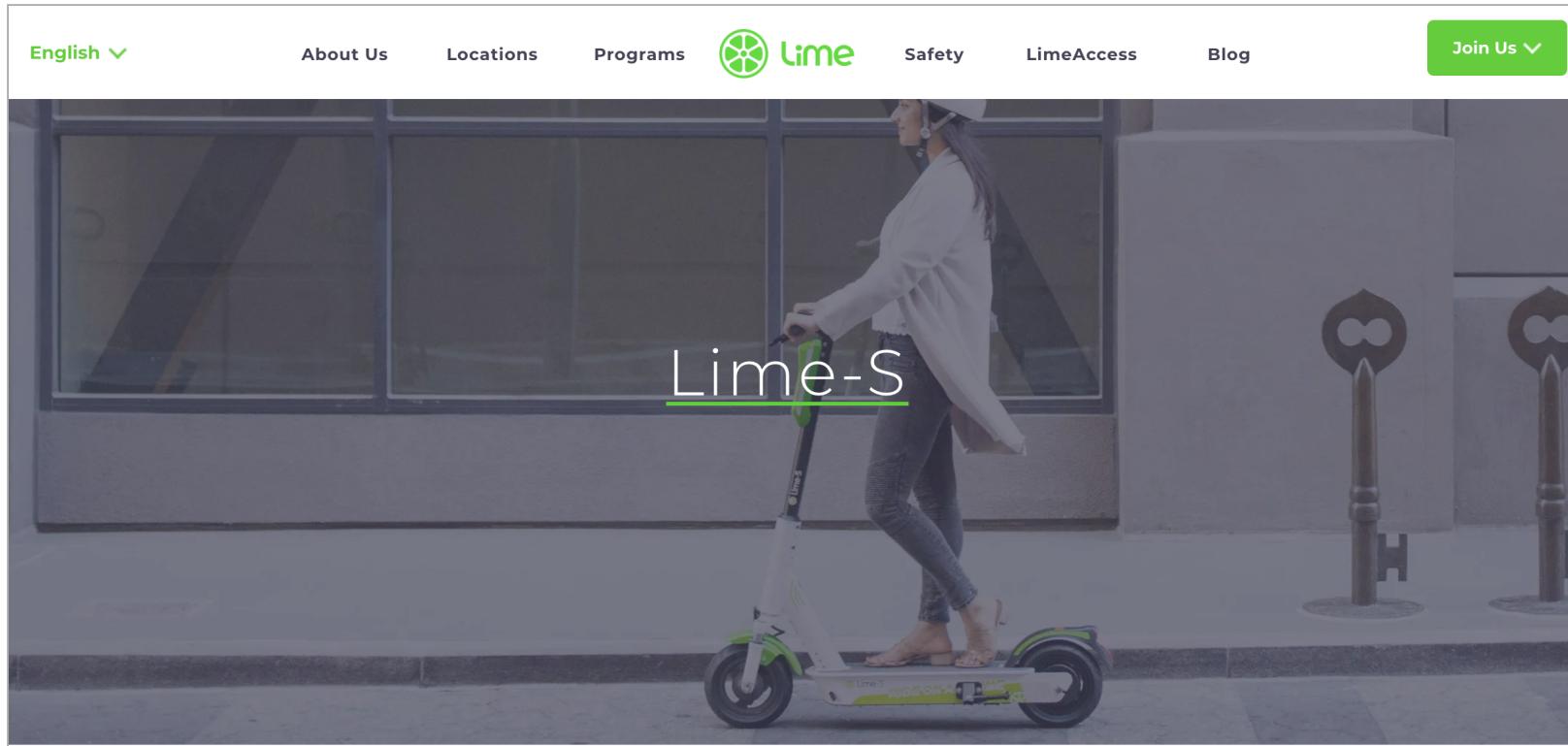
 Dig Deep



PINK
VICTORIA'S SECRET

Choosing a dominant/brand color

Consider other colors with brand tie-in



Choosing a dominant/brand color

Consider other colors with a rationale for usage.

What mood or tone do you want to evoke?

<https://www.femmefatale.paris/en/about>

<https://www.chanel.com/us/>

<http://www.thesum.ca/>

<http://v1.jontangerine.com/>

<https://www.pinterest.com/>

<https://heap.io/solutions/heap-for-saas>

<https://www.aurelia-studio.com/>

<https://www.envsn.co.uk/>

Secondary color/s & neutrals

Remember:

- Rule of thumb: One dominant/brand color, 1-2 secondary colors, + neutrals for text & background
- For dark themes, remember the 60/30/10 rule
- High contrast between text & background is a must for accessibility & usability

Red

Excitement
Strength
Love
Energy

Orange

Confidence
Success
Bravery
Sociability

Yellow

Creativity
Happiness
Warmth
Cheer

Green

Nature
Healing
Freshness
Quality

Blue

Trust
Peace
Loyalty
Competence

Pink

Compassion
Sincerity
Sophstication
Sweet

Purple

Royalty
Luxury
Spirituality
Ambition

Brown

Dependable
Rugged
Trustworthy
Simple

Black

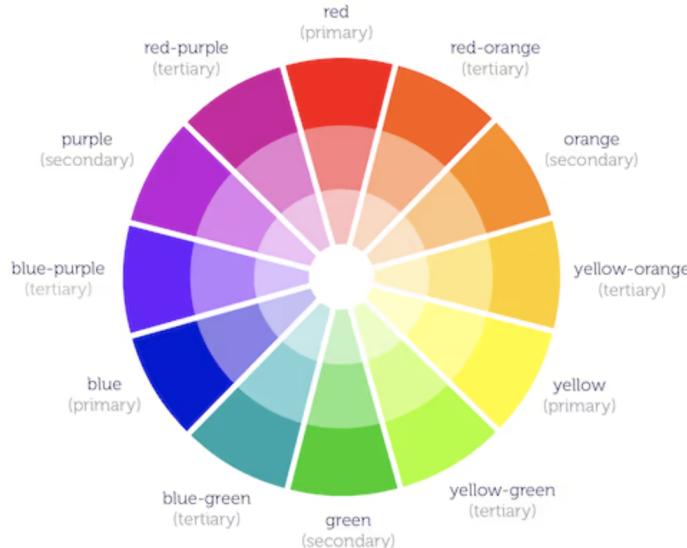
Formality
Dramatic
Sophistication
Security

White

Clean
Simplicity
Innocence
Honest

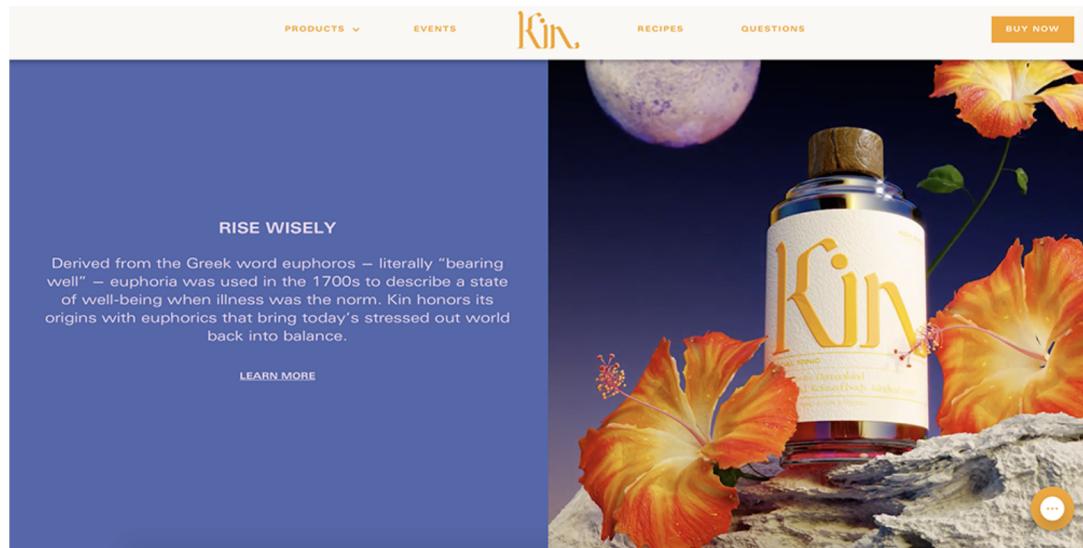
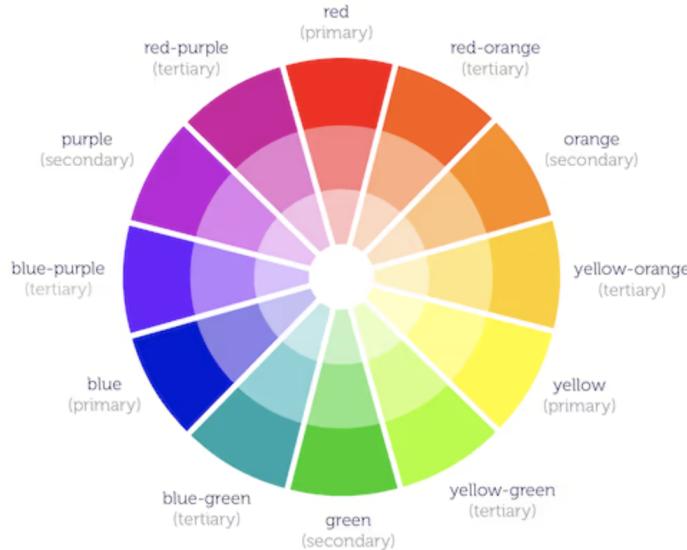
Analogous color schemes

- Colors are beside each other on the color wheel
- Very harmonious, but make sure there's enough contrast



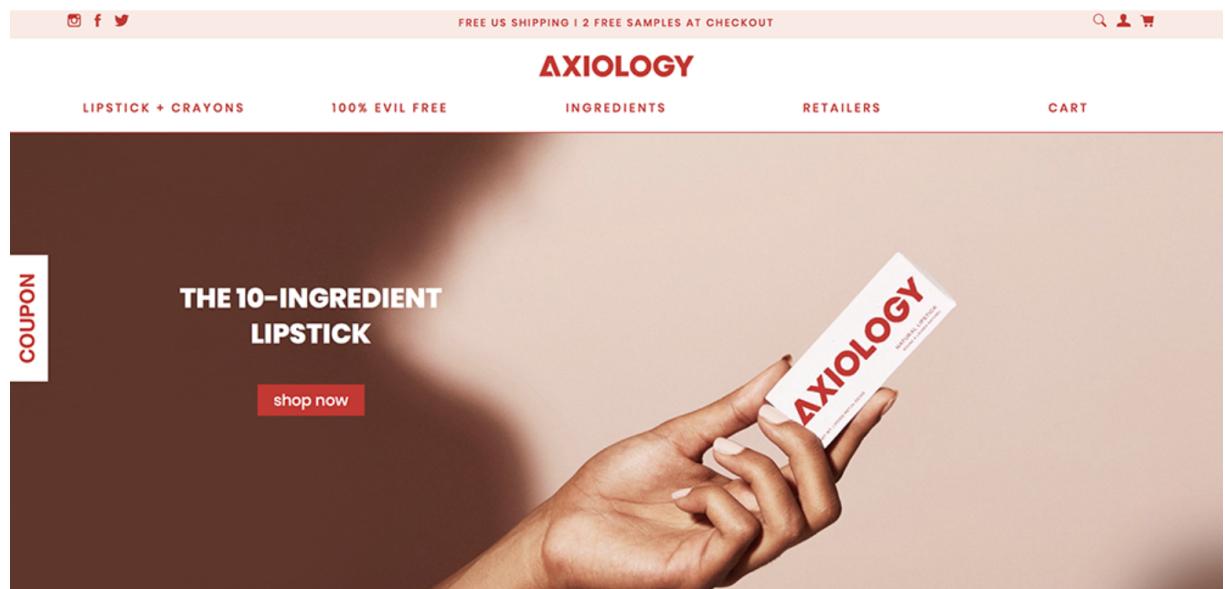
Complementary color schemes

- Colors are opposite one another on the color wheel
- Great for contrast, but you should use one as primary and one as accent to keep things harmonious



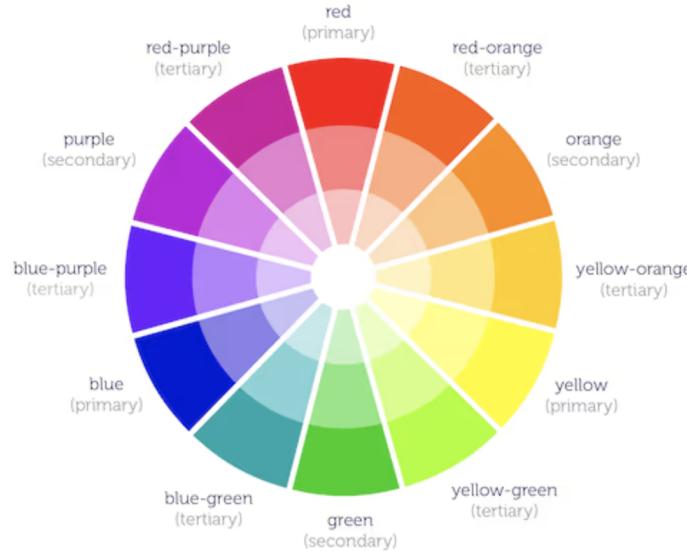
Monochromatic color schemes

- A single base hue paired with its shades and tints
- Also very harmonious, but again, make sure there's enough contrast to emphasize calls to action



Triadic color schemes

- Three colors evenly spaced across the color wheel
- Conveys a sense of high energy
- Should be used carefully, as it can lead to a cluttered, busy look if not balanced



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The Complete Application Stack

Build applications faster with **object** and **file storage**, **user authentication**, **push notifications**, **dashboard** and more out of the box.

[GET STARTED](#)

[COMMUNITY FORUM](#)

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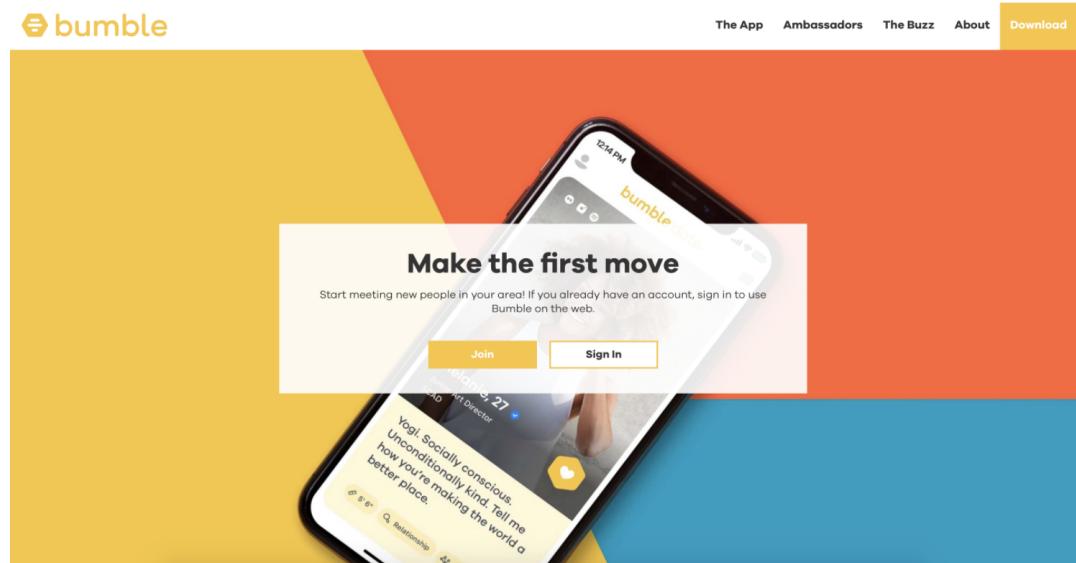
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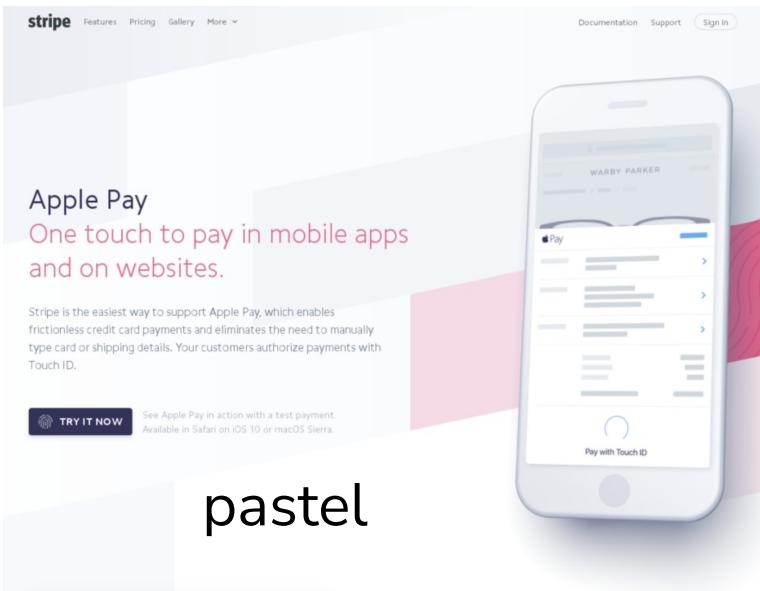


Primary color schemes

- Variations on the primary colors of red, blue, and yellow
- Similar to triadic scheme, but less perfectly triadic
- Very high energy & bold



Other color scheme types



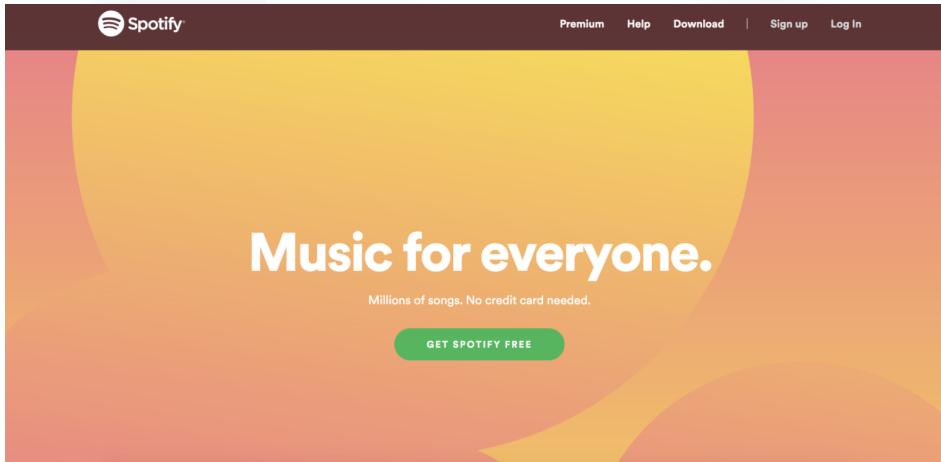
Apple Pay
One touch to pay in mobile apps
and on websites.

Stripe is the easiest way to support Apple Pay, which enables frictionless credit card payments and eliminates the need to manually type card or shipping details. Your customers authorize payments with Touch ID.

pastel



muted



Music for everyone.

Millions of songs. No credit card needed.

GET SPOTIFY FREE

gradient



b&w with pops

TYPOGRAPHY

HOW TO CHOOSE A

TYPEFACE

A guide to picking the right typeface for your task

Baskerville
or Mrs. Eaves



START
HERE

SHARP
or
SMOOTH

QUIRKY
or
STRAIGHT

MODERN
or
TRADITIONAL

HEADINGS
or
BODY TEXT

PROFESSIONAL
or
PERSONAL

TRENDY
or
TIMELESS

Jenson
or Quadraat, Trinité

ELEGANT
or
PRACTICAL

Bodoni
or Didot

STAND OUT
or
BLEND IN

NEUTRAL
or
FUNKY

SMOOTH
or
CRISP

Garamond
or Caslon, Minion, Hoefler Text

LEGIBLE
or
STRIKING

Helvetica
or Arial, Akzidenz Grotesk

BASIC
or
POLISHED

Rockwell
or PMN Caecilia, Archer

AGGRESSIVE
or
RESTRAINED

Scala
or Chaparral, Cambria

Frutiger
or Myriad

Univers
or Whitney, TheSans

Futura
or Gill Sans

STYLISH
or
ASSERTIVE

BANK GOTHIC
OR COPPERPLATE, Microgramma

Gotham
or Avenir, Gibson

NEUTRAL
or
FRIENDLY

Neutra Text
or Verlag, Brandon

Ideal Sans
or Optima

FF DIN
or VAG Rounded, Calibri

designed by Ben Barrett-Forrest
www.forrest.media