



# Color

eBay's color system is inspired by the spirit of our brand and diverse community. A nimble palette of color sets gives designers a flexible playground with a range of options to bring eBay to life with color

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# Color Palette

The color palette is rooted in the four primary eBay colors and accented with three additional colors including white, grey and black. Each color includes a highlight and a shade, creating a total of 21 colors for designers to develop custom assets.

## Color Usage

We believe color is best used sparingly and have identified color [pairings & ratios](#) to give designers a good idea of what that means. While we are a very colorful brand, white represents the largest color in our system and is important in achieving color balance.

## Color & Visual Hierarchy

Color helps us tell our brand story and brings vibrancy to everything we do. Color must also obey the needs of our customers, helping users navigate easily and seamlessly.

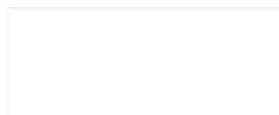
## Color Accessibility

The color palette reaches the broadest audience and meets all web accessibility standards. Whenever a shade is paired with a highlight, it is accessible.

## Product Base Palette - Inform

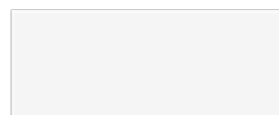
The base palette consists of colors that are primarily used throughout the product. These base colors should be used for [inform](#) moments.

G201 - Grey



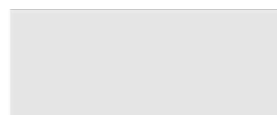
#FFFFFF

G202 - Grey



#F5F5F5

G203 - Grey



#E5E5E5

G204 - Grey



#C7C7C7

G205 - Grey



#767676

G206 - Grey



#111820

P002 - Blue

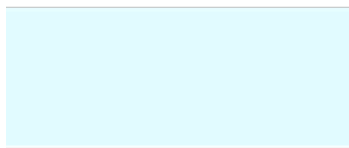


#0065FC

## Product Support Palette - Inform & Support

The support palette should be used for both [inform](#) & [support](#) moments. Tints and shades are to be used for accessible text, interactive states on buttons and information graphics and alerts/messages surfaced in the product.

P001 - Blue



#E1FBFF

P011 - Red



#FFE7EC

P031 - Green



#EBFFCC

P021 - Yellow



#FFFAAB

P002 - Blue



#006EFC

P012 - Red



#FF5151

P032 - Green



#71C63E

P022 - Yellow



#FFDB0D

P003 - Blue



#10299C

P013 - Red



#C9002C

P033 - Green






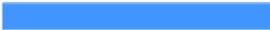
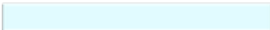



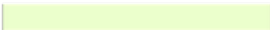



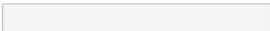



#147133

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## Product Usage

These high level usages help product designers make efficient and consistent color decisions for many common use cases.

	G206 - Grey	#111820	Default typography
	G205 - Grey	#767676	Secondary text
	TBD - Purple	#6A4FCC	Visited link
	P003 - Blue	#10299C	Button pressed
	P002 - Blue	#006EFC	Button primary, Link
	P004 - Button	#4295FF	Button hover
	P001- Blue	#E1FBFF	Information background
	P022 - Yellow	#FFDB0D	Badge color, Star rating
	P021 - Yellow	#FFFAAB	Warning background
	P033 - Green	#147133	Confirmation text
	P032 - Green	#EBFFCC	Confirmation background
	P013 - Red	#C9002C	Critical text
	P011 - Red	#FFE7EC	Critical background
	G201 - Grey	#FFFFFF	Background default
	G202 - Grey	#F5F5F5	Visited item tile
	G204 - Grey	#C7C7C7	Primary button disabled, Secondary button stroke, Secondary button disabled



# When to Use Color

## Decibel Preface

Choosing when to use color is about understanding the moment our customer is in, and guiding their focus on what is most important in that moment. The more the moment calls for our brand point of view to come across, the more we should utilize color, as one tool, to guide and communicate.

Determining the level of visual expression to use in a moment is complicated. That's why we developed a set of Expression Decibels to help you understand when to use color, what colors to use, and how to apply them to different moments.

## Orientation Questions

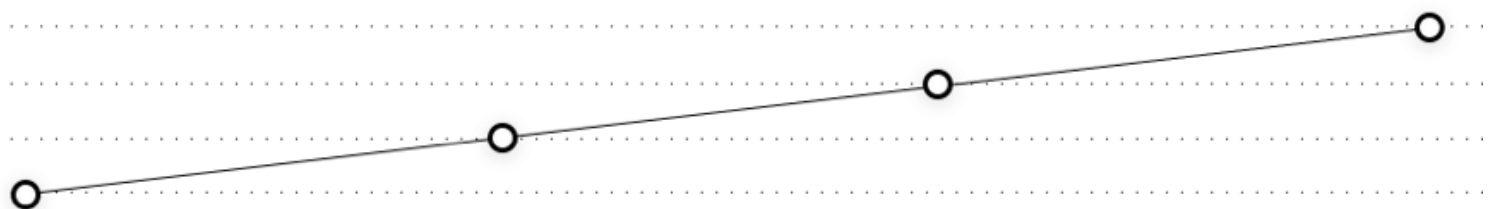
When would our customer encounter your moment in their experience?

Does your moment live in a single moment, multiple moments, or does it exist in across the entire experience?

Does your moment live in the core product, in the physical world, or does it traverse both?

What moment(s) comes before or after yours and how does it utilize color?

## Expression Decibels



## Inform is...

Functional

Utilitarian

Minimal

Color should enable a clear unobstructed experience, highlight paths, options & action.

## Support is...

Guiding

Instructional

Communicative

Conservative

Color should support and build on the core experience without overpowering it.

## **Delight is...**

Playful  
Inticing  
Energizing

Color should amplify an experience, becoming a vessel to deliver branded moments.

## **Captivate is...**

Exciting  
Impactful  
Profound

Color should create a unique emotion and evoke experiences that shift perceptions.

### **Product use this if your moment...**

Lives primarily in the core product experience and the foundation of the core product that holds important IA and information.

Is a result of an action taken by our users and we need to confirm, deny, or warn them of something.

Has an opportunity to use full color without detracting away from the core experience.

Is a large brand new feature or experience that is stand alone or being integrated into our core experiences.

### **Marketing use this if your moment...**

Is communicating general system information about pricing, shipping, customer services, etc.

Is a system based campaign that is talking about deals, eBay bucks, or flash sales.

Your campaign exist solely as a digital asset that lives both on our core product and in our social channels.

For campaigns that have high visibility out in the physical and digital worlds that don't solely exist on our core platform.

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# **Color Pairings & Ratios**

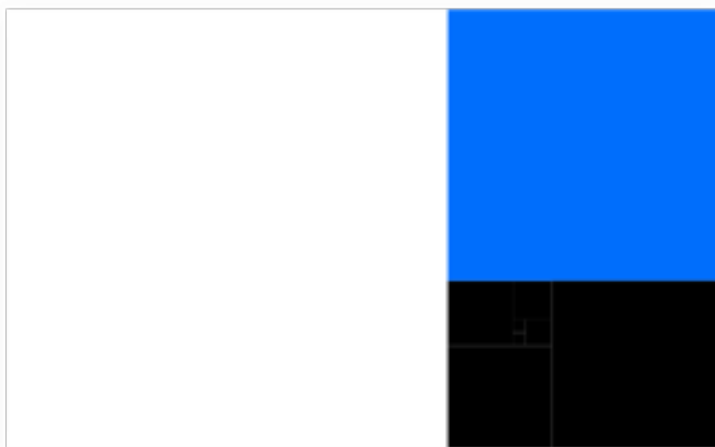
## Inform

White is the largest color in our system, and accounts for **50 - 75%** of any design composition. Blue is our chosen core system color used for interactive elements and components. Black is our statement color used primarily for type.

Product Color Ratio



Marketing Color Ratio



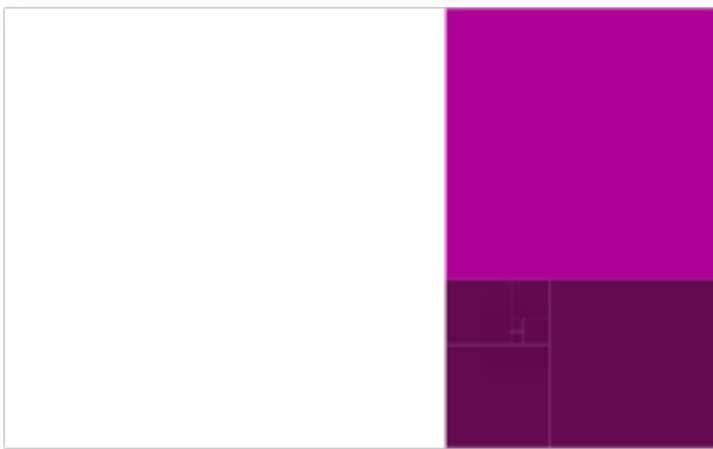
## Support

Should use only **2 Analogous colors** with similar tones and values to create subtler contrasts. Use lighter colors for backgrounds.

## Product Color Ratio



## Marketing Color Ratio



## Delight

Should use only 2 **Complimentary colors** with opposite tones and values to create exciting contrasts. Use only bold colors for backgrounds, and use white for type to add a pop of dynamism.

## Product Color Ratio





Marketing Color Ratio



## Captivate

Should uses **3 + colors** with tones and values that create vibrant contrasts and use pops of white.

Marketing Color Ratio

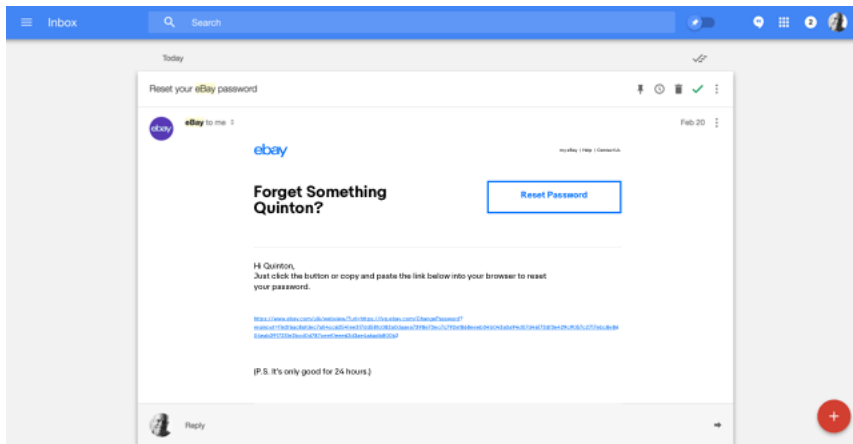


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## Examples Application Examples


Below are examples of the framework and color pairing in application

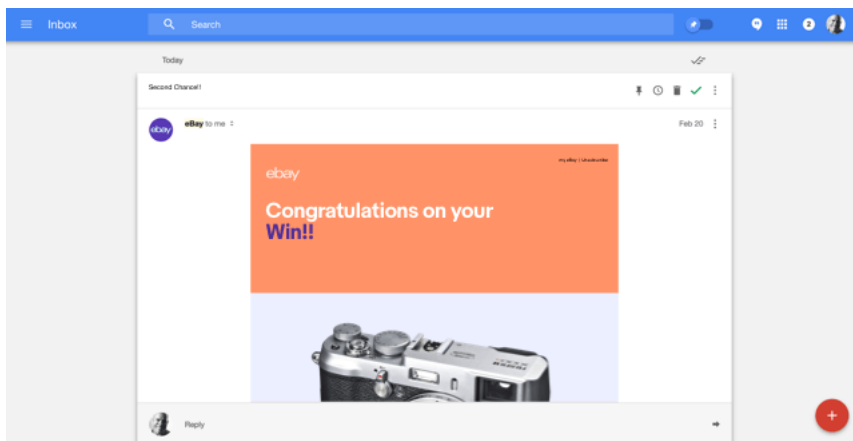
# Email




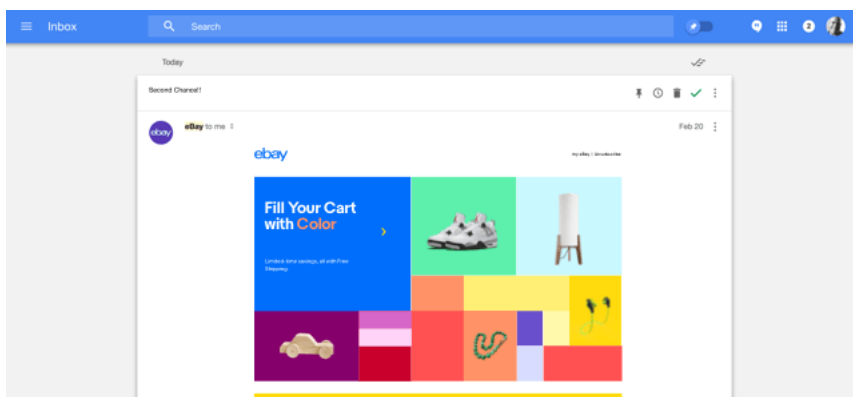
Framework Moment: Inform  
Color Combo: Core System



Framework Moment: Support  
Color Combo: 

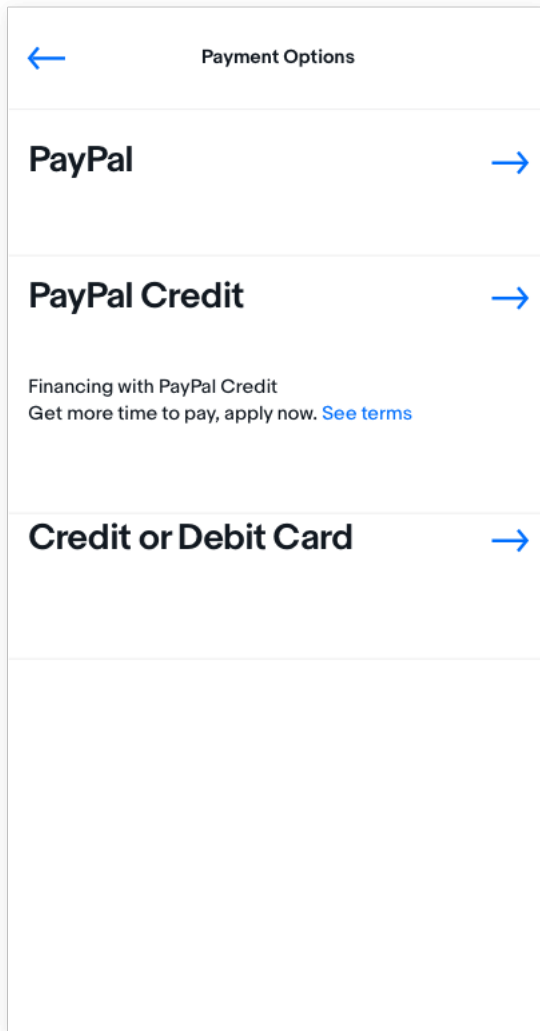


Framework Moment: Delight  
Color Combo: 

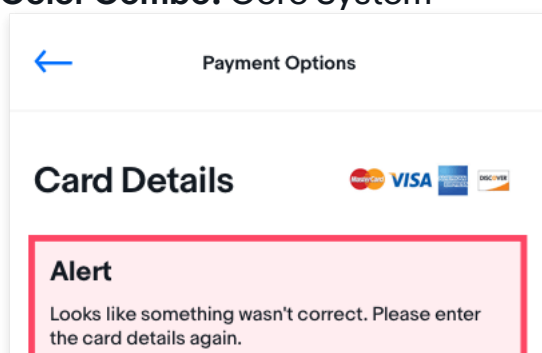


Framework Moment: Captivate  
Color Combo: Everything

## Product A



Framework Moment: Inform  
Color Combo: Core System



Card number  
Please enter a card number




Expiration date  
Expiration date

Security code  
Security code

Save Info

Framework Moment: Support  
Color Combo:




ebay   


Thank you,  
Dolores!

Your order was placed

We'll send you an email confirmation that includes an access code and tracking information. We estimate your item to arrive on:

**Fri Feb 4th - Tue Feb 8**

 Add to Passbook



Est. Delivery  
**Fri, Feb 4**

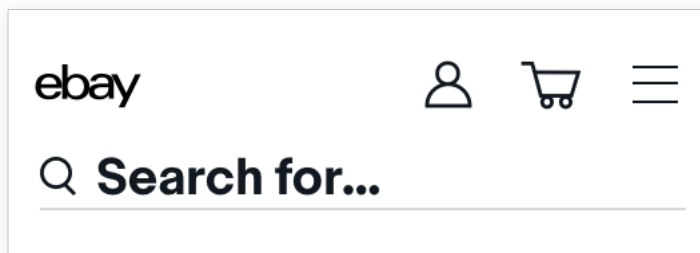
Arduino Uno R3  
Microcontroller A00066  
**\$24.99**

Shipping To: 200 Hudson St  
Tracking Number: B1548652154

Framework Moment: Delight  
Color Combo:

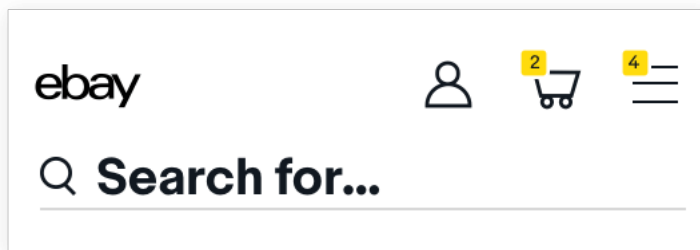


## Product B



Framework Moment: Inform

Color Combo: Core System

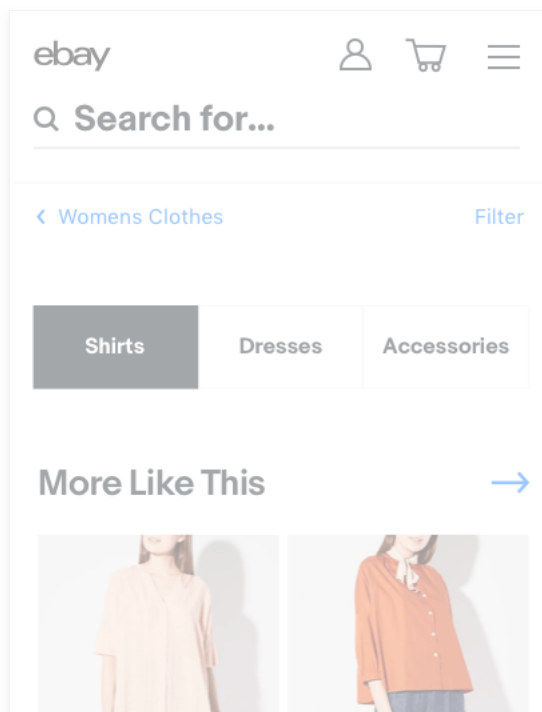



Framework Moment: Support

Color Combo:



## Product Marketing






Lite Brite Mr Potato Head Picture Refill Sheets...	Lite Brite Mr Potato Head Picture Refill Sheets...
\$999.99	\$999.99
Trending at \$999.99	Trending at \$999.99

**eBay Credit Card** →

Keytar McSweeney's Williamsburg, readymade leggings try-hard 90's street art letterpress.

**Framework Moment: Inform**  
**Color Combo: Core System**

**Daily Deals**  
 featured




Lite Brite Mr Potato Head Picture Refill Sheets...	Lite Brite Mr Potato Head Picture Refill Sheets...	Lite Brite Mr Potato Head Picture Refill Sheets...
\$999.99	\$999.99	\$999.99
<del>\$42.00</del>   20% OFF	<del>\$42.00</del>   20% OFF	<del>\$42.00</del>   20% OFF

**Six Hours Only!**  
**Earn 6% eBay Bucks,**  
**No Minimum Purchase**

Offer ends October 27, 4PM | See Details

**Featured Sales & Events** →



**Framework Moment: Support**  
**Color Combo:** 

## Daily Deals

featured



Lite Brite Mr Potato Head  
Picture Refill Sheets...

~~\$42.00~~

20% OFF

Lite Brite Mr Potato Head  
Picture Refill Sheets...

~~\$42.00~~

20% OFF

Lite  
Pic

~~\$42.00~~

20% OFF

**Six Hours Only!  
Earn 6% eBay Bucks,  
No Minimum Purchase**

Offer ends October 27, 4PM | [See Details](#)

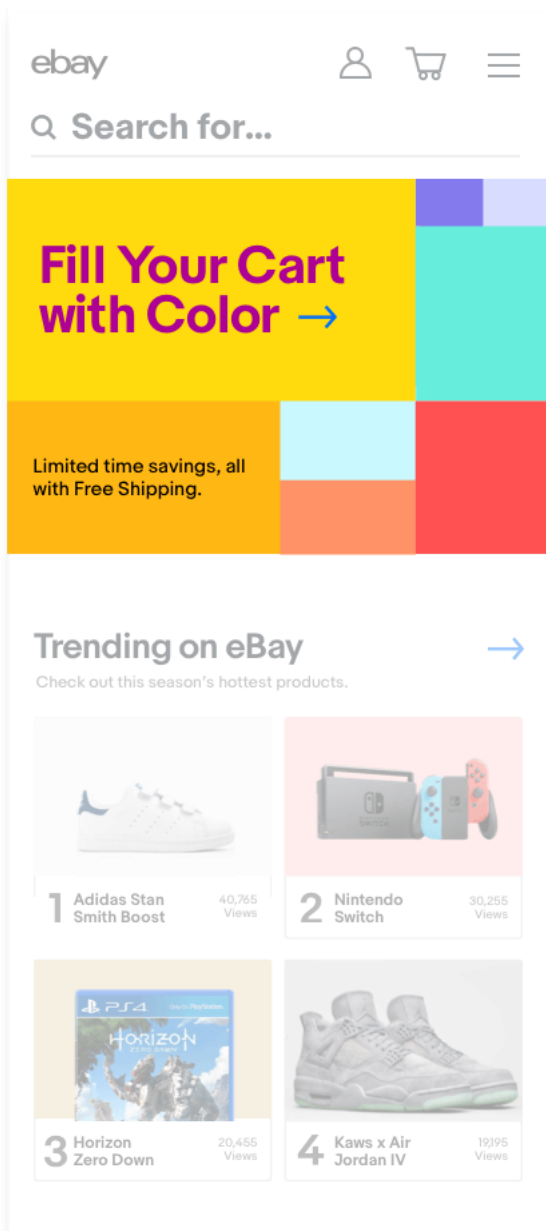
Featured Sales & Events



Framework Moment: Delight

Color Combo:





**Framework Moment: Captivate**  
**Color Combo: Everything**



# Do's & Don'ts Examples of Do's & Don'ts

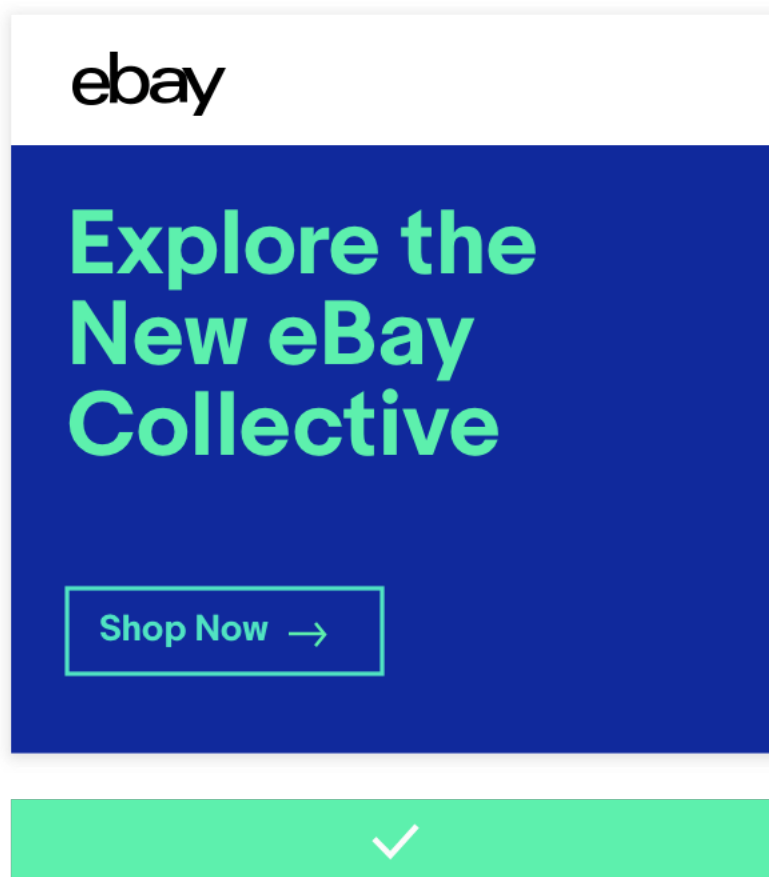
Below are examples of the Do's & Don't for applying color

## Do's: Banner

Do use one color or 2 at most for all foreground elements (Text, CTA, etc...).

Do draw users in by using dark backgrounds.

Do keep colors minimal for a cohesive & unified look.

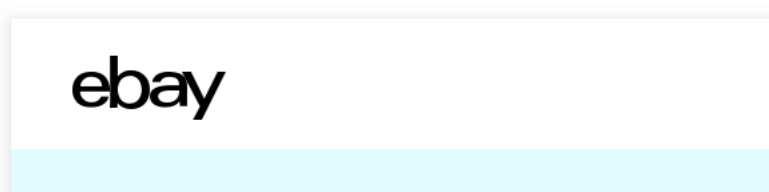


## Don'ts: Banner

Do not use more than 2 colors for foreground elements.

Do not use a light background with dark type for a text only header.

Do not use more than one color for CTA (Text, border, UI elements).



# Explore the New eBay Collective

Shop Now →



## Do's: Heavy Text

Do use minimal color for heavy text module.

Do use blue #006EFC for link text.

Do use light background for module placed with other components.

## Keep selling with this special offer

### Sell your fashion items for \$2 max!

\$2 max final value fee on up to 4 listings  
and no insertion fee. [Learn more](#)

**Start date:**

07/08/16  
00:00:00 PST

**End date:**

07/08/16  
00:00:00 PST

Get Offer →



## Don'ts: Heavy Text

**Do not** use other colors than blue #006EFC for link text.

**Do not** use more than 3 colors, including CTA in one module with heavy text.

## Keep selling with this special offer

**Sell your fashion items for \$2 max!**

\$2 max final value fee on up to 4 listings  
and no insertion fee. [Learn more](#)

**Start date:**

07/08/16  
00:00:00 PST

**End date:**

07/08/16  
00:00:00 PST

[Get Offer →](#)



### **Do's: Link Color**

**Do** use blue #006EFC for links & logo in product

ebay

ebay

**Facebook**  
**Twitter**  
**Pinterest**

We don't check this mailbox, so please don't reply to this message. If you have a question, go to [Help & Contact](#).

eBay sent this message to User Name (userid). Learn more about [account protection](#). eBay is committed to your privacy. Learn more about our privacy notice and [user agreement](#).



## Don'ts: Link Color

Do not use other link color other than blue #006EFC & logo in product

ebay

**Facebook**  
**Twitter**  
**Pinterest**

We don't check this mailbox, so please don't reply to this message. If you have a question, go to [Help & Contact](#).

eBay sent this message to User Name (userid). Learn more about [account protection](#). eBay is committed to your privacy. Learn more about our privacy notice and [user agreement](#).



## Do's: System Message

**Do** use chosen core system color, blue #006EFC for interactive elements and components.

**Do** use solid Black color for statement as primarily for type.

**Save Your Cart** →

Keytar McSweeney's Williamsburg, readymade leggings try-hard 90's street art letterpress.



### **Don'ts: System Message**

**Do not** use more than 2 colors for system messages

**Save Your Cart** →

Keytar McSweeney's Williamsburg, readymade leggings try-hard 90's street art letterpress.



### **Do's: Color Segmentation**

**Do** use different color background to showcase product.


**Do** use color paring to highlight copy.

**Deals on  
Top Brands**



Up to 70% off with always  
Free Shipping

Shop Now →




### Don'ts: Color Segmentation

Do not use color paring to segment information.  
Do not use solid CTA color over another color.

Deals on  
Top Brands

Up to 70% off with always  
Free Shipping

Shop Now →



### Do's: Vertical Colors

Do use one unified color to list verticals.  
Do use blue #006EFC for link text.

Motors

Home & Garden

Fashion

Electronica



## Don'ts: Vertical Colors

Do not use color paring to color segment verticals.

Do not assign color for each vertical.

