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Summary of the article...

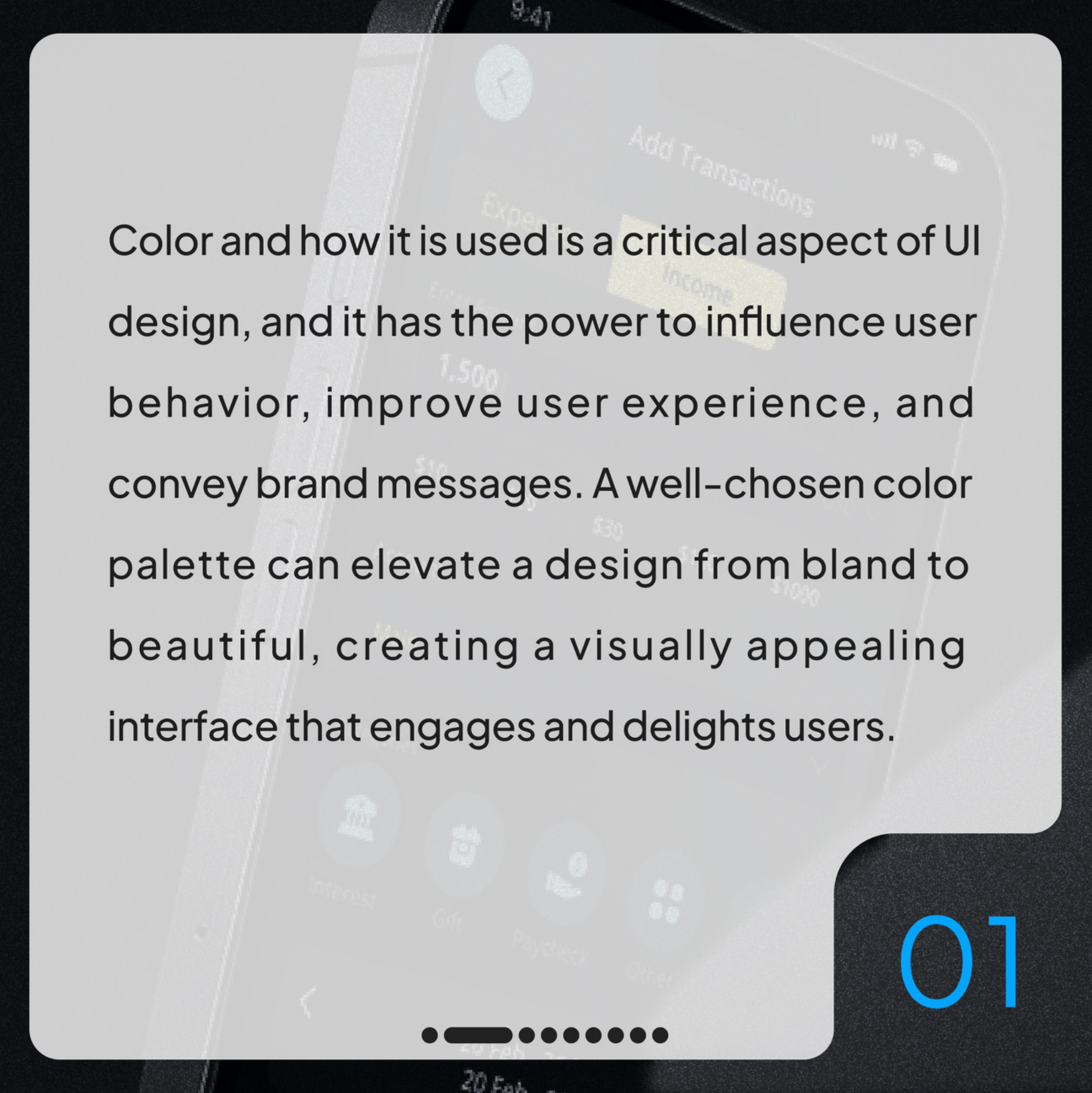
# 60-30-10 Rule How to choose colors for your UI Design

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EN





Color and how it is used is a critical aspect of UI design, and it has the power to influence user behavior, improve user experience, and convey brand messages. A well-chosen color palette can elevate a design from bland to beautiful, creating a visually appealing interface that engages and delights users.





Knowing and using colors can make or break your project.

The 60–30–10 rule is a useful tool for creating balanced designs.



# 60%

Choose a dominant or primary color that stands out the most and should reflect your brand message.

03





# 30%

which is a secondary color and supports the primary color. But still different enough to create contrast.

Secondary color or complementary color is usually used in main elements such as text and some design elements.

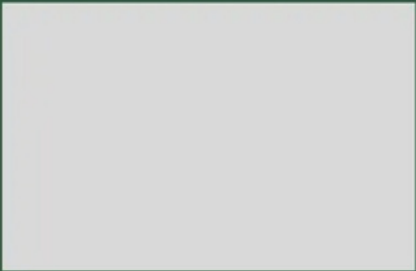


# 10%

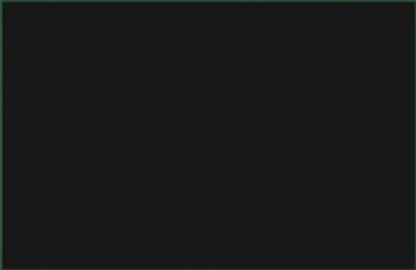
This color is the language of your brand.

This color can be used in buttons, pop-ups, highlights, etc.

05



60%



30%



10%



## suggestion

Before adding color to your design, focus on the layout and spacing of elements. Bright and vibrant colors are a great way to increase visual appeal. They can help draw attention to certain areas of the page or make it livelier in general. You should also consider black and white as colors that have their own importance.



To read the full article, you can refer to the link in the caption.

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