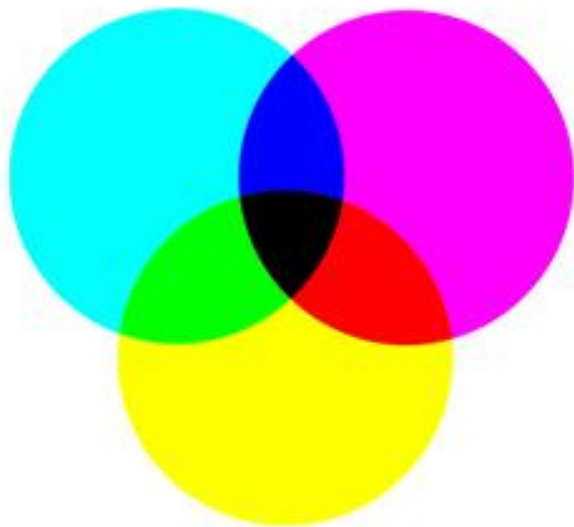
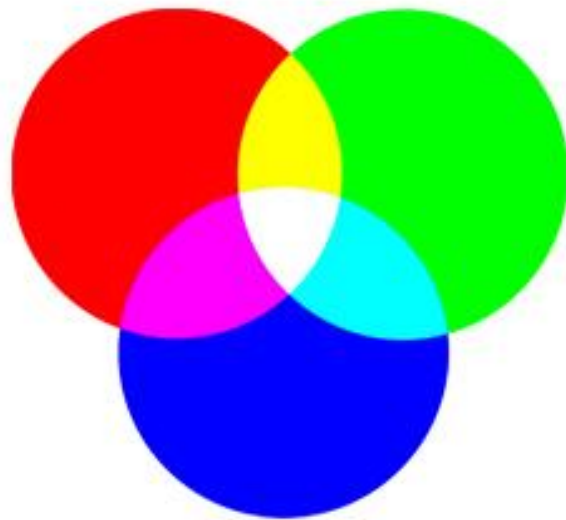


# Color + Type

**CMYK**



**RGB**



# RGB Values

These express colors in terms of how much, red, green and blue are used to make it up.

example:

`rgb (100, 100, 90)`

# Hex Codes

These are six-digit codes that represent the amount of red, green and blue in a color, preceded by a pound or hash # sign

example:

#ee3e80

# Color Names

There are 147 predefined color names that are recognized by browsers

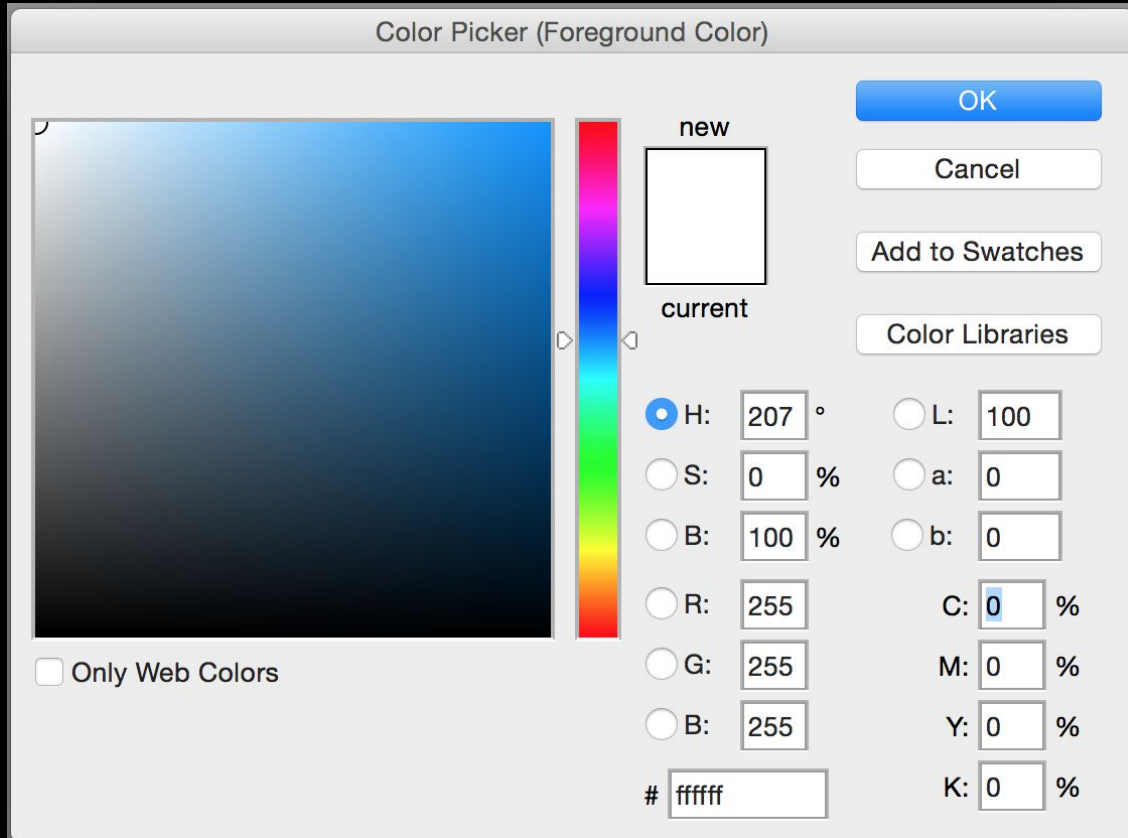
examples:

white

blue

green

## Color Picker in Photoshop or Illustrator



# Background Color

You can specify your choice of background color in the same three ways we just talked about: rgb values, hex codes or color names. The property for background color is:

```
background-color: rgb (200, 200, 200);
```

# Background Color

You can specify your choice of background color in the same three ways we just talked about: rgb values, hex codes or color names. The property for background color is:

```
background-color: rgb (200, 200, 200);
```

```
background-color: #000000;
```



# Background Color

You can specify your choice of background color in the same three ways we just talked about: rgb values, hex codes or color names. The property for background color is:

```
background-color: rgb (200, 200, 200);
```

```
background-color: #000000;
```

```
background-color: red;
```

# Foreground Color

The color property allows you to specify the color of text inside an element. You can specify any color in CSS using any of the same three ways. The color property is as follows:

```
color: rgb (150, 90, 83);
```

```
color: #940301;
```

```
color: orange;
```

# Specifying Typefaces

Below are a list of font properties used to set the characteristics of a typeface:

`font-family: Georgia, Times, serif;`

# Specifying Typefaces

Below are a list of font properties used to set the characteristics of a typeface:

`font-family: Georgia, Times, serif;`

`font-size: 12px;`

# Specifying Typefaces

Below are a list of font properties used to set the characteristics of a typeface:

`font-family: Georgia, Times, serif;`

`font-size: 12px;`

`font-weight: bold`

# Specifying Typefaces

Below are a list of font properties used to set the characteristics of a typeface:

`font-family: Georgia, Times, serif;`

`font-size: 12px;`

`font-weight: bold;`

`font-style: italic;`

## PIXELS

### TWELVE PIXEL SCALE

h1	24px
h2	18px
h3	14px
body	12px

=

## PERCENTAGES

h1	200%
h2	150%
h3	117%
body	75%

=

## EMS

h1	1.5em
h2	1.3em
h3	1.17em
body	100%
p	0.75em

### SIXTEEN PIXEL SCALE

h1	32px
h2	24px
h3	18px
body	16px

=

h1	200%
h2	150%
h3	133%
body	100%

=

h1	2em
h2	1.5em
h3	1.125em
body	100%
p	1em

# Leading

To to adjust the space between lines of type you must adjust the leading. In CSS this property is called line-height.

example:

`line-height: 1.4 em;`



Leading Space

The quick brown fox  
Jumped over the...

# Alignment

To to adjust the alignment within a paragraph (left, center, right) you need to use the CSS property called text-align.

example:

text-align: left;

text-align: right;

text-align: center;

text-align: justify