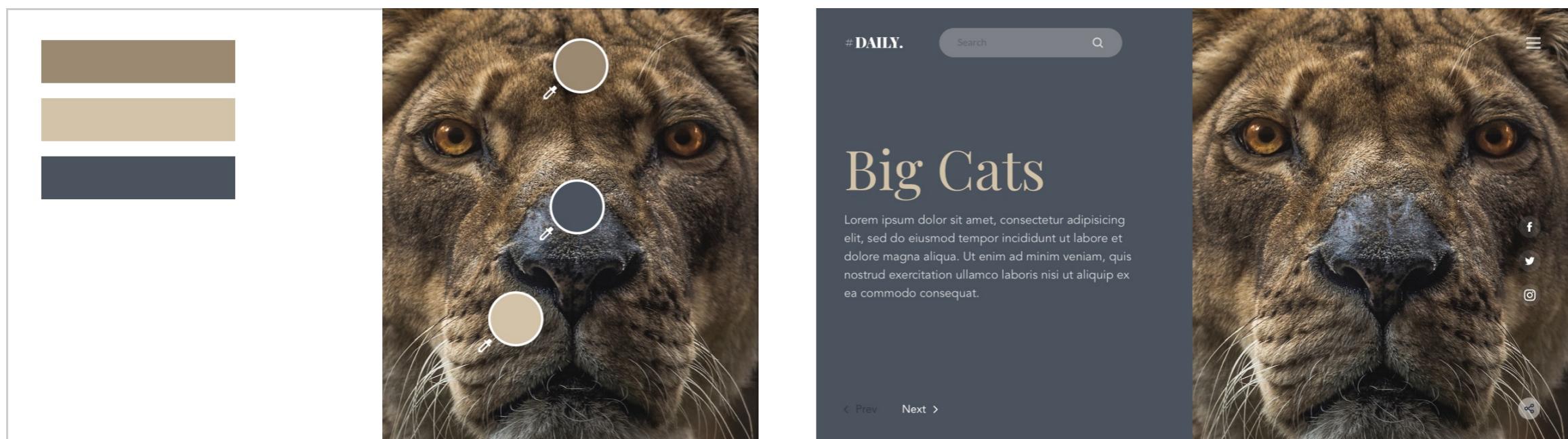


PART 1: SECRETS OF GOOD DESIGN

THE ART OF COLOR

Sampling Colors

Sampling colors from the real world, like people, nature, animals, will almost always give you great results. Why? Because most of us already agree that, an Orchid looks beautiful but a cockroach, not as much!



When sampling colors, blur the image to average out the colors.

Fine-tuning Colors

Ability to fine-tune a color is a really handy skill that will let you nail the designs the best you can.

You can do this by changing the color Saturation and Brightness, either by editing HSB fields or just dragging the indicator on the color map.

Figma

MASK

Mask is a handy Figma feature that helps you creatively crop objects, usually images.

To create a mask, **first** you need a shape, like a rectangle, oval, etc. **Second**, on top of that shape you need an image. Then you need to select the shape and apply mask from the toolbar. The icon that looks like a lunar eclipse.

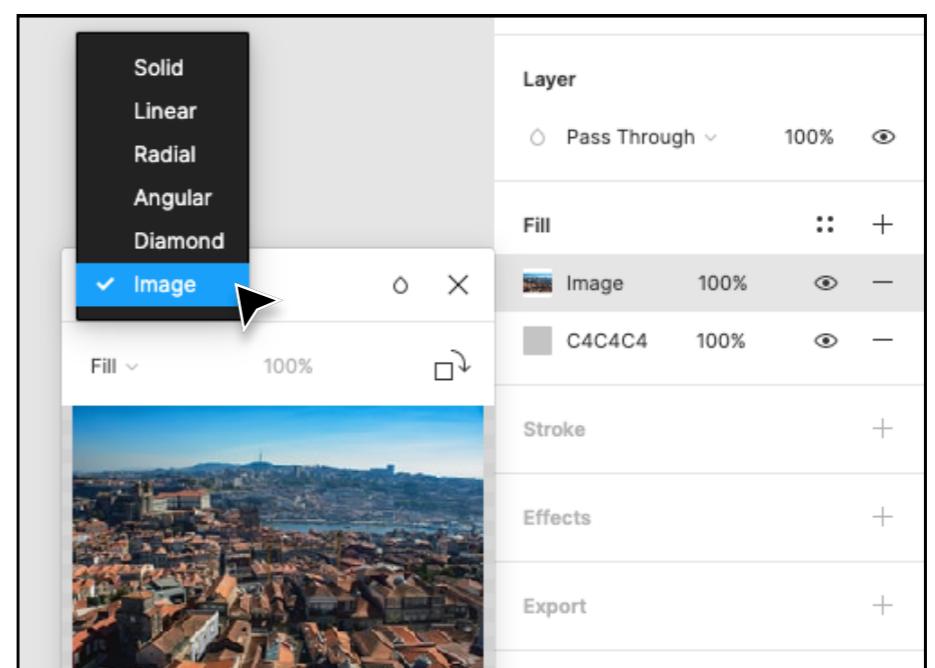
You can use non-traditional shapes as masks too. You can even use text as a mask.



MOUNTAINS



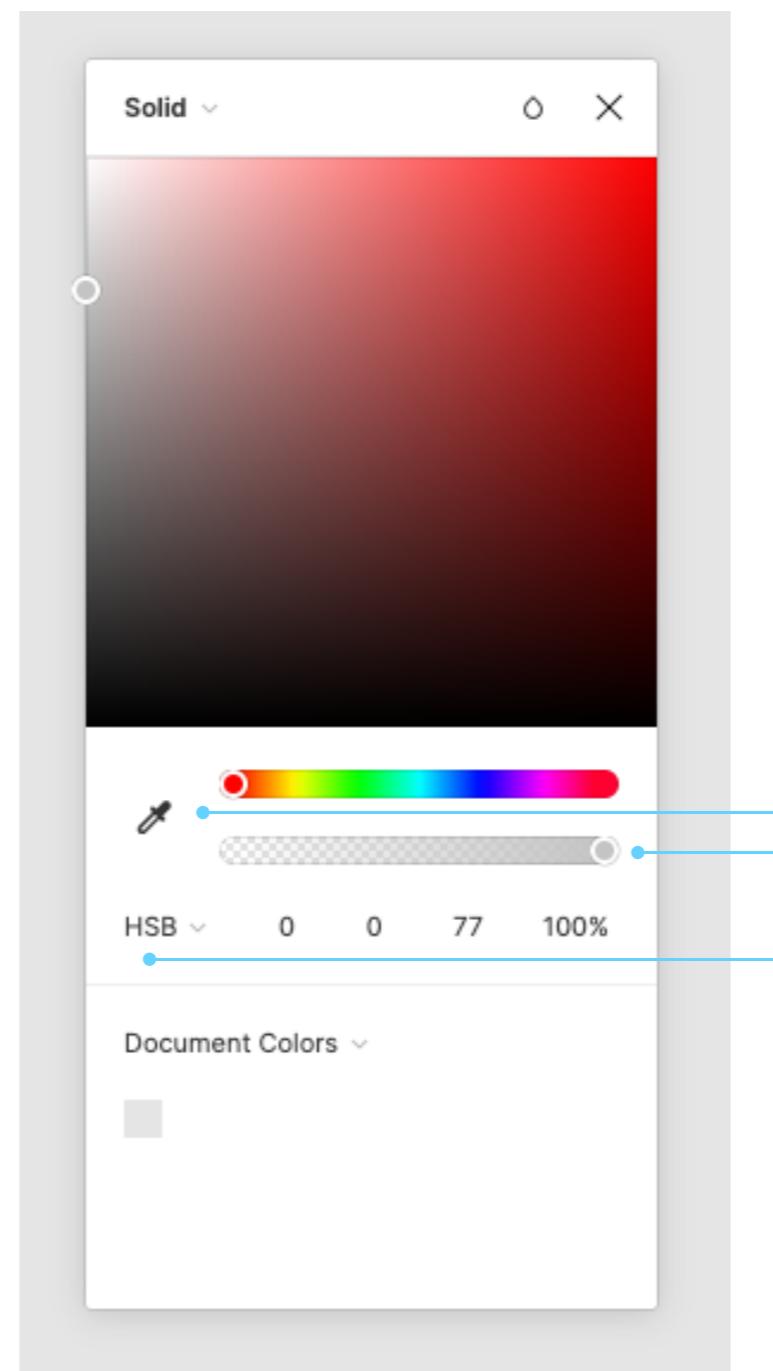
There's another way you can create a mask. All you need to do is just add image inside the Fill settings of a shape.



COLOR PICKER

Color of any object in Figma is managed from the Fill property, sometimes Stroke property like in case of a line shape.

From the color picker you can edit your color, fine-tune it using HSB (Hue, Saturation, Brightness) values, and control transparency using Opacity slider.



Eyedropper

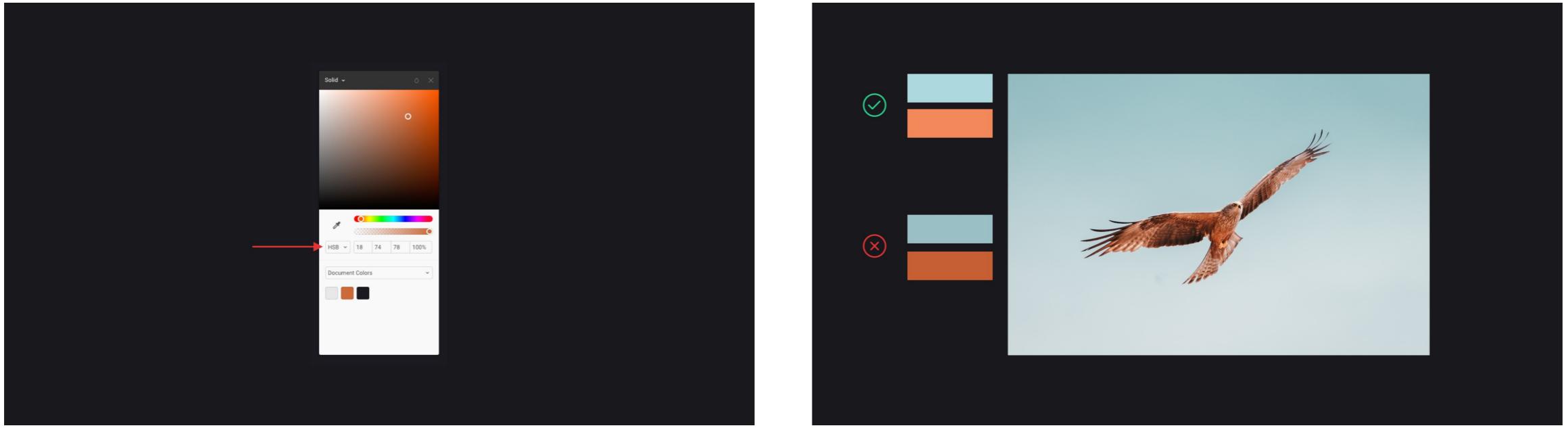
Can pick a color from any element on the canvas.

Opacity Slider

Changes the transparency of the color.

Color System

You will need one of two usually, either HSB to fine-tine the colors or Hex to insert or copy the hexadecimal code of a color.



Color Hunting

One of the best ways to find great colors is to **steal them**. Designers love borrowing colors from each other. You can find color inspiration in places like Dribbble and grab entire color palettes from the works that you like.

Brand Colors

Often we don't get to choose our own colors for the project because the company already has a brand.

In such cases we need to work with the existing brand colors.



Ask your client for the Brand Style Guide if they have one and follow the colors set by the brand designer.

Brand Style Guide for **Brand Name**

Colors

Regular	Hover	Regular	Hover	Regular	Hover	Mono 1	Mono 2	Mono 3	Mono 4
#133ABD	#0F309F	#7BEA9D	#71DB91	#111210	#282A25	#707070	#B9B9B9	#FOFOFO	#FAFAFA

Typography

Aa Poppins Bold Semibold Medium Regular Light A Quick Brown Fox Jumps Over The Lazy Dog	Aa Roboto Black Bold Medium Regular Light A Quick Brown Fox Jumps Over The Lazy Dog
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Paragraph

Headline Text
As a business owner or manager, the decision to opt for offshore software development can be difficult. As anyone who has