



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #2: COLORS

CHOOSE THE RIGHT COLOR

1

Make the main color **match your website's personality**: colors convey meaning!



Red draws a lot of attention, and symbolizes power, passion, and excitement



Orange is less aggressive, and conveys happiness, cheerfulness, and creativity



Yellow means joy, brightness, and intelligence



Greens represents harmony, nature, growth, and health



Blue is associated with peace, trustworthiness, and professionalism



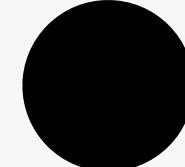
Purple conveys wealth, wisdom, and magic



Pink represents romance, care, and affection



Brown is associated with nature, durability and comfort



Black symbolizes power, elegance and minimalism, but also grief and sorrow

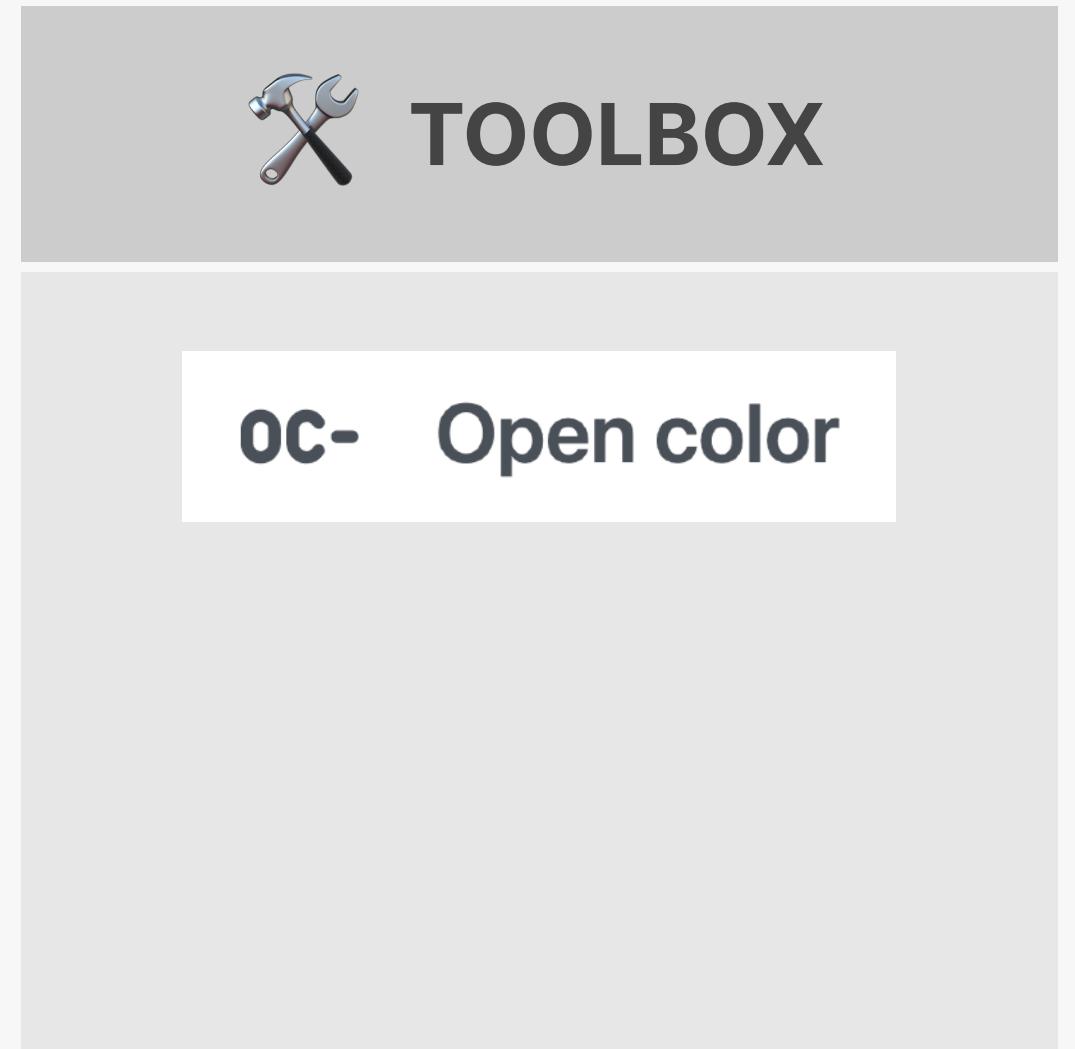
CHOOSE THE RIGHT COLOR

1

Make the main color match your website's personality: colors convey meaning!

2

Use a good color tone! Don't choose a random tone or CSS named colors.



CHOOSE THE RIGHT COLOR

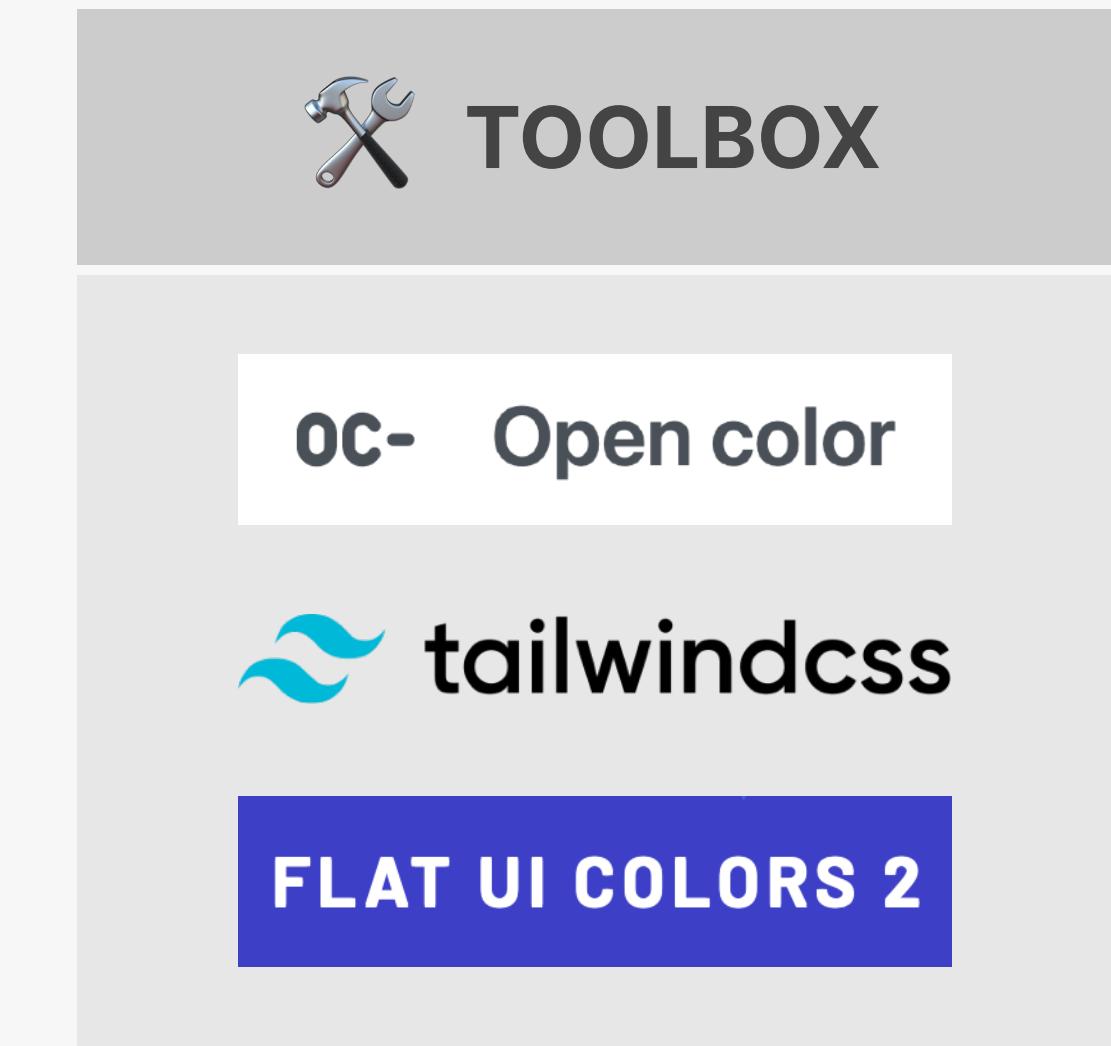
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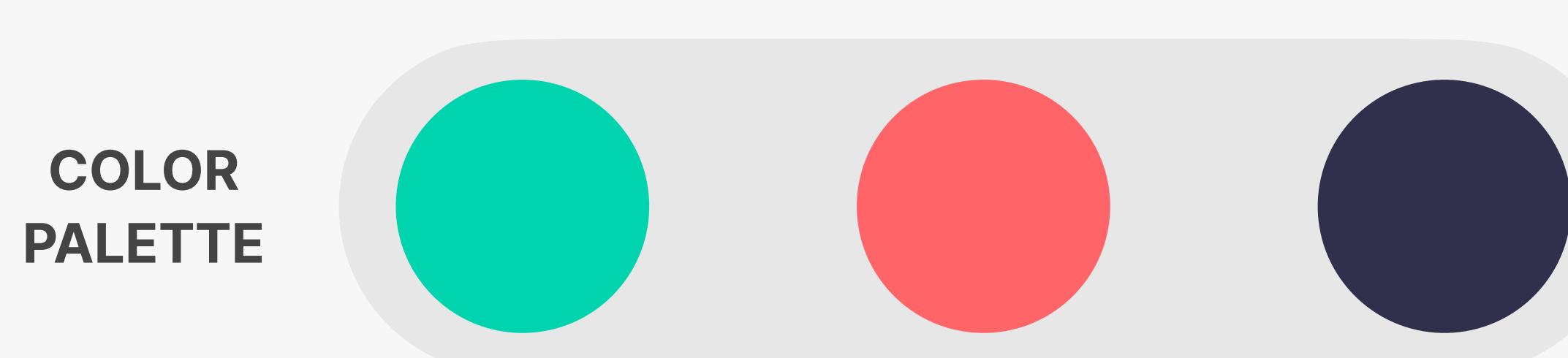
Gray colors.coolGray	50	#F9FAFB	100	#F3F4F6	200	#E5E7EB	300	#D1D5DB	400	#9CA3AF	500	#6B7280	600	#4B5563	700	#374151	800	#1F2937	900	#111827
Red colors.red	50	#FEF2F2	100	#FEE2E2	200	#FECACA	300	#FC5A55	400	#F87171	500	#EF4444	600	#DC2626	700	#B91C1C	800	#991B1B	900	#7F1D1D
Yellow colors.amber	50	#FFFBBE	100	#FEF3C7	200	#FDE68A	300	#FCD34D	400	#FBBF24	500	#F59E0B	600	#D97706	700	#B45309	800	#92400E	900	#78350F
Green colors.emerald	50	#ECDFD5	100	#D1FAE5	200	#A7F3D0	300	#6EE7B7	400	#34D399	500	#10B981	600	#059669	700	#047857	800	#065F46	900	#064E3B
Blue colors.blue	50	#EFF6FF	100	#DBEAFE	200	#BFDBFE	300	#93C5FD	400	#60A5FA	500	#3B82F6	600	#2563EB	700	#1D4ED8	800	#1E40AF	900	#1E3A8A
Indigo colors.indigo	50	#EEF2FF	100	#E0E7FF	200	#C7D2FE	300	#A5B4FC	400	#818CF8	500	#6366F1	600	#4F46E5	700	#4338CA	800	#3730A3	900	#312E81
Purple colors.violet	50	#F5F3FF	100	#EDE9FE	200	#DDD6FE	300	#C4B5FD	400	#A78BFA	500	#8B5CF6	600	#7C3AED	700	#6D28D9	800	#5B21B6	900	#4C1D95
Pink colors.pink	50	#FDF2F8	100	#FCE7F3	200	#FBCFE8	300	#F9A8D4	400	#F472B6	500	#EC4899	600	#DB2777	700	#BE185D	800	#9D174D	900	#831843



ESTABLISH A COLOR SYSTEM

- 3 You need at least two types of colors in your **color palette**: a **main color** and a **grey color**
- 4 With more experience, you can add more colors: **accent (secondary) colors** (use a tool)

MAIN ACCENT GREY



“

We hired an exceptional Staff Engineer and a Senior PM using Dover. The product helped us reach candidates with decades of experience.

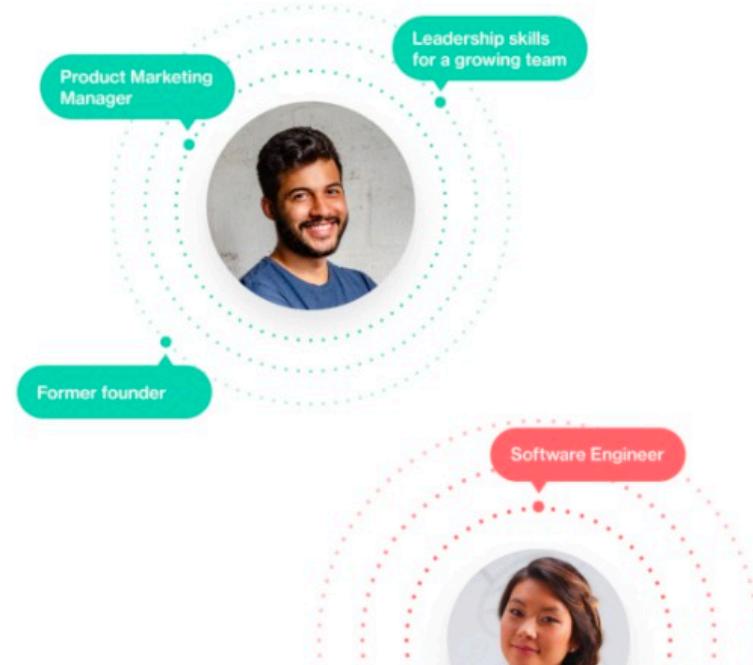
 Nicholas Bruno
Talent, Forge

[Read the case study >](#)

We discover candidates you actually want to talk to.

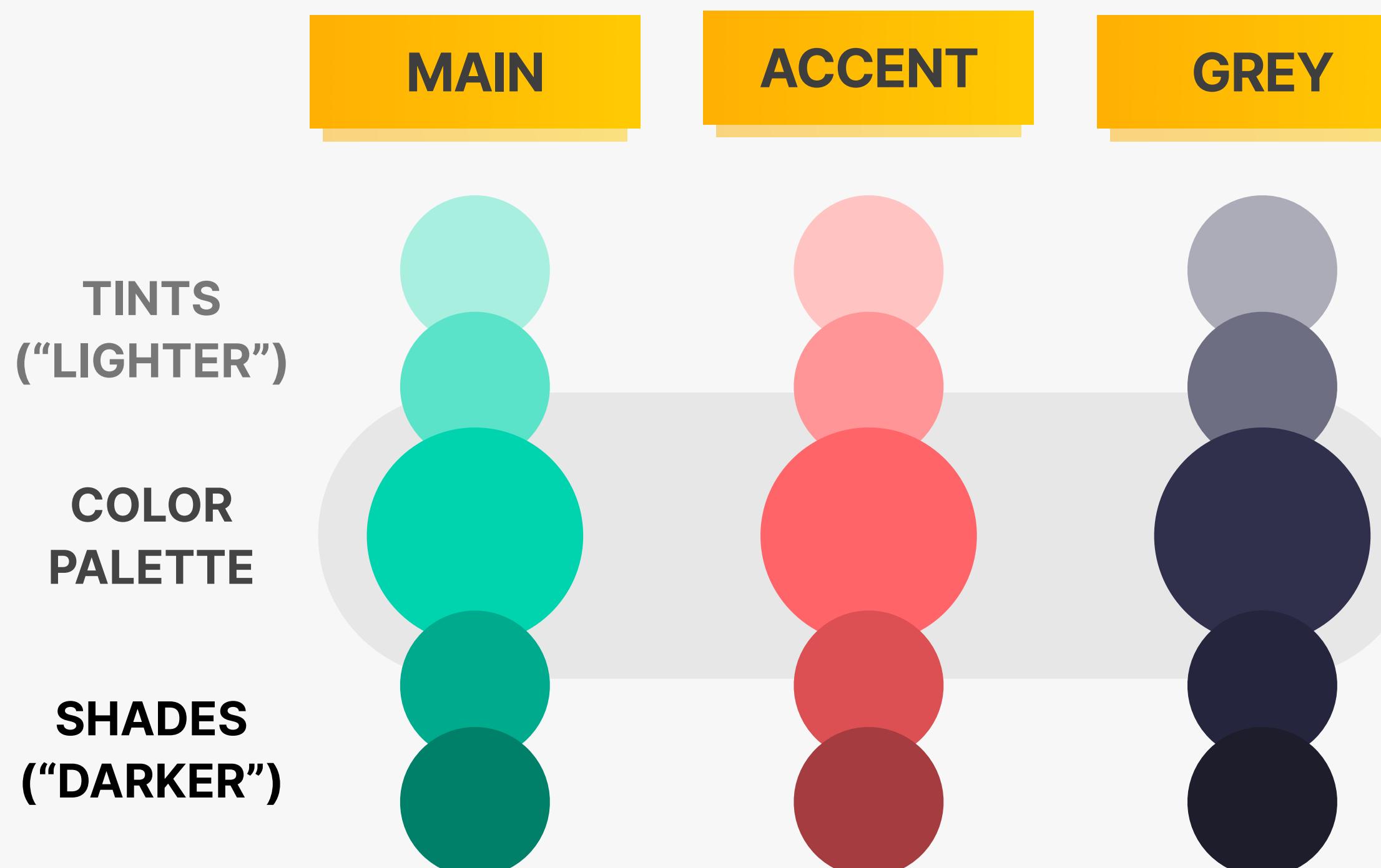
Dover uses a robust calibration process to deeply understand your requirements.

Then, our system evaluates prospective candidates on **50+ data points** so we can find qualified candidates who are the best possible fits.



ESTABLISH A COLOR SYSTEM

- 3 You need at least two types of colors in your **color palette**: a **main color** and a **grey color**
- 4 With more experience, you can add more colors: **accent colors** (use a tool)
- 5 For diversity, create lighter and darker “versions” (**tints and shades**)



 **TOOLBOX**

OC- [Open color](#)

 [tailwindcss](#)

FLAT UI COLORS 2

 [palleton.com](#)

coolors

[Tint & Shade Generator](#)

WHEN AND HOW TO USE COLORS

6

Use your main color to draw attention to the most important elements on the page

The Narrative BI homepage features a white header with a purple circular icon and the text "Narrative BI". Below the header is a purple navigation bar with links: "Product", "Why Narrative BI?", "About", and a purple "Get a Demo" button. The main content area has a light gray background. On the left, there's a purple section with the heading "Meaningful Insights Without the Click of a Button." and a paragraph about the tool. On the right, there's a large image of two men working at a desk with laptops. A purple callout bubble from the top left says "Operations 2d ago • Based on your role" and contains the text "You should expect revenue increase by 55% in the next three months as a result of a new customer acquisition model." At the bottom, there's a purple input field labeled "Enter your work email address" and a purple "Get a demo" button.

The Yousign homepage features a dark blue header with a white "yousign" logo and a "Start free trial" button. Below the header is a dark blue navigation bar with links: "Product", "Use cases", "API", "Pricing", a "New" badge, "Electronic signature", and "Resources". The main content area has a dark blue background. The central text reads "The simpler way of saying yes" in white and green. Below it is a paragraph about the service and a "Start free trial" button. To the right is a large image of a woman in an orange shirt standing by a window, looking at her phone. The background includes a red abstract shape.

WHEN AND HOW TO USE COLORS

6

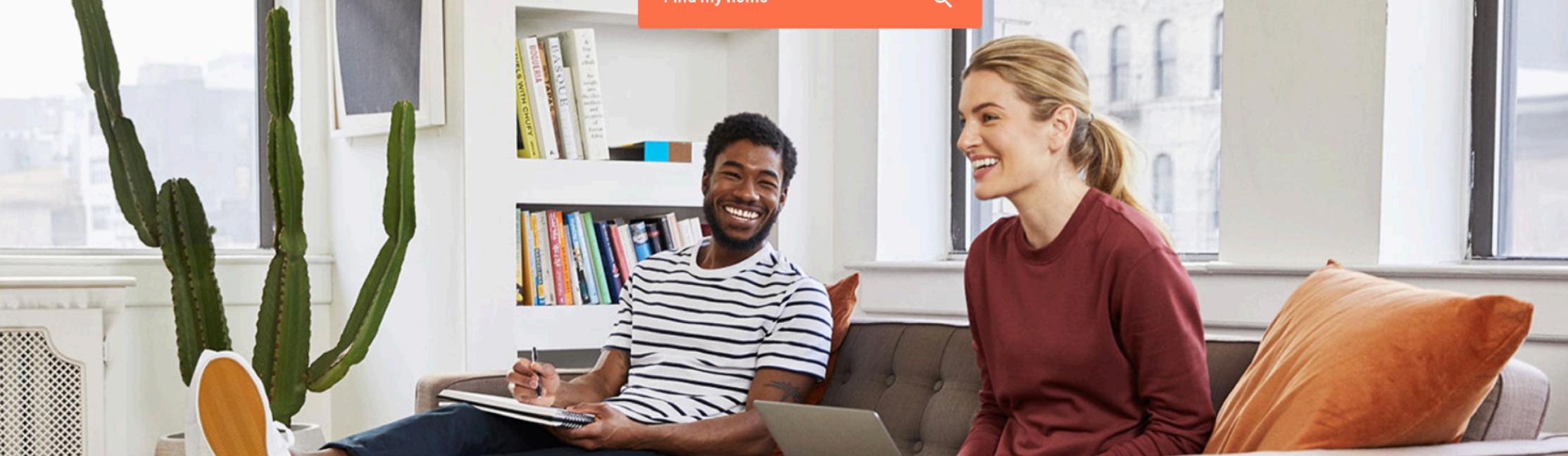
Use your main color to draw attention to the most important elements on the page

Refer for up to \$500

Love where you live, and who you live with

Move-in ready homes and a built-in community
so you can feel at home, together—wherever you are.

Find my home 



LATEST COLLECTION

Autumn — *Winter* 2020

Earthy tones, knitted patterns
and metallic accents are what
characterizes this Autumn
Winter collection.

LOOKBOOK >



WHEN AND HOW TO USE COLORS

6

Use your main color to draw attention to the most important elements on the page

The screenshot shows a dark blue header with the DCS logo and navigation links: OVERVIEW, FEATURES, INDUSTRIES, CONTACTS, and REQUEST A DEMO. The main content features the headline "The Ultimate AML Compliance Technology™" in large white text, followed by "Advanced KYC & KYT monitoring". Below this is a large globe graphic with callout boxes for "Transfer Alert" (Location: Swiss, Risk: Very High) and "Trade Finance" (Location: Paris, Risk: Medium). At the bottom are "LEARN MORE" and "CONTACT US" buttons.

The screenshot shows a light gray header with the hitchd logo and navigation links: How it works, About, and Pricing. The main content features the headline "Guests fund your honeymoon. Beautiful. Fast. Simple." in large bold black text. Below this is a subtext: "The simple, modern, and meaningful way to fund your adventure of a lifetime. Your guests are going to love it." At the bottom are "Start your registry" and "View sample registry" buttons, along with a note: "Free trial. No credit card required". To the right is a photo of a couple and the text "Zoe & Marlo Welcome to our honeymoon registry".

WHEN AND HOW TO USE COLORS

6 Use your main color to draw attention to the most important elements on the page

7 Use colors to add interesting accents or make entire components or sections stand out



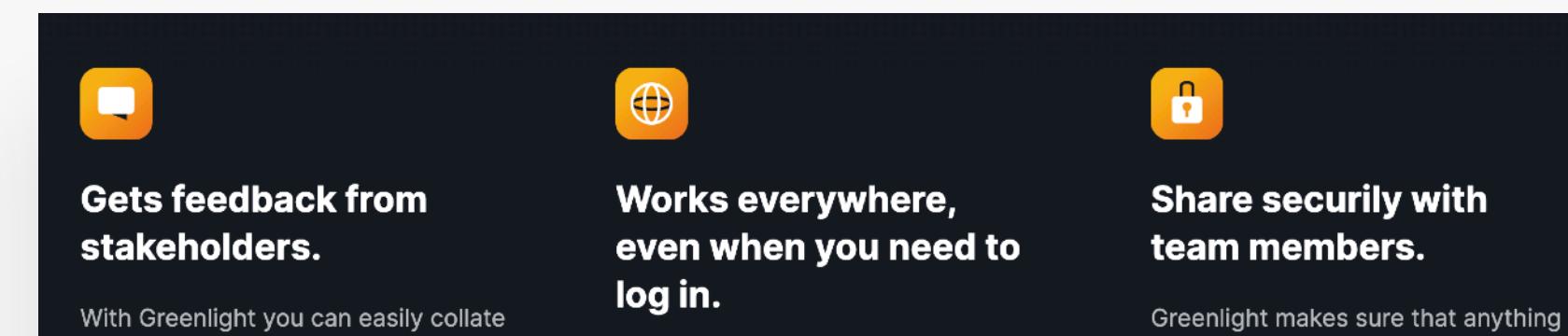
Andre Jilderda
Freelance front-end developer
[06 208 42 105](tel:0620842105)
mail@andrejilderda.nl
[LinkedIn](#)

Start saving time
on your next design project

Creating UI design takes time and effort, so get the most out of your design by handing off screens at the right time to the right people.

**Make the most of
your shares**

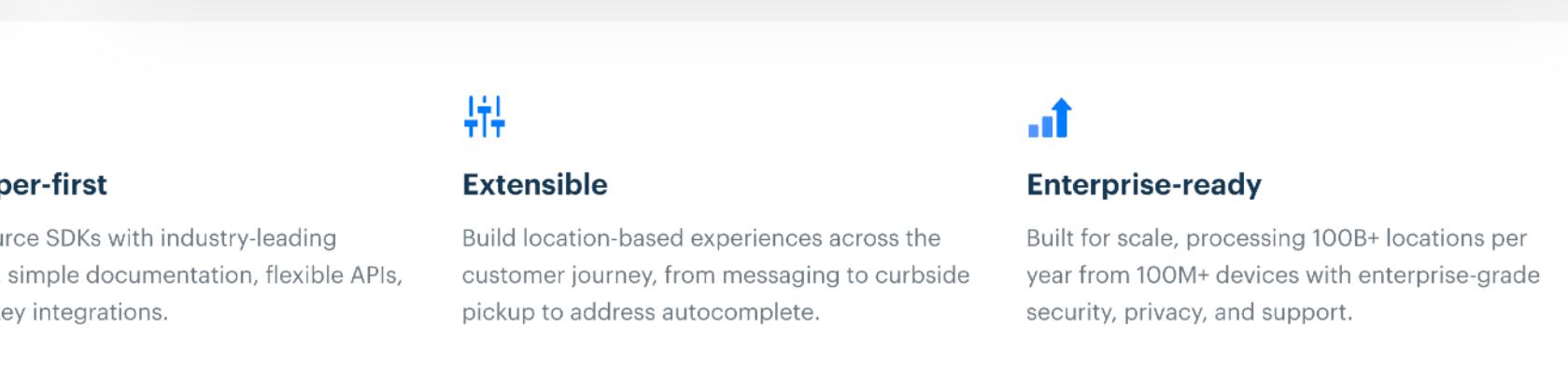
We are a team of equity experts 100% focused on helping startup employees understand, maximize and unlock the value of their stock options and shares.



Gets feedback from stakeholders.
With Greenlight you can easily collate

Works everywhere, even when you need to log in.

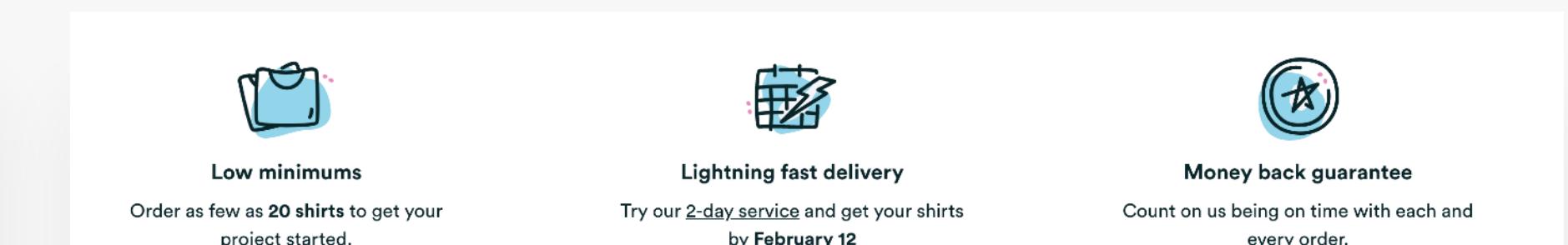
Share security with team members.
Greenlight makes sure that anything



Developer-first
Open-source SDKs with industry-leading accuracy, simple documentation, flexible APIs, and turnkey integrations.

Extensible
Build location-based experiences across the customer journey, from messaging to curbside pickup to address autocomplete.

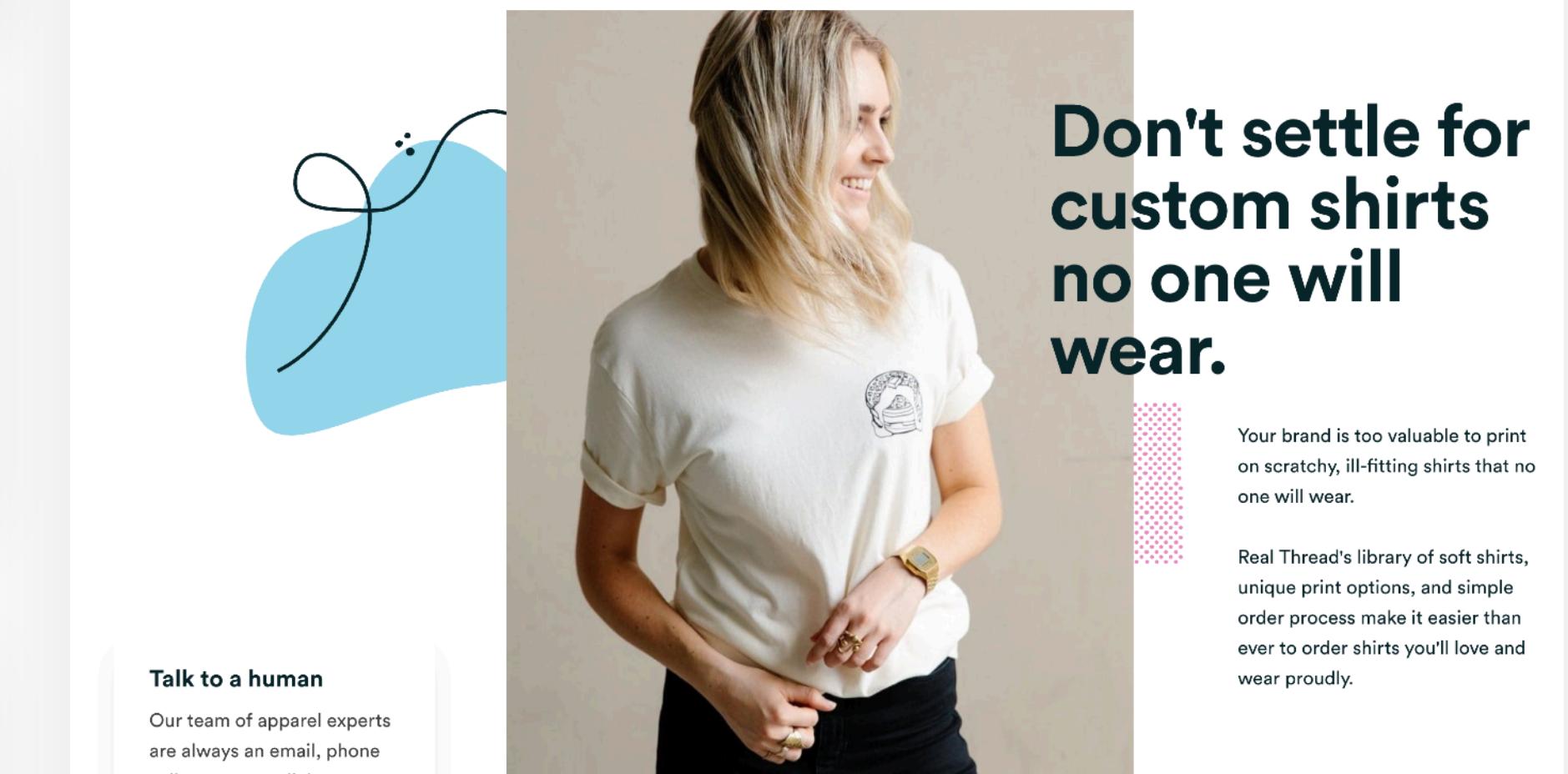
Enterprise-ready
Built for scale, processing 100B+ locations per year from 100M+ devices with enterprise-grade security, privacy, and support.



Low minimums
Order as few as **20 shirts** to get your project started.

Lightning fast delivery
Try our **2-day service** and get your shirts by **February 12**

Money back guarantee
Count on us being on time with each and every order.



Don't settle for custom shirts no one will wear.

Your brand is too valuable to print on scratchy, ill-fitting shirts that no one will wear.

Real Thread's library of soft shirts, unique print options, and simple order process make it easier than ever to order shirts you'll love and wear proudly.

WHEN AND HOW TO USE COLORS

- 6 Use your main color to draw attention to the most important elements on the page
- 7 Use colors to add interesting accents or make entire components or sections stand out

Native mobile apps
Beautiful native iOS & Android apps that deliver a polished user experience.

SaaS applications
Feature-driven applications in the cloud that are optimised for self-service.

Enterprise software
Complex and robust software solutions that feel bespoke and intuitive.

Digital platforms
Snappy digital platforms that balance content, commerce, and functionality.

Design systems
Future-proof your product with a design system that scales with your product.

Design audits
A quick review or in-depth analysis of your product. Let's optimise!

Let's team up and design something remarkable

Our agile process supercharges your product design. We've optimised it for collaboration over the course of 130+ projects. Think of us as part of the team. Our projects move fast and involve rapid-prototyping and user testing. Expect new designs every few days. Join us for workshops and sessions at our space in Amsterdam or from anywhere by video.

- Speed-up your product roadmap
- Flexible workflow & fast communication
- Remote or in-person sessions

Your email address

Get in touch →

Would you like to see Narrative BI in action?

Leave your email address to discuss how your company can get first actionable insights today

Enter your work email address Get a demo

WHY CHOOSE WEALTHFRONT?

Meet Self-Driving Money™, our vision for the future

We want to optimize your money across spending, savings, and investments, putting it all to work effortlessly.

Deposit your paycheck with Wealthfront and, with the click of a button, you can have us automate the rest. Our software can top off your emergency fund, pay all your bills, and even invest the rest to help meet your goals. We call this future Self-Driving Money™.

Paycheck → Emergency fund • Home savings • Long-term investments • 529 college plan • Retirement • Bills

POPULAR CHOICE

Essential
All the basics to get started

29€ /mo
Billed Monthly

- 5 Users
- Collaboration features

AUTO-GENERATION

- Unlimited generations
- 1 000 banner exports/month
- 5 brand presets

CREATIVE AUTOMATION

- Unlimited templates
- 2 000 API calls/month
- Zapier integration

Advanced
Perfect for agile teams

79€ /mo
Billed Monthly

- 15 Users
- Collaboration features

AUTO-GENERATION

- Unlimited generations
- 5 000 banner exports/month
- 50 brand presets

CREATIVE AUTOMATION

- Unlimited templates
- 10 000 API calls/month
- Zapier integration

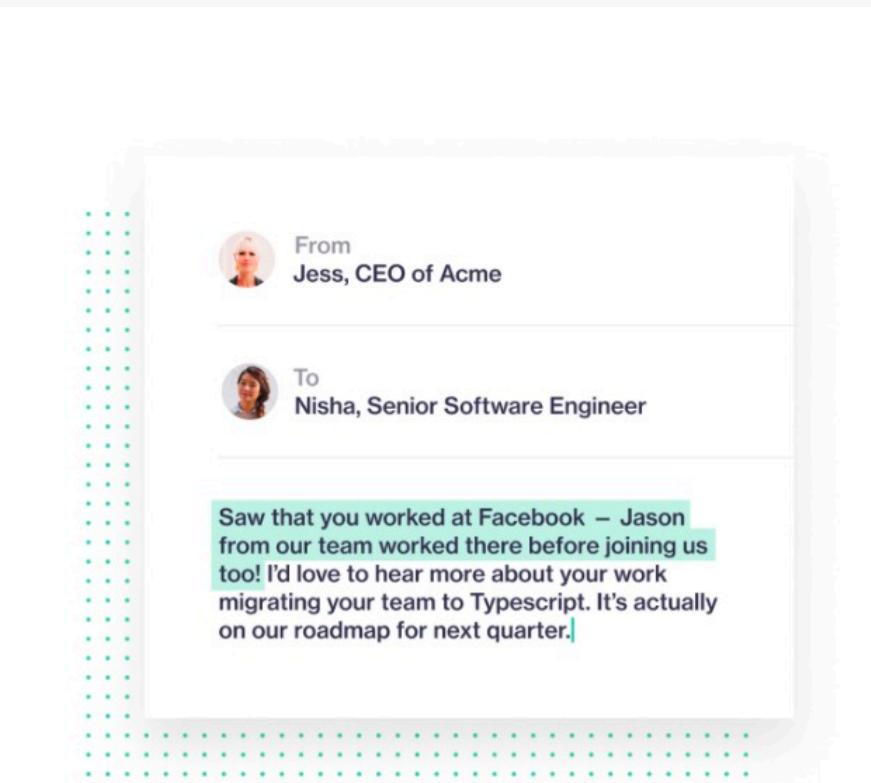
Try for free

Try for free

Experience your product as you create it.

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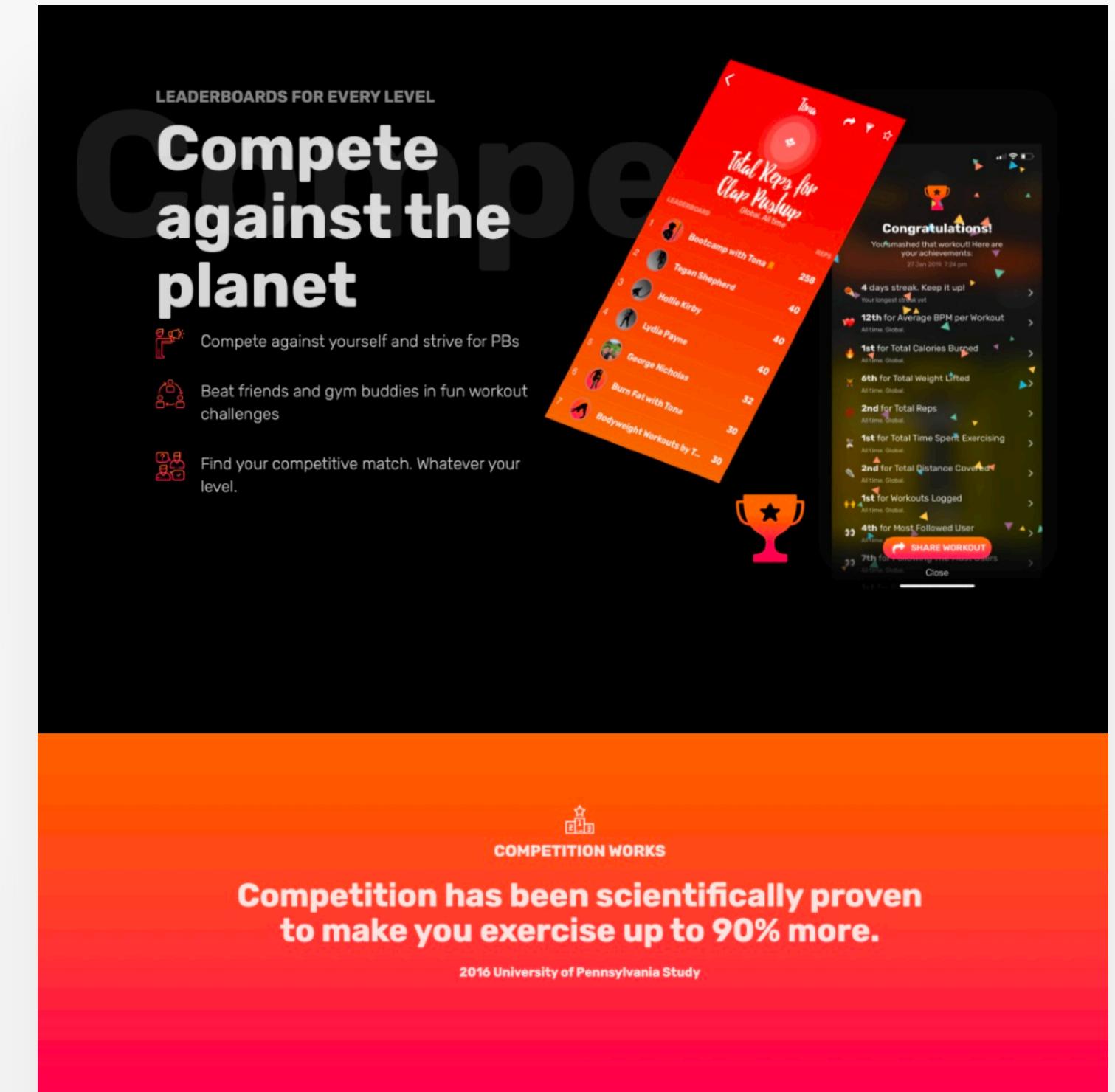
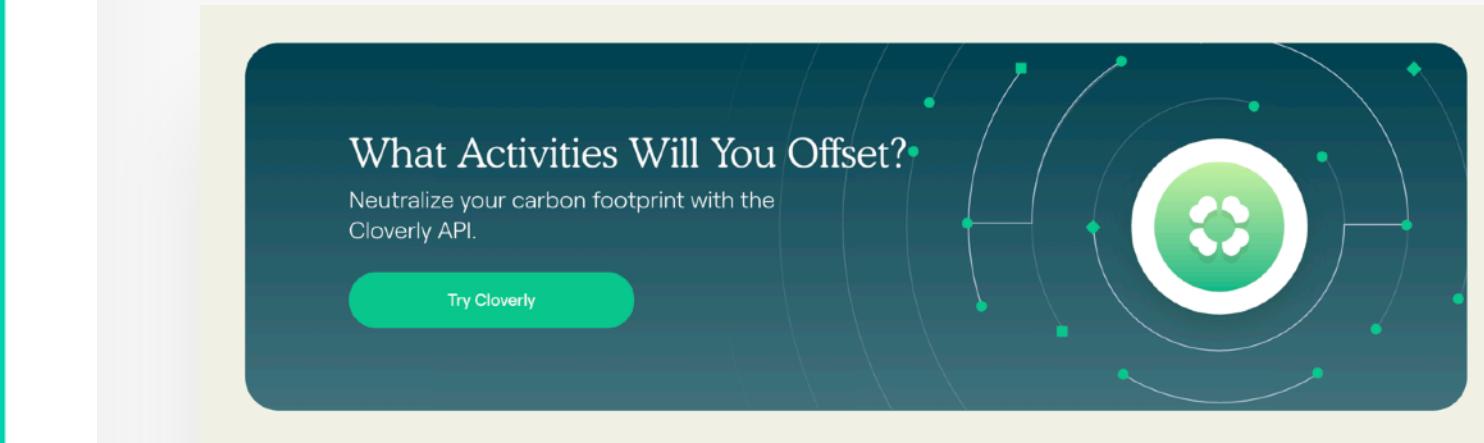


“

As a founder, I'm balancing tens of things at a given time and it was a relief to hand off sourcing candidates to Dover. They ramped up instantly and helped steer us to great candidates for our React Native roles.

Soroush
Head of Growth, Invoice Simple

[Read the case study >](#)



WHEN AND HOW TO USE COLORS

- 6 Use your main color to draw attention to the most important elements on the page
- 7 Use colors to add interesting accents or make entire components or sections stand out
- 8 You can try to use your color strategically in images and illustrations

The screenshot shows a landing page for a multivitamin brand. At the top, there are four small images with corresponding links: "Shop Women", "Shop Men", "Shop Kids", and "Shop Bundles". Below this, a large yellow banner contains the text: "Traditional multivitamins weren't doing us any favors, so we made one that will." Underneath the banner, there are five icons with descriptions: "Traceable Nutrients", "Vegan Friendly", "Gluten and Major Allergen Free", "Non-GMO", and "No Artificial Colorants or Synthetic Fillers". A large image of a multivitamin capsule is displayed in a white frame with a yellow border. To the right of the capsule, the text "We're not about pseudoscience and half-truths" is written in blue. Below this, a paragraph states: "From D3 to Omega-3, our scientists studied diets and genetics to make a multivitamin with key nutrients we need. Meet our best sellers." A list of products follows: "Multivitamin for Women 18+", "The Prenatal Multivitamin", "Multivitamin for Men 18+", and "Multivitamin for Kids 4+". The "Multivitamin for Kids 4+" link is highlighted with a yellow "NEW" badge.

**Audacious
goals,
smashed.^M**

From marketing strategy and leadership
through execution and results;
Matter Made produces reliable growth.



The screenshot shows the homepage of the Carrot website. The top navigation bar includes links for "Why Carrot?", "For employers", "For consultants", "For health plans", "Company", and "Sign in". A large orange circle on the left contains the word "CARROT". The main headline reads: "Global fertility benefits for employers that save money and tame anxiety". Below the headline is a "Request a demo" button. To the right, there is a colorful illustration of a woman running on a beach. A smaller text block at the bottom right says: "For the latest from our Carrot experts on COVID-19 and fertility, please visit our resource center →". In the bottom right corner, there is another illustration of people working together to assemble large puzzle pieces.

COLORS AND TYPOGRAPHY

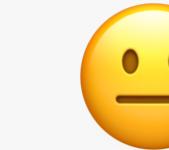
- 9 On dark colored backgrounds, try to use a tint of the background (“lighter version”) for text



Defi, documents & real assets in one place

Map, valuations and community ideas to help you grow your wealth.

[Why Endplan ›](#)



Defi, documents & real assets in one place

Map, valuations and community ideas to help you grow your wealth.

[Why Endplan ›](#)

Marketing virtual card

SETTLE

.....

VISA

Finance your marketing

Pay for your marketing campaigns (i.e Facebook, Google) with a Settle card. For a small fee, you can repay after 60 days or extend payments for another 60 after that.

Marketing virtual card

SETTLE

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VISA

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COLORS AND TYPOGRAPHY

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- 10 Text should usually not be completely black. Lighten it up if it looks heavy and uninviting



Make the right hires, faster with the world's leading talent acquisition software

FIND
Find and attract candidates
Fill your pipeline quickly with one-click job posting to 200+ sites, AI-powered sourcing, employee referrals and more.
[LEARN MORE >](#)

EVALUATE
Move the right applicants forward
Easily collaborate with hiring teams to evaluate applicants, gather feedback and decide who's best, all in one system.
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AUTOMATE
Make the best hire, in half the time
Move faster on a platform that automates process and manual tasks, like scheduling interviews and getting approvals.
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[LEARN MORE >](#)

Own your health.
Advance medicine.

See your entire health history—at a glance. Contribute to medical research—anonimously and securely.

[Get My Records](#)



Own your health.
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See your entire health history—at a glance. Contribute to medical research—anonimously and securely.

[Get My Records](#)



COLORS AND TYPOGRAPHY

- 9 On dark colored backgrounds, try to use a tint of the background ("lighter version") for text
- 10 Text should usually not be completely black. **Lighten it up** it looks heavy and uninviting
- 11  Don't make text too light! Use a tool to check contrast between text and background colors
 - 👉 Contrast ratio needs to be at least **4.5:1 for normal text** and **3:1 for large text** (18px+)

coolors



A better way to grow your creative business

13:1

Zibbet exists to help artists, makers and creative entrepreneurs sell more. Now you can list a product once, sell it everywhere and grow your sales faster.



A better way to grow your creative business

2.9:1

Zibbet exists to help artists, makers and creative entrepreneurs sell more. Now you can list a product once, sell it everywhere and grow your sales faster.

Defi, documents & real assets in one place

5.1:1

Defi, documents & real assets in one place

2.9:1

