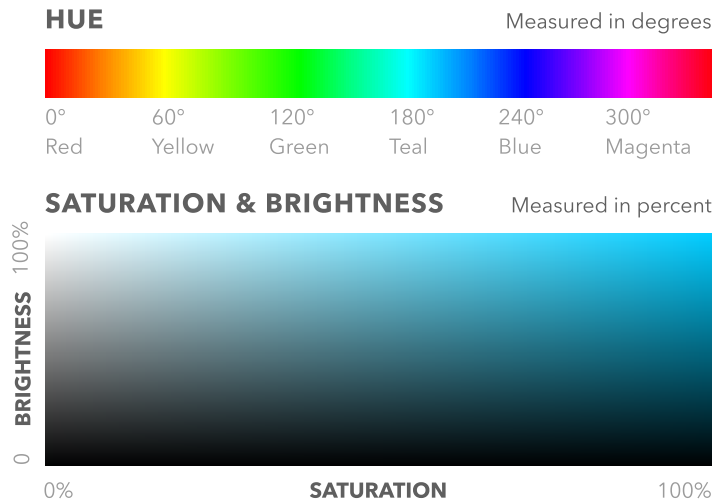# UI COLOR CHEATSHEET

LEARN UI DESIGN · cheatsheet version 1.4

Work in the HSB color system

Hue-Saturation-Brightness is more intuitive than RGB

HUE   Measured in degrees

| 0°
Red | 60°
Yellow | 120°
Green | 180°
Teal | 240°
Blue | 300°
Magenta |

SATURATION & BRIGHTNESS   Measured in percent

BRIGHTNESS 100% / 0

0%   **SATURATION**   100%

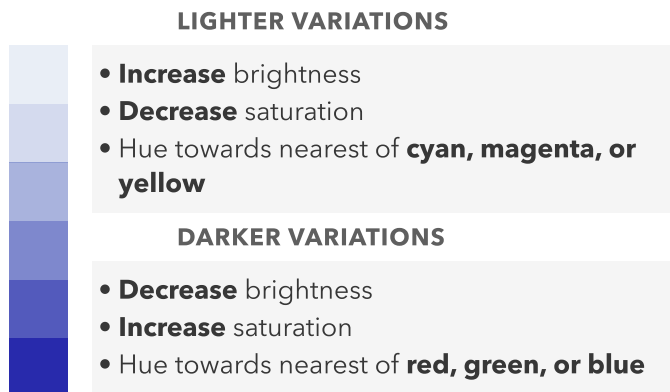Saturation refers to **richness** of the color:

- 0% saturation (left edge) is always a flat gray.
- 100% saturation (right edge) is always a rich color or black, depending on brightness

Brightness is "**how on** the light bulb is":

- 0% brightness (bottom edge) is always black
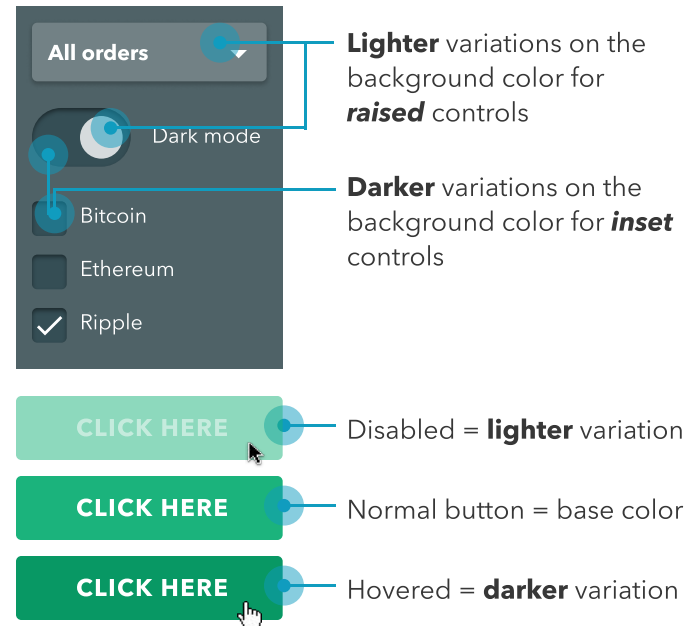- 100% brightness (top edge) is a bright color or white, depending on saturation

Variations are Everything

The core skill of color in UI design is making variations

All orders

Dark mode

Bitcoin

Ethereum

☑ Ripple

Lighter variations on the background color for *raised* controls

Darker variations on the background color for *inset* controls

CLICK HERE — Disabled = **lighter** variation

CLICK HERE — Normal button = base color

CLICK HERE — Hovered = **darker** variation

To Make a Color Variation...

Color adjustments are either lighter or darker

LIGHTER VARIATIONS

- **Increase** brightness
- **Decrease** saturation
- Hue towards nearest of **cyan, magenta, or yellow**

DARKER VARIATIONS

- **Decrease** brightness
- **Increase** saturation
- Hue towards nearest of **red, green, or blue**

How to Shift Hues

Different hues have different luminosities, which complement them being used as darker or lighter variations

LUMINOSITY

0°   60°   120°   180°   240°   300°   360°

HUE

© 2024 Kennedy Design Inc.