

WEEK 6 | DESIGN COLOR AND BRANDING

Shawn Park & Jeff Zhan



Today

- Group Project Review
- Color
 - Color Theories
 - Creating Color Schemes
- Branding



Group Project

- Mission: Redesign Reddit!
- Will create a UI-mockup of your redesign of Craigslist
- Only use HTML5/CSS
- Create 4 “Views”
 - Main Page
 - Search Result
 - Item Page
 - 1 Extra View of your choice
- Will work with a group of 3 ~ 5 people



Kit Kat® 4.4

The future of confectionery has arrived.

Every corner, every edge, every finger, of every bar has been carefully considered and crafted to create this beautifully immersive and multi-sensory experience.

Scroll



Landing Page: Kit Kat

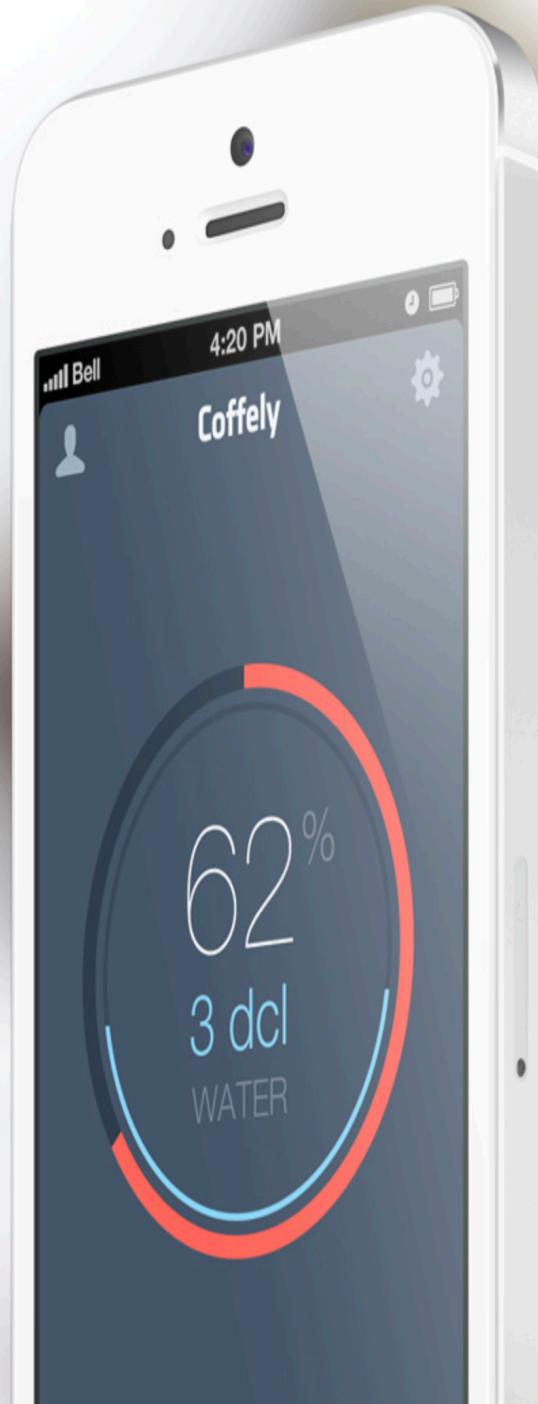
Coffely

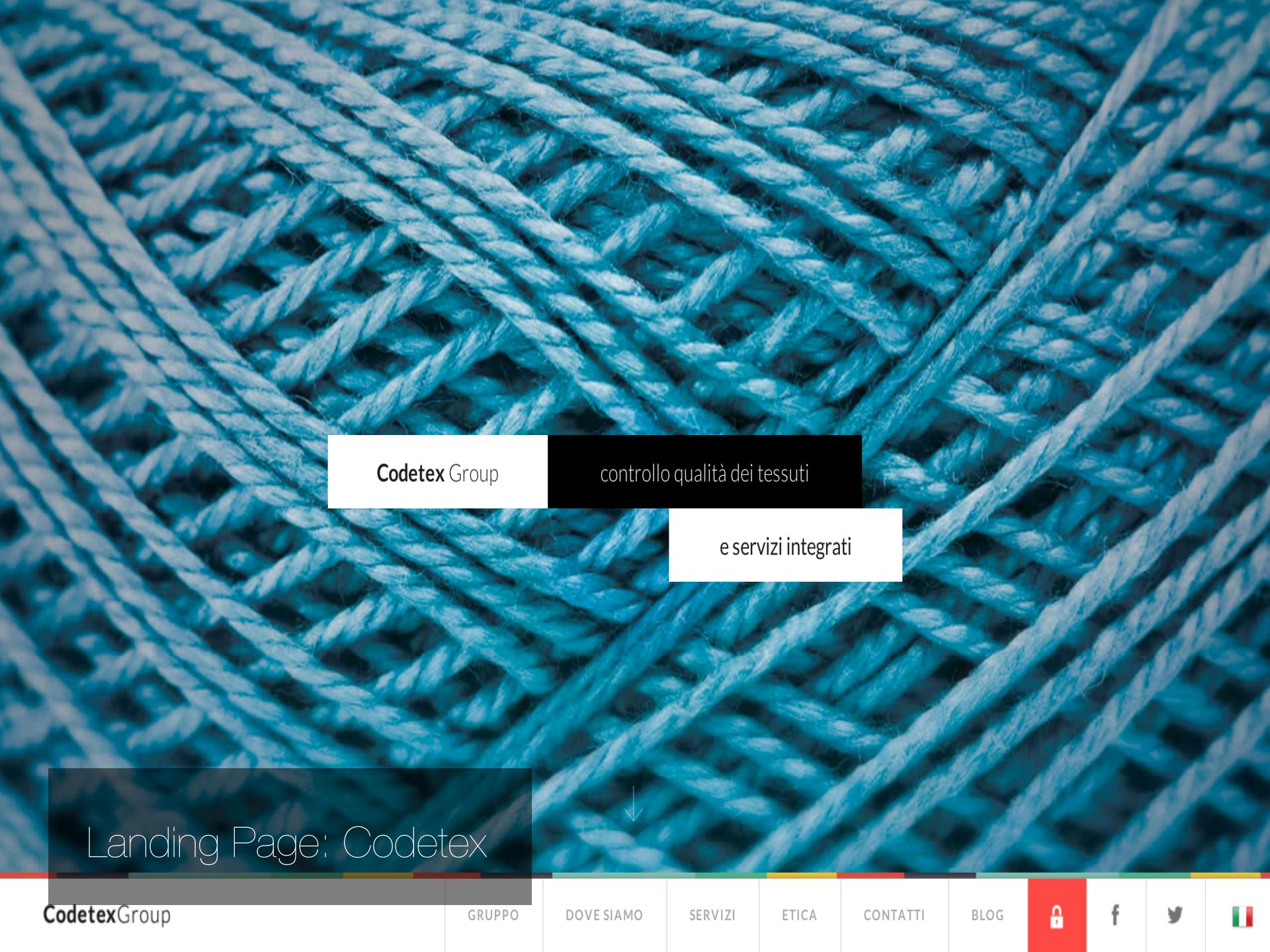
Coffely is the first intelligent and beautiful application for remote control of modern coffee makers.

Sign up for more info

SEND

Landing Page: Coffely





Codetex Group

controllo qualità dei tessuti

e servizi integrati

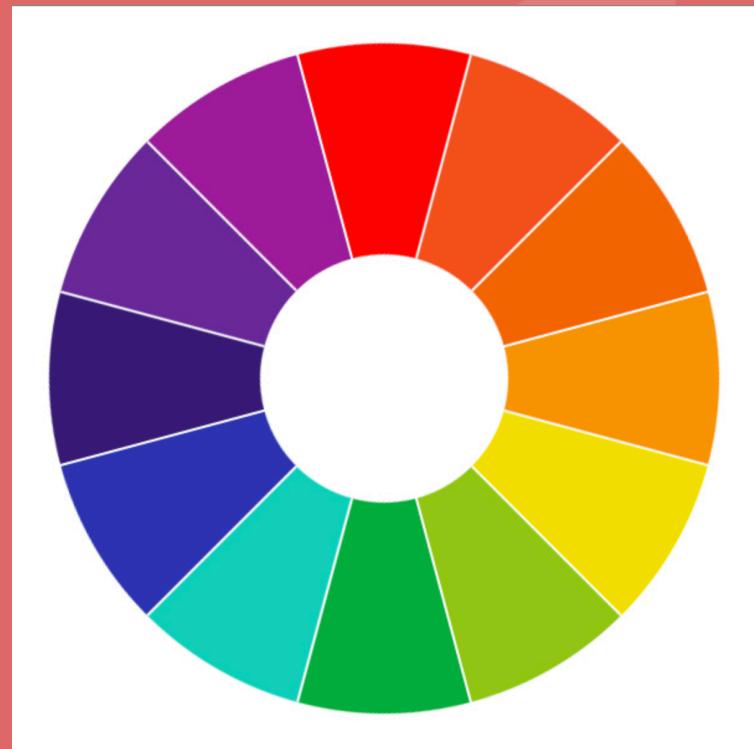
Landing Page: Codetex

Color Theory

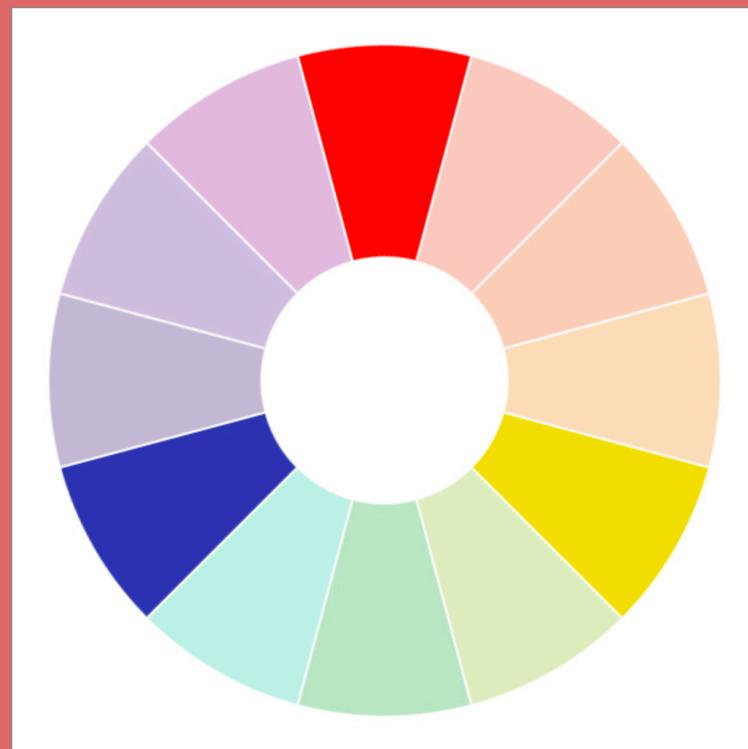
- Color determines a large portion of the visitors' emotion when they visit the website
- Important to know:
 - **What** to use – red, blue, or green ...
 - **Where** to use – to separate a box from container, button ...
 - **How** to use – spam red, blue, and green all over vs. just red

Color Wheel

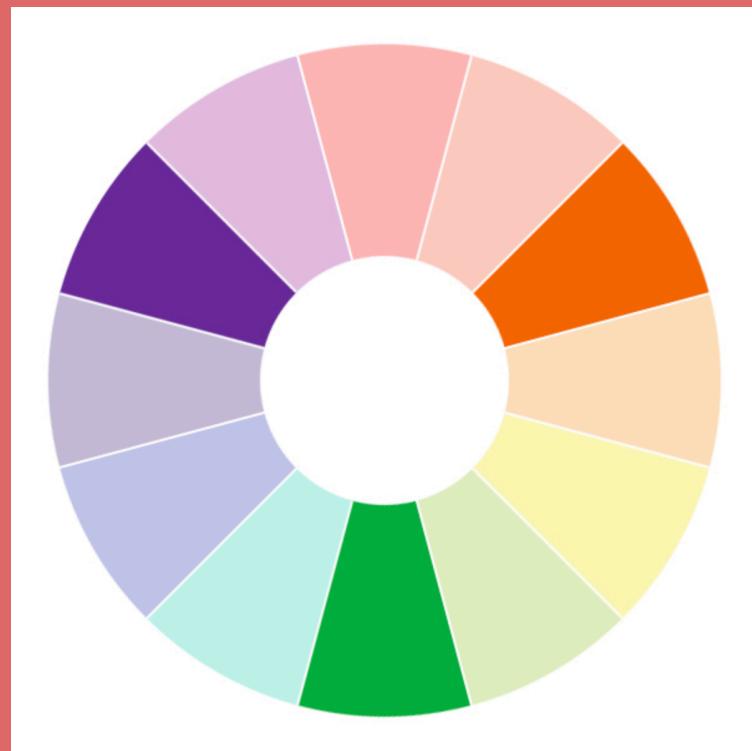
Shows main color hues and how they relate with each other



Color Wheel - Primary



Color Wheel - Secondary



Color Wheel - Tertiary



Red

- Strong & Emotionally-intense color
- Used widely in: Relationship websites & Food websites
- Use it as an “accent” color, rather than as a main focal color
 - Too bright & strong – can get nauseating and irritating
- Very widely used as a cancel button



You can order from 3 restaurants.

WHAT ARE YOU HUNGRY FOR?[Anything](#)[Chinese](#)[Thai](#)[Sushi](#)[Mexican](#)[Indian](#)[Pizza](#)[More](#)**SHOW** [All](#) [The Best](#) [The Cheapest](#) [The Closest](#) ▾[More Filters...](#)

San Francisco Pizza



4.2 miles away



Pizza, Pasta, Dinner

Minimum \$15.00

Delivery \$1.00



23 Yelp Ratings

Delivery and Pickup

American Natural Food & Cafe



2.0 miles away



Sandwiches, American, Healthy, Breakfast, Vegetarian, M...

Minimum \$20.00

Delivery \$5.00



53 Yelp Ratings

Delivery and Pickup

Phone Orders Only

Restaurants below this line can't receive online orders. You'll have to call these orders in. Now's the perfect time to practice those "people skills".

Grubhub: Red as accent color
Pho Me Now



Asian, Sandwiches, Healthy, Vietnamese, Late Night, Dinner

Minimum \$15.00



149 Yelp Ratings

Delivery and Pickup





WORLD CLASS WEB DESIGN

HOME

ABOUT

APPROACH

WORK

BLOG

CONTACT

HIGH VALUES

OUR SUCCESS IS NOT ONLY DUE TO THE QUALITY OF
OUR WORK; IT'S DOWN TO ATTITUDE, OUR
APPROACH AND THE WAY WE TREAT OUR CLIENTS.

Mixd: Red as focal color

Yellow

- Bright & Creative color
- Used widely in: Shopping websites
 - Why? Induces quick-decision making!
- Prone to making text hard to read due to lack of contrast
- Very widely used as a warning sign



Shawn's Amazon.com Today's Deals Gift Cards Sell Help



Shop by Department

Search

All

Go

Hello, Shawn
Your Account

Your Prime

Cart

Wish List

! Important messages about items in your Cart:

1 item in your Cart has changed price.

Items in your Shopping Cart will always reflect the most recent price displayed on their product detail pages.

SanDisk Cruzer Fit CZ33 32GB USB Flash Drive (SDCZ33-032G-B35) has increased from \$22.01 to \$23.34



Get the Amazon.com Rewards Visa Card and **Get \$50 Off Instantly**

Your current subtotal:	\$ 23.34
Gift Card savings:	- \$ 50.00
Your cost after savings:	\$ 0.00
Savings remaining:	\$ 26.66

[Apply now](#)

This order contains a gift

[Proceed to Checkout](#)

[Sign in](#) to turn on 1-Click ordering.

Customers Who Bought SanDisk Cruzer Fit CZ33 32GB USB... Also Bought



Cell Phone Strap Black/
Silver...

★★★★★ (164)

\$0.65

[Add to Cart](#)



Cell Phone Strap Black/
Silver...

★★★★★ (25)

\$0.75

[Add to Cart](#)



COSMOS 5 pcs Black Nylon Hand...

★★★★★ (85)

\$3.97

[Add to Cart](#)

Shopping Cart

Items to buy now



[SanDisk Cruzer Fit CZ33 32GB USB Flash Drive \(SDCZ33-032G-B35\)](#)

Prime

In Stock

This will be a gift ([Learn more](#))

[Delete](#) · [Save for later](#)

Price Quantity

\$23.34

1

You save:
\$21.65 (48%)

Subtotal: \$23.34

The price and availability of items at Amazon.com are subject to change. The Cart is a temporary place to store a list of your items and reflects each item's most recent price. [Learn more](#)

Do you have a gift card or promotional code? We'll ask you to enter your claim code when it's time to pay.

Amazon: Yellow as a decision-inducer & warning sign

Customers Who Bought Items in Your Cart Also Bought

Page 1 of 4

Blue

- Reliable & Calm color
- Used widely for masculine and corporate audiences
- Fun Fact: Appetite “suppressor”
- Suitable for many “general-purpose” websites
 - Ex. Facebook, Tumblr, Twitter, Walmart, Microsoft, ...

**Aa**

Photo



Quote



Link



Chat



Audio



Video



tunameatballa ↗ dubux +

Source: as-valentine



roka.

rokadreamer.tumblr.com ➤

Posts

121

Followers

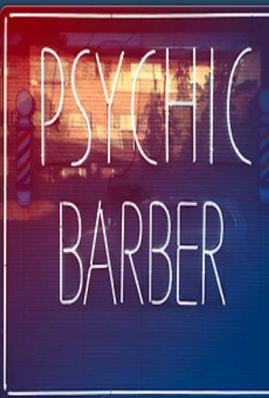
22

Activity

Liked 38 posts

Following 19 blogs ➤

Find blogs ➤



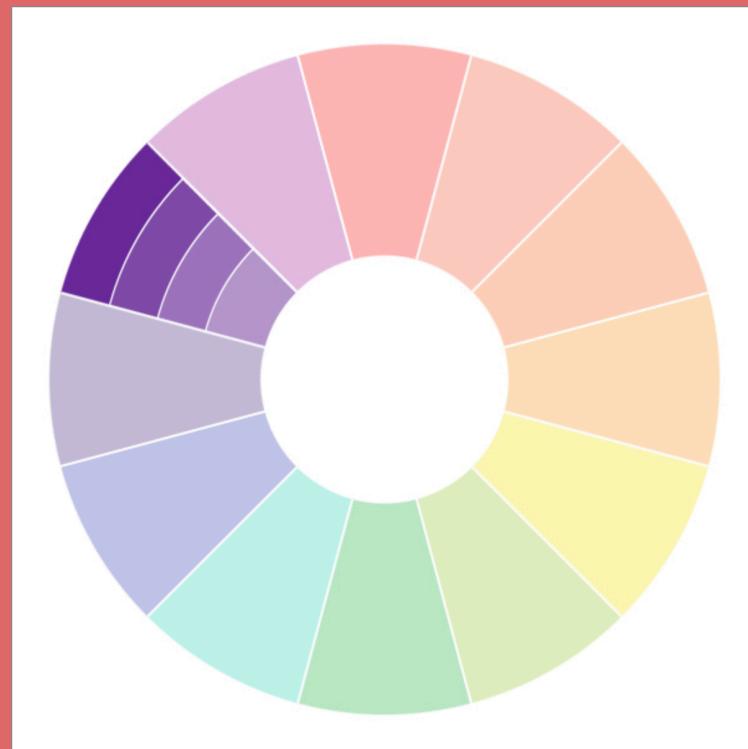
dinosaurparty

Tumblr Radar

Variation of Color

- Hue: Color itself
- Tint: Color itself + White
- Shade: Color itself + Black
- Tone: Color itself + Grey

Variation of Color





Color Scheme

- A set of color that you use in a website
- Creates a theme & direction for your website
- Responsible for emotional appeal
- Usually only 2-3 Main “Theme” Color in your website

Color Scheme: Themes

- Primary Color: Theme for your website
 - Use for Navigation bar, logo icon, etc.
- Secondary Color: Use for alternative accents like submit buttons
- Cancel Color: Use for warning or cancel buttons



Color Scheme: Themes

PRIMARY

SECONDARY

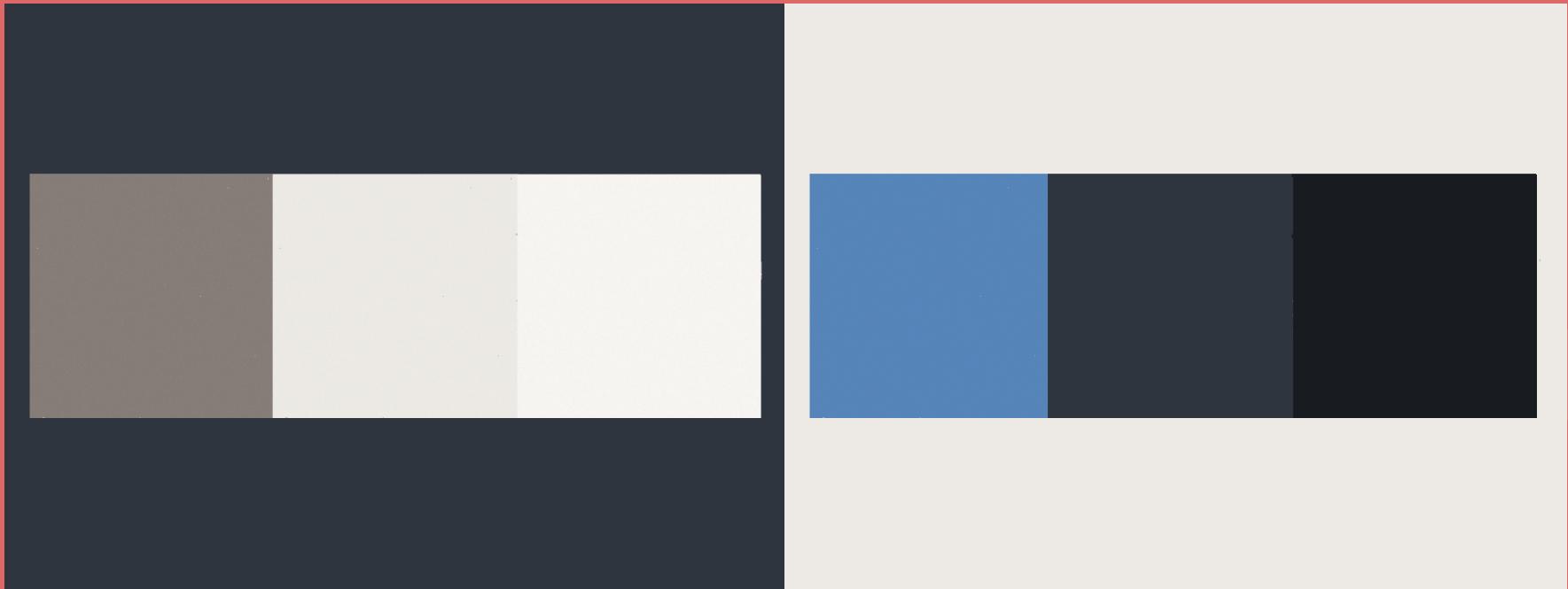
CANCEL

Color Scheme

- Neutral Light Color: Use for background
 - White is a universal neutral light color
 - Alternatives include beige
- Neutral Dark Color: Use for special modules like Popovers and Navigations
 - Black is a universal neutral dark color
 - Alternatives include dark navy



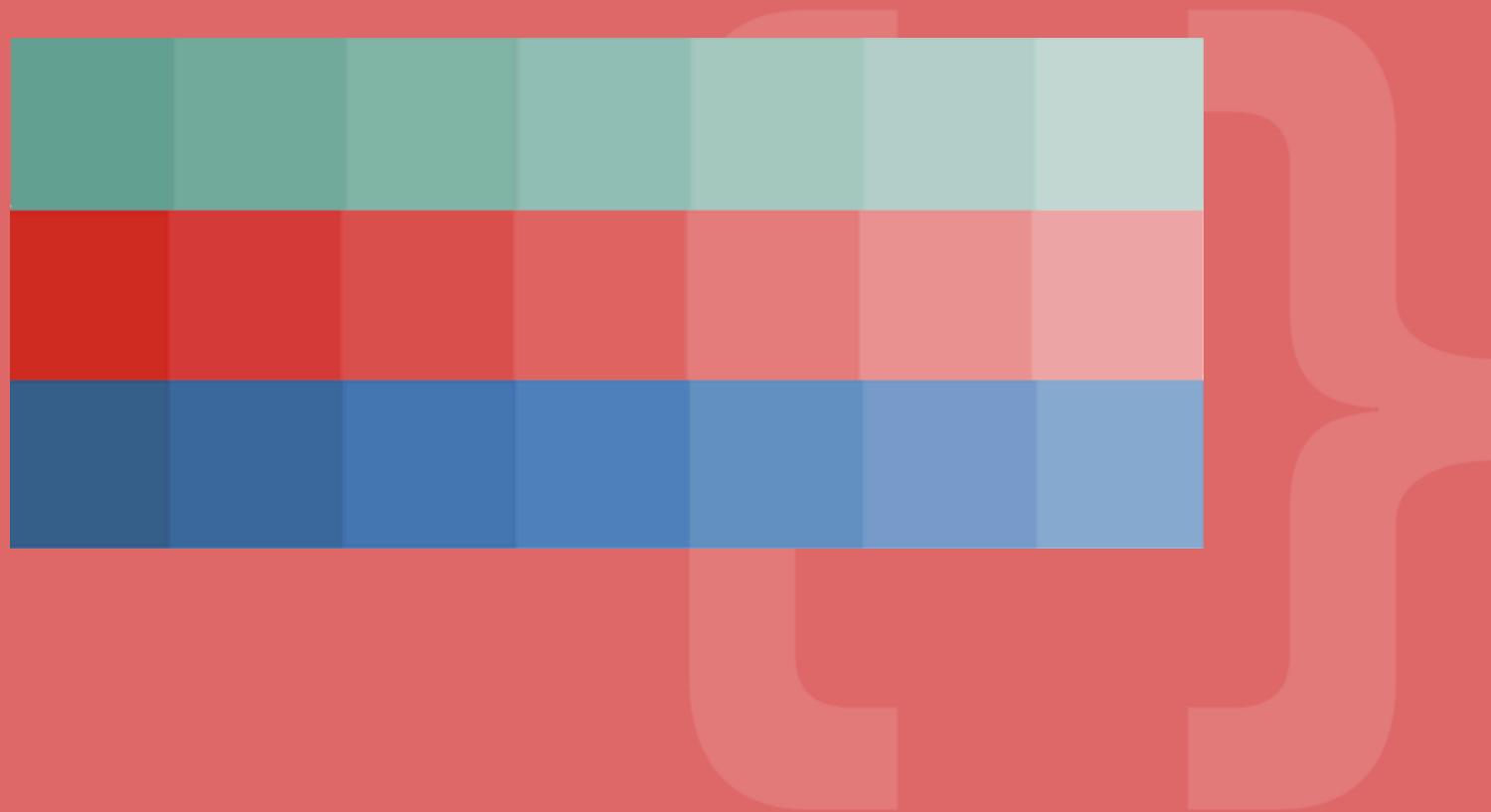
Color Scheme: Neutrals



Color Scheme: Overview

- 5 Main components:
 - Primary Color
 - Secondary Color
 - Anti Color
 - Neutral Light Color
 - Neutral Dark Color
- From this color scheme, adjust the tone of the color (add some dose of white & black to adjust brightness) to create a full color palette

Color Scheme: Pallette



Contrast

- Most of emphasis is established by providing strong contrast
- White ↔ Dark
- Black ↔ Light
- Try not to place white on light background, or black on dark background
- Black on color usually does not go well => Use white on color
- Color on Black is usually quite effective

[Signin](#)[Signup](#)

What's your interest?

[Write](#)

Feed

Subscribed

All Articles

Web Design for Startups

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam...



Shawn Park 3 hours ago

Web Design for Startups

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam...



Shawn Park 3 hours ago

Web Design for Startups

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam...



Shawn Park 3 hours ago

Iris

A place where collective minds come together.

Use of contrast on Iris

FEATURED



Iris

Why Helvetica is now a cliche



Shawn Park



YOUR FEED



PLACES



St. Petersburg

Worldwide



Russia



FAVORITES



Neon colored icon on dark background



MY NAME IS

Shawn
Park

MY NAME IS

Shawn
Park



KPOP CON
Effect of background color on contrast
(Be) CHROMATIC



KPOP CON
(Be) CHROMATIC

Transparency

- Also called “alpha layer”
- Use transparency to deemphasize certain elements
- Use solid color for main content and semi-transparent color for subcontent
- Ex: `rgba(0, 0, 0, 0.5)` => 50% opacity black
- Manipulate the last value from 0 ~ 1
- Can also set transparency via `opacity` CSS attribute

Where do I find good color?

- Other great websites
 - Go to web inspector and check what they use – take a sample and try to find a variation from that color
- Photographs
 - Find a great color from your everyday life, take a photo, and use Photoshop or related software to extract color



You take a photograph...





AZUSAI

GINKAKUJI

KIMONO

KINKAKUJI

KIYOMIZUDERA

KOTOIN

Organize them to create your color scheme!
OSAKA-JO

Branding

- A lot of companies create “Brand Guidelines” for their projects
 - A set of documents that set out how the design elements for a brand should be used.
- Main goal is to provide consistency across their applications.
- Includes:
 - Typeface
 - Color scheme
 - Spacing
 - Style / Tone



Visual Assets guidelines

Google Visual Assets Guidelines
Part 1 - 2

brand.berkeley.edu

Brand Aid

LOGO

Treat the Berkeley logo with respect—don't cram it into your layout—leave space for it to breathe.

Download and use the Berkeley logo as it is—you can scale it but never, ever, distort it!

Always have the Berkeley logo clearly displayed on the piece you are designing—and make sure it isn't smaller than 1" wide on printed pieces and 175 px on the web.

COLOR

Be careful about the colors you combine—e.g. a neutral/dark and bright combination may work better than two bright colors.

Use the updated web sheet to select the right web colors—they have been modified for accessibility.

Use HEX numbers for web colors, CMYK values for externally printed pieces, and RGB values for documents printed in the office.

TYPE

The dark color palette as well as the Berkeley blue work well when used in type.

Typography guidelines are simple—use Freight for printed pieces, Open Sans for the web, and Lucida Grande/Georgia for Powerpoint or Word documents. Please contact us if you have any questions.

Refer to the sample settings in the Brand Guidelines book as a guide for type-size hierarchy when you are designing a piece.

LAYOUT

Download Adobe Creative Suite 6, so you can work with the Adobe InDesign templates that are provided on the Brand site.

Reduce the number of content and design elements in any design piece—less is more.

Don't put too much text on a PowerPoint slide—simply add another page.

PHOTOGRAPHY

For additional information, search

UC Berkeley Branding Guidelines

DIGITAL GALLERY

Brand Overview

- What kind of emotion does your brand want to convey?
- This is the vision for your brand and you should refer back to the brand overview for guidance as you design
- Company cannot exist without vision
- Design cannot exist without a general branding guideline

Tone & Personality

**CURIOUS / INTENSE / OPTIMISTIC /
INFLUENTIAL / SOCIALLY CONSCIOUS /
INDEPENDENT / REAL / OPEN**

While our strengths help guide content choices, *our tone creates consistency in how that content is delivered*. Keep these words in mind when creating communications to maintain a distinct tone of voice and ensure the Berkeley personality shines through.

NEXT: [Content Tips & Examples](#)

Downloads

- [Brand Aid Tips](#) (PDF)
- [Logo](#) (1.74 mb)
- [Seal](#) (1.11 mb)
- [Fonts](#) ([request Freight](#))
- [Colors](#) (4 kb)
- [Color chart with RGB and HEX values](#) (51 kb PDF)
- [Graphic Elements](#) (3.95 mb)
- [Social Media Icons](#) (2.85 mb)

- [Photo Color Correction](#) (2 kb)
- [Light Leaks Library](#) (3.26 mb)

- [Creative Brief](#) (45 kb PDF)
- [PowerPoint Templates](#) (2.38 mb)
- [Word Templates](#) (4.55 mb)
- [More Templates](#)

- [Brand Guidelines Book](#) (7.19 mb PDF)
- [Brand Positioning Guidelines: How to Tell the Berkeley Story](#) (3.66 mb PDF)

- [Model Release Form](#) (30 kb PDF)

UC Berkeley Brand: Tone & Personality

Our Purpose

“

**The sharing of ideas
and experiences is
what moves humanity
forward.**

We now live in a world of infinite information. Most of our systems weren't designed for this world. Even if you had the best recommendation system ever, and everyone stopped publishing interesting stuff tomorrow, you'd never get through all the content you're interested in. You need a place to start. So our goal is to help people pay attention to the most valuable stuff first and to have the best ideas win.

Medium Branding: Brand Overview



Logo

- Think about brand recognition
 - Alphabet logos have very high brand recognition
 - Ex.: Facebook, McDonald's, Tumblr
- Think about brand identity
 - Your logo should relate to the name and vision of your client
 - Ex.: Apple, Microsoft, Dropbox
- Stay away from ambiguous & cliché logos (Svbtle, Coin, Target)
- Provide many different variations of logo

Perfect time for a new logo.

As Microsoft prepares to release an unprecedented wave of new products and connected experiences across PCs, phones, tablets, and TVs, we felt our logo should evolve as well, visually accentuating this new era.

The new Microsoft logo is familiar and welcoming, drawing upon the heritage of our brand values, typeface, and colors. The symbol is built for the digital world, supporting the diversity of our businesses, representing and endorsing our products and services.



Microsoft

Microsoft's New Logo

Acceptable backgrounds for the full-color logo

The full-color logo may be shown on any of the colors shown here or on simple areas of photographs. See page 33 for color values.



White



Cyan 300



Blue 660



Blue 286



Blue 288



Purple 526



Purple 269



Red 1807



Orange 144



Green 348



Teal 3295



Cool Gray 7



Cool Gray 11



Black

Microsoft's New Logo

Iris
BRANDING - LOGO



TYPOGRAPHY

Articles

Adelle

User Interface

Lato

Brand

Museo Sans

Iris

PRIMARY | #5a4fcf

Iris

LIGHT | #9077da

Iris

DARK | #3d3595

Iris Branding – Logo & Typography
Iris

WHITE | #f7f5f2

SECONDARY | #1abc9c

Target Audience

- Select your typography based on your target audience
 - Sans-serif: Young & Modern
 - Serif: Older & Classy & Text-heavy
- Select your color scheme based on your target audience
 - Red: Relationship & Food
 - Yellow: Shopping
 - Blue: Business

Hierarchy of Type

Freight Sans

Section Title BOLD, 60px

Freight Sans

Section/Post Title BOLD, 48px

Freight Sans

Snippet title BOLD, 30px

Tisa Pro

Section Subheading REGULAR, 30px

Freight Sans

Small Snippet title BOLD, 24px

Tisa Pro

Pull quote BOLD, 24px

Freight Sans

Header BOLD, 24px

Tisa Pro

Bold Copy BOLD, 16px

Freight Sans

Attribution BOLD, 16px

Tisa Pro

Body Copy REGULAR, 16px

Freight Sans

Ordered list BOLD, 15px

Tisa Pro

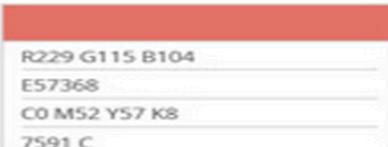
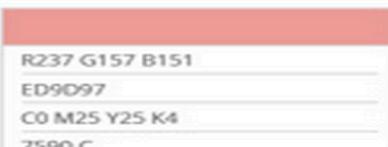
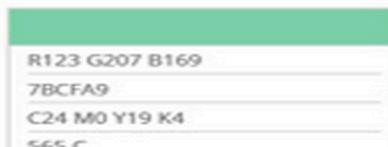
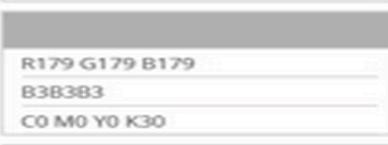
Snippet REGULAR, 15px

Freight Sans

Meta/Caption REGULAR, 10px

Light Sans Detail Regular 10px
Medium Branding - Typography

Colors: Color palette values

			
R66 G133 B244 4285F4 C88 M50 Y0 K0 660 C	R219 G68 B55 DB4437 C0 M78 Y85 K12 7619 C	R244 G180 B0 F4B400 C0 M20 Y90 K0 123 C	R15 G157 B88 0F9D58 C82 M0 Y67 K11 7724 C
			
R118 G167 B250 76A7FA C59 M27 Y0 K0 659 C	R229 G115 B104 E57368 C0 M52 Y57 K8 7591 C	R251 G203 B67 FBCB43 C0 M15 Y66 K0 113 C	R51 G182 B121 33B679 C42 M0 Y34 K6 563 C
			
R160 G195 B255 A0C3FF C37 M11 Y0 K0 658 C	R237 G157 B151 ED9D97 C0 M25 Y25 K4 7590 C	R255 G225 B104 FFE168 C0 M10 Y39 K0 100 C	R123 G207 B169 7BCFA9 C24 M0 Y19 K4 565 C
			
R242 G242 B242 F2F2F2 C0 M0 Y0 K5	R179 G179 B179 B3B3B3 C0 M0 Y0 K30	R102 G102 B102 666666 C0 M0 Y0 K60	R26 G26 B26 1A1A1A C0 M0 Y0 K90
			
R230 G230 B230 E6E6E6 C0 M0 Y0 K10	R153 G153 B153 999999 C0 M0 Y0 K40	R77 G77 B77 4D4D4D C0 M0 Y0 K70	R231 G230 B221 E7E6DD C3 M3 Y6 K7
			

Google Branding – Color Palette

Other Elements

- Copy-writing
 - Tone of your writing style matters
 - Ex.: Apple
- User Interface Elements
 - Provide different states of buttons used throughout the site
 - Provide a clear theme for your site



Consistency!



In-class Assignment: Branding

Today

- Color Wheel
 - Primary Color – Red, Blue, Yellow
 - Secondary Color – Combination of Primary Colors
 - Tertiary Color – Combination of Primary Colors and Secondary Colors
- Colors convey emotions – use them when building your color scheme
- Limit your color scheme to 2-3 main theme colors and 1 light & 1 dark neutral color
- **Contrast & Consistency**