IMPLEMENTING COLOR SCHEMES EFFECTIVELY

ALEXIS MAE BACANI

60-30-10 Ui Colour Rule ✨

60	30	10
Dominant	Complement	Accent

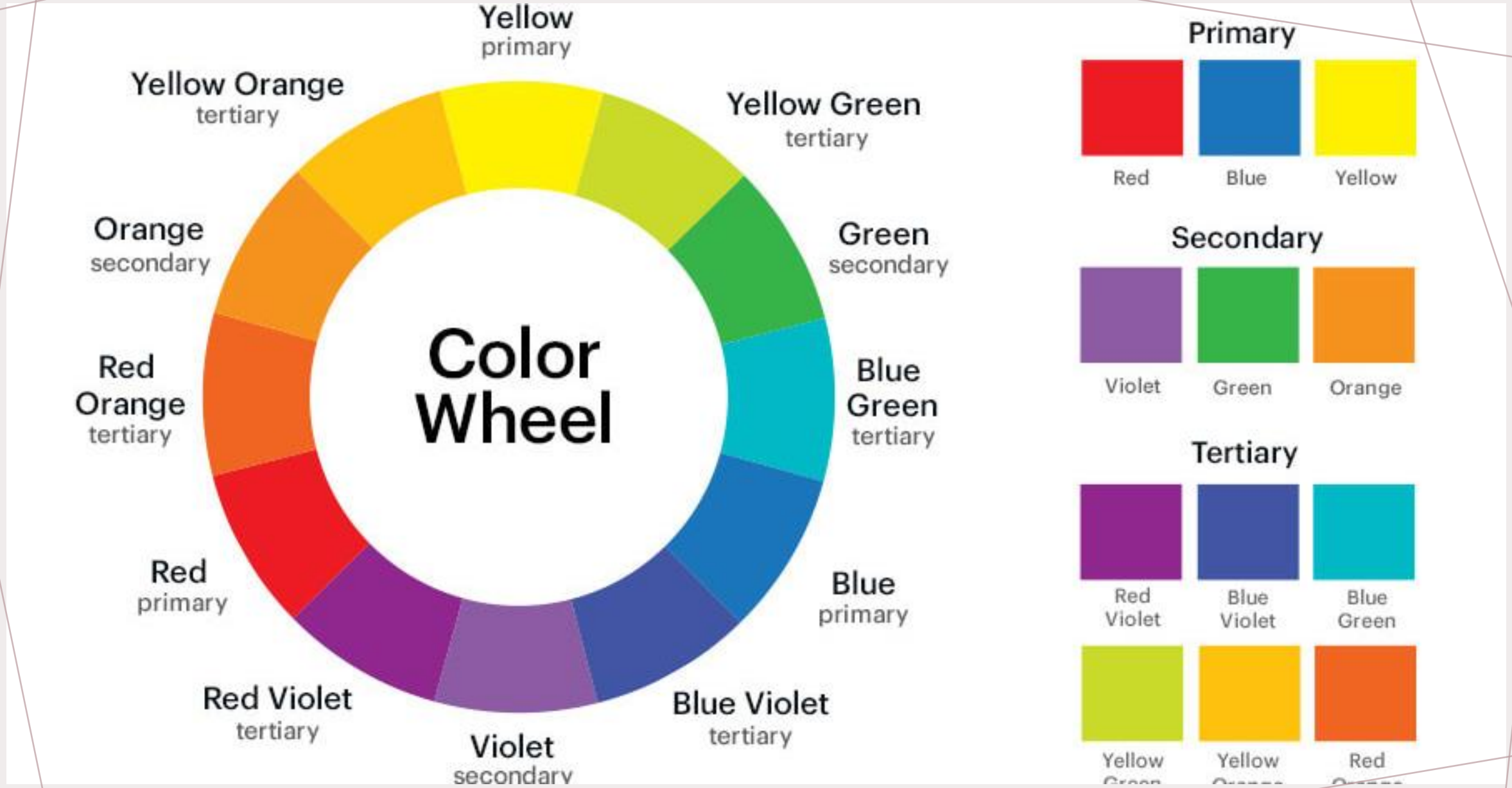
BUT…

COLOR THEORY

- What colors look good together?
- Why are some colors used and some not?
- Categorizing colors

THE COLOR WHEEL

- Your best friend today :)
- *I hope you like rainbows ~*


Yellow
primary
Yellow Green
tertiary
Green
secondary
Blue
Green
tertiary
Blue
primary
Blue Violet
tertiary
Violet
secondary
Red Violet
tertiary
Red
primary
Red
Orange
tertiary
Orange
secondary
Yellow Orange
tertiary
Color
Wheel
Primary
Red
Blue
Yellow
Secondary
Violet
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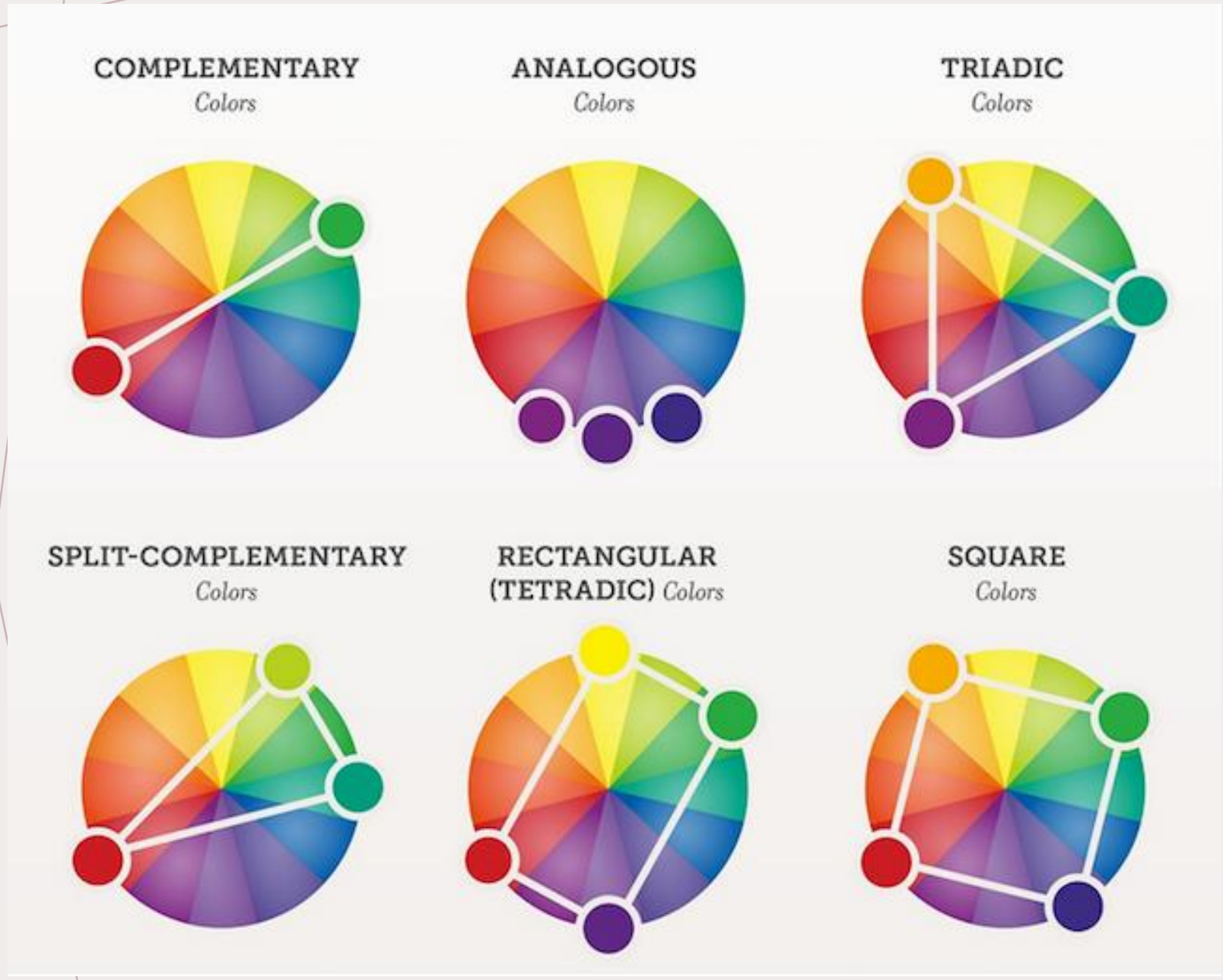
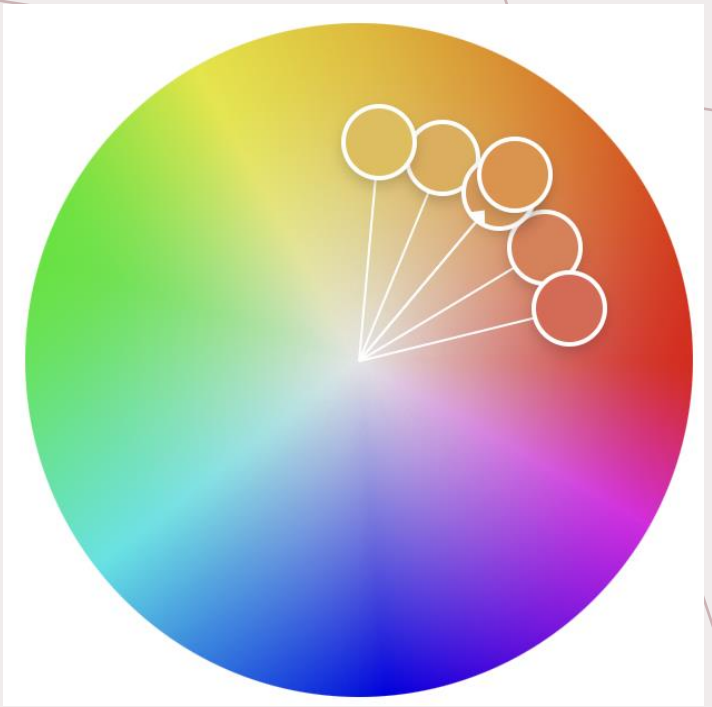
Violet
Blue
Green
Yellow
Green
Yellow
Orange
Red





[Adobe Color](#) Demo

HUES – Pure colors

TINTS – Addition of *white*

TONES – Addition of *grey*

SHADES – Addition of *black*

THE PSYCHOLOGY OF COLOR

WHY?

FIREHOUSE SUBS
GOURMET CHINESE FOOD
White Castle
Roy Rogers
Panera BREAD
DUNKIN' DONUTS
red rooster
SONIC
America's Drive-In
Dairy Queen
Hardee's
TACO CABANA
Qdoba
MEXICAN GRILL
KFC
BURGER KING
sbarro
Arby's
IN-N-OUT BURGER
Carl's Jr.
jamba juice
Big Boy
Captain D's
SEAFOOD
Nathan's
WHATABURGER
McDonald's
TACO TICO
SUBWAY

Comfort INN & SUITES
BY CHOICE HOTELS
Comfort INN
BY CHOICE HOTELS
COMFORT SUITES
BY CHOICE HOTELS
COUNTRY
INNS & SUITES
BY CARLSON
COURTYARD
Marriott
CROWNE PLAZA
THE PLACE TO MEET.
Days Inn & Suites.
DOUBLETREE
BY HILTON
EconoLodge
BY CHOICE HOTELS
EconoLodge
Inn & Suites
BY CHOICE HOTELS
EMBASSY SUITES
FAIRFIELD INN
Marriott
fantaSea RESORTS
Dream Smart
FESTIVA
FOUR POINTS
BY SHERATON
Hampton Inn
HAWTHORN
SUITES BY WYNDHAM
Hilton
Holiday Inn Express
Holiday Inn
Knights Inn
LA QUINTA
INNS & SUITES
MAGNUSON HOTEL
MainStay Suites
BY CHOICE HOTELS
MICROTEL
INN & SUITES
BY WYNDHAM

CCAEJ
CALIFORNIA COASTAL PROTECTION NETWORK
AIR
DEFENDERS OF WILDLIFE
Hills For Everyone
EHL
SONOMA COUNTY
EBBETTS PASS FOREST WATCH
CEH
CENTER for ENVIRONMENTAL HEALTH
environmental DEFENSE CENTER
Winewaterwatch.org
MARIN CONSERVATION LEAGUE
River Watch
CLIMATE FIRST: REPLACING OIL & GAS
CFROG
Center for Climate Change & Health
SCTLC
SONOMA COUNTY TRANSPORTATION & LAND-USE COALITION
west marin environmental action committee
CITIZENS FOR LOS ANGELES WILDLIFE
CLAW
COAST ACTION GROUP
SIERRA WATCH
North County Watch
CITIZENS FOR THE PRESERVATION OF PARKS AND BEACHES
Friends of Harbors, Beaches and Parks
Advocates for the Environment
A non-profit law firm and advocacy organization
Resource Renewal Institute
40 Years. Innovation for a Sustainable Future.
GREENSPACE
THE CAMBRIA LAND TRUST
W.A.T.E.R.
LOS CERRITOS WETLANDS LAND TRUST
The RIVER PROJECT
WESTERN SONOMA COUNTY RURAL ALLIANCE
Preserve Wild Santee
Friends of Rose Canyon
SURFRIDER FOUNDATION
Friends of Rose Creek
SAVE THE PARK
Wildlands NETWORK
Forest Unlimited
SOLANO COUNTY ORDERLY GROWTH COMMITTEE
SARA
SAVE THE AMERICAN
Pacific Energy Policy Center
West Berkeley Alliance
ORANGE COUNTY

RED - FAST FOOD

BLUE - HOTELS

GREEN – ANIMAL/ENVIRONMENT CONSERVATION

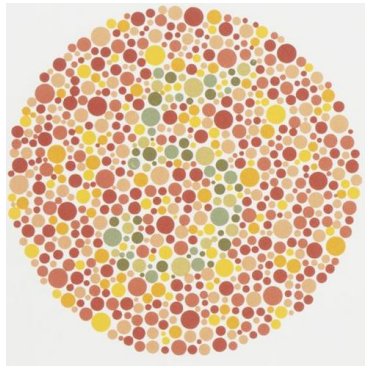
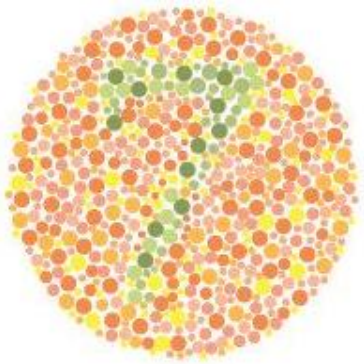
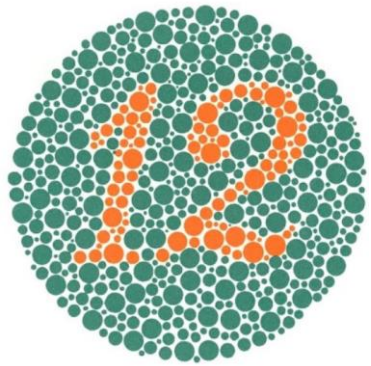
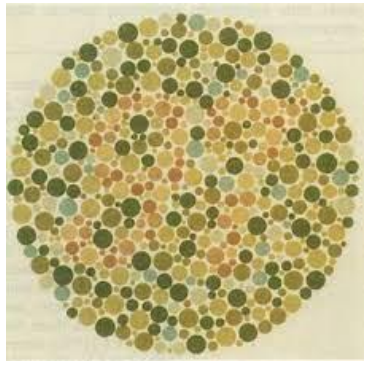
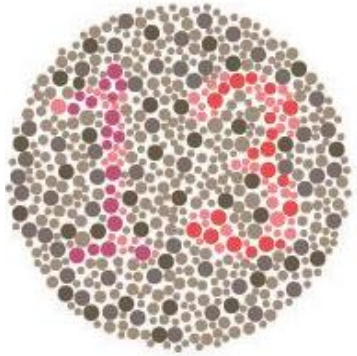
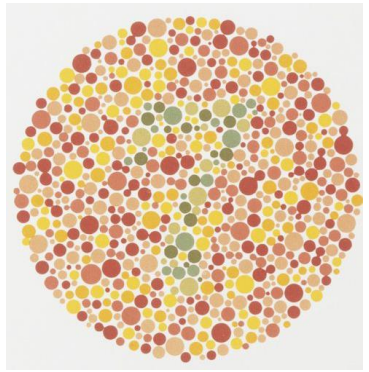
SENDING A MESSAGE

COLORS CAN HAVE A VARIETY OF MEANINGS/ASSOCIATIONS

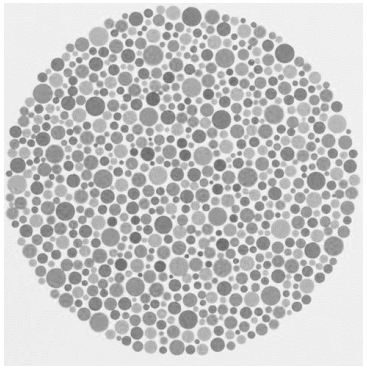
WHAT DO THESE LOGOS HAVE IN COMMON?

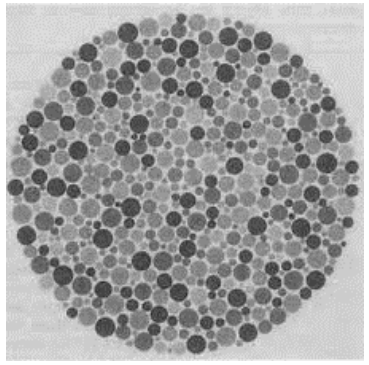
CONTRAST

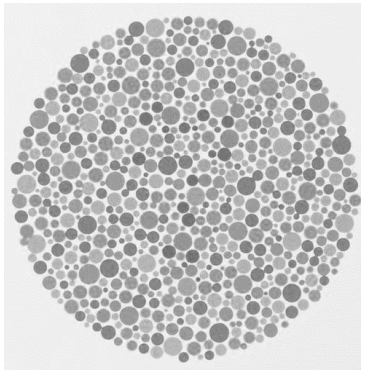
- Making colors look *distinct*
- Provides readability

LOW CONTRAST	MEDIUM CONTRAST	HIGH CONTRAST
		
		
		

LOW CONTRAST







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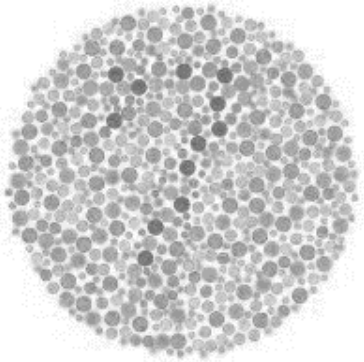
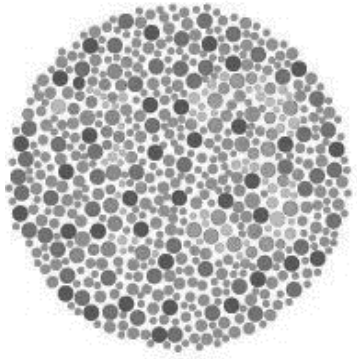
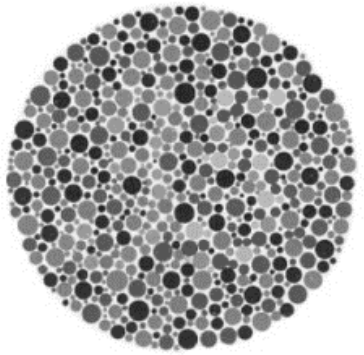
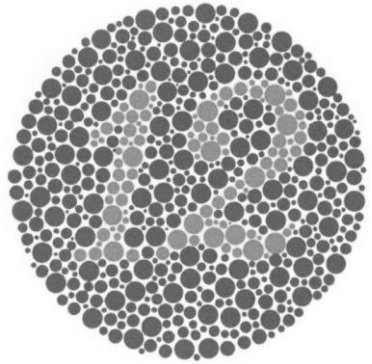
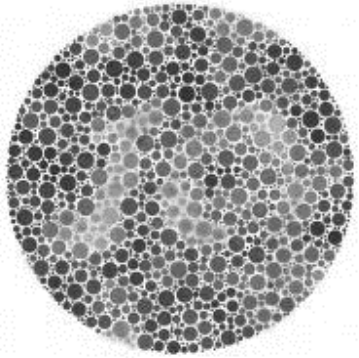


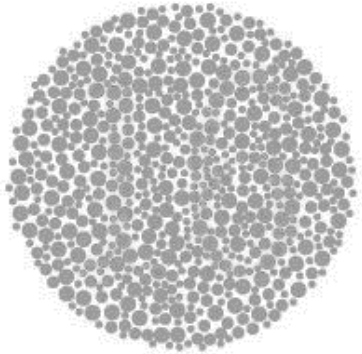


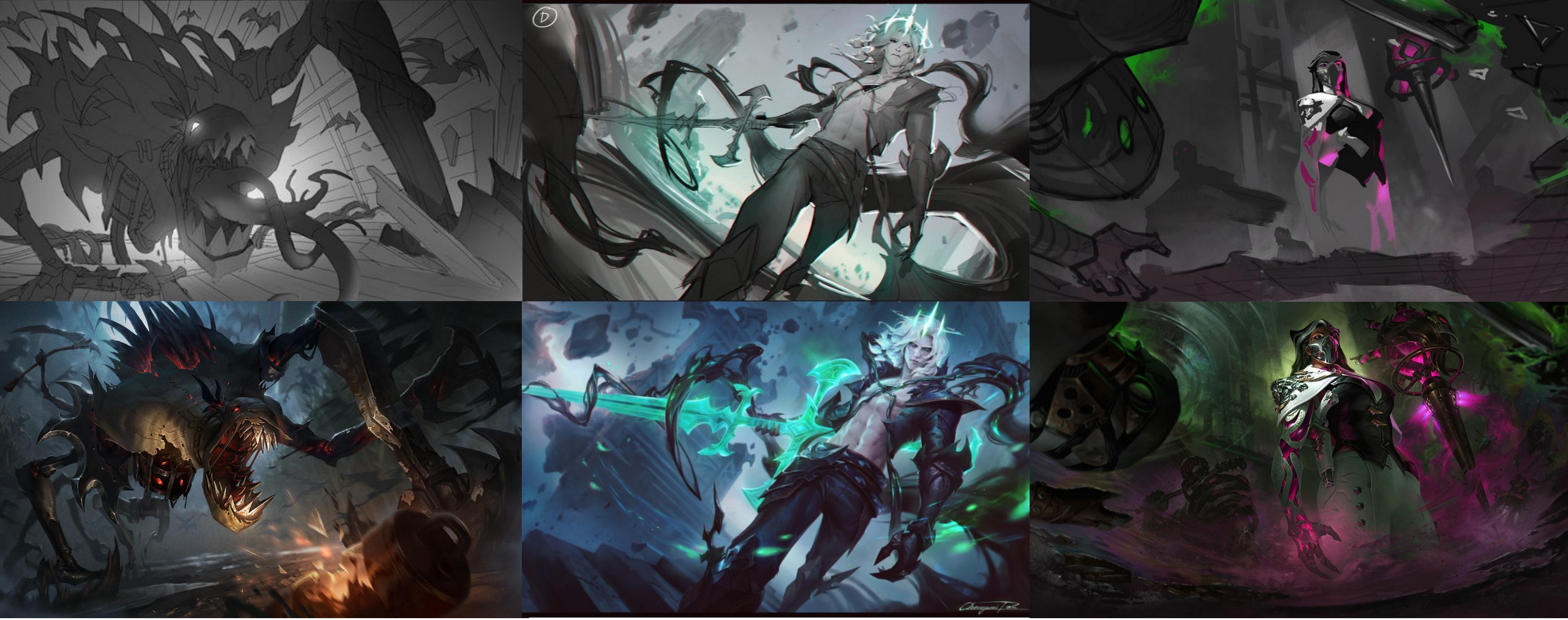


HIGH CONTRAST

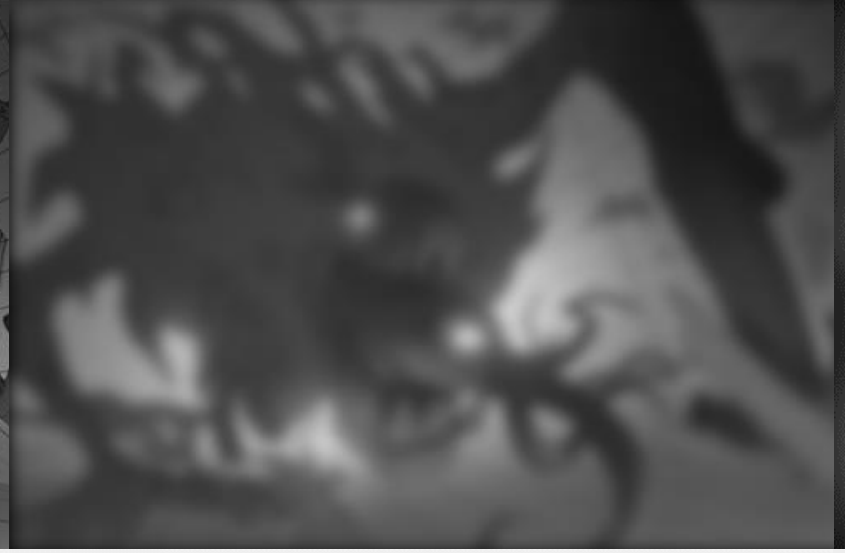
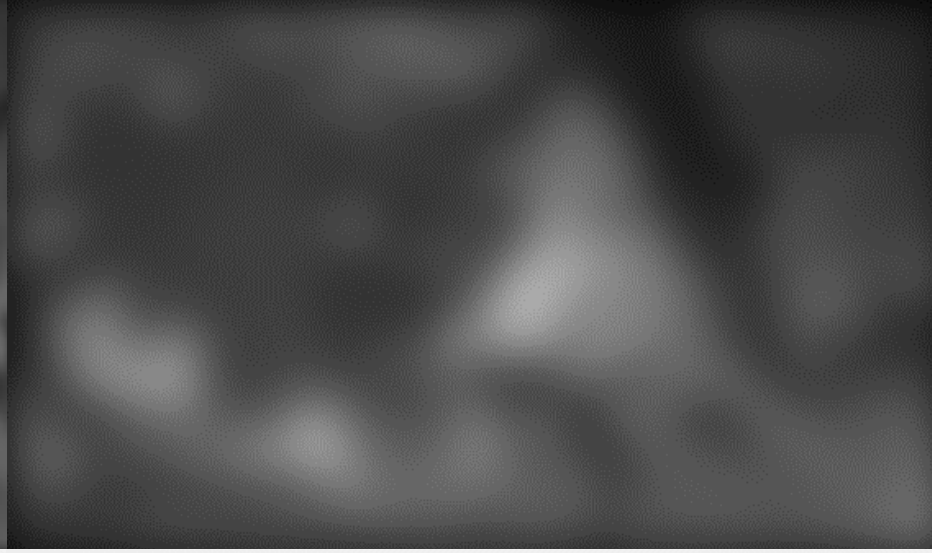


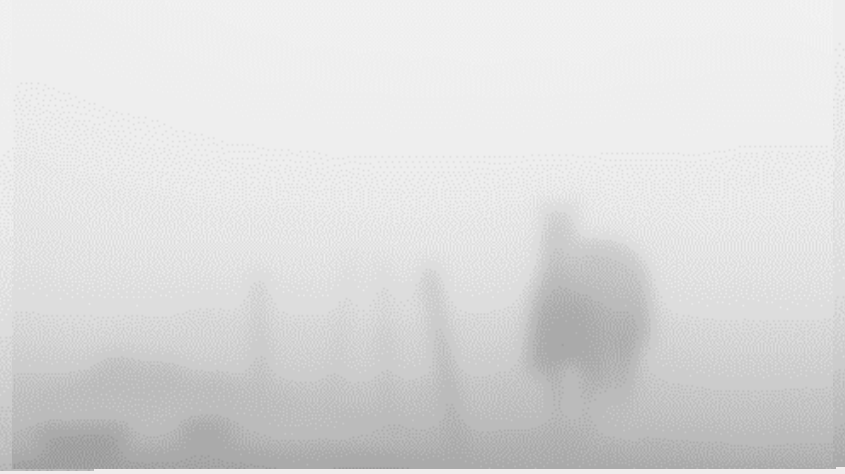
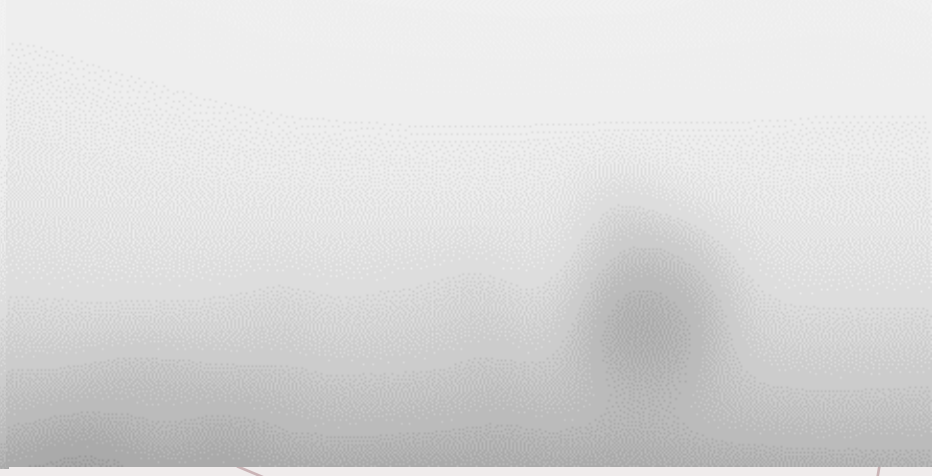






*CONTRAST DIRECTS **FOCUS***

*CONTRAST REINFORCES **CLARITY***

WEB DESIGN

- FINALLY!
- Applying color theory in web design

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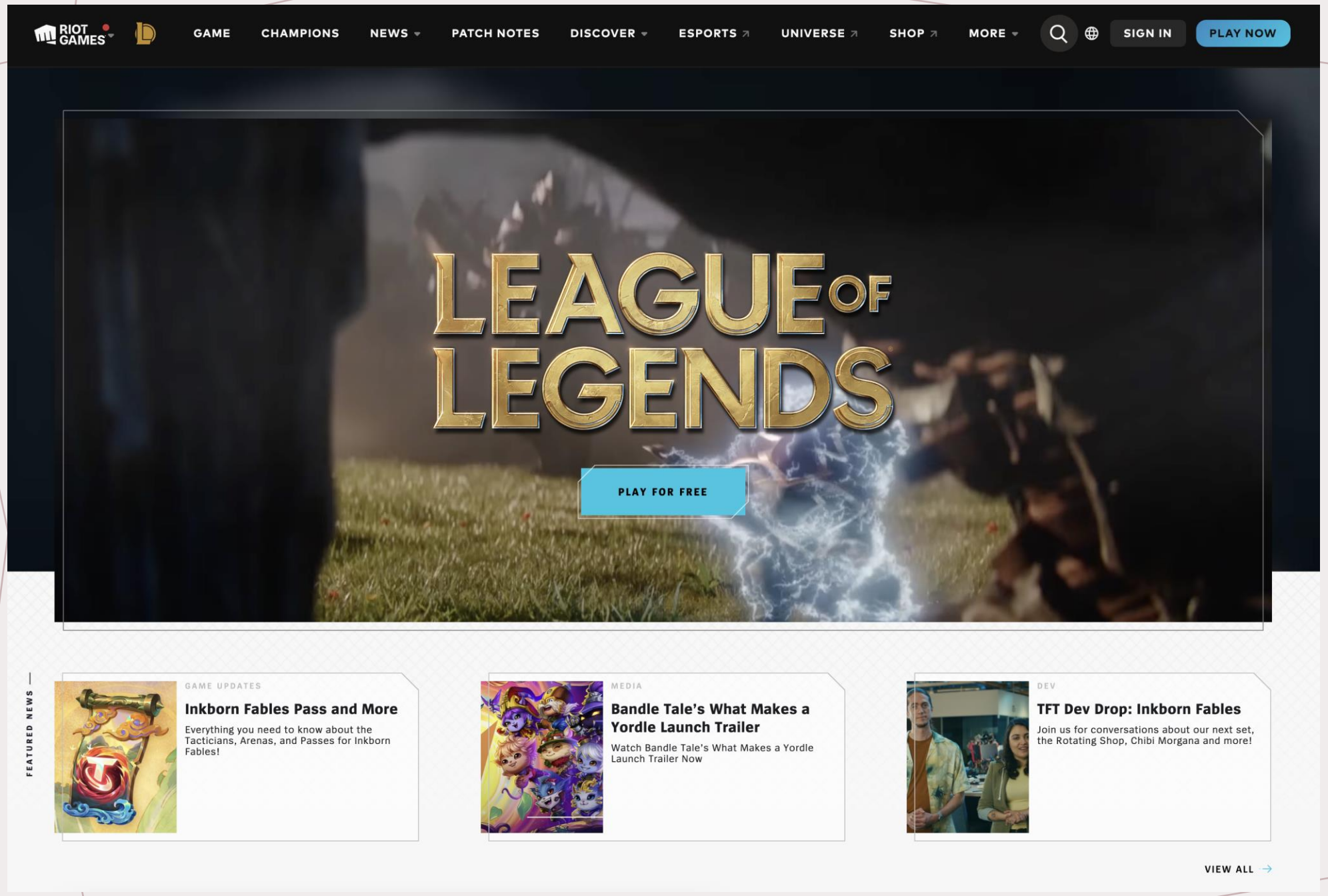
Dominant	Complement	Accent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60%	30%	10%
• Dominant color • Dark/light colors • Used in areas where there is information • Body	• Complementary color • Has information • Header • Navigation • Throughout body • Footer	• Accent color • Highlights important features • High contrast • More saturation • Buttons • Decoration

IN GENERAL...

THANK YOU!