5 designing with color

Moving Beyond Monochrome

Now that my site has color, the checks keep rolling in. Who knew a tetradic scheme could be so profitable.
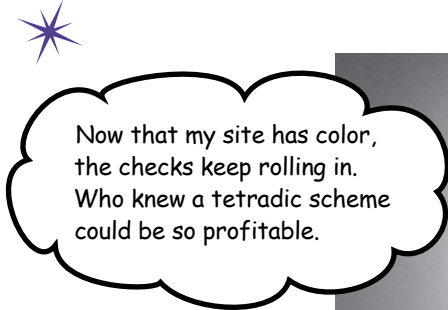
Color is the unsung hero of web design. A good color palette can draw your audience into your site, give them a powerful feeling of immersion, and keep them coming back for more. And when it comes to color and web design, it's not just about picking a **good color palette**, it's also about how you *apply* those colors. You can have a great color palette, but if you don't use those colors **thoughtfully**, people might avoid your site like the plague. By the end of this chapter, you'll not only be intimately familiar with the **impact** that color has on the web user, but you'll also be able to choose a great looking color palette that fits in—and even complements—your user-centered websites.

Help support your local music scene

The site you designed for RPM Music was a big hit. Sam, the store owner, has received such good feedback that he wants to extend his reach and create a new site called SampleRate that offers coverage of the local music scene—and he wants you to design his new website. The thing is, Sam has got it in his head that he wants the new site to be part of the 9Rules Music network (**http://9rules.com/music**). If this new site is chosen to be part of the network, it would mean a lot of exposure for the store and the site (and you as a designer).

Here's the storyboard we already worked up and got Sam to sign off on.

Sam, RPM owner and music afficionado

> SampleRate is the perfect complement to RPM's online store. But the SampleRate site has to be top notch... I'm counting on you!

Sam loves the idea of some kind of guitar visual in the header.

The SampleRate design is fairly straightforward: one main column for content with a left-aligned sidebar for additional details.

9Rules: The blog network gold standard

In today's web, blogs are everywhere. The problem is that there are so many that it's hard to know where to find the good ones. That's where 9Rules comes into the picture. 9Rules (**http://9rules.com**) is a cross between a blog aggregator and a blog network. It syndicates the posts of its members (which are conveniently organized by topic categories, such as music, photography, science, design, and games) and provides a one stop shopping spot for those wanting to find top quality blogs.
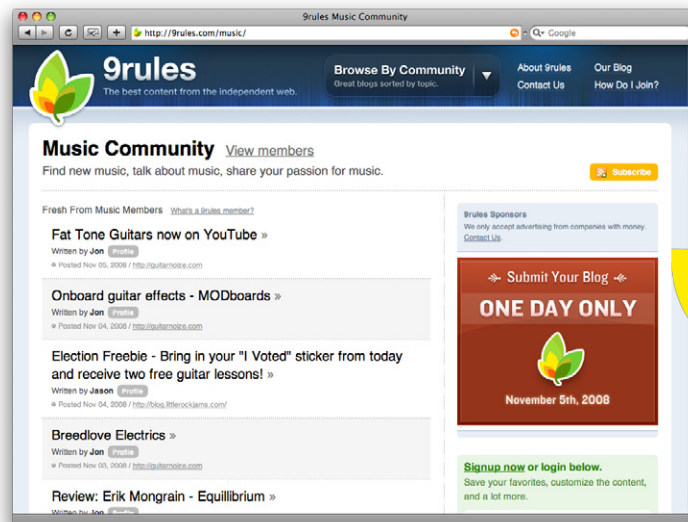
Getting SampleRate on the 9Rules Music site will mean lots of traffic and potential business for the RPM Music store.

So how do we get SampleRate onto the site? Periodically through the year, 9Rules has a 24 hour submission process. During this time, site owners can submit their blogs to be reviewed for membership. On average, 9Rules only accepts about 30 or 40 sites per submission round (out of thousands). The bottom line is that getting accepted into 9Rules is a huge deal and the goal of many designers, content producers, and bloggers.

⚛ BRAIN POWER

It takes more than just a great design to get on 9Rules. What are three really effective way to get a site noticed online?

Sometimes your choices are a bit... limited

Sam loves your storyboards, but there's a catch: he's already got a logo for SampleRate that he loves. No matter what else you come up with, you've got to make the new SampleRate site mesh with the existing logo Sam's picked out.

That means we've got some choices taken care of for us, like colors. Take a look at the SampleRate logo... what will this dictate about our design?

This is the logo that Sam's set on using for the SampleRate site.

SampleRate

This is a take on a graphical EQ. For us, though, it sets the colors we've got to work with on the rest of the site.

Sam personally chose this typeface, so we may want to use that font within the site, too.

> Uh, I hate to bring up the obvious, but how can we learn anything about color when this is all in black and white?

You've got a good point.

We didn't need to do this whole book in color (that just means we'd have to charge you more, and who wants that?), but obviously this becomes a problem when we do have to talk about color. And now's the time to talk about color. So we're providing this chapter in color for free online. Head on over to www.headfirstlabs.com/books/hfwd, where you'll be able to download the color version of this chapter.

Color has an emotional impact

Now that you've got this chapter in color, how did you ***feel*** when you first looked at the SampleRate logo? No matter whether you liked it or hated it, you probably felt something. That's because **color creates emotion**. For example, red is associated with excitement, purple is dignified and stately, yellow is cheerful, and blue is associated with comfort and security.

When we're designing a site that involves strong colors, we've got to think about the emotions those colors generate. Pages that use color well have a feeling that you don't get from sites that don't consciously use color as a design element or that use color poorly. You should treat color as an element, one that's just as important as navigation, images, or content.

Take a look at these bold colors and the sites that use them. You can't help but have a reaction... and that's what we want with SampleRate: a strong, ***positive*** reaction!
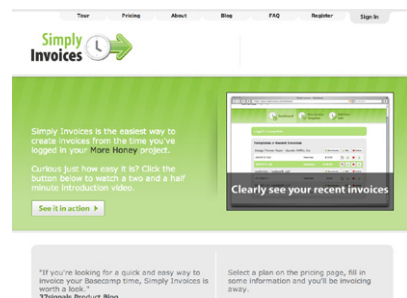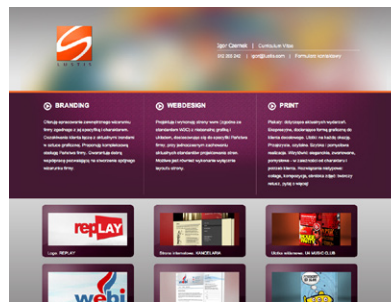
Exercise

Take a look at these four screenshots and write down what you feel when you look at them. Use any kind of descriptive words you want. Excited, playful, happy, sad, curious—whatever you *feel*.

❶ freshairapps.com

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❷ bigbluedev.com

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❸ caxtonstreetfestival.com.au

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❹ le-moulin-desauvage.com

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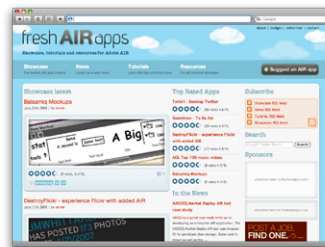
....

"This site does a really good job of reinforcing its visual metaphor with color. The light blue color and clouds play off the fact that the site's called Fresh Air Apps, and the whole page has a very light and airy feel."

Color is probably the single most important design element on this page. Without the light blue (representing the sky), the page loses its "airy" feel and the entire visual metaphor breaks down.

"The whole color scheme is based off the lobster. The deep red really grabs my attention. I also like the wood grain as the background for the content—kind of like a cutting board. This site makes me hungry!"

The red in this site takes the color of the lobster and uses it as the foundation color for the whole page. The page is bright, fun, and represents the content perfectly.

The color wheel (where it all begins)

Before we can even think about what colors we're going to use for SampleRate, let's get acquainted with the mother of all color tools in the design world: **the color wheel**. The color wheel (or *color circle* as it's sometimes called) is a circular diagram that displays different colors and shows the relationship between those colors.

Those relationships are key... and the color wheel lets us choose colors that go well together. Let's start by finding some of the colors in the SampleRate logo on the color wheel:

The red and green in the SampleRate logo are located across from each other on the wheel and are referred to as <u>compli</u>mentary <u>co</u>lors.

The wheel is based on three primary colors (red, green, blue), three secondary colors (yellow, cyan, magenta), and six colors formed by mixing the two.
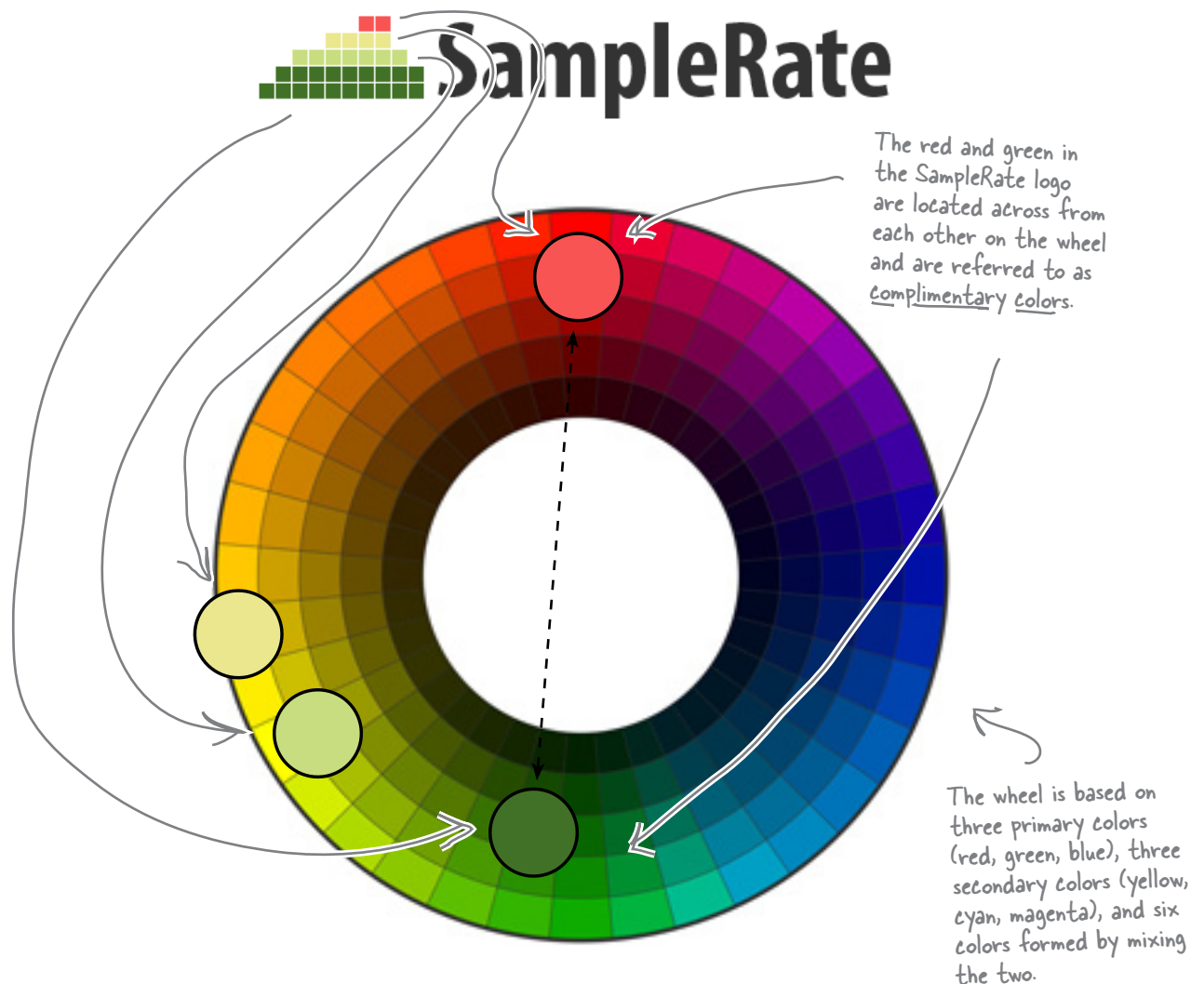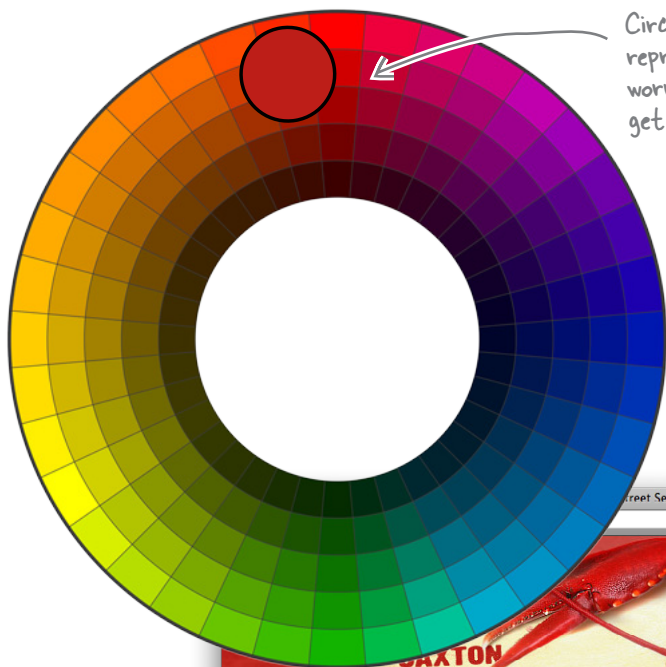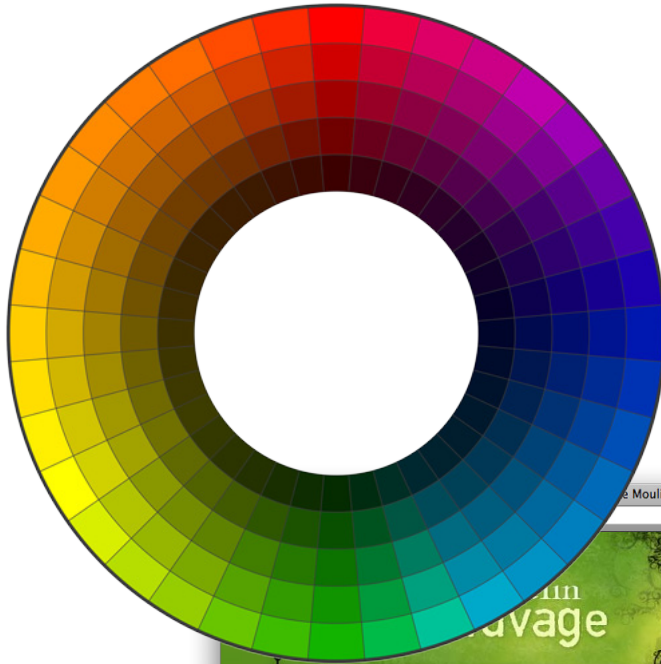
Sharpen your pencil

Take a look at the sites below and circle each site's main colors on the accompanying color wheel. Once you've circled the colors, try drawing lines between them. Notice any patterns?

Circle every major color represented in the site. Don't worry if the color's not exact, just get as close as you can on the wheel.
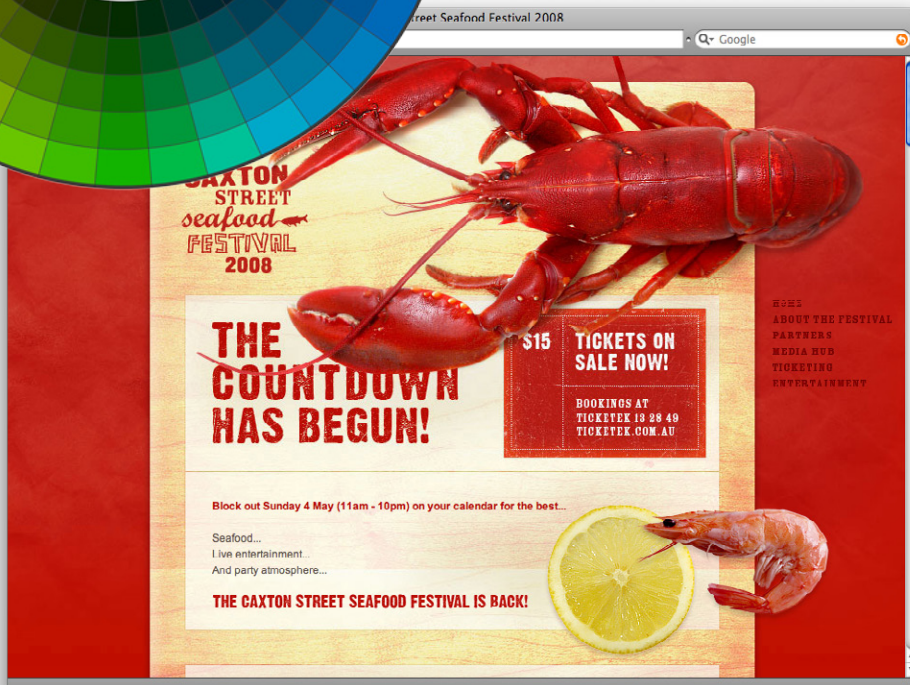
Connect your colors on the wheel in different ways. Any common themes?

Use the color wheel to choose colors that "go together"

You might already be thinking, "Yeah, the color wheel is cool and all, but how do I use it to actually pick colors that work together and don't look like a dog barfed on my web page?" This is where **color schemes** come into the picture. Color schemes are more than just collections of colors. A color scheme is a certain grouping of colors that goes well together.

And here's the kicker: all good color schemes start with a single color and your handy-dandy color wheel.

Sometimes you'll hear an individual color in a scheme called a "swatch" of color.

This is the base color for the Le Moulin site.

First, choose your <u>BASE</u> color

The site above has a fairly deep green all over the place. That's the **base color** of the site: the color that most represents the visual metaphor and that all other colors are based on. For SampleRate, we'll need to begin by choosing a base color. Then, we base everything else—other colors, their depth, their hue—off of that base color.

But don't get too stressed out! There's no right or wrong base color... and you can always abandon a scheme that you end up not liking and start over.

Use the <u>triadic</u> <u>scheme</u> to create usable color patterns

Color schemes come in all shapes and sizes—and they all have fancy-sounding names (monochromatic, analogous, complementary, triadic, tetradic, etc.). Don't worry, once you get past their names, they're really just pretty simple ways to pick different kinds of color palettes that you can use for your site. Think of color schemes as just another helpful tool in your web design toolbox.

The **triadic color scheme** is one of the most commonly used color schemes around. Triadic uses **three** colors, *equally spaced* around the color wheel. So once you pick your base color, you can just draw an equalateral triangle (three equal sides), and pick your other two colors:
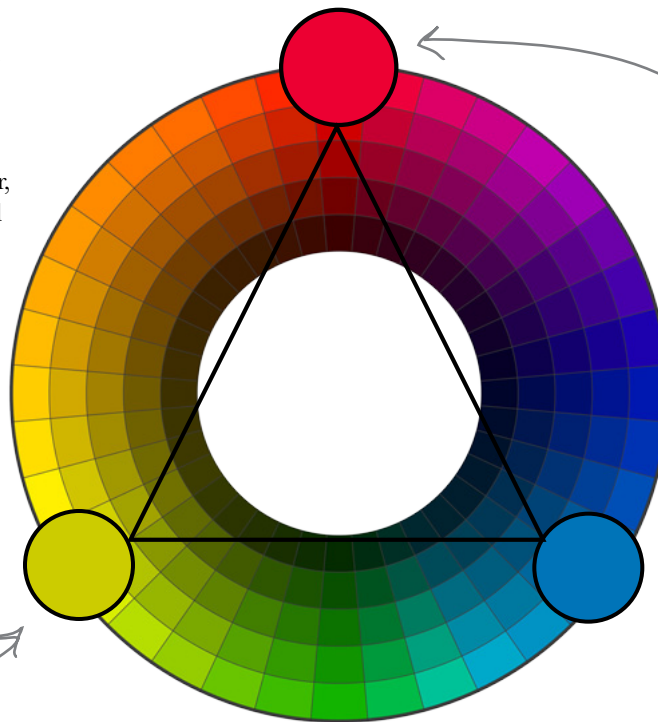
When using the triadic scheme, each color should be equally spaced around the wheel. For you math buffs out there, that's 120 degrees all the way around.

Because all the colors in a triadic scheme are equally spaced around the wheel, <u>any</u> color in the palette can be the base.
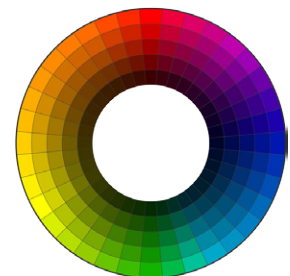
Exercise

Create a three-color palette based on the SampleRate logo that Sam provided. Make sure you start with a base color and build your palette from there.
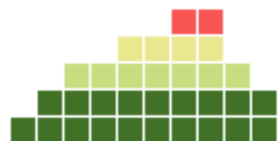
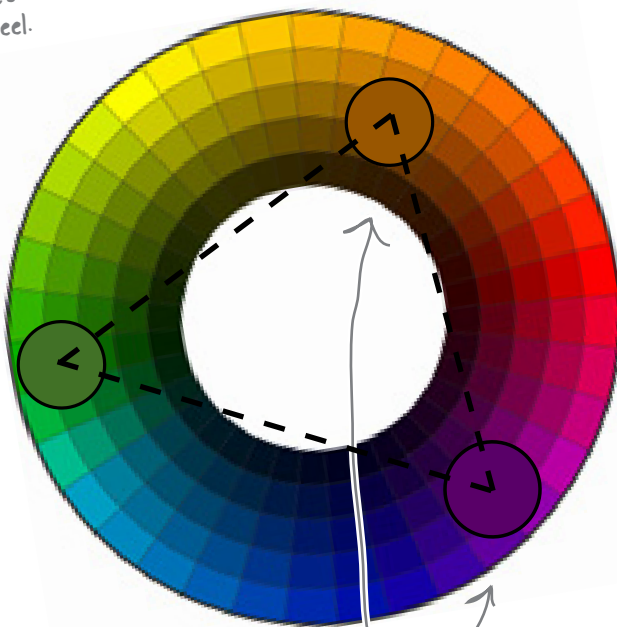## SampleRate

Exercise Solution

We used the deep green as our base color... and came up with the palette below. What colors did you choose? Did the combinations surprise you?

SampleRate

The base color

This green seems like a logical choice for a base color. Plus it's easy to match on our color wheel.

Both these colors are about the same distance from our base color.

BRAIN POWER

Did it surprise you that some of the colors in your triadic scheme were so different from the SampleRate logo? Do you think that's a problem?

Get started on the SampleRate markup

Our standard XHTML Strict header

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
        "http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head>
  <title>Sample Rate</title>
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>
  <link rel="stylesheet" href="stylesheets/screen.css" type="text/css"
        media="screen" />
</head>
<body>
  <div id="header">
    <div id="logo"><img alt="sample rate logo" src="images/samplerate2.gif" /></div>
  </div>
  <div id="nav">
    <ul>
      <li><a class="active" title="title" href="#">Home</a></li>
      <li><a title="title" href="#">Archive</a></li>
      <li><a title="title" href="#">Music</a></li>
      <li><a title="title" href="#">About</a></li>
      <li><a title="title" href="#">Contact</a></li>
    </ul>
  </div>
  <div id="wrap">
    <img id="masthead" alt="header image" src="images/gitfiddle.jpg" width="740px" />
    <div id="content">
     <h1>Heading One</h1>
     <p>Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Fusce
        consequat arcu in mauris.</p>
     <h1>Heading Two</h1>
     <p>Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Fusce
        consequat arcu in mauris.</p>
    </div>
    <div id="sidebar">
      <p>Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Fusce
         consequat arcu in mauris.</p>
    </div>
    <div id="footer">
      <p>Copyright &copy; SampleRate and RPM Music, all rights reserved.</p>
    </div>
  </div>
</body>
</html>
```

Make sure to include your stylesheet, which should be located in a directory called /stylesheets.

This is the guitar image that the owner wanted to see on the site.

You may want to add some more dummy text to fill out the page as we add color and style.

index.html

Typing-challenged? Go online!

If you don't want to type all this in, you can download the SampleRate files from the Head First Labs website. You may want to work through these examples on your own, though... who knows what you might learn in the process?

Create the basic page layout with CSS

```css
body {
     margin: 0;
     padding: 0;
     font-family: Verdana, sans-serif;
}
h1 {
     margin: 0 0 5px 0;
}
p {
     margin: 0 0 20px 0;
     line-height: 1.4em;
}
#header {
     margin: 0;
     padding: 20px 0 10px 0;
}
#header #logo {
     margin: 0 auto;
     width: 800px;
}
#nav {
     background: #ccc;
}
#nav ul {
     margin: 0 auto;
     width: 800px;
     list-style-type: none;
}
#nav ul li {
     display: inline;
}
#nav ul li a {
     text-decoration: none;
}
#nav ul li a.active {

}
#wrap {
     margin: 0 auto;
     width: 800px;
}
#masthead {
     margin: 20px 20px 0 20px;
}
```

```css
#content {
     float: right;
     margin: 10px 0 0 0;
     padding: 0 20px 0 20px;
     width: 540px;
}
#sidebar {
     float: left;
     margin: 20px 0 0 0;
     padding: 0 20px 0 20px;
     width: 180px;
}
#footer {
     clear: both;
     text-align: center;
}
#footer p {
}
```

This CSS will serve as the frame for our layout. Later, we'll add more color and some detail to let Sam really get a feel for our design.

Like we've done before, use margin: 0 auto to center the layout in the browser.

Content chunks below floated <div>'s must be cleared so they appear below those elements.

#tabs {
...
}

screen.css

Remember, this it the board Sam liked... here's what we're going for.

Great, I've got circles on my pretty little color wheel. How do I turn that into CSS? I need those funny hex values, right?

We need a di<u>gi</u>tal color wheel.

CSS requires hexadecimal values for all but the most basic colors. Hex values are 6 characters long, like #572266. A hex value tells the browser how much red, green, and blue to display. So we need a way to take the values we chose on the color wheel and turn them into hex.

Fortunately, there's a program perfect for the job: Kuler (available at **kuler.adobe.com**). Kuler not only has a digital color wheel and hex-conversion tool, it lets you check out other people's palettes and even export your own palettes.

Kuler allows you to select different patterns and see how the colors work together.

Our familiar color wheel

Sliders allow you to make small adjustments to colors, and Kuler automatically adjusts your other colors to fit the color scheme you've chosen.

Stop! Go load Kuler by going to kuler.adobe.com now. You'll see it throughout the rest of the chapter.
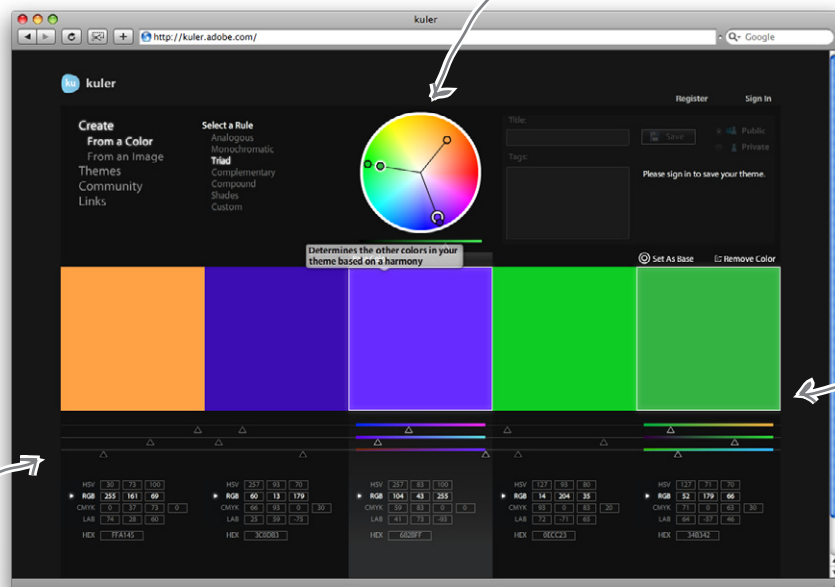
Color output is given in multiple formats, including HEX and RGB.

Kuler Up Close

Kuler's color wheel lets you interactively select base colors and then build palettes with different schemes.

The slider view lets you adjust colors with more detail and also displays the selected color in multiple formats.
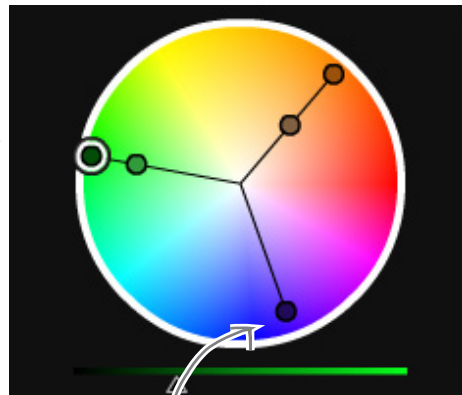
Kuler doesn't show a triangle, but it's the same idea: the triadic scheme uses three colors, equally spaced on the wheel.

Kuler displays the hex value for a color, as well as its hue-saturation-value (HSV), red-green-blue (RGB), and cyan-magenta-yellow-black (CMYK) values. You can even get LAB values from Kuler.

HSV	125	97	31	
▸ **RGB**	**3**	**79**	**9**	
CMYK	97	0	88	69
LAB	28	-36	32	
HEX	034F09			

Some of Kuler's features require an Adobe ID.

In order to take advantage of Kuler's more advanced features (especially the social stuff), you need to have an Adobe ID. Don't worry, signing up is easy, fast, and free.

Watch it!

Exercise

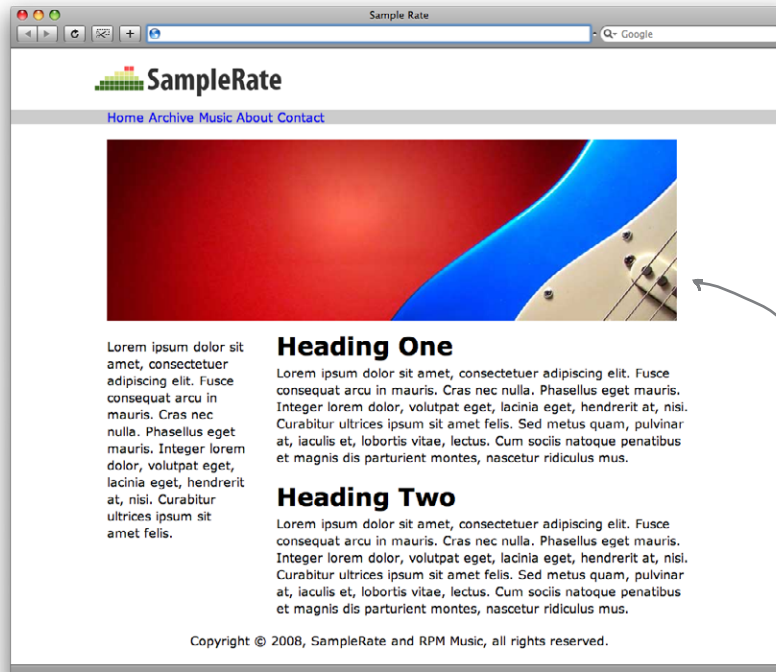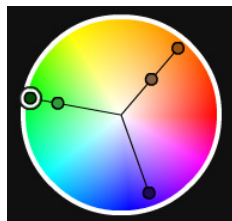Use Kuler to take the base color you selected in the previous exercise and build a digital color palette based on the triadic scheme. Once you have your palette, add the hex color values to your SampleRate CSS file and see how they work together. Use your colors for the background colors of the various <div>s in the SampleRate site.

There are more <div>s than colors in a three-color triadic scheme. Try picking some extra colors that are a little lighter or darker than your main three colors to fill out SampleRate.

SampleRate minus any color is pretty bland.

SampleRate

Home Archive Music About Contact

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Heading One

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Heading Two

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Creative Commons by-sa to http://www.flickr.com/rickharris (http://flickr.com/rickharris/368538048/)

The handle with the white ring represents your base color in Kuler.
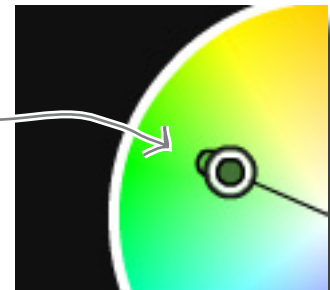
Kuler's a lot more accurate than choosing colors by hand. You might get different colors than we did back on page 172 when we chose colors by hand.
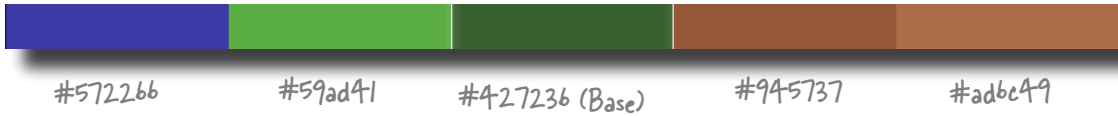
Your job was to pick some colors on the color wheel and fill in the CSS for SampleRate using those colors. What did you come up with? Here are the colors we chose:

Exercise
Solution

#572266   #59ad41   #427236 (Base)   #945737   #adbc49

Each color in this palette is represented in the wheel below. Even though this is a triadic scheme, <u>five</u> colors are possible because 2 of them are lighter shades of two triadic colors.

Our "base" green ended up as the background color for the page.

```
body {
      margin: 0;
      padding: 0;
      font-family: Verdana, sans-serif;
      background: #427236;
}

#header {
      margin: 0;
      padding: 20px 0 10px 0;
      background: #ad6c49;
}
```
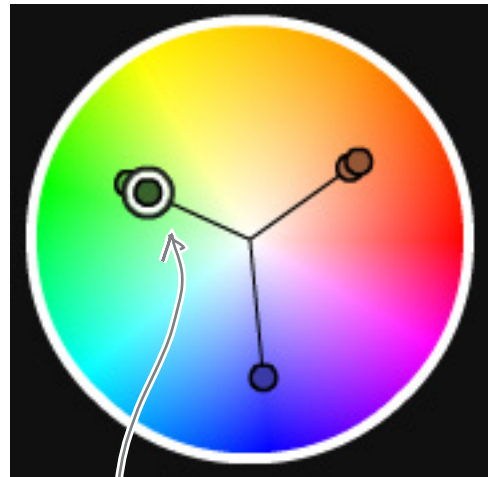
Light brown for the header.

```
#nav {
      background: #59ad41;
}
```
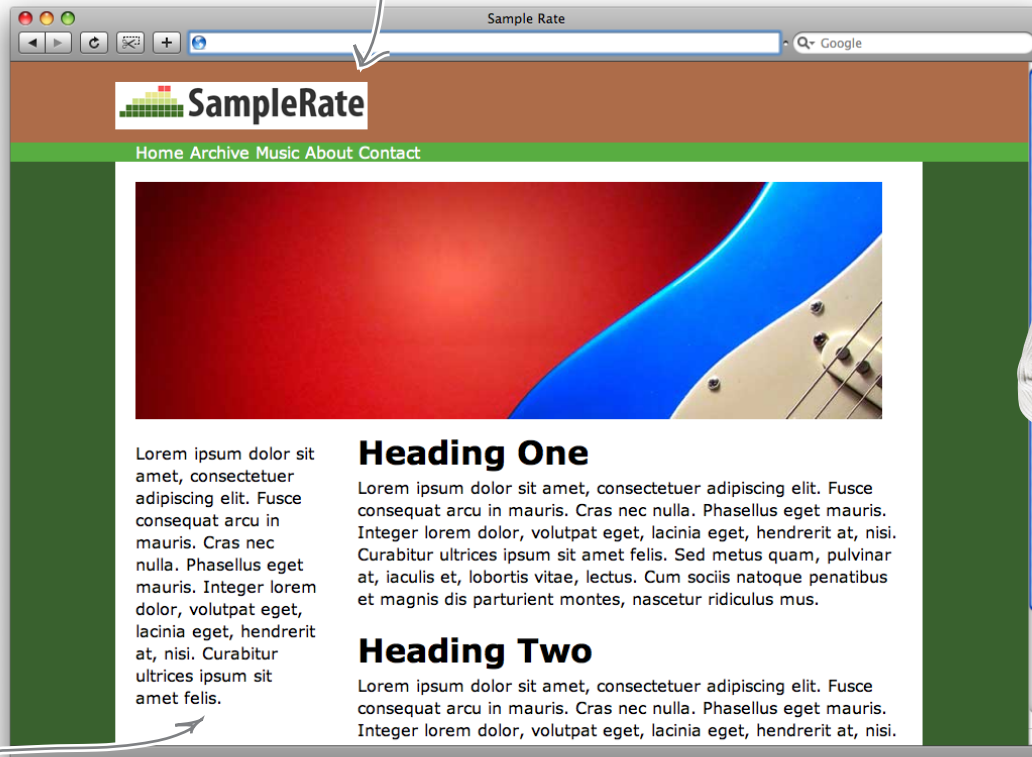
Light green for the navigation.

```
#wrap {
      margin: 0 auto;
      width: 800px;
      background: #fff;
}
```

Notice that the white-bordered circle is around our base color.

The SampleRate logo still has a white background. Once we finalize a color palette, we can change the logo so that it matches the header.

I don't know, the site just feels... heavy and oppressive. Do you think you can fix that?

SampleRate

Home Archive Music About Contact

Heading One

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Fusce consequat arcu in mauris. Cras nec nulla. Phasellus eget mauris. Integer lorem dolor, volutpat eget, lacinia eget, hendrerit at, nisi. Curabitur ultrices ipsum sit amet felis. Sed metus quam, pulvinar at, iaculis et, lobortis vitae, lectus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Heading Two

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Fusce consequat arcu in mauris. Cras nec nulla. Phasellus eget mauris. Integer lorem dolor, volutpat eget, lacinia eget, hendrerit at, nisi.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Fusce consequat arcu in mauris. Cras nec nulla. Phasellus eget mauris. Integer lorem dolor, volutpat eget, lacinia eget, hendrerit at, nisi. Curabitur ultrices ipsum sit amet felis.

We made the wrap <div> background white so the content of the page stands out a bit better... that makes it more readable.

there are no Dumb Questions

Q: **What happened to our blue color?**

A: Good question. We just couldn't find a natural place to use that color, although it might work well for the link color for text. Just because your scheme results in three colors, you're not bound to use them. Always trust your judgment over a color wheel or best practice. Ultimately, you're the designer!

Q: **Where did that light green come from?**

A: Kuler gives you lots of varying colors when you're choosing a scheme, including lighter and darker versions of colors you've already chosen. Those additional colors will go well with your scheme, and that's where our light green came from.

Q: **My version of SampleRate looks totally different!**

A: Good! Your sites should reflect your choices and your client's tastes.
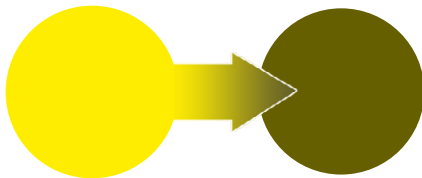
The opposite of heavy is... <u>light</u>

Sam thinks SampleRate looks heavy. That's not surprising... remember, color causes people to feel things more than any other type of web element. So what do we do about a site feeling heavy? Well, we try and make the site feel *lighter*.

The great thing about the triadic color scheme (or any other type of color scheme) is that as long as you stick to the general location of a color on the color wheel, you can change its saturation. **Saturation** is just a fancy design term for the darkness or lightness of a color. So we can lighten the saturation of our color scheme... it's the same colors, but a lighter feeling result.

The feel of this site really changes as the color saturation is adjusted.

To change the palette as a whole, move all the colors the same distance closer or further away from the center of the color wheel.

Closer to the center results in a darker color.

Moving closer and further from the center of the color wheel will produce vastly different results while remaining within the bounds of the triadic scheme.

Further from the center results in a lighter color.

Base Color

Each color in this palette is represented in the wheel below. Even though this is a triadic scheme, five colors are possible because 2 of them are lighter shades of two triadic colors.

You can grab the circles and move them around on the wheel. Because you have "Triad" selected, you don't have to worry about messing up your scheme.

Select a Rule
Analogous
Monochromatic
Triad
Complementary
Compound
Shades
Custom
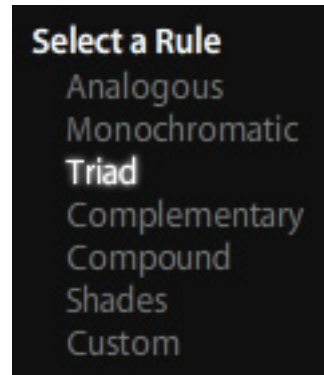
Remember, we're still using the Triadic (Triad) color scheme.

Sharpen your pencil

Adjust the saturation of the colors on the SampleRate site and change the values in your CSS file, starting with the colors below. How do the new colors change the feel of the site?

#3b3aa6   #59ad41   #427236 (Base)   #945737   #adbc49
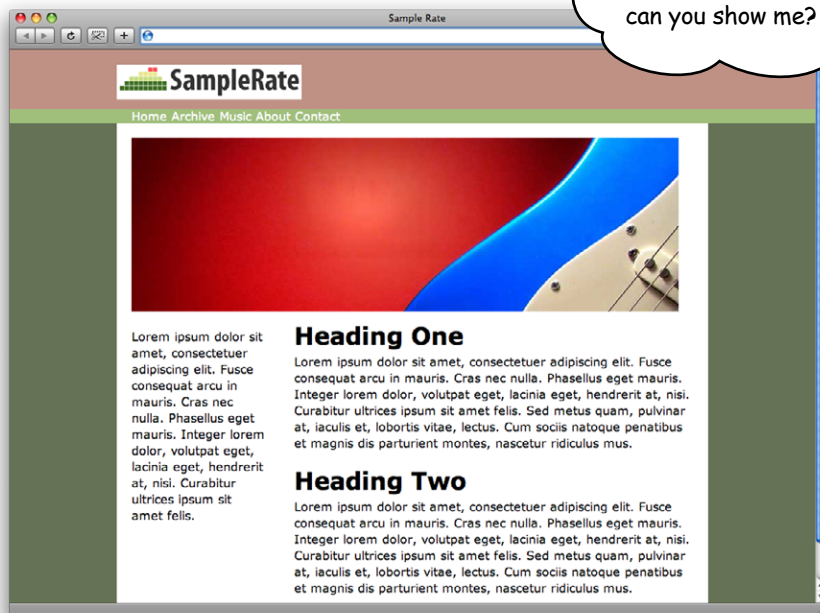
Hmm, that's sort of boring now. What else can you show me?

Create a richer color palette with the tetradic color scheme

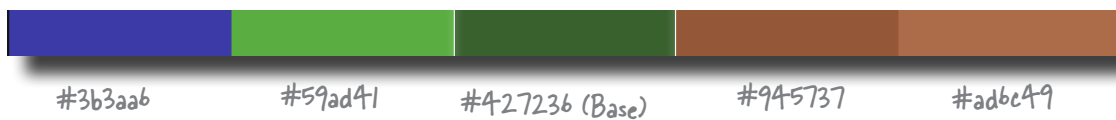When people find a site boring, that may mean the colors are too light... but we already know that Sam doesn't like a darker triadic color scheme for SampleRate. So if you can't go darker, consider adding colors. In other words, go from a three-color scheme to a four-color scheme.

One of the most common four-color schemes is the **tetradic color scheme**. The tetradic color scheme (which is sometimes also called the **double complementary scheme**) is the richest of all the schemes because it uses four colors arranged into two complementary color pairs.

Be careful, though. Four different colors is a lot to deal with, and you can't use all four colors equally or your site will look like a mess. But for adding some extra complexity and energy to a site, a fourth color can really make a difference.

Colors in a tetradic scheme are in pairs across from one another and about 20 degrees to the left or right of the other pair.
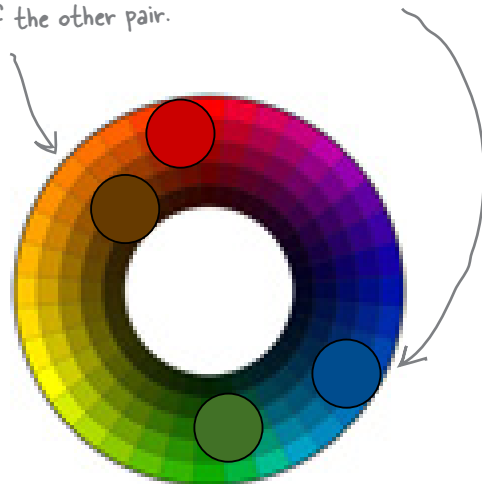
Exercise

Create a new color palette for SampleRate based on a more complex color scheme like tetradic (split complimentary). Use Kuler to find the hex values for the colors you choose.

1 Choose a swatch from the logo colors to set as the base color of your palette (any one that you like, it really doesn't matter).

2 Set this as the base color in Kuler and play around with the controls until you find a palette you like (make sure you select the "Compound" option from the Rule menu).

We're going to use tetradic, but if you want to experiment with another color scheme, go for it!

You should see this setup when you work with compound color schemes in Kuler. Notice the four handles on the color wheel you can adjust now.

Select a Rule
Analogous
Monochromatic
Triad
Complementary
Compound
Shades
Custom

Exercise Solution

We used a tetradic scheme based on the dark green in the SampleRate logo. Kuler gave us four colors in the tetradic scheme, and we also took a lighter swatch of one of the greens Kuler provided for a little more variety.

427236

91d8ad

7a607F

947fa5

there are no
Dumb Questions

Q: **Are there only two color schemes? Triadic and tetradic?**

A: No, there are a bunch of others. Most of the them are simpler schemes: monochromatic, analogous, complementary, and split complementary. All of the schemes follow the same general principles as triadic and tetradic. They find colors related to each other by certain angles that go well together. For more information on these and other color schemes, check out http://www.color-wheel-pro.com/color-schemes.html

Q: **Do I really need to use a color scheme to create a good color palette? Seems like a lot of work to go through when I can just pick some colors off the color wheel.**

A: Sure, you could randomly choose some colors off of the color wheel for your color palette. However, most of the time you are going to get at least two colors that clash. Color schemes are based on solid color theory that has been around for ages. They are designed specifically to help you create harmonious color combinations.

Q: **What if I want lighter colors than the ones available on the color wheel?**

A: Color wheels can either get progressively lighter or darker as you get closer to the center. If lighter colors are what you're after, just drag your colors toward the center of the wheel. Or you can adjust the hue or opacity of a darker color until you've got the lighter swatch you're looking for.

> So once we've chosen our colors, aren't there some rules we can apply to make sure we use them correctly on the page?

There's no golden rule for color placement.

Although there's definitely a Golden Ratio!

There really isn't a set of rules that will always work for all sites. What looks great for one site's structure could look awful for another site's layout and design. On top of that, you've got to match your site's theme and visual metaphor.

But there are definitely some *principles* you can apply:

Create contrast

If you want to separate different areas of your layout (say a main column and sidebar), use **contrasting** colors. This contrast creates a border between two areas. That border lets users know that the two areas are different and probably have different functions or uses within the context of the site.

adipiscing elit. Fusce
consequat arcu in
mauris. Cras nec
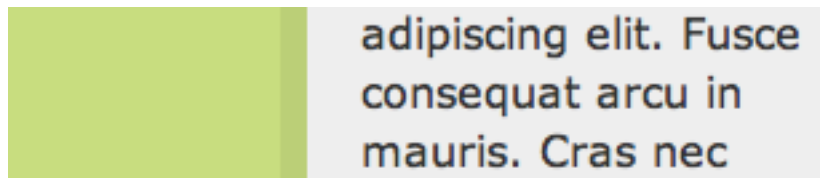
The background of the page and the text area use highly-contrasting colors. This makes the content of the page clearly separate from the overall site background.

Emphasis-o-matic

If you want to emphasize certain areas of your layout, use the most dominant color in your color palette. If you surround an important area of content (like a header or page title) with the palette's dominant color, that area will be emphasized.
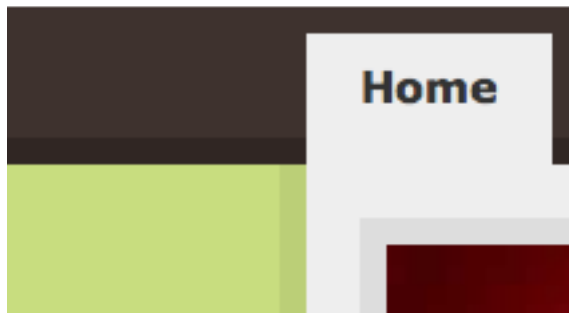
Home

Here contrast and a dominant color are used. There's a contrast between the Home tab and the dark background. But the tab is emphasized against the very dominant brown background.

Let's update the SampleRate CSS

Here is the completed CSS for the SampleRate site. The colors for the design are blank (and represented by the grey bars). Get the CSS linked up with your XHTML and double check the layout. We'll add the color in the next few pages.

All the blanks are places we need colors... we'll add those in over the next few pages.

```
body {
        margin: 0;
        padding: 0;
        font-family: Verdana, sans-serif;
        color: #333;
        background: ...................
}
h1 {
        margin: 0 0 5px 0;
}
p {
        margin: 0 0 20px 0;
        line-height: 1.4em;
}
#header {
        margin: 0;
        padding: 20px 0 10px 0;
        background: ...................
}
#header #logo {
        margin: 0 auto;
        width: 800px;
}
#nav {
        background: ...................
}
#nav ul {
        margin: 0 auto;
        padding: 20px 10px 20px 10px;
        width: 800px;
        list-style-type: none;
}
#nav ul li {
        display: inline;
}
#nav ul li a {
        padding: 10px 20px 20px 20px;
        text-decoration: none;
        color: #fff;
        font-weight: bold;
}
```

```
#nav ul li a.active {
        background: #eee;
        color: #333;
}
#wrap {
        margin: 0 auto;
        width: 800px;
        background: #eee;
        border-left: 10px solid ...................
        border-right: 10px solid ...................
}
#masthead {
        margin: 20px 20px 0 20px;
        border: 10px solid #ddd;
}
#content {
        float: right;
        margin: 10px 0 0 0;
        padding: 0 20px 0 20px;
        width: 540px;
}
#sidebar {
        float: left;
        margin: 20px 0 0 0;
        padding: 0 20px 0 20px;
        width: 180px;
}
#footer {
        margin: 20px 20px 0 20px;
        padding: 10px 20px 10px 20px;
        clear: both;
        background: ...................
        text-align: center;
        color: #fff;
}
#footer p {
        margin: 10px 0 0 0;
        font-size: small;
}
```

Borders around the main <div> provide some contrast.

Write the hex values for your colors in the spaces where you think the color fits best. Think about contrast and the best way to make the content stand out. We'll build these colors into our actual design in just a few pages. Remember, white space is your friend! Use `#ffffff` for white.

Exercise

....

....

Sample Rate

Q▾ Google

SampleRate

Home

Heading One

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Heading Two

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....

....

....

Choose colors from your scheme for each of the <div>s on your page.

Exercise Solution

Here's the layout we came up with. What do you like? What don't you like?

We used the color pulled from the logo on the header, which ties the logo into the rest of the page.

#ffffff

We thought keeping the logo on a white background makes it pop out better.

#447236

SampleRate

Home   Archive   Music   About   Contact

Heading One

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Heading Two

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#91d8ac

#333333

#3ea565

Using a slightly darker green for borders creates a nice contrast between the light gray and the light green.

Hey, that's really nice! I like it... but listen, I did some branding research, and everyone thinks my logo is too "analog." So I've got a new one—much more Web 2.0. You can fix the site to use this, right?

The new "Web 2.0" version of the SampleRate logo is complete with gradients and bold fonts. The icon has also been slightly reworked.

SampleRate

Exercise

We've got a whole new logo! Your job is to update your color palette to fit the new design and add the new hex color codes to your SampleRate CSS file.

1 Select a base color from the new logo (your choices are a bit more limited this time).

....

Write the hex code of the base color you chose here (use Kuler).

2 Use Kuler to develop a color palette that meets the new SampleRate site's needs (and that of the site's content). Write the hex color codes you chose in the blanks below:

....

3 Update your CSS file to reflect the new colors. Experiment as much as you like!

#ffffff

The site looks great! Bold and very edgy. I'll bet 9Rules will love this thing. It's really eye-catching... nice work.

#829e84

SampleRate

Home   Archive   Music   About   Contact

Heading One

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Fusce consequat arcu in mauris. Cras nec nulla. Phasellus eget mauris. Integer lorem dolor, volutpat eget, lacinia eget, hendrerit at, nisl. Curabitur ultrices ipsum sit amet felis. Sed metus quam, pulvinar at, iaculis et, lobortis vitae, lectus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Heading Two

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#912824

9rules

Try submitting some of your own "best sites" to 9Rules.

Your Web Design Toolbox

Color, tetradic, triadic, split complementary... lots of new terms, and you've handled them all. Go back to the other sites you've worked on and update them with color, too.

- Color has a powerful impact on your site's visitors.

- Use the color wheel to choose colors for your site's design.

- Color schemes are tools to help you choose a harmonious color palette.

- The triadic color scheme has three colors spaced equally from around the color wheel.

- The triadic color scheme is popular because it provides strong visual contrast while retaining balance, color richness, and harmony.

- The triadic scheme is not as contrasting as some other schemes.

- The tetradic color scheme has 4 colors arranged into two complementary color pairs.

- The tetradic color scheme is the richest of all the schemes.

- The drawback to the tetradic scheme is that it's sometimes hard to harmonize.

- Use a tool like Kuler to crate a color palette (and get the hex values of the colors in the palette.)