

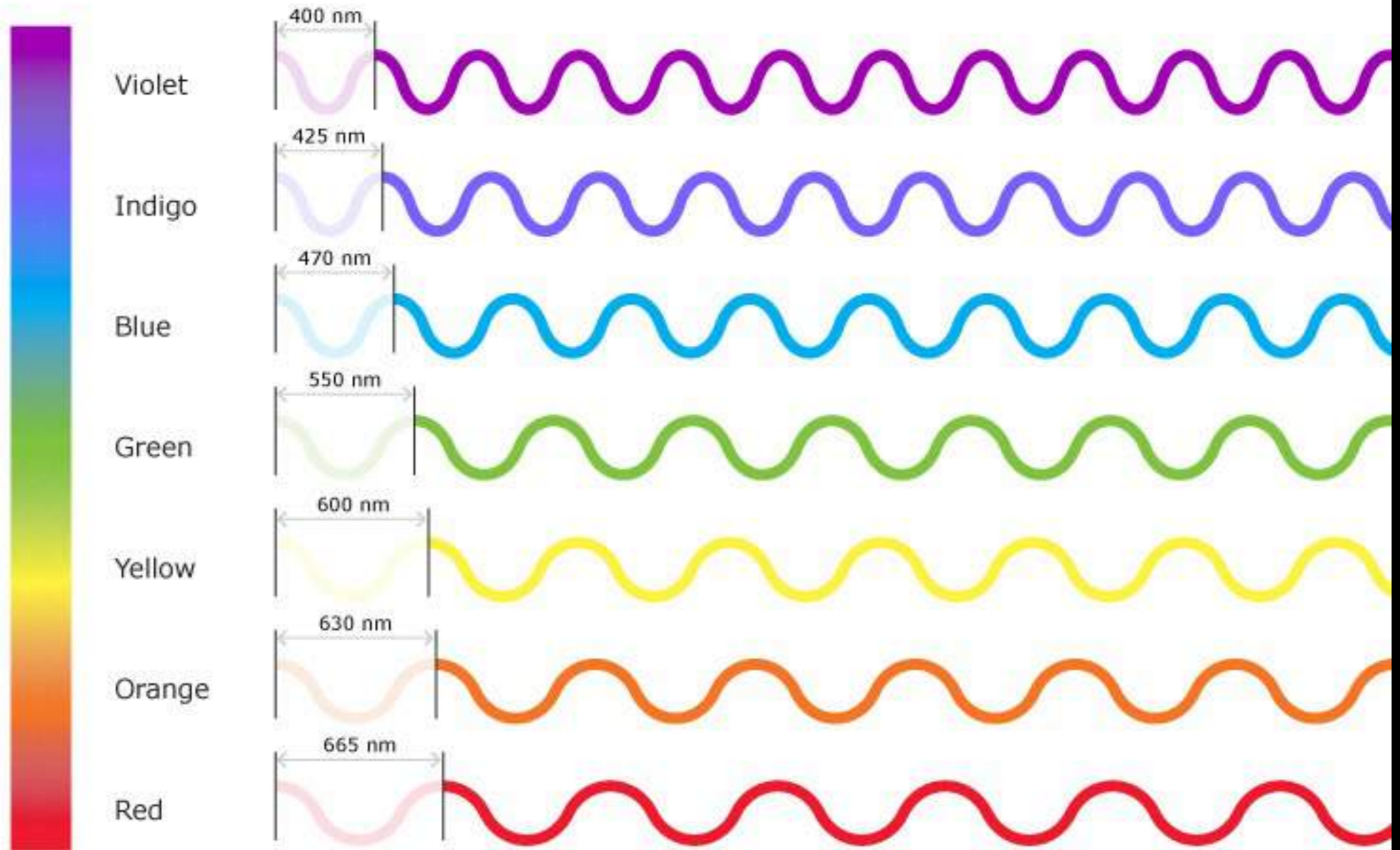
# How to Develop a Color Palette for Your Website

Amanda McCoy



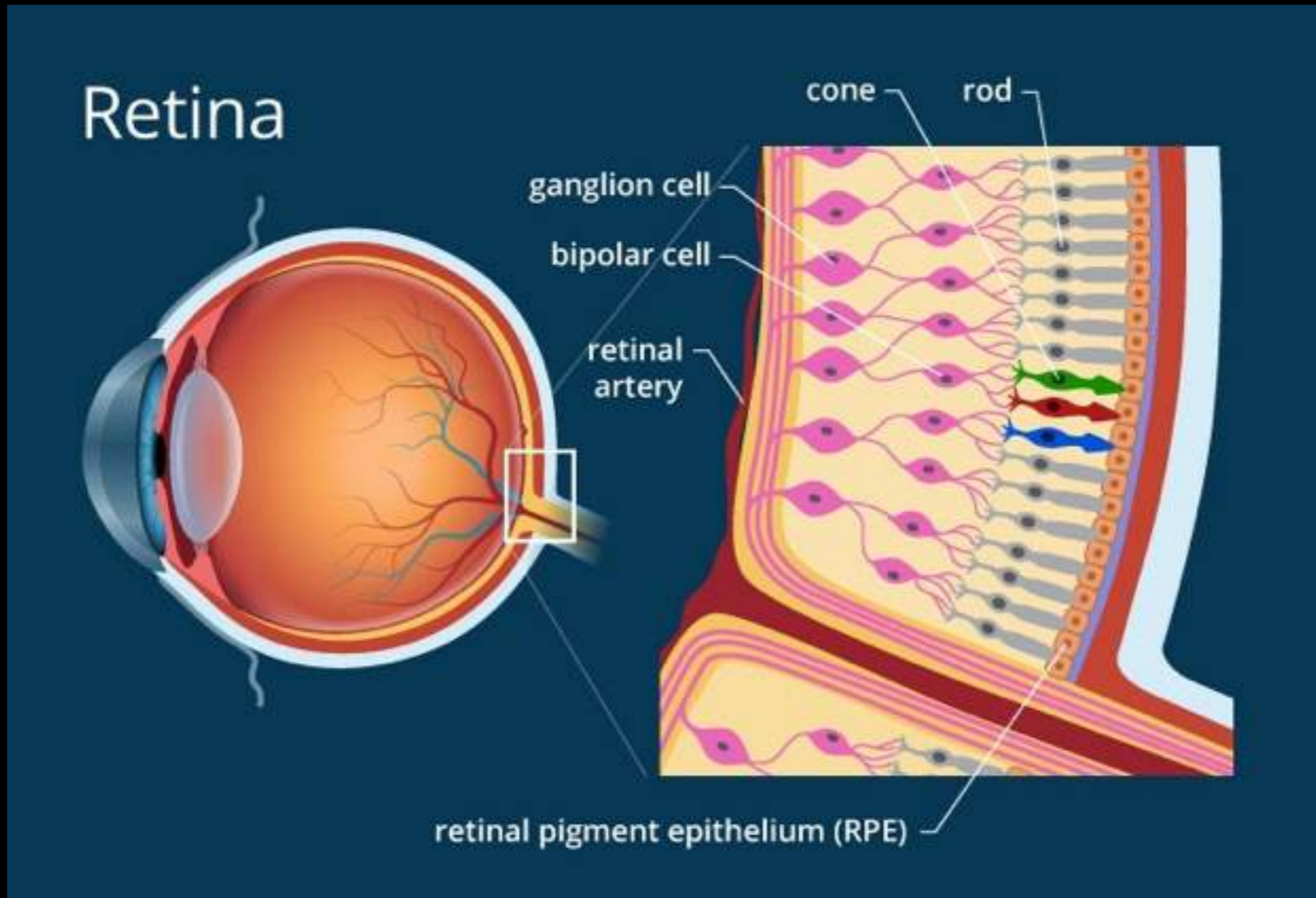


**Color Does Not Exist**

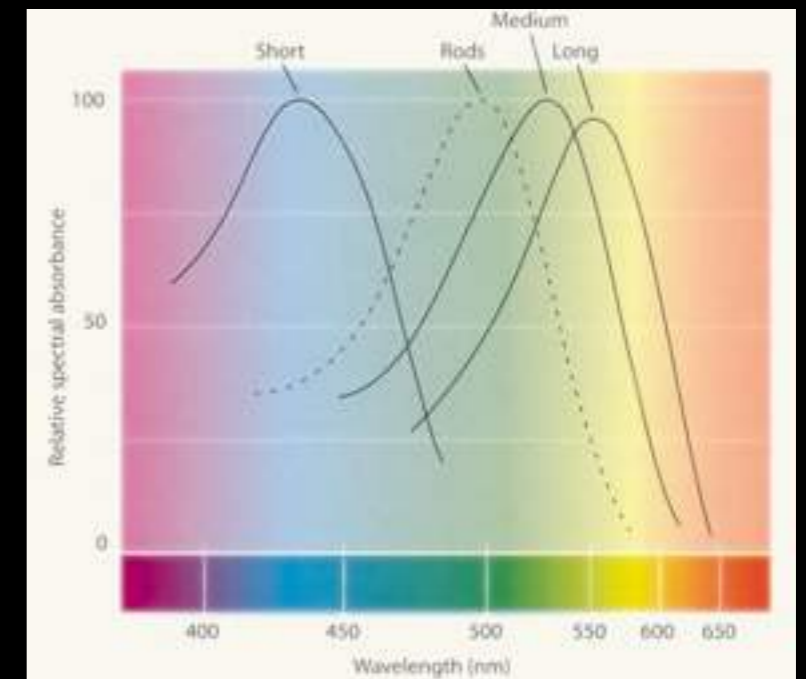
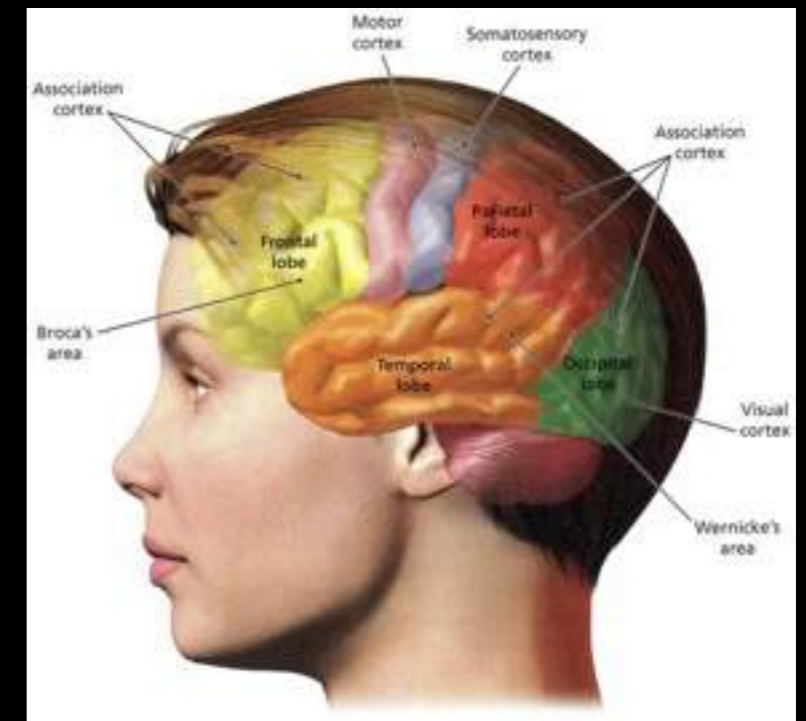


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Color is created with light and...

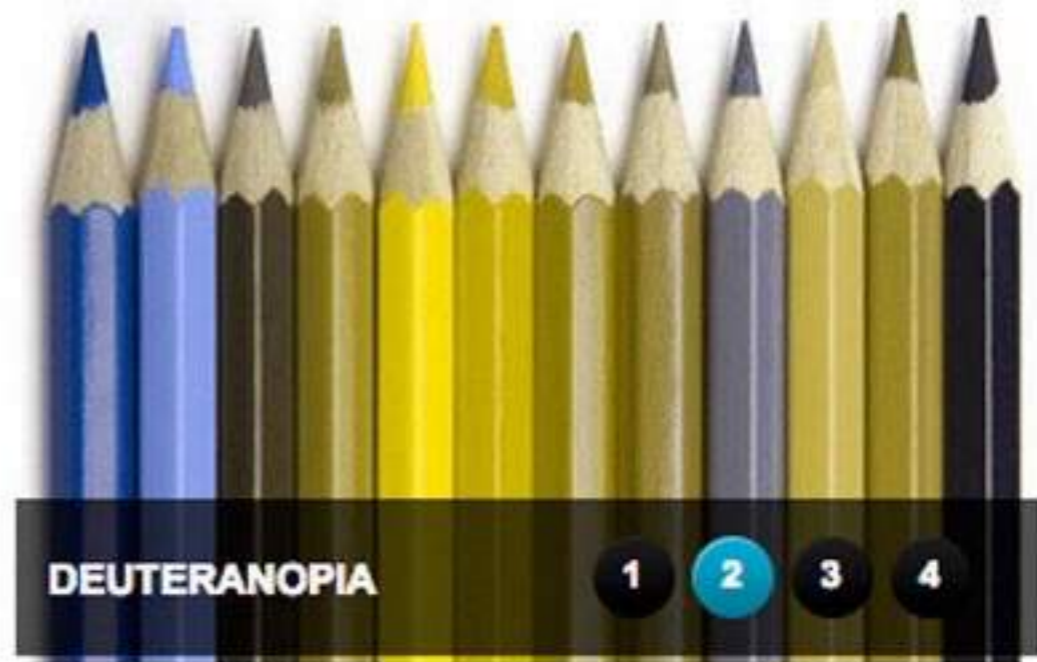


allaboutvision.com



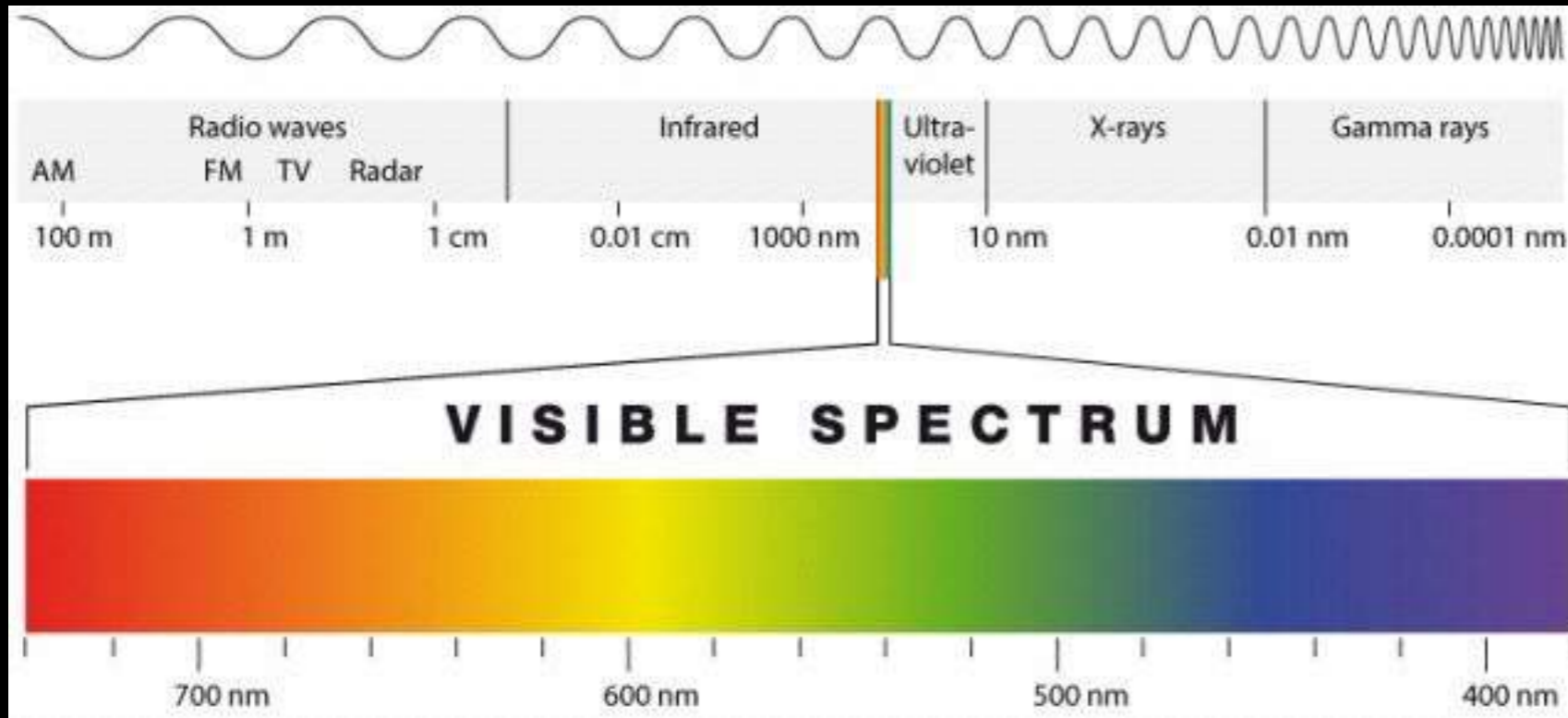
<http://www.webexhibits.org/>

our eyes  
and brain.

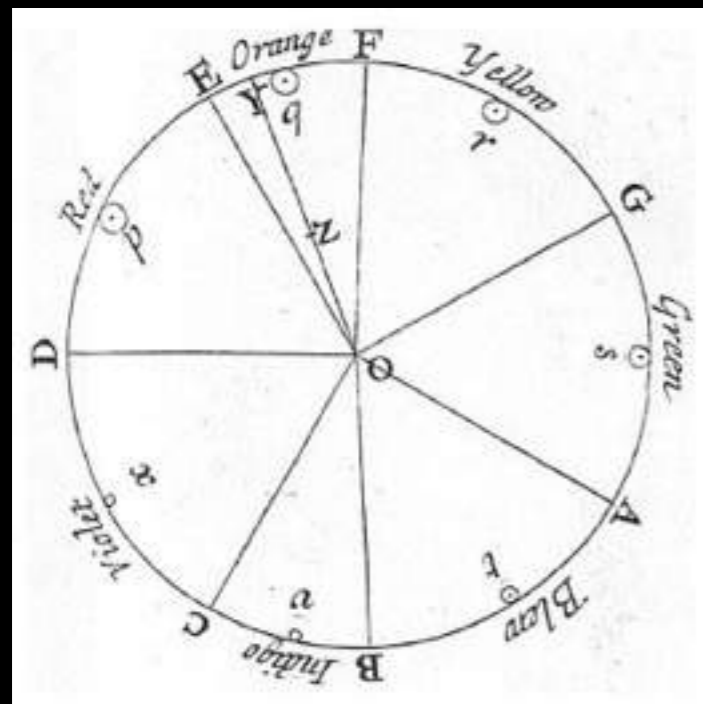


8% of men are colorblind, .5% of women

<http://www.colourblindawareness.org/colour-blindness/>



<https://www.extremetech.com>

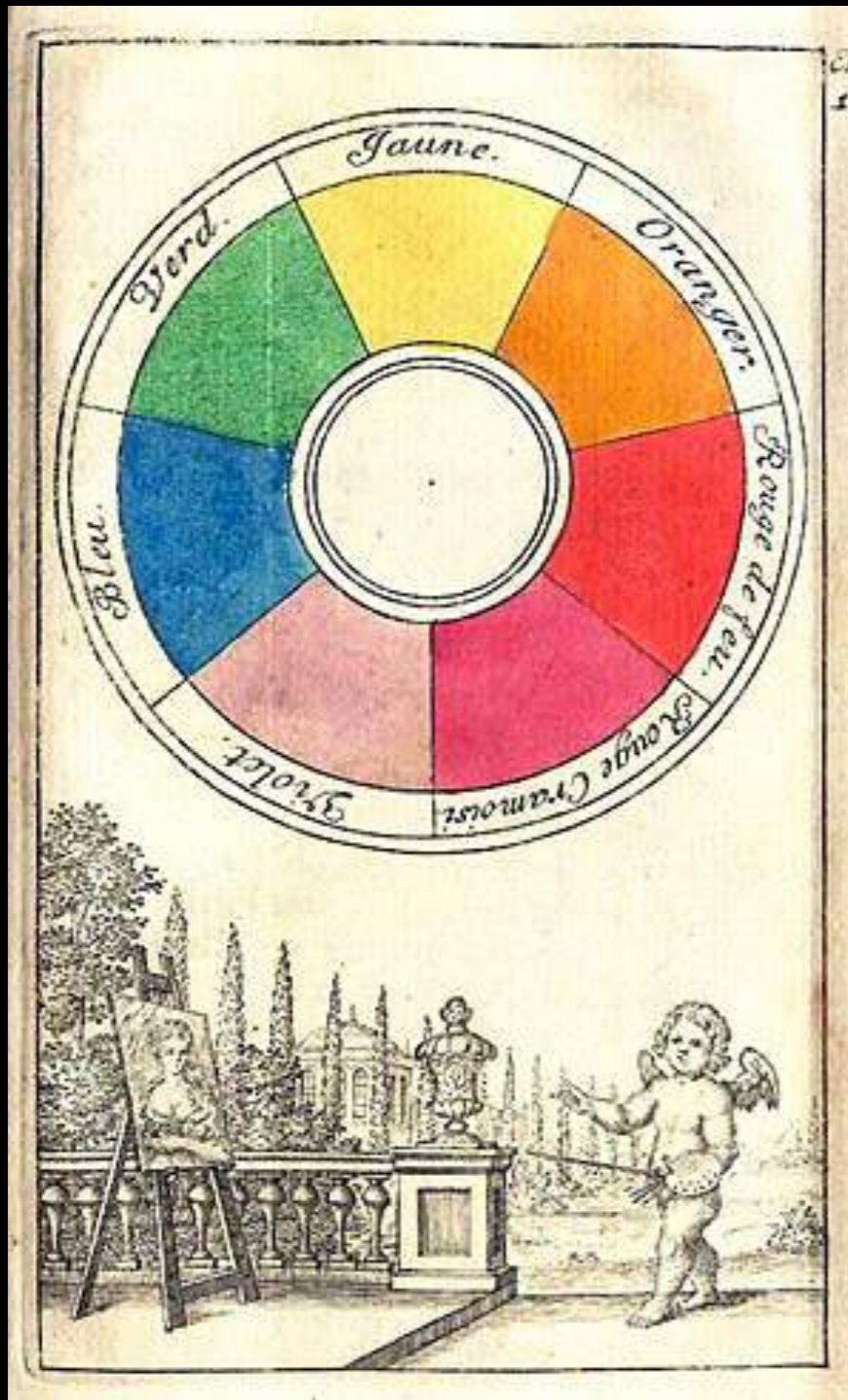


<https://www.the-scientist.com>

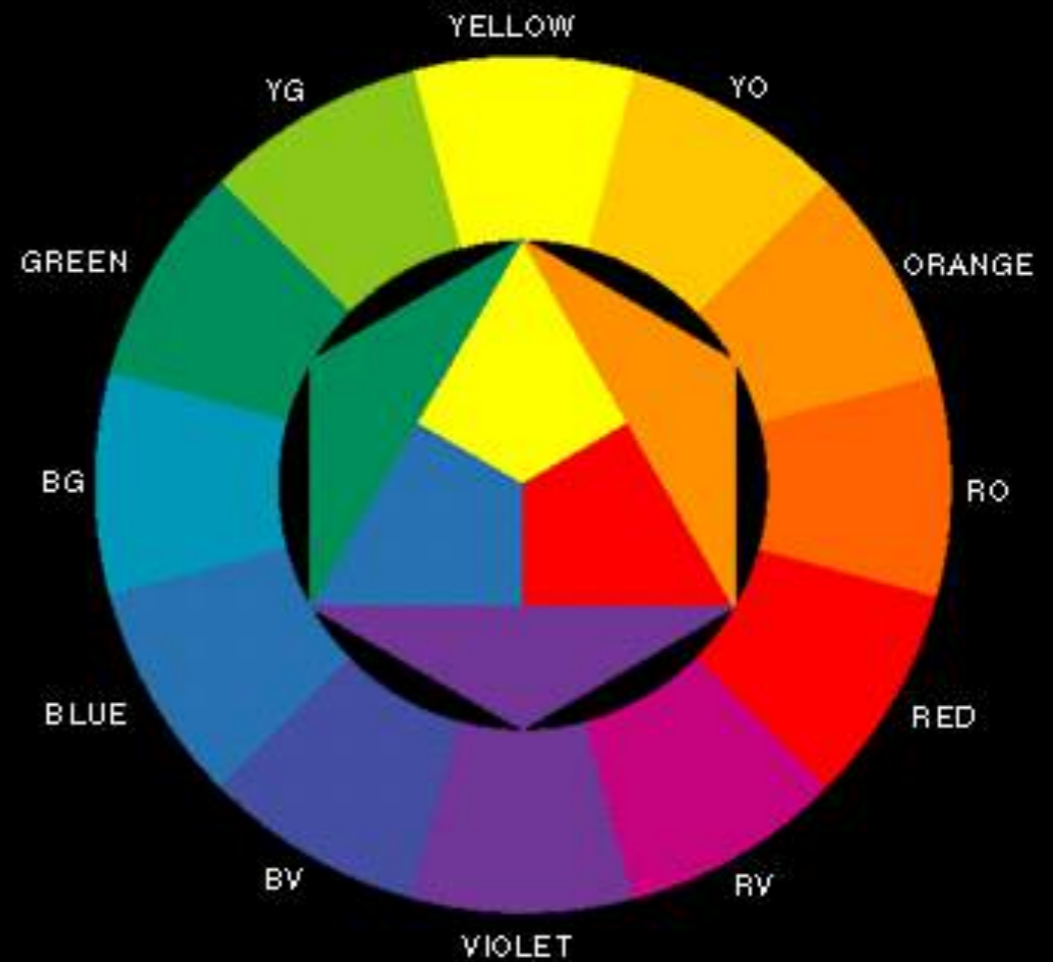


# Newton

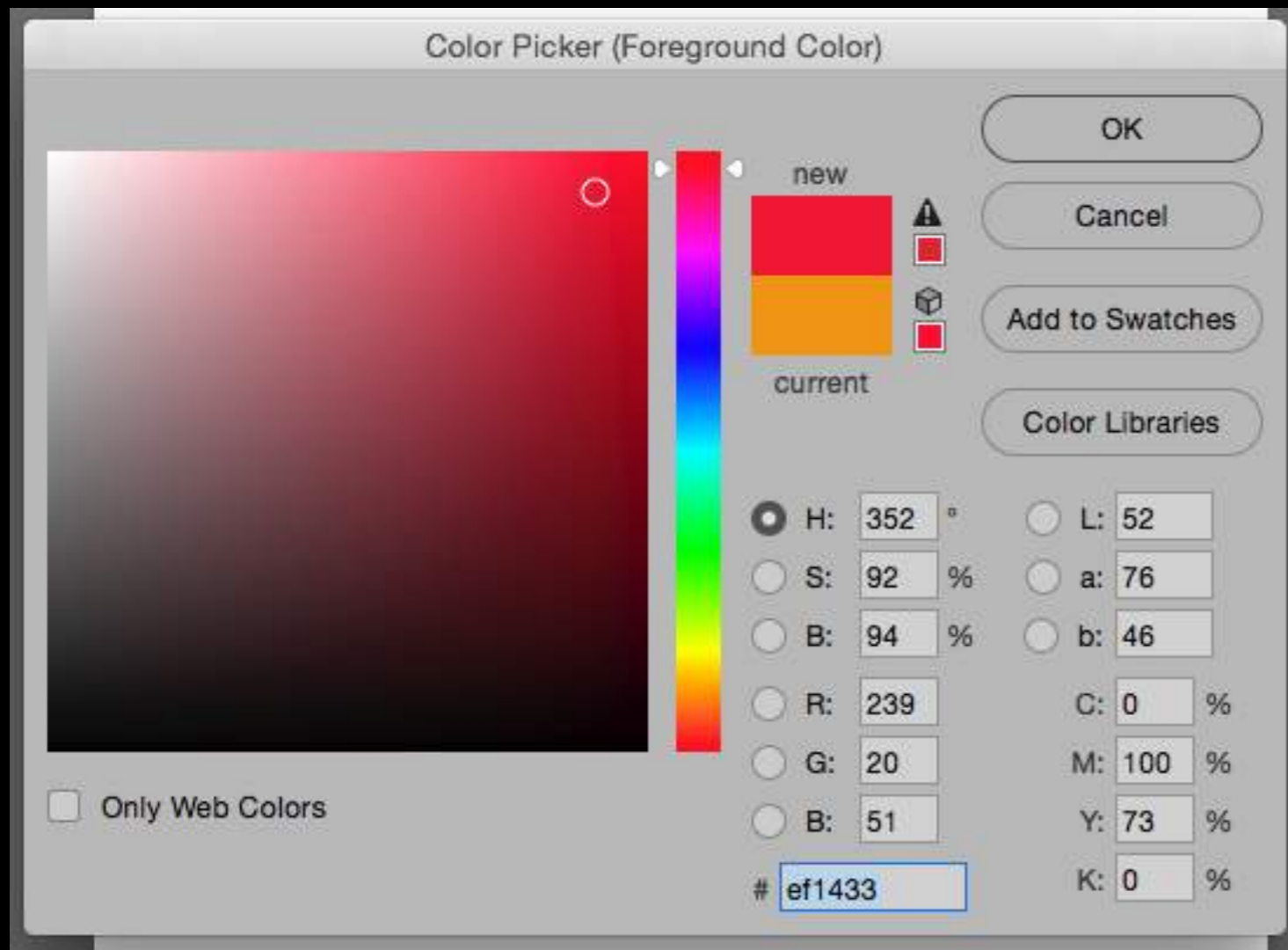
The first to split light into the spectrum around 1665



From an artist's  
manual by Claude  
Boutet 1708



Itten's (1888-1967)  
Color Wheel



## Color Systems

**Subtractive Primaries**

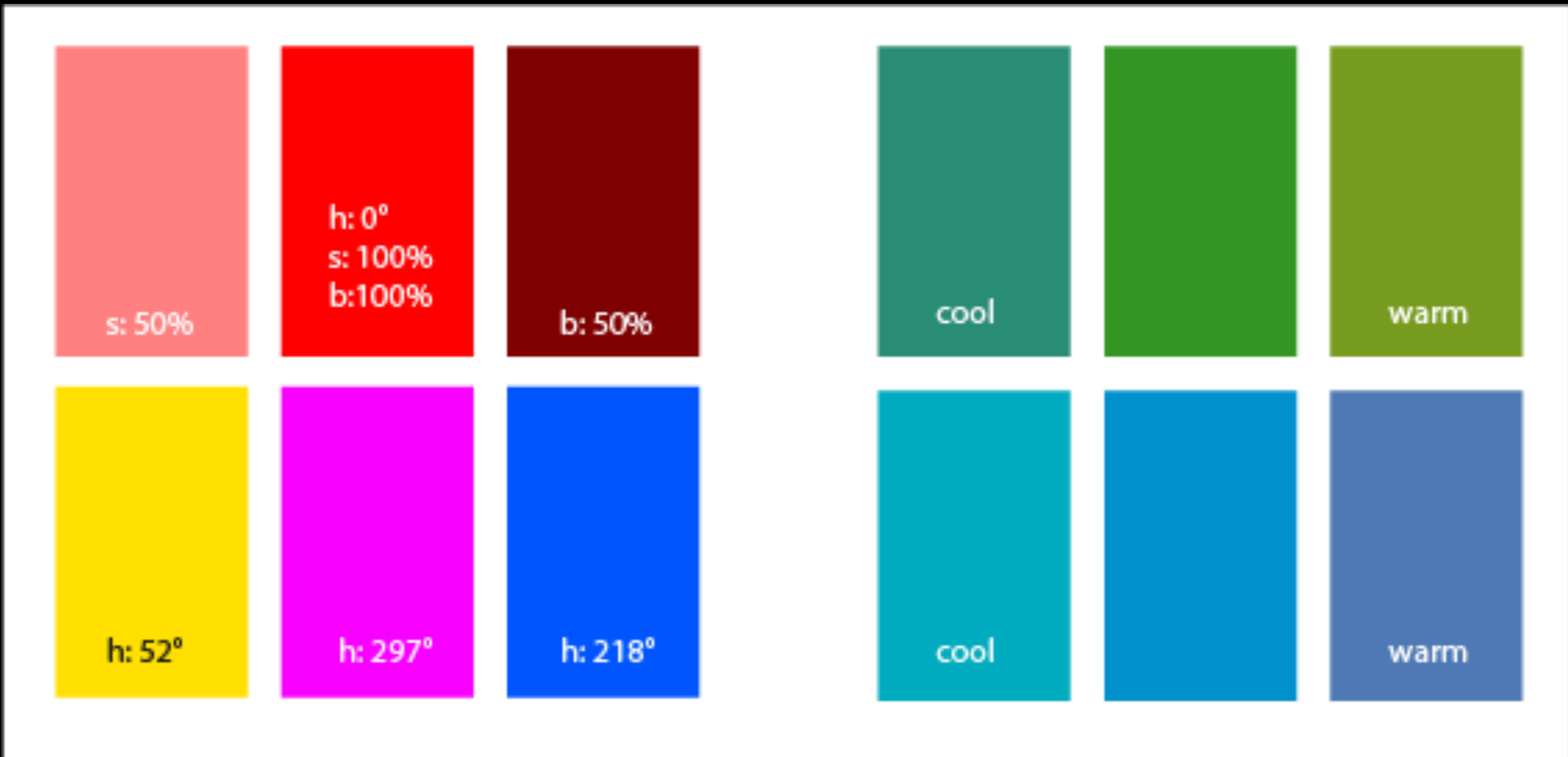
**Artist's Primaries:**  
Red Blue Yellow

**Process Primaries:**  
Cyan Magenta Yellow Black

**Additive Primaries:**  
Red Green Blue

Hue Saturation Brightness





## Color Terminology

Hue

Saturation

Tint/Shade

Value

Warm/Cool

[colorsupplyyy.com](http://colorsupplyyy.com)

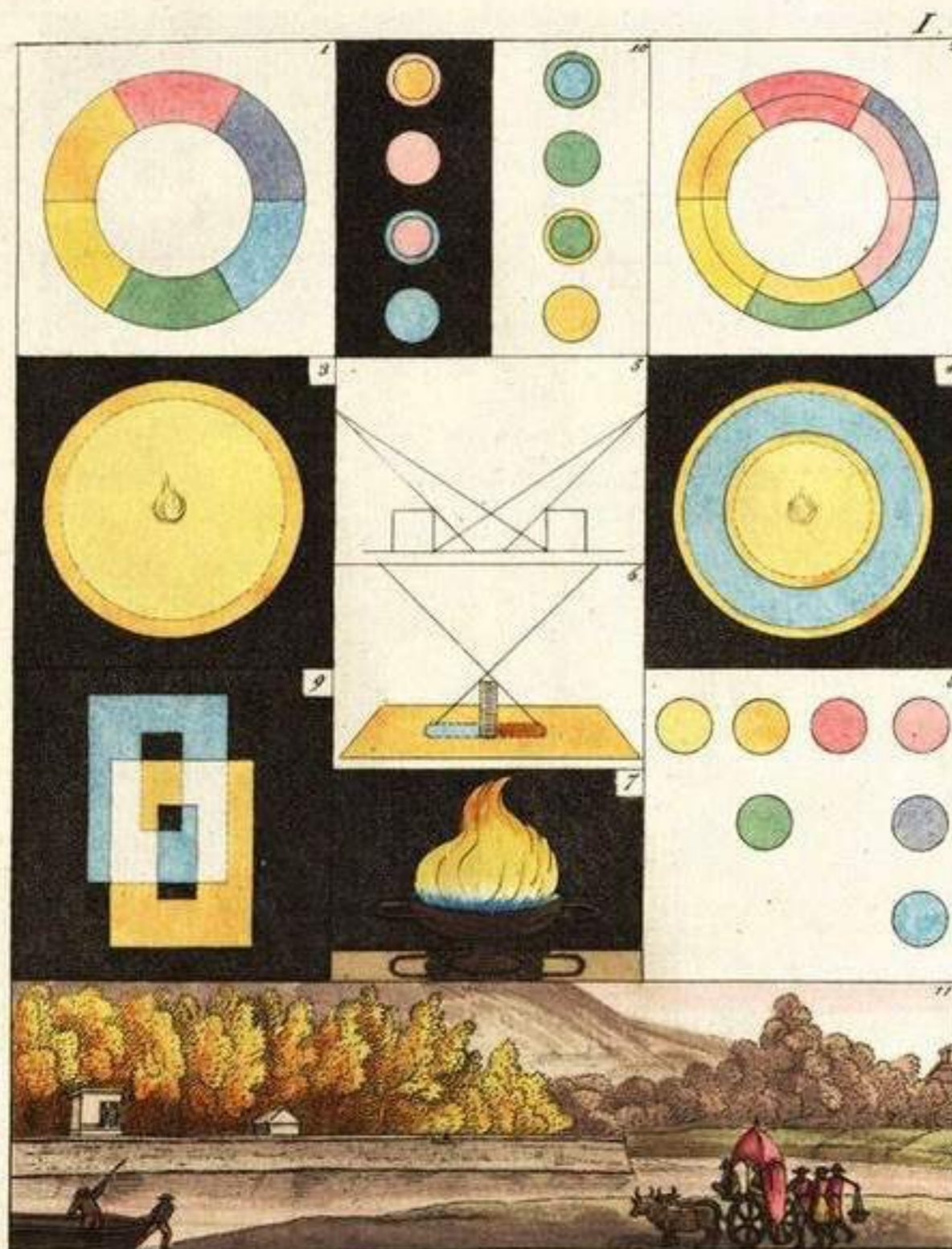
# Goethe

Goethe's *Theory of Colours* provided the first systematic study of the physiological effects of color (1810).

His observations on the effect of opposed colors led him to a symmetric arrangement of his color wheel,

"for the colours diametrically opposed to each other... are those which reciprocally evoke each other in the eye."

(Goethe, *Theory of Colours*, 1810)



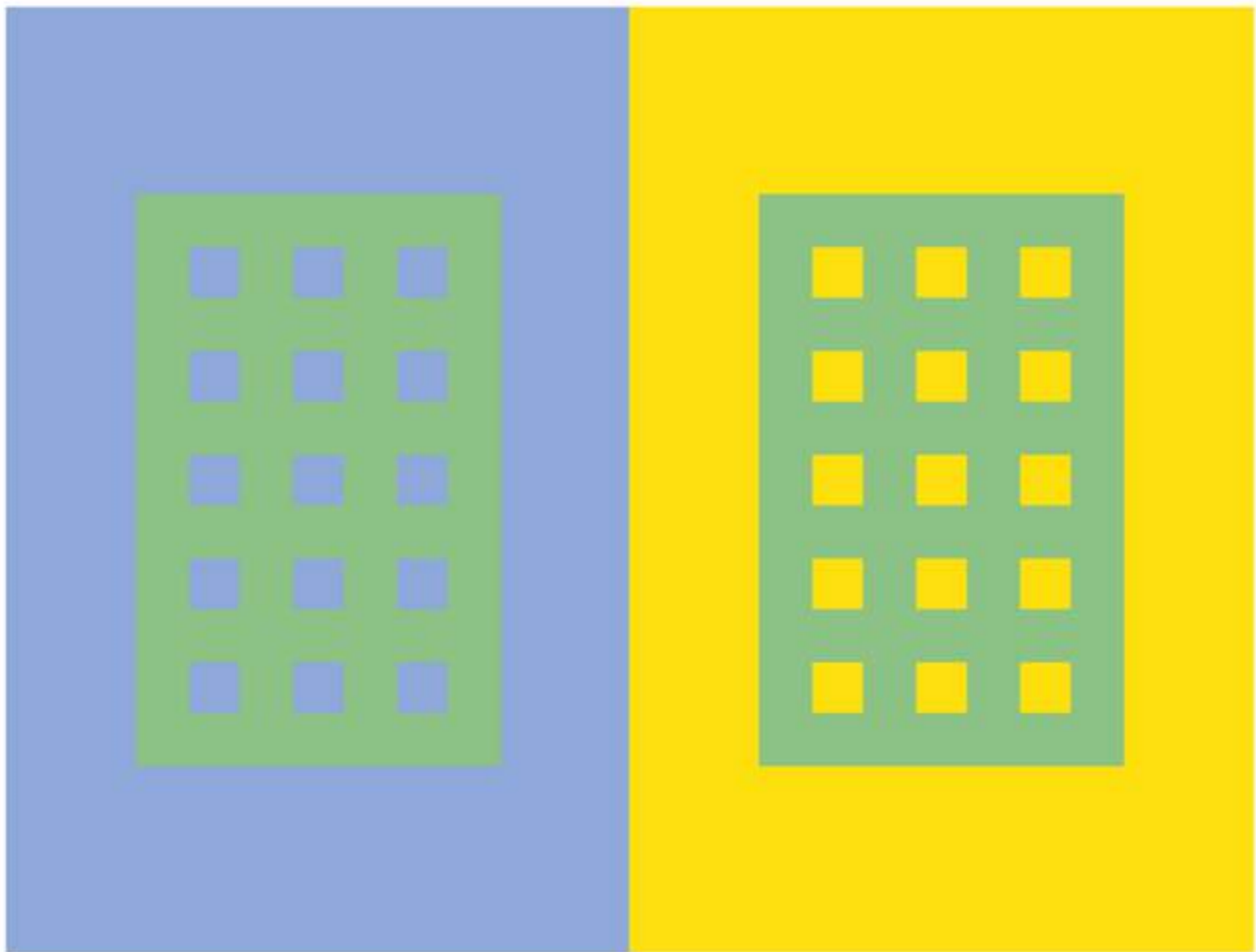
# Josef Albers

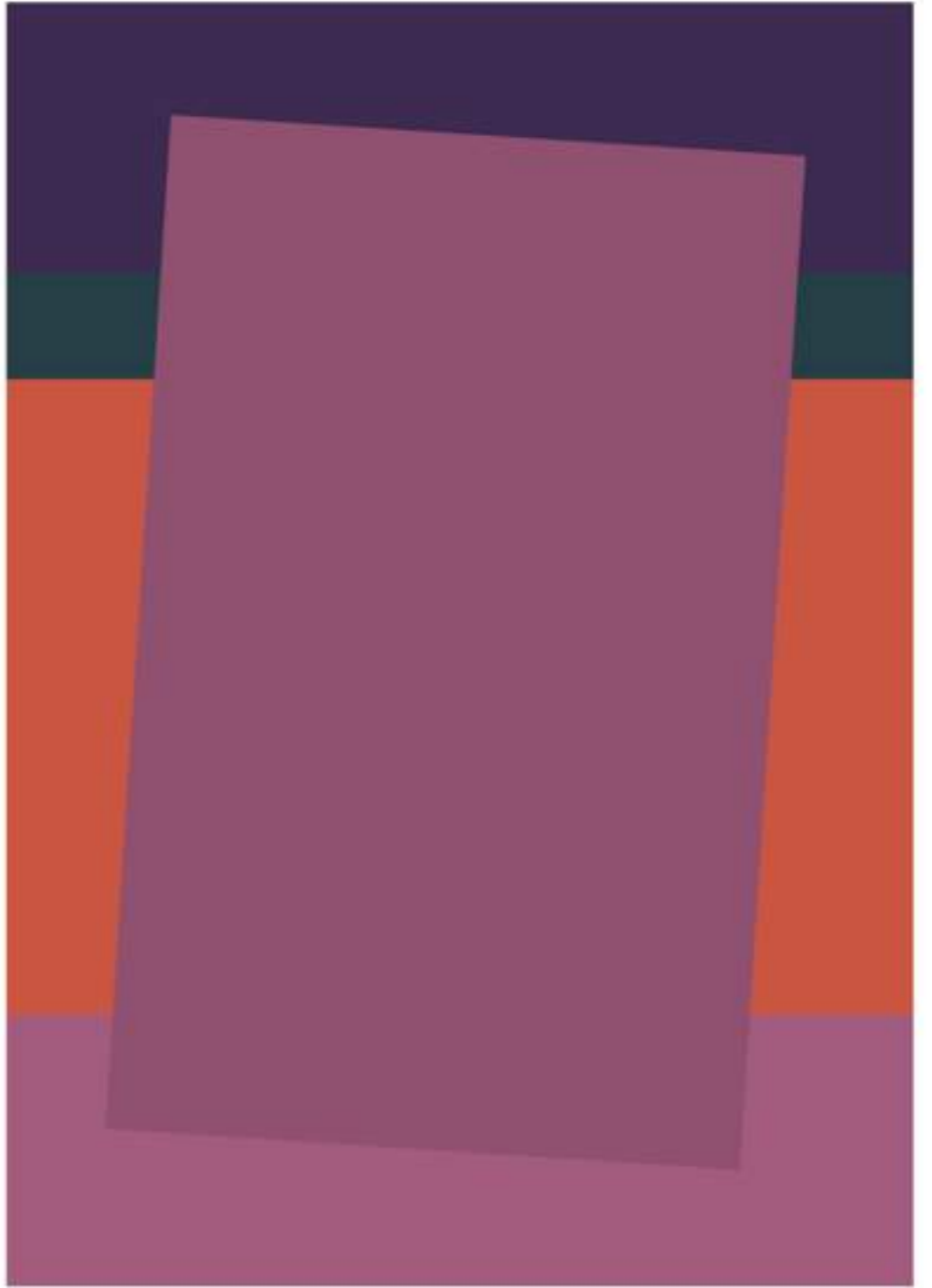
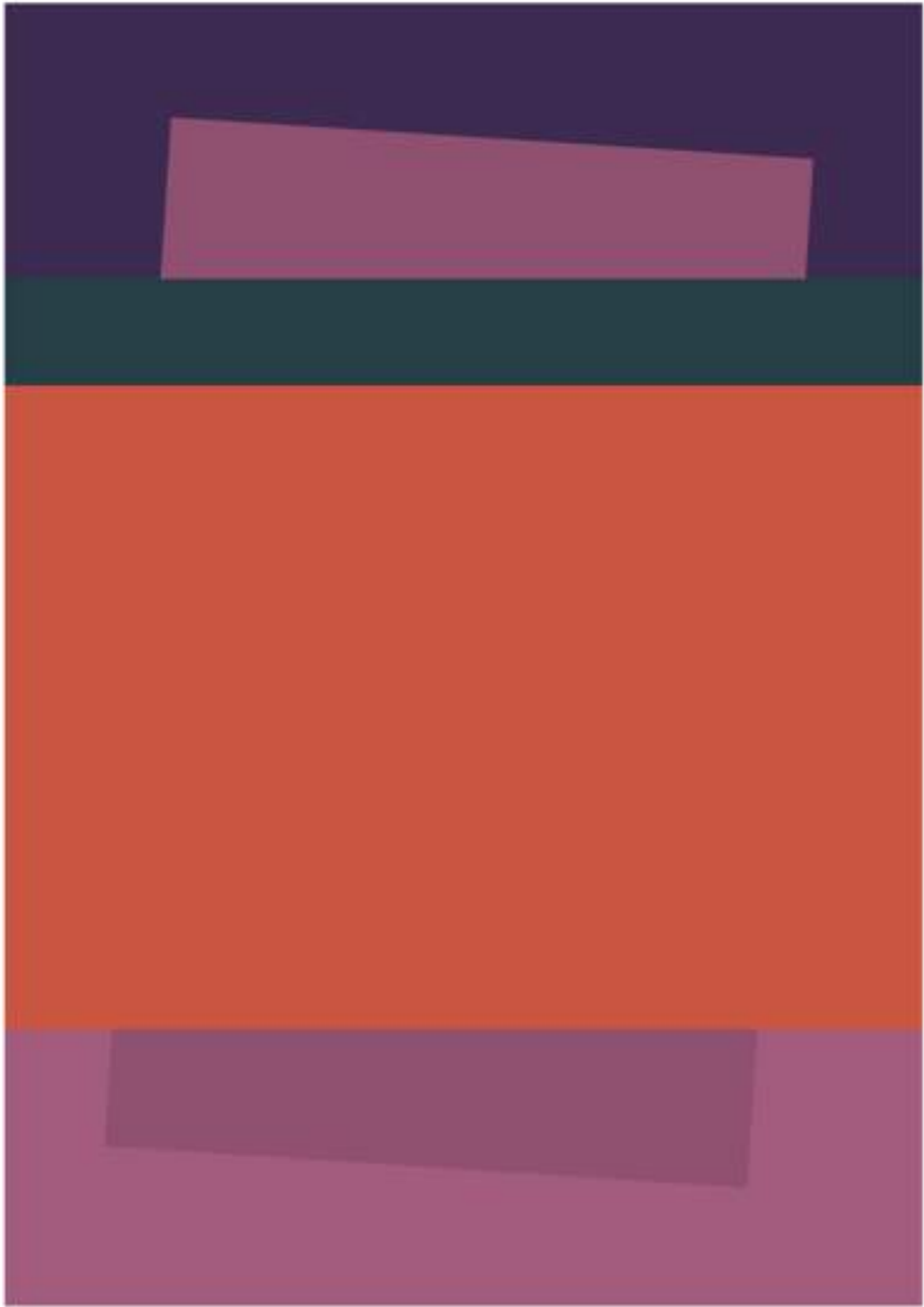
## *Interaction of Color*

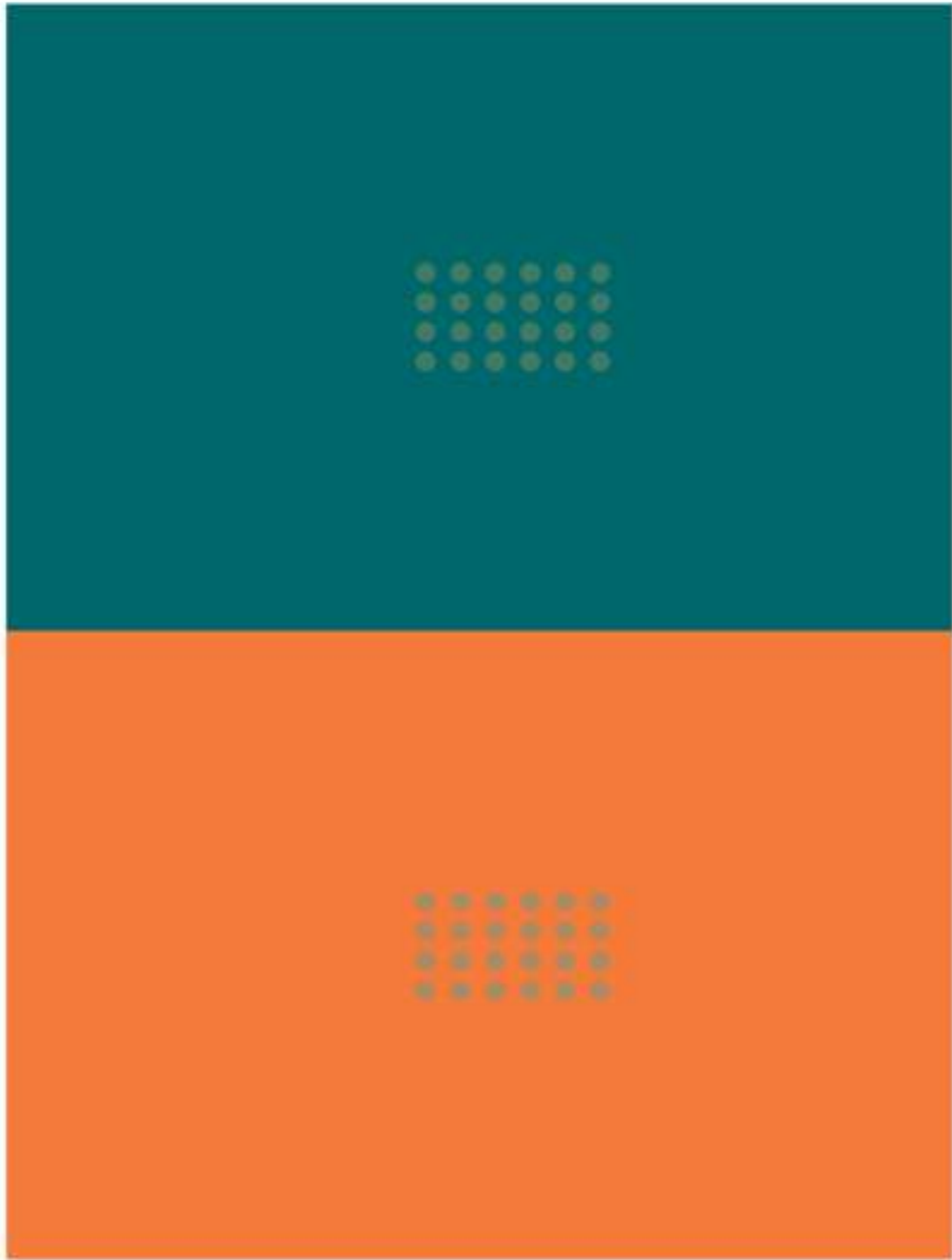
In visual perception a color is almost never seen as it really is — as it physically is. This fact makes color the most relative medium in art.

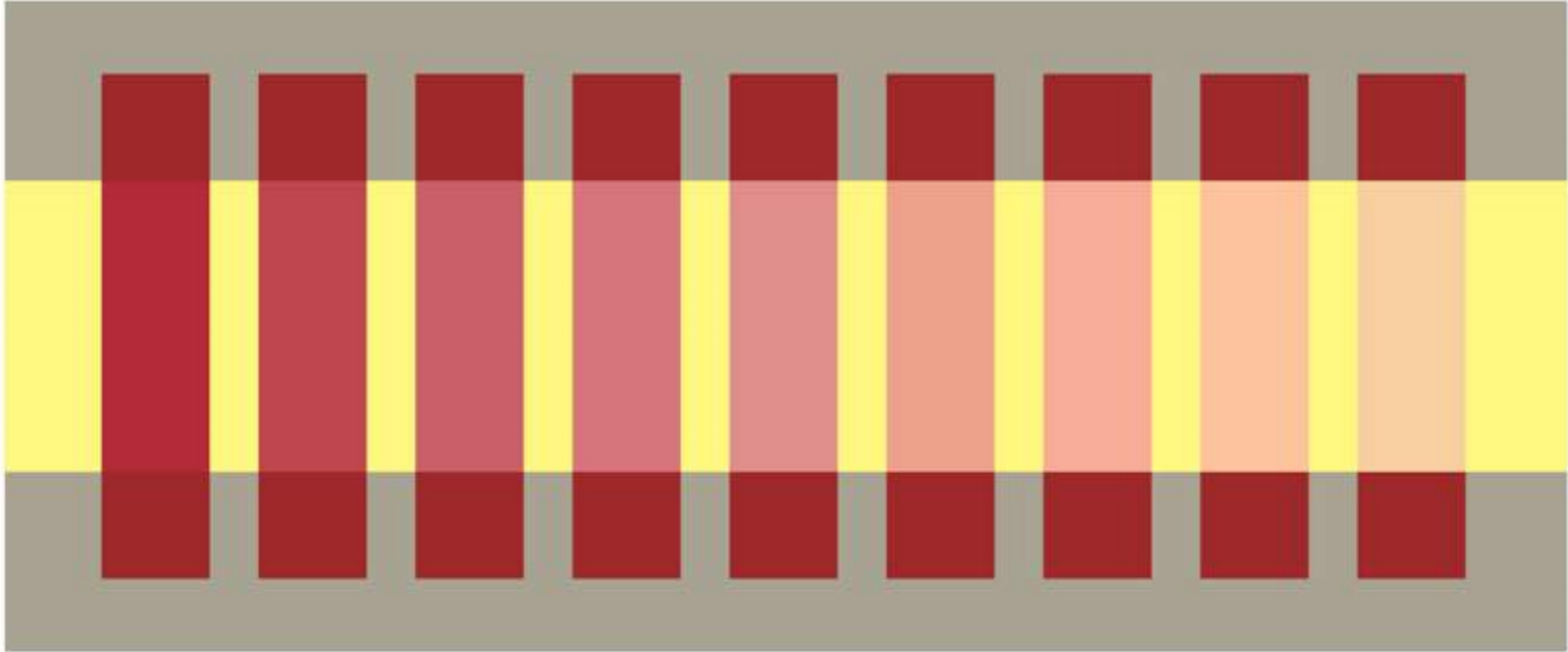
**In order to use color effectively it is necessary to recognize that color deceives continually. To this end, the beginning is not a study of color systems.**

First, it should be learned that one and the same color evokes innumerable readings. Instead of mechanically applying or merely implying laws and rules of color harmony, distinct color effects are produced-through recognition of the interaction of color-by making, for instance, two very different colors look alike, or nearly alike.



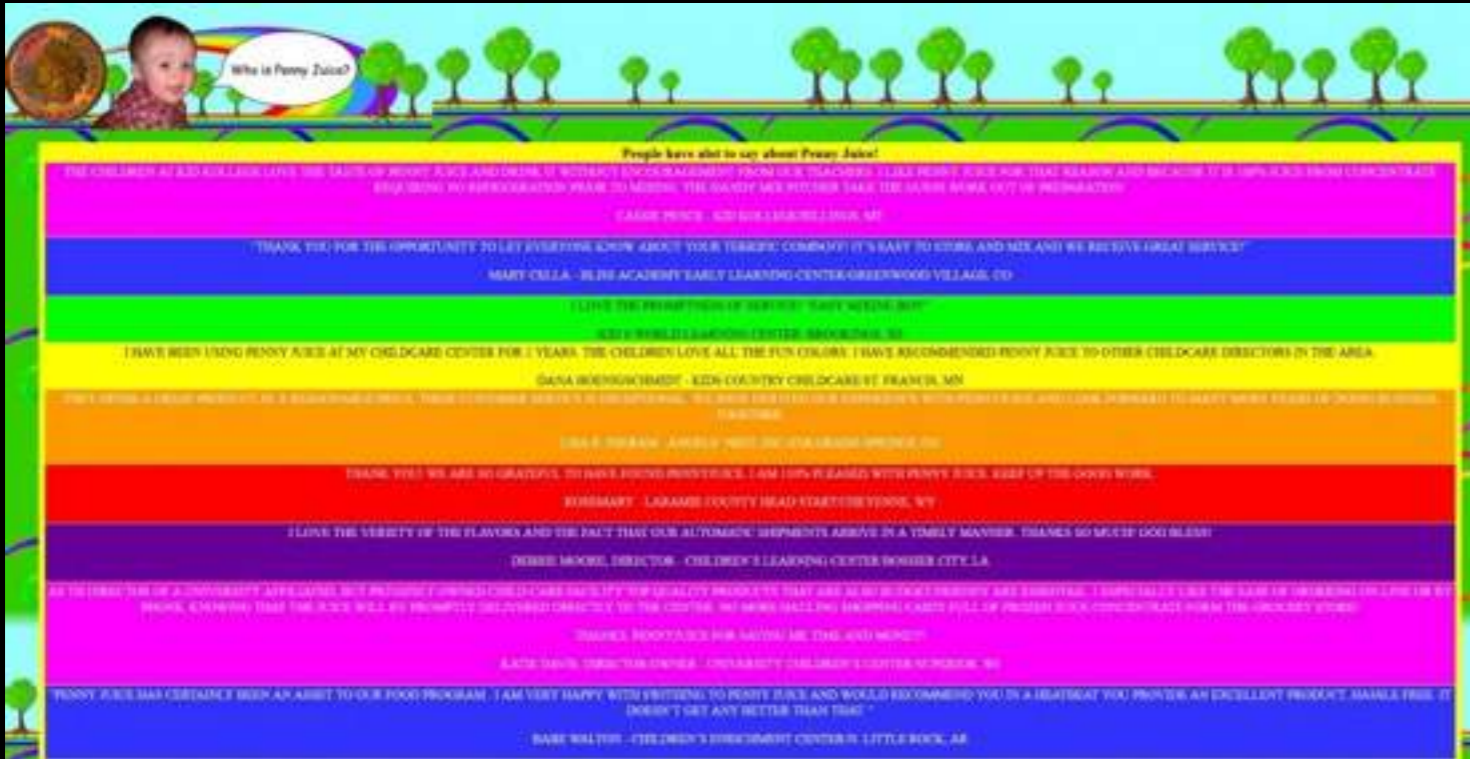








# Color on Screens!



1. Limit your palette

2. Consider readability/legibility

3. Don't make your color too subtle

4. Consider the brand

5. Edit in srgb to limit your color space

6. Check on multiple devices



“Color is the mother  
tongue of the  
unconscious”

—Carl Jung

# Think about your content...

## ARTERRA LANDSCAPE ARCHITECTS



photos

Galleys

Follow



Sherpas carrying heavy loads to Camp Four on the South Col, 25,000 feet above sea level, safeguarded by fixed ropes on Everest's "Yellow Band," May 9, 1996. Photo © Jon Krakauer

The traffic jam at the ropes grew with each arriving climber, so those at the rear of the scrum fell farther and farther behind. By late morning, three of Hall's clients—Stuart Hutchison, John Taske, and Lou Kasischke, climbing at the back near Hall—were becoming quite worried about the lagging pace. Immediately in front of them was a Taiwanese team, moving especially sluggishly. "They were climbing in a peculiar style, really close together," says Hutchison, "almost like slices in a loaf of bread, one behind the other, which meant it was nearly impossible to pass them. We spent a lot of time waiting for them to move up the ropes."

At Base Camp before our summit bid, as a safety measure, Hall had contemplated two possible turn-around times—either 1:00 P.M. or 2:00 P.M.—after which all his clients would be required to descend, regardless how close they were to the top. He never declared which of these times we were actually to abide by, however—which was curious, considering how much he'd talked about the importance of setting a hard deadline and sticking to it no matter what. The understanding, only vaguely articulated, was that he would withhold making a final decision until summit day, after assessing the weather and other factors, and would then personally take responsibility for turning everyone around at the proper hour.

By mid-morning on May 10, Hall had still made no announcement about



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long form text

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Existing Branding

# Starting with a Photograph

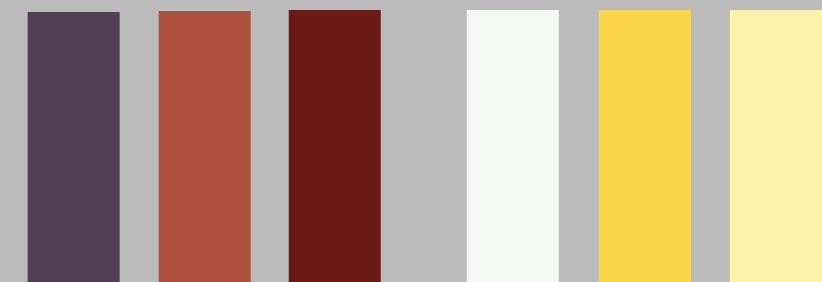
Photo from unsplash.com  
Photographer: Rachael Gorjestani



main colors

type type 2 links

Photo from unsplash.com  
Photographer: Brooke Lark



main colors

type type 2 links

<https://www.canva.com/color-palette/>

# Color worksheet—use srgb color space

ABOUT US

Rafat Fadel

With his unique and dynamic style, Rafat designed a range of residential and commercial projects throughout the San Francisco Bay Area and internationally while a lead designer at Peter Koenig Planning & Design, and other offices throughout the Bay Area. He

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Rafat Fadel

ABOUT US

Rafat Fadel

ABOUT US

Rafat Fadel

#9fc163

#669ca3

#31333e

#8faa68

#5b7f84

#31333e


#ff7f7f

#ffff7f

#265f3b

# Color Contrast Checker

<http://webaim.org/resources/contrastchecker/>



services articles **resources** community

- Introduction to Web Accessibility
- WebAIM Training

## Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

**Foreground Color**  
#8FAA68  
Lightness

**Background Color**  
#31333E  
Lightness

**Contrast Ratio**  
**4.85:1**  
[permalink](#)

### Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

### Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

#### Related Resources

- [Quick Reference: Testing Web Content for Accessibility](#)
- [Constructing a POUR Website](#)
- [Web Accessibility for Designers](#)
- [Links having a 3:1 Contrast Ratio with Surrounding Text \[W3C\]](#)

# Adjusting color with hex



#4c 7c 8f



#9c	#8c	#7c	#6c	#5c	#4c	#3c	#2c	#1c	#0c
cc	bc	ac	9c	8c	7c	6c	5c	4c	3c
df	cf	bf	af	9f	8f	7f	6f	5f	4f

For a more information on working with color through code:

<https://www.smashingmagazine.com/2012/10/the-code-side-of-color/>



# Neutrals with accent

## — Design a simple life.

Every day, more stuff comes into our lives: stuff in our houses, stuff on our calendars, stuff on our minds. All that stuff gets in the way of where we really want to go and who we really want to be ... it's time to make a change.

START YOUR JOURNEY

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Every day, more stuff comes into our lives: stuff in our houses, stuff on our calendars, stuff on our minds. All that stuff gets in the way of where we really want to go and who we really want to be ... it's time to make a change.

START YOUR JOURNEY

[nosidebar.com](http://nosidebar.com) design: Brian Gardner

# Subtle, high key



[horlogerie.bilan.ch/#](http://horlogerie.bilan.ch/#) design: Heed Agency

# Dark, low key



[arielbeninca.com/](http://arielbeninca.com/)

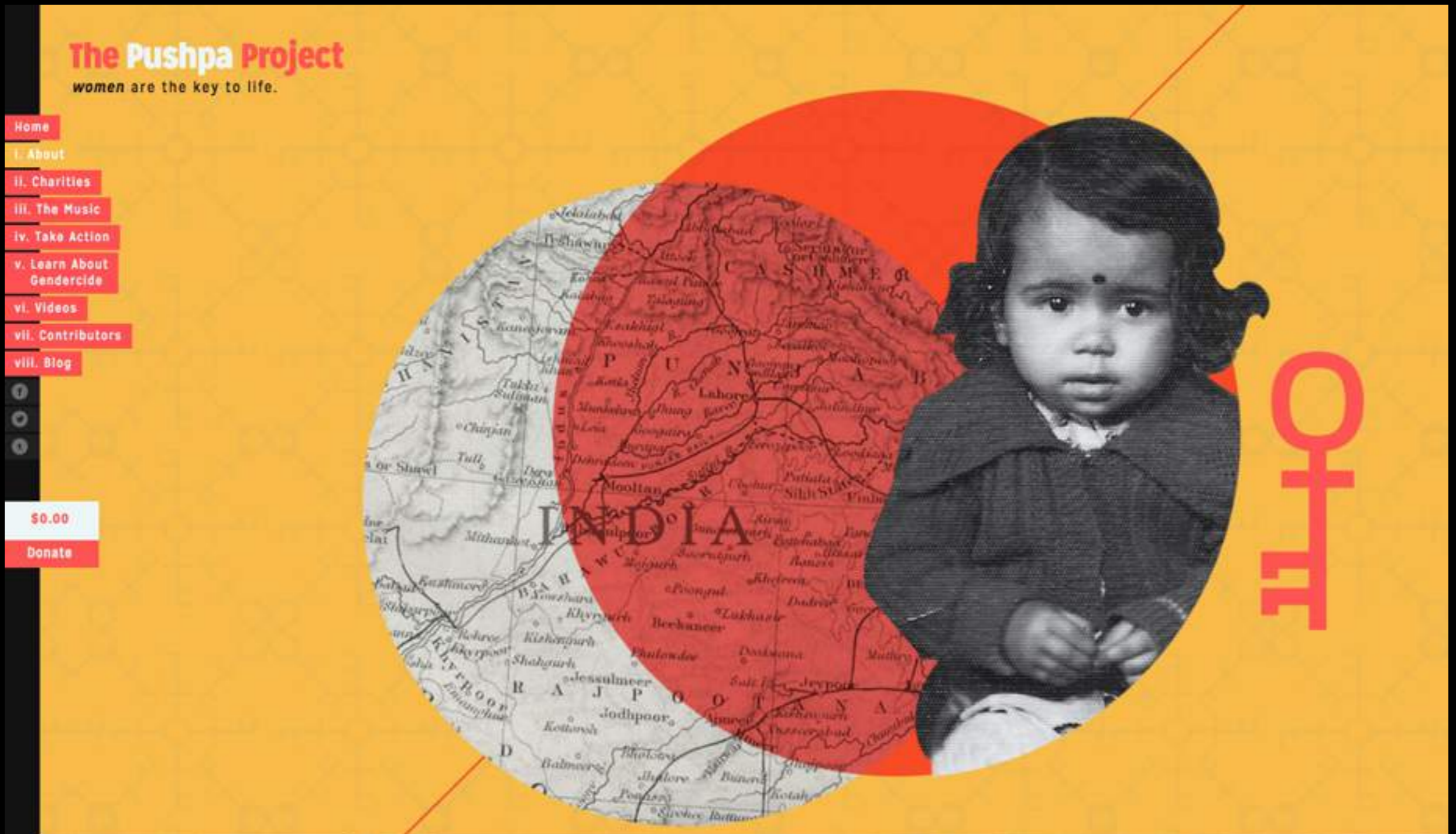
design: Ariel Beninca

# Monotone



[followbubble.com](http://followbubble.com)

# Warm colors



[pushpaproject.com/](http://pushpaproject.com/) design: Pen & Mouse

# Cool colors

JOSEF  
KJAERGAARD  
.COM

ABOUT

Creative Foundation  
Technical Experience  
Skills

PROJECTS

PFA Pensionstallet  
Oricon Web Apps  
Swatch Snap Dance  
Pandora Magazine  
Nokia Amazing Everyday  
Krak Jagten  
Carlsberg Part of the Game  
CO+ Website  
Fetex Knolde  
Berlingske UGEN

Welcome to [josefkjaergaard.com](http://josefkjaergaard.com)  
Copenhagen based freelance  
web designer and frontend developer

[f](#) Share on Facebook [t](#) Share on Twitter [in](#) Visit LinkedIn profile

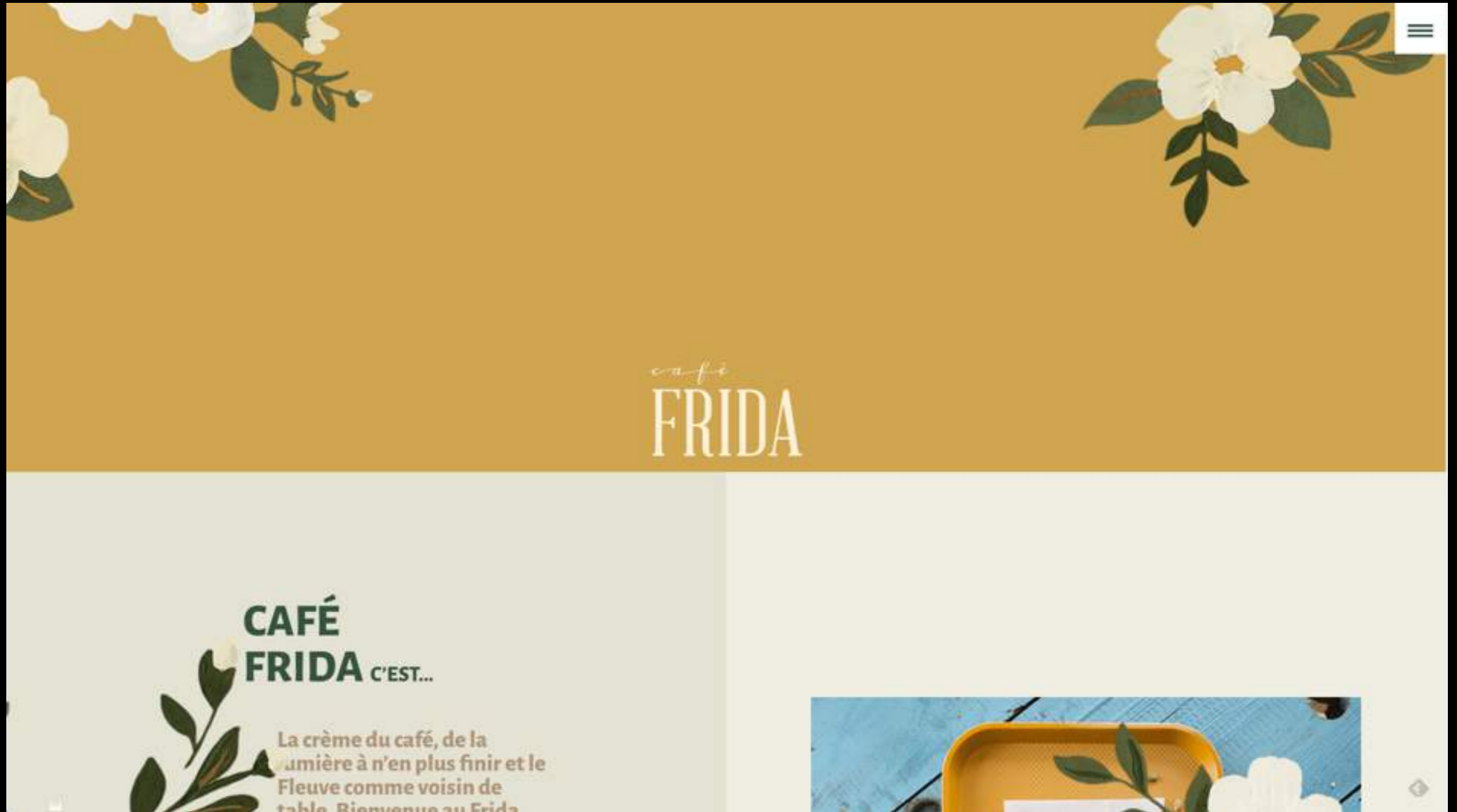
ABOUT  
Experience, education and skills

PROJECTS  
See examples of my work

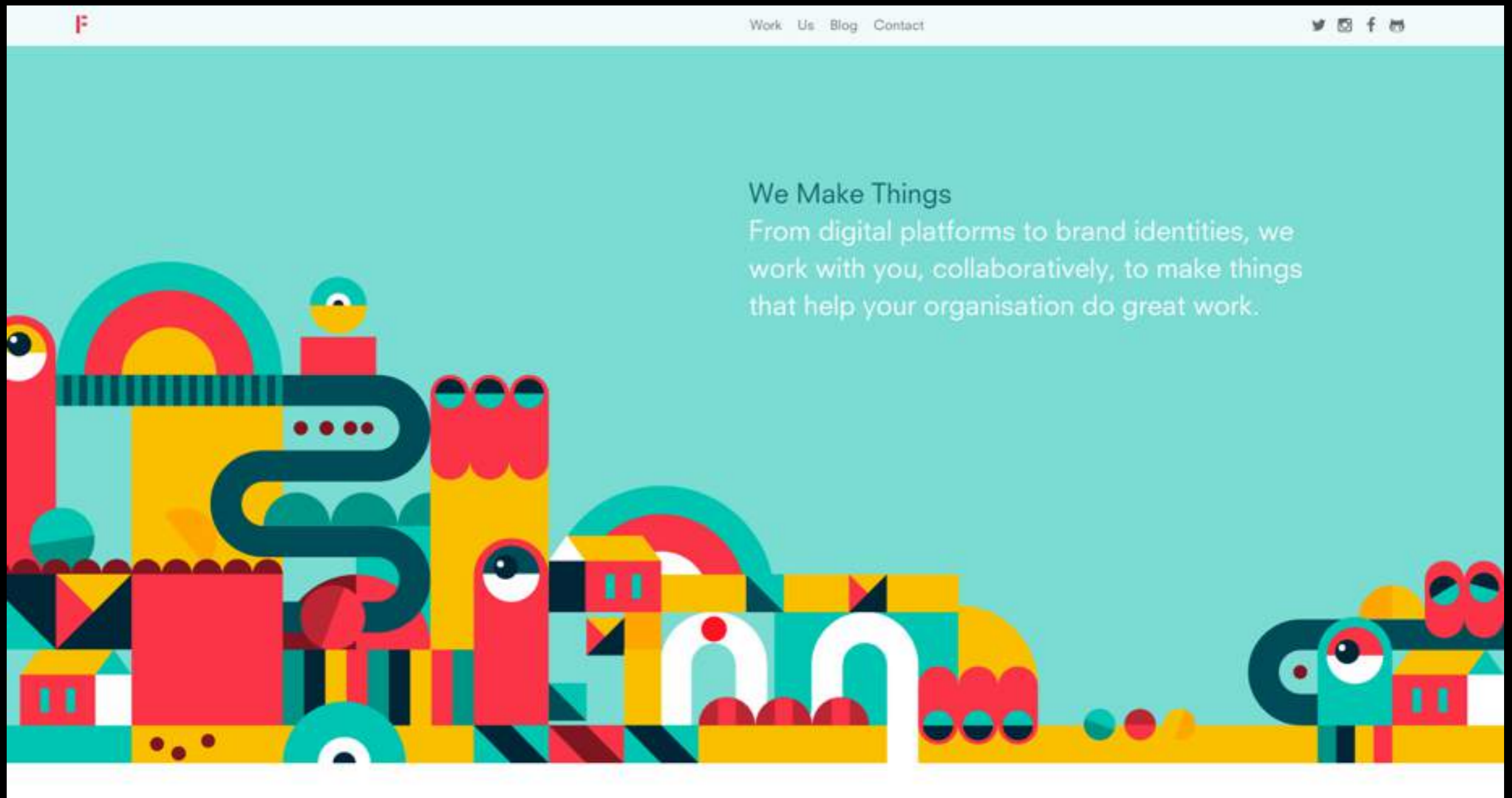
PHONE +45 61 71 87 97 EMAIL [josef@josefkjaergaard.com](mailto:josef@josefkjaergaard.com)

[josefkjaergaard.com/](http://josefkjaergaard.com/)

# Muted color




# Saturated, warm/cool



[madebyfieldwork.com](http://madebyfieldwork.com)



# Complementary colors



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*Shake the pulp!*

HOME HERITAGE PRODUCTS English

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**SHAKE THE PULP**  
Gently shake the bottle to mix the

[orangina.eu/](http://orangina.eu/)

# Colors with similar values

The image shows a website for 'LITMUS LIVE' with a dark blue header. The main text reads: 'Become a better email marketer with real-world advice, best practices & practical takeaways'. Below this is a navigation menu with 'DESIGN · CODE · STRATEGY · PLANNING · WORKFLOW · ANALYTICS'. The main content area features three vertical panels, each representing a different city and color scheme:

- Boston (Yellow):** August 2 - 4, 2017, Westin Waterfront Boston. Includes a 'Learn more + tickets →' button and an illustration of a skyscraper.
- London (Light Blue):** August 29 - 30, 2017, etc.venues 155 Bishopsgate. Includes a 'Learn more + tickets →' button and an illustration of Big Ben.
- San Francisco (Light Red/Pink):** September 21 - 22, 2017, Park Central Hotel. Includes a 'Learn more + tickets →' button and an illustration of the Golden Gate Bridge.

A small chat icon is visible in the bottom right corner of the San Francisco panel.

[litmus.com/conference](https://litmus.com/conference)

# Resources

## PALETTE GENERATORS

[color.adobe.com](http://color.adobe.com)

*Makes it easy to create analogous, triad, complementary colors*

<https://pigment.shapefactory.co/>

*Interesting interface, direct way to experience color.*

[color.hailpixel.com/](http://color.hailpixel.com/)

*A very entertaining way to generate a palette, maybe less practical. Interesting way to experience colors interact.*

[www.colorhunt.co/](http://www.colorhunt.co/)

*Shows full palettes.*

## COLOR CONTRAST CHECKER

[webaim.org/resources/contrastchecker/](http://webaim.org/resources/contrastchecker/)

## MORE ABOUT USING CODE

[www.smashingmagazine.com/2012/10/the-code-side-of-color/](http://www.smashingmagazine.com/2012/10/the-code-side-of-color/)

## COLOR BLENDING GAME

Blendoku 2

## INTERESTING COLOR APP

**Interaction of Color** by Josef Albers  
App

An interactive version of Josef Albers influential book. Mac only.