DesignAcademy.io

Choosing a base colour

DESIGN FUNDAMENTALS

The first thing you need is a main colour for your brand

Don’t overthink this!

(It’s the easy part)

To help you decide...

1. **Check the colors of your competitors.**
   Are they all using a particular colour? If so, stay clear!

2. **Are there any colours that appeal to your particular audience?**
   If yes (and if all your competitors aren’t using them) — try this colour.

To help you decide...

1. **Check the colors of your competitors.**
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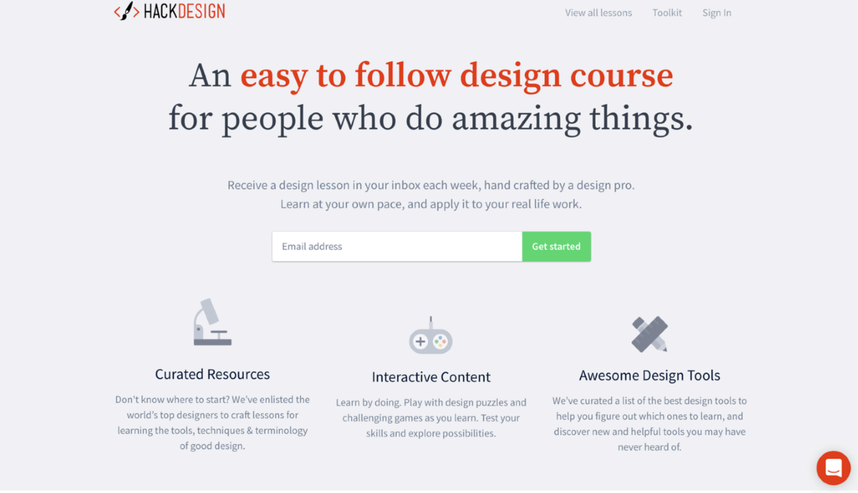
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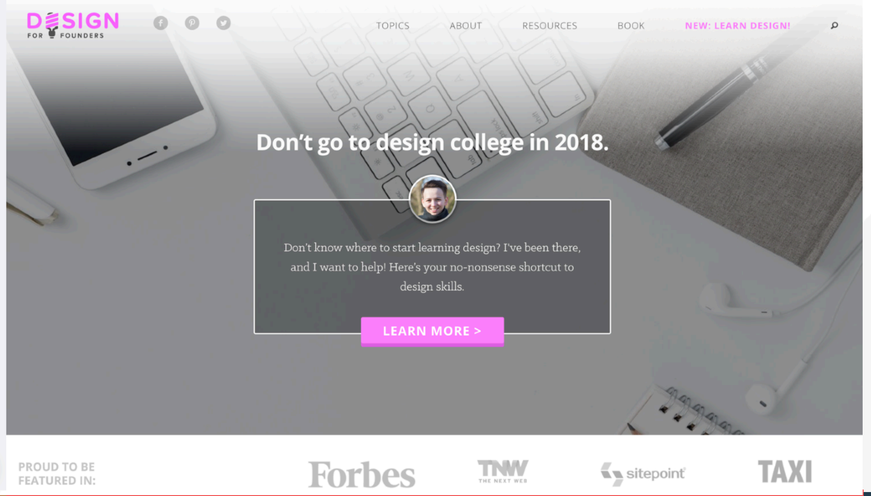
Awesome Design Tools
We've curated a list of the best design tools to help you figure out which ones to learn, and discover new and helpful tools you may have never heard of.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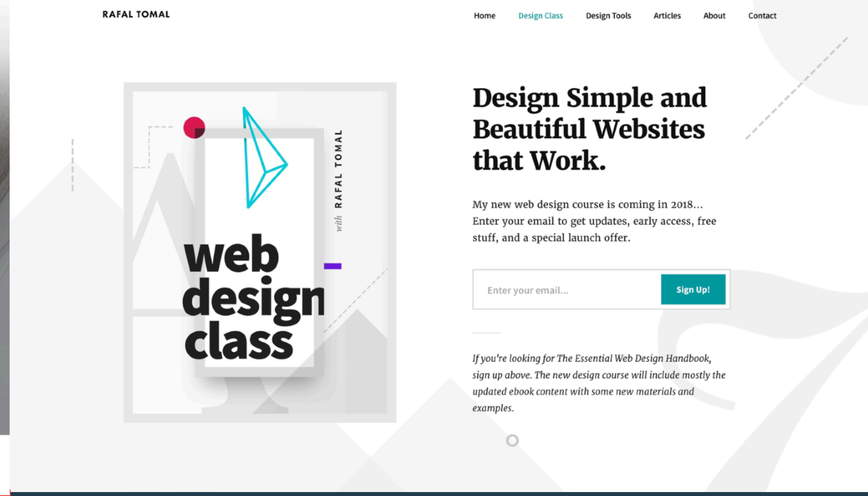
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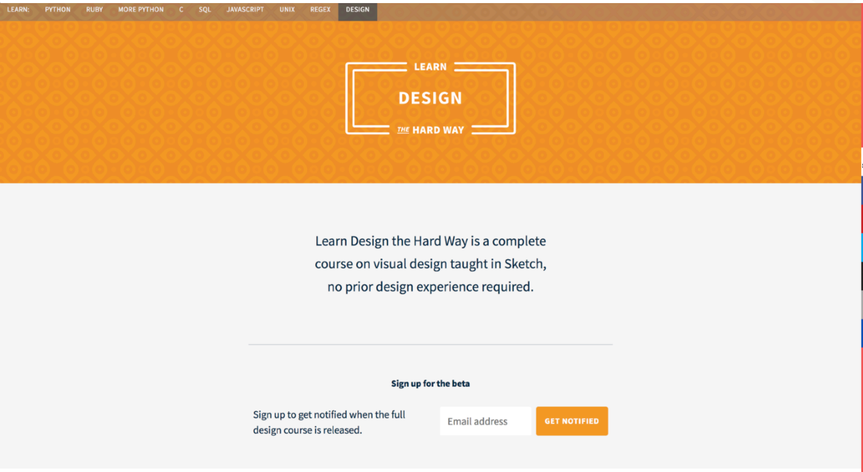
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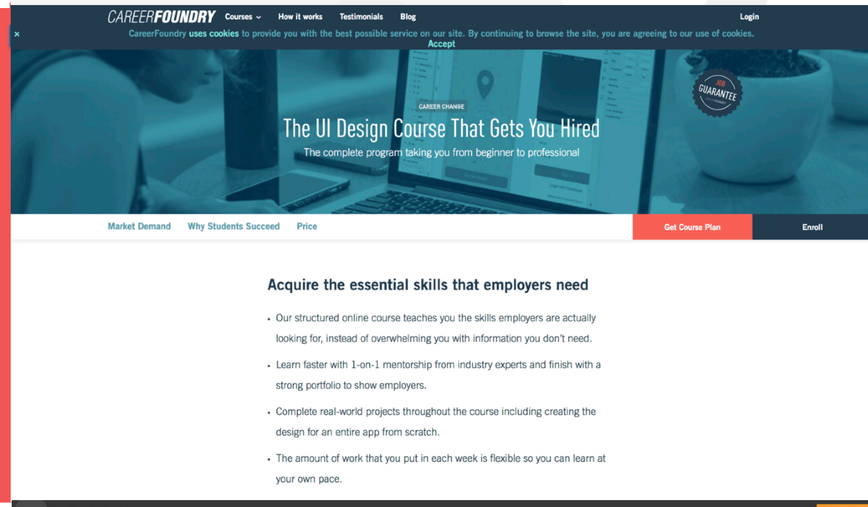
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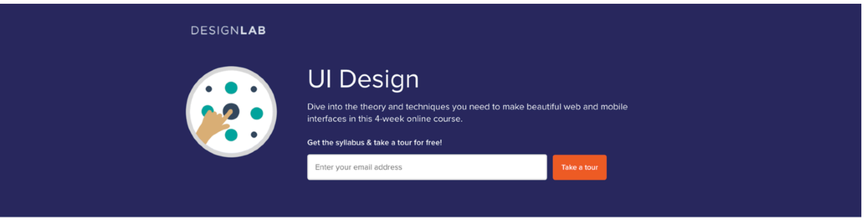
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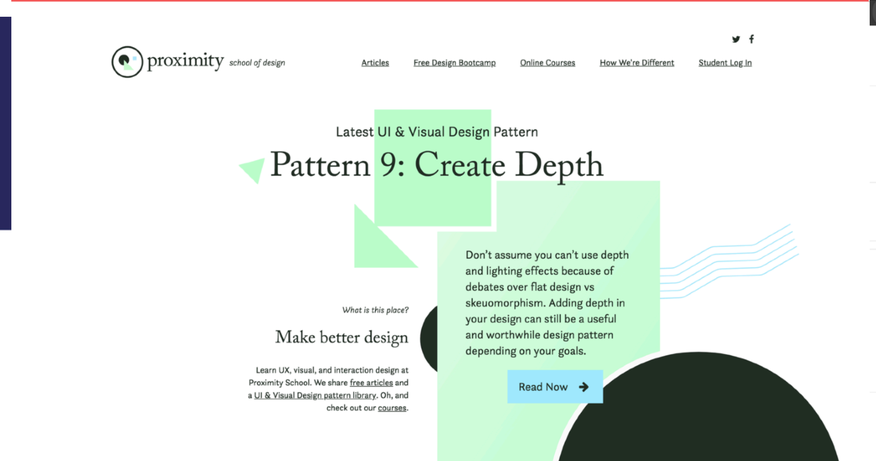
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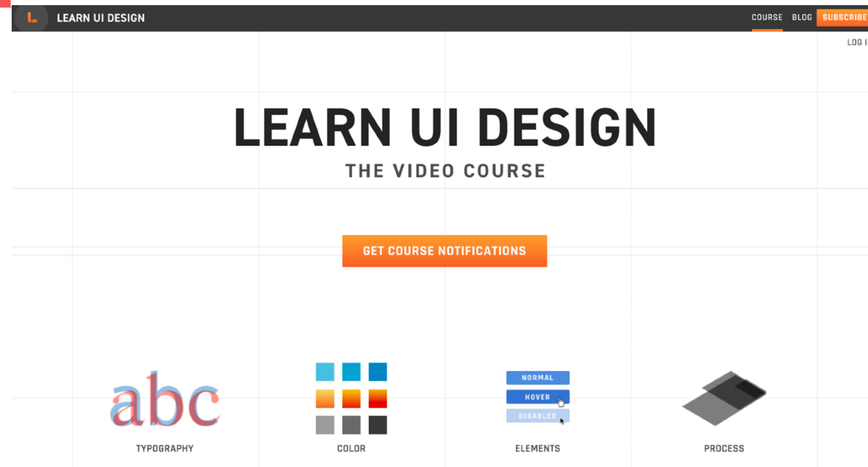
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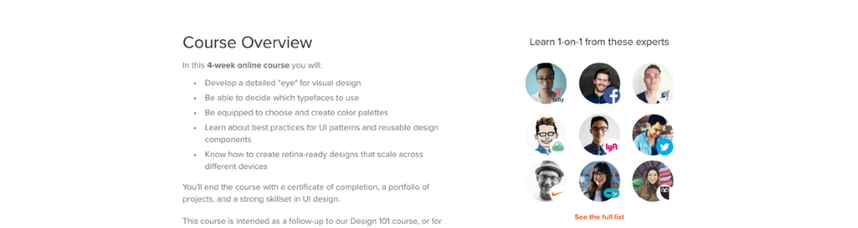
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In this 4-week online course you will:
Develop a detailed "eye" for visual design
Be able to decide which typefaces to use
Be equipped to choose and create color palettes
Learn about best practices for UI patterns and reusable design components
Know how to create retina-ready designs that scale across different devices
You'll end the course with a certificate of completion, a portfolio of projects, and a strong skillset in UI design.
This course is intended as a follow-up to our Design 101 course, or for
Learn 1-on-1 from these experts
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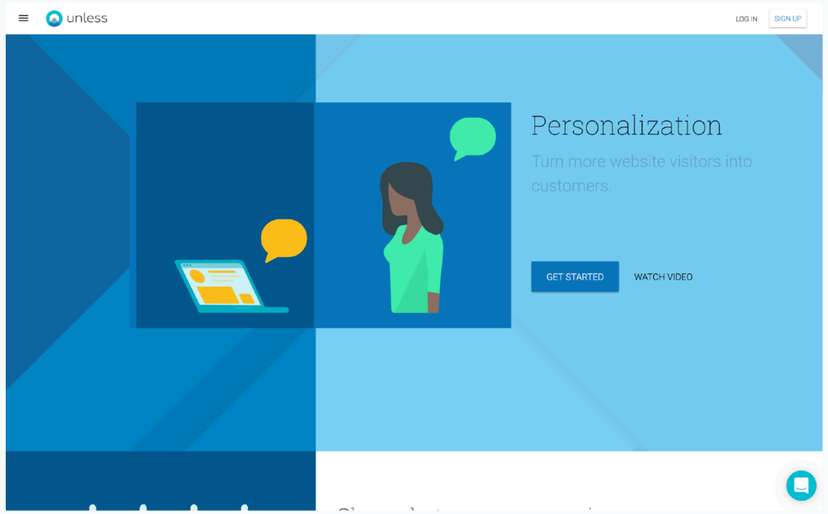
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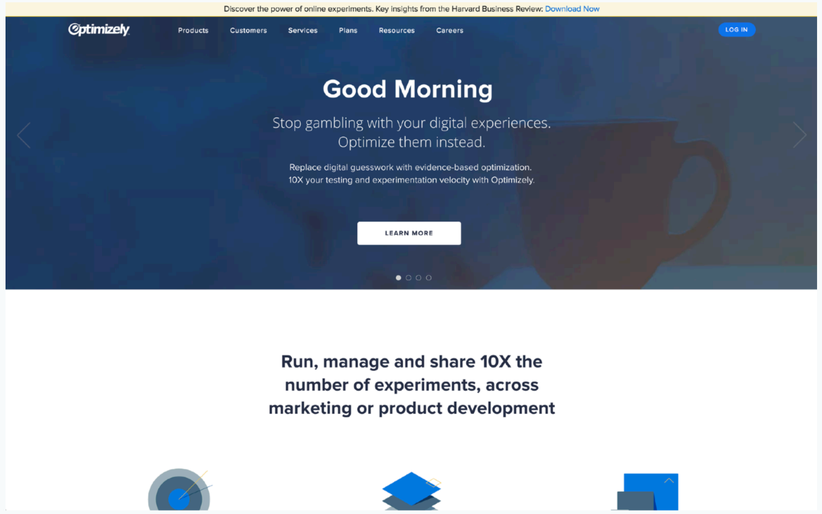
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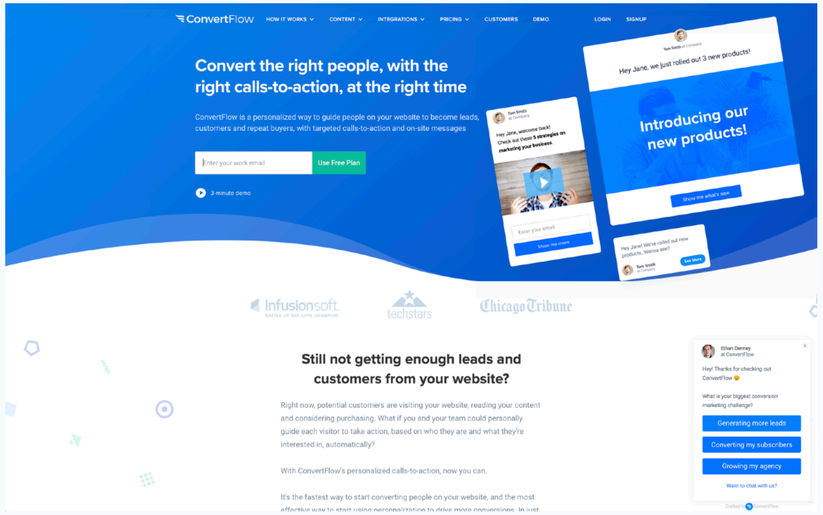
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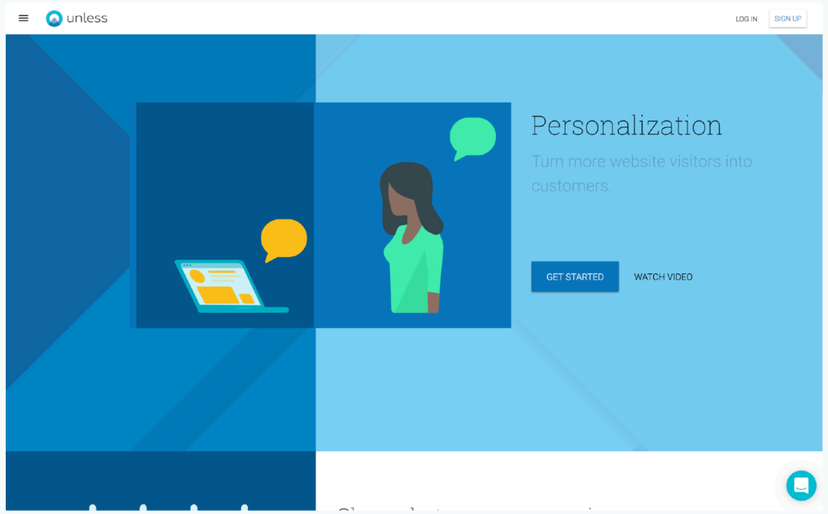
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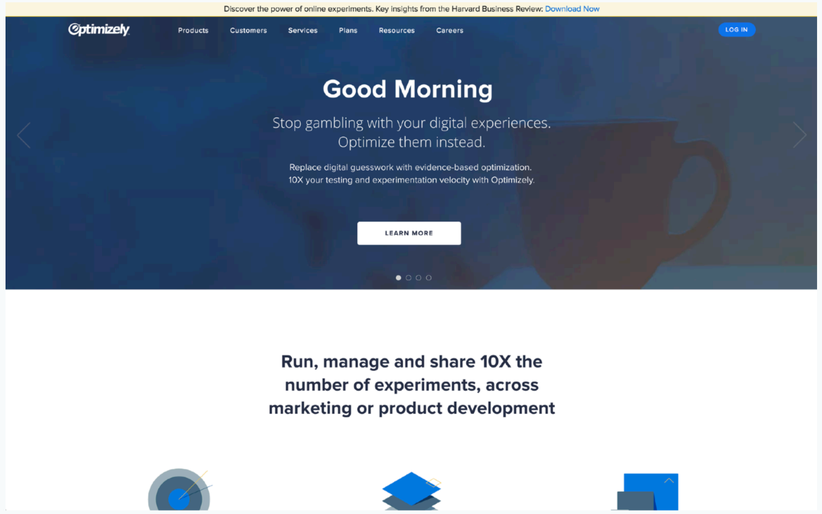
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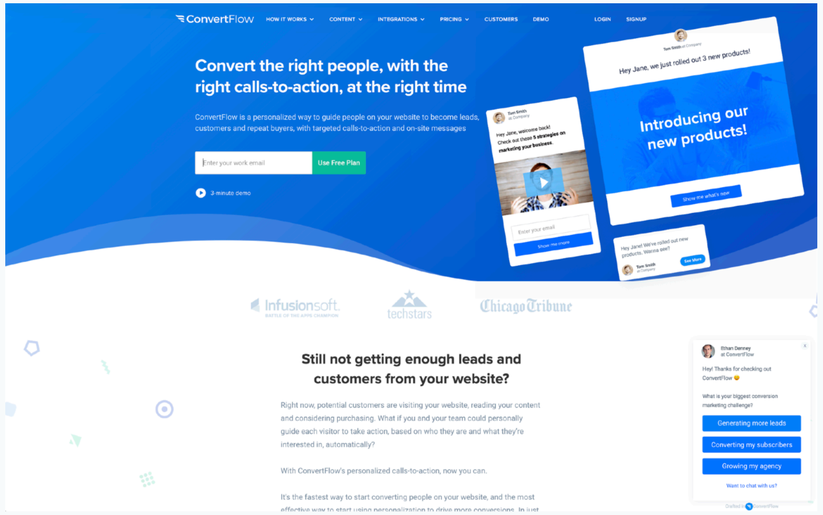
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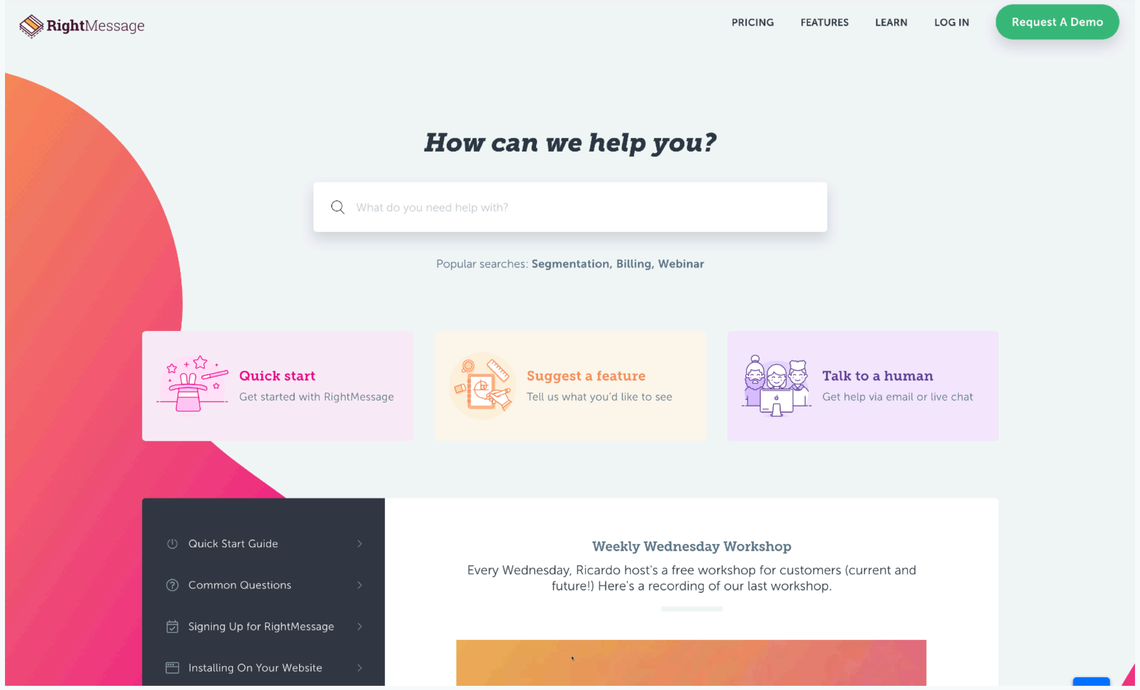
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This only works if your competitors aren't targeting your *exact* niche

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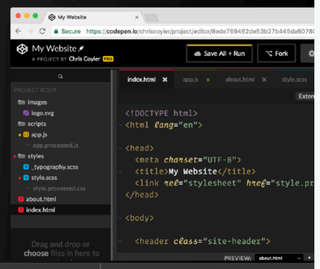

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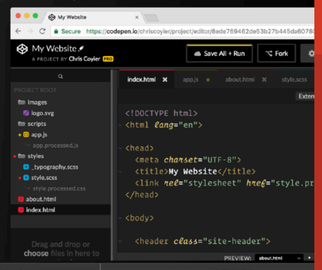

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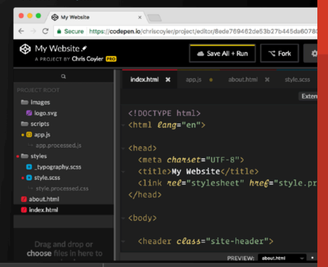

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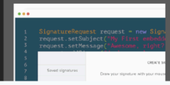
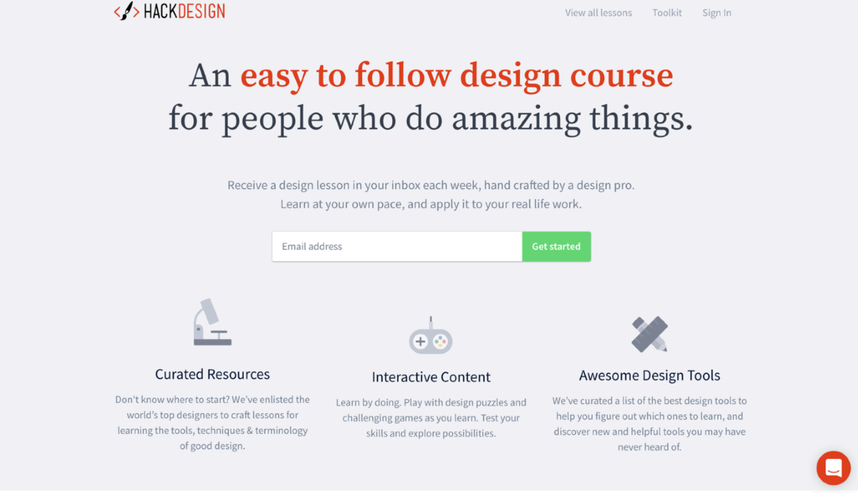
Iron Man's Arc Reactor Using CSS3 Transforms and Animations

APRIL 2, 2018 BY KUNAL SARKAR

Alright Iron Man fans, fire up your code editors! We are going to make the Arc reactor from Iron Man's suit in CSS. Here's what the end result will look like:

We've been using Wufoo here on CSS-Tricks for a decade.

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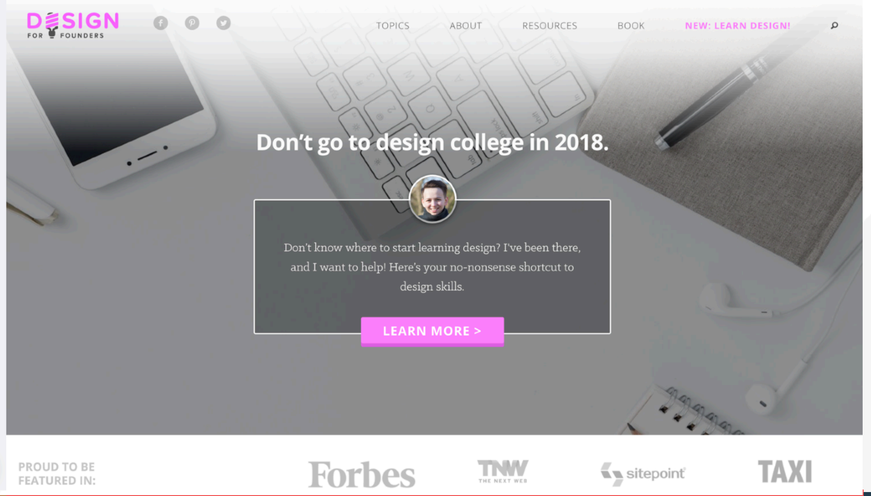
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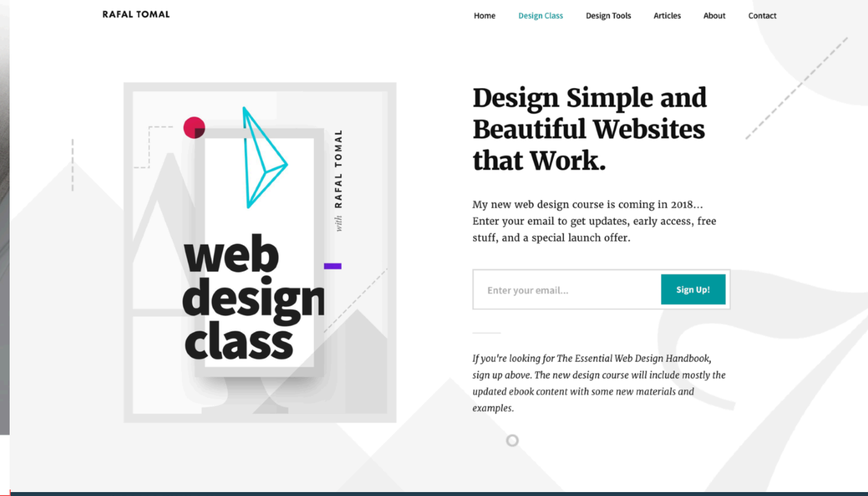
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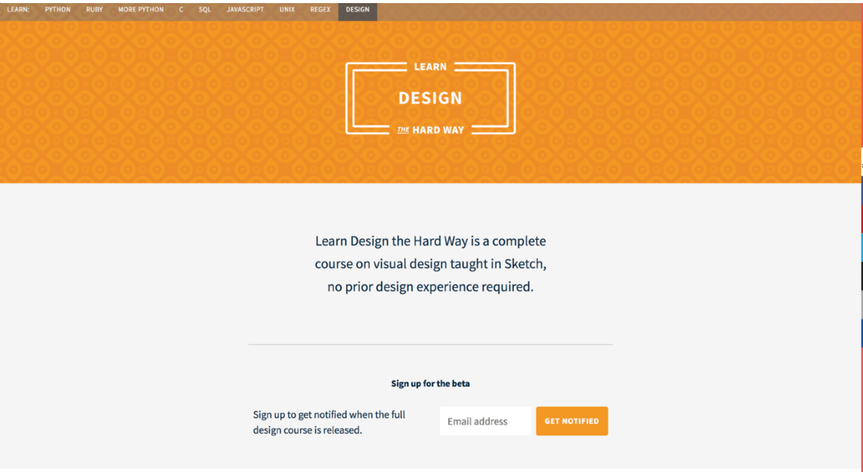
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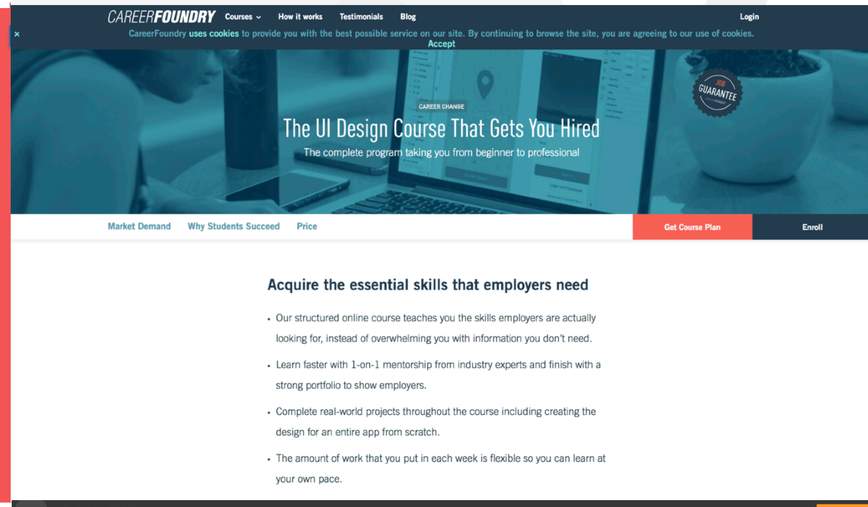
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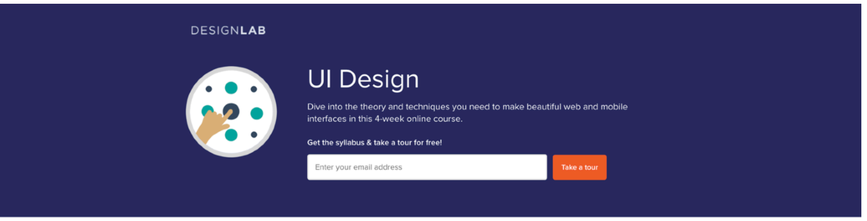
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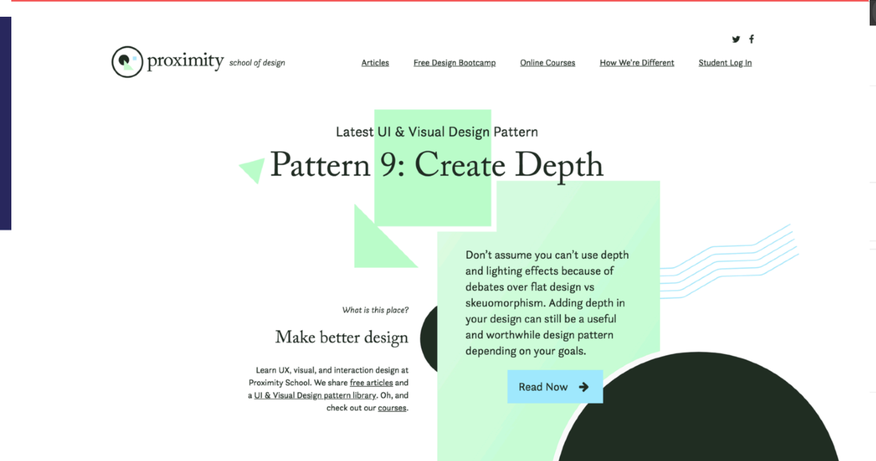
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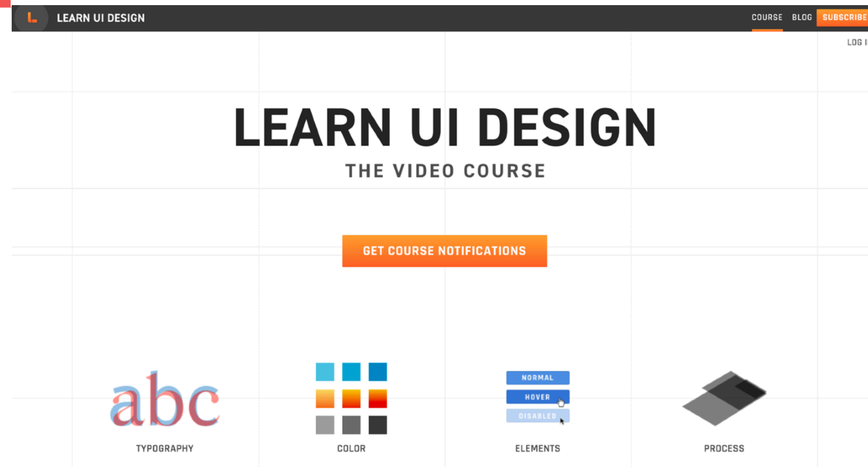
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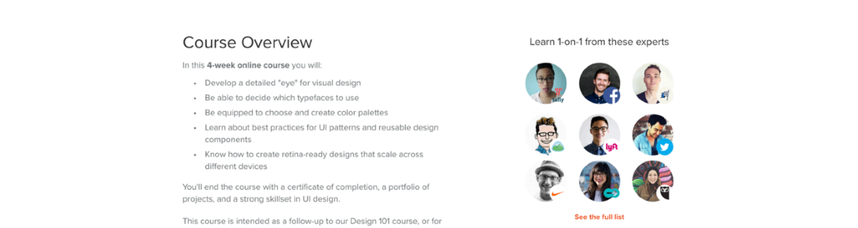
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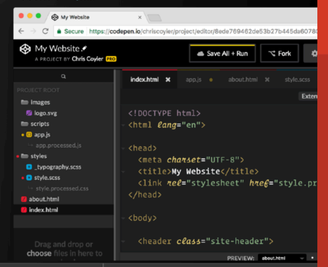

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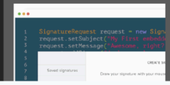
Iron Man's Arc Reactor Using CSS3 Transforms and Animations

APRIL 2, 2018 BY KUNAL SARKAR

Alright Iron Man fans, fire up your code editors! We are going to make the Arc reactor from Iron Man's suit in CSS. Here's what the end result will look like:

We've been using Wufoo here on CSS-Tricks for a decade.



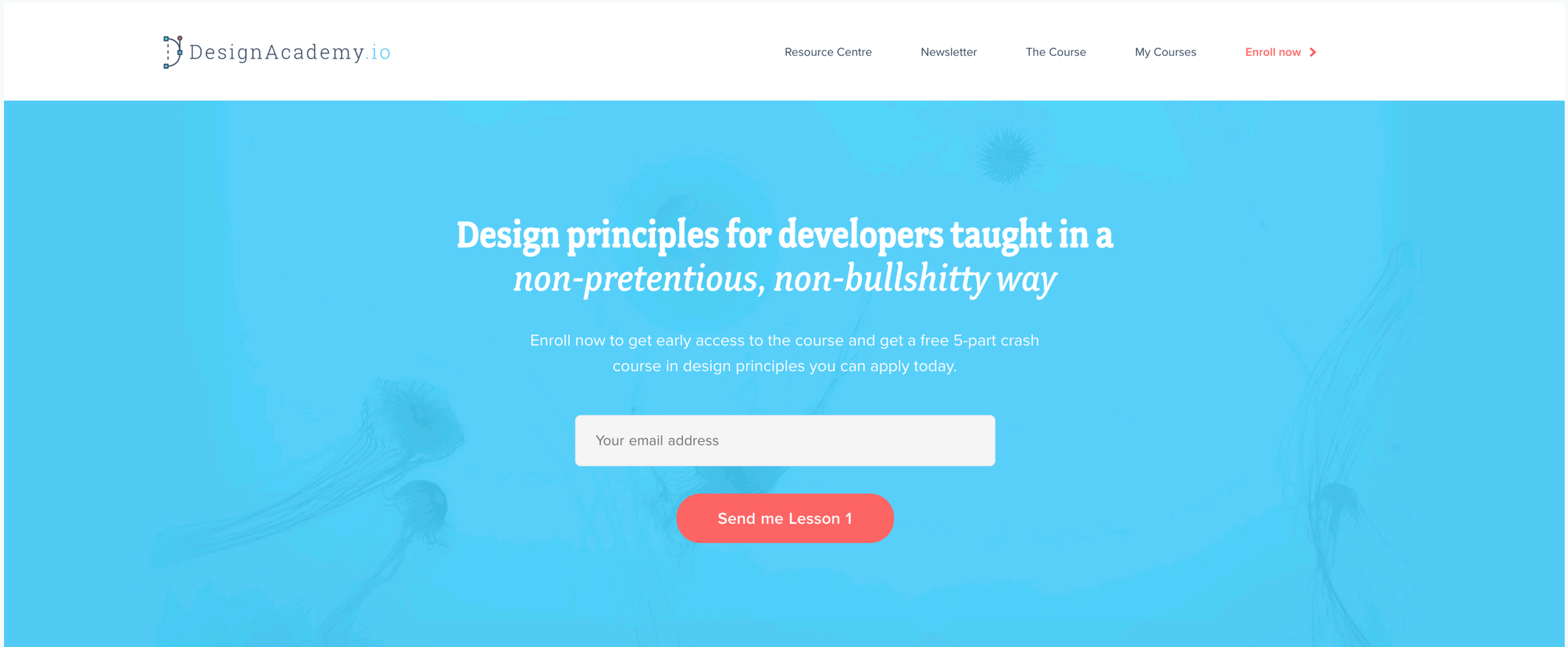
What do you do when no particular colour stands out?

What do you do when no particular colour stands out?

You just pick something!

Blue

Blue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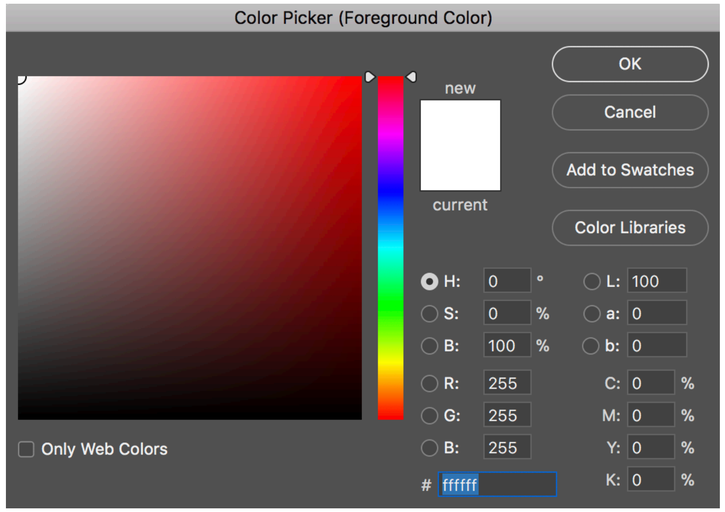
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current
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S: 0 %
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R: 255
G: 255
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L: 100
a: 0
b: 0
C: 0 %
M: 0 %
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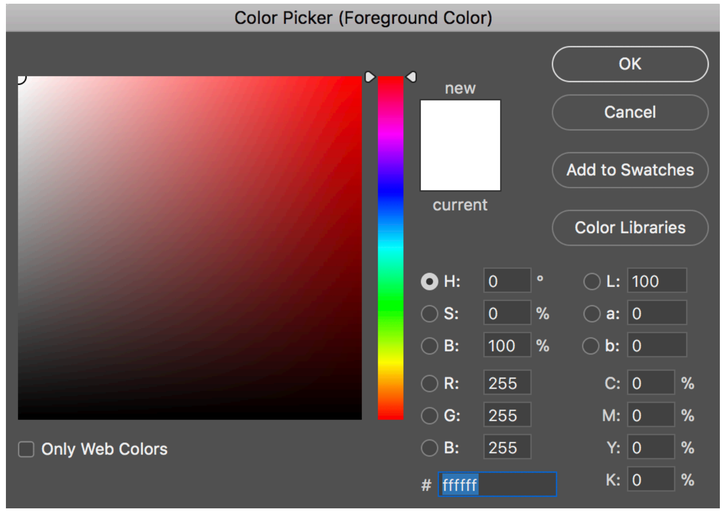
Only Web Colors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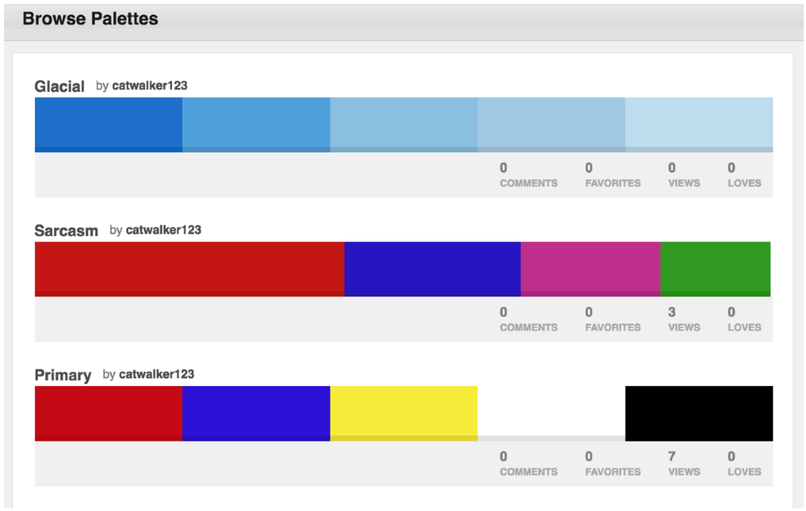
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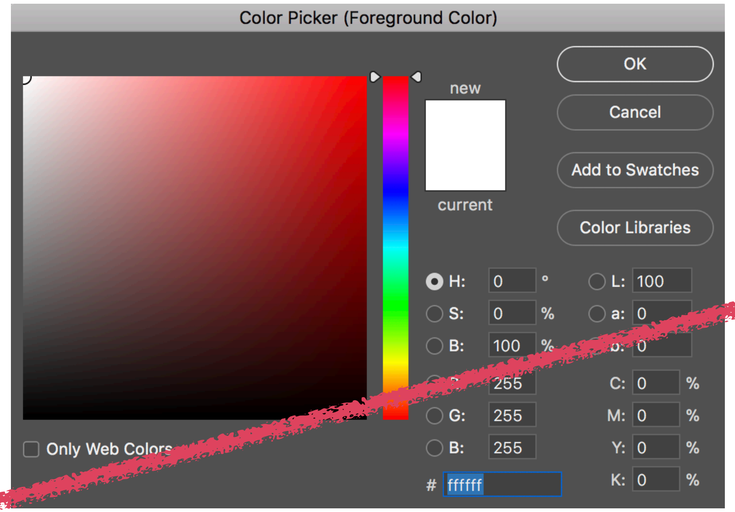
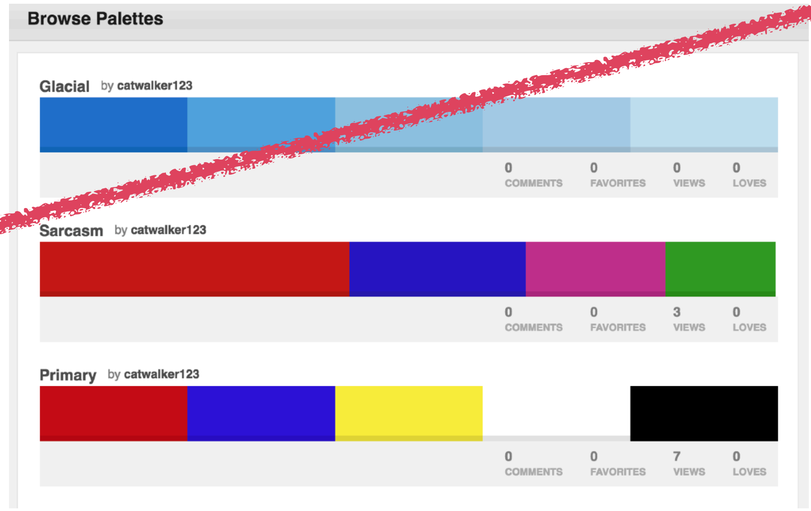
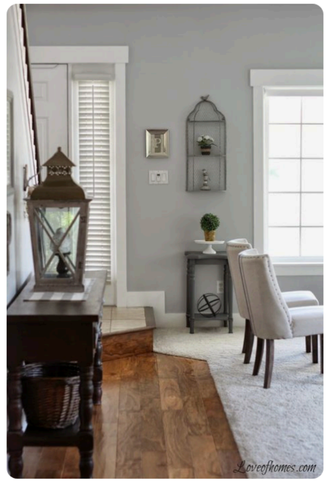




Too abstract. You're seeing colours **out of context**.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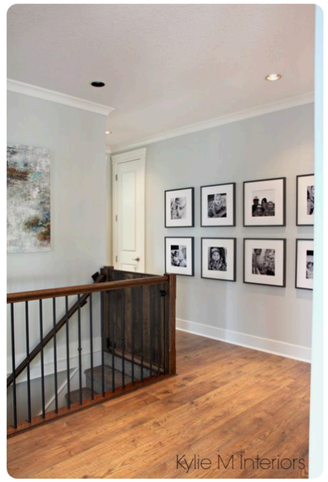
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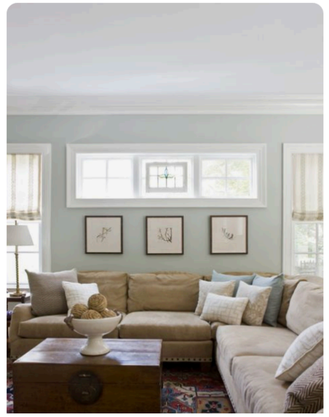

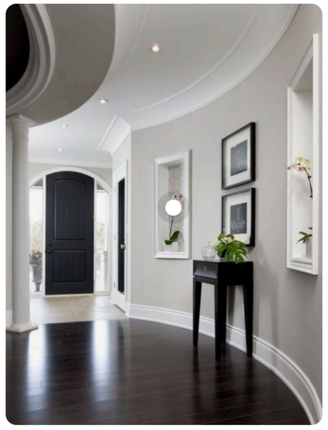

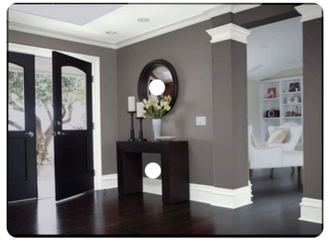

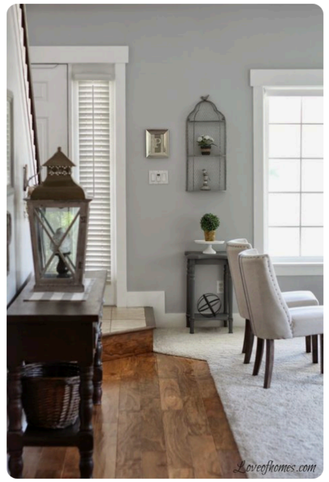
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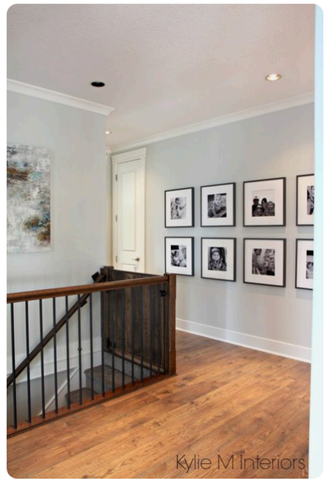
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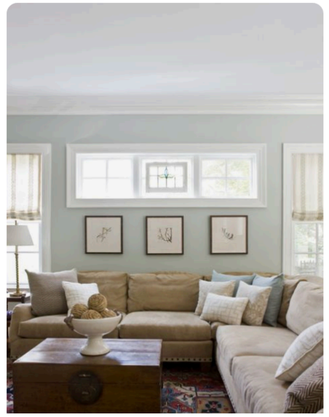

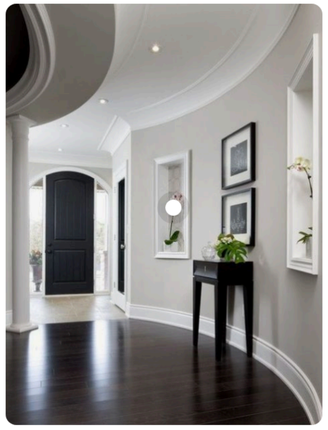

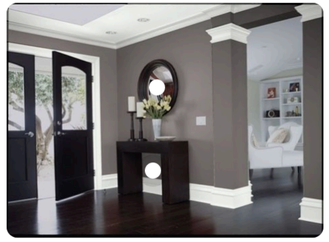

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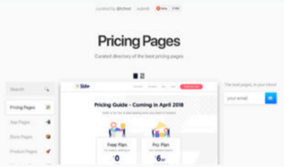

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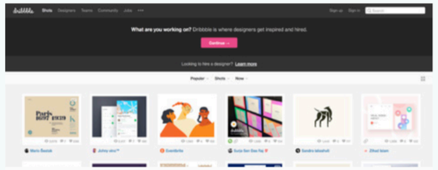
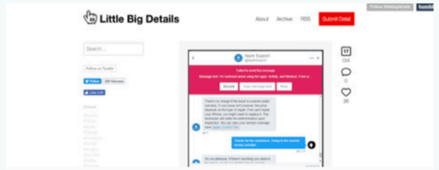


dribbble.com

Good for colours, small UI details and illustration. Not always the most usable designs.



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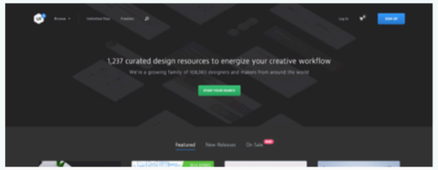
The little details in apps that make an experience surprisingly delightful. More UX than design.



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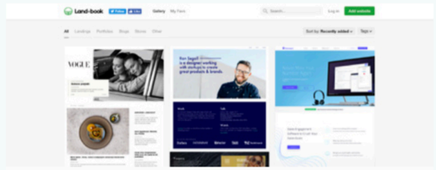

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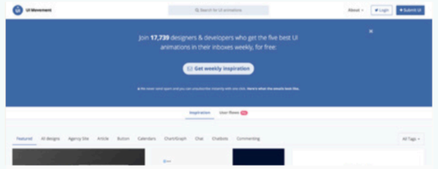
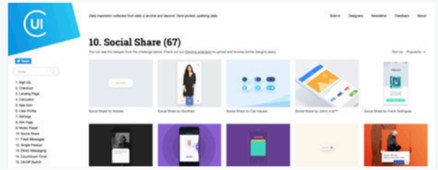


uimovement.com

Inspiration for UI animations but doesn't include code. Also good for general design inspiration.



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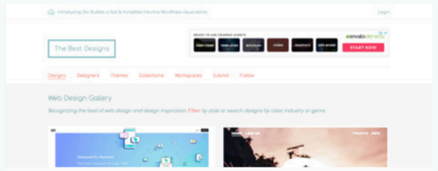

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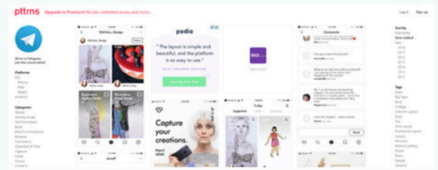

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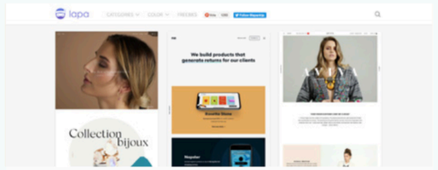

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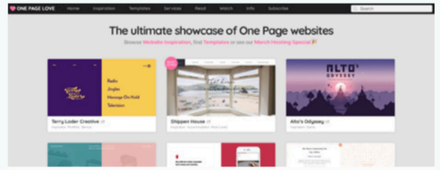

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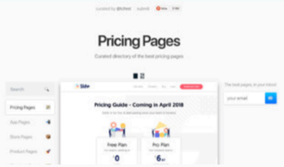

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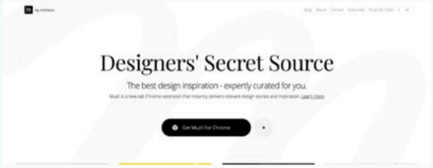

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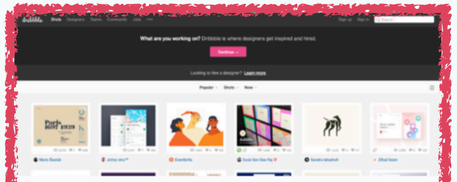

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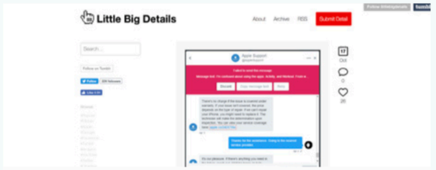

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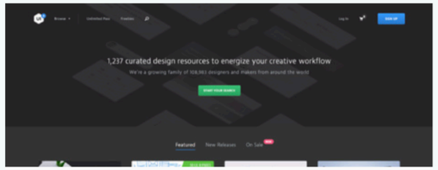

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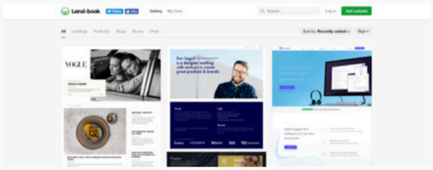

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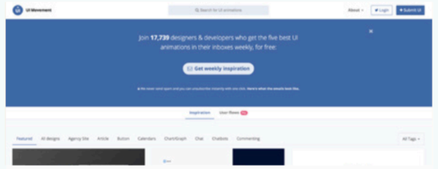

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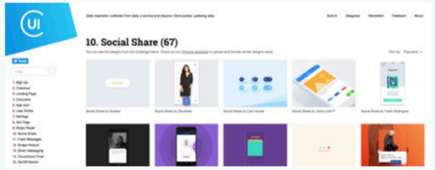

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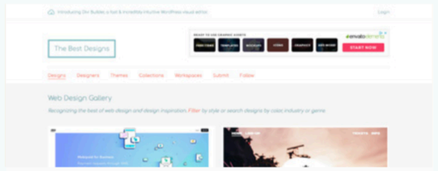

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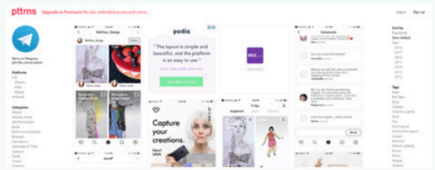

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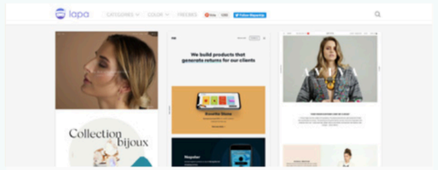

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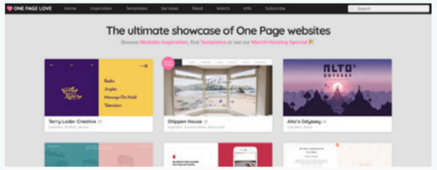

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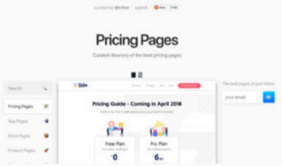

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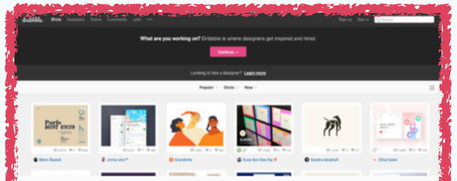

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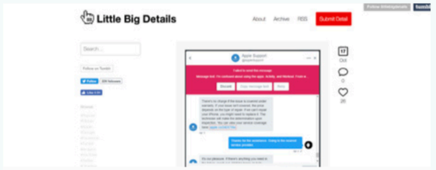

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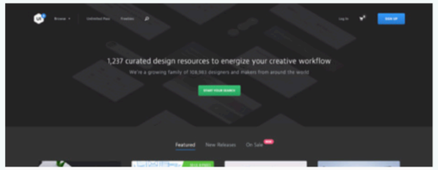

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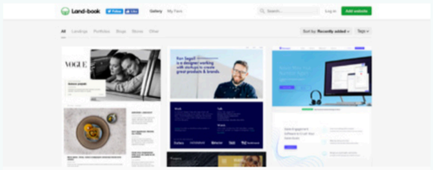

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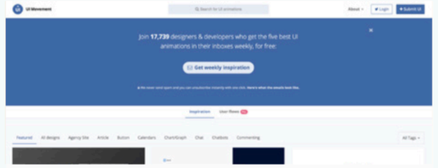

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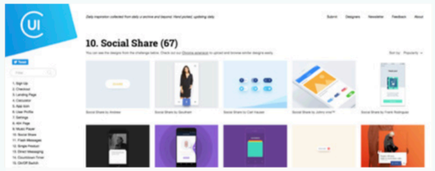

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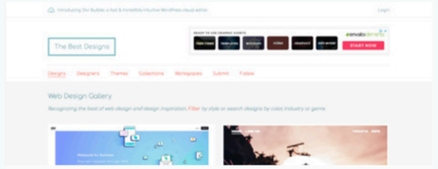

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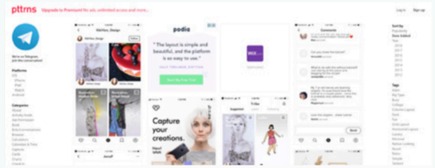

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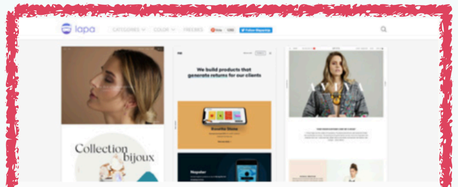

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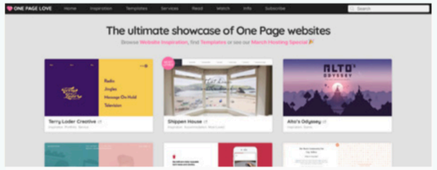

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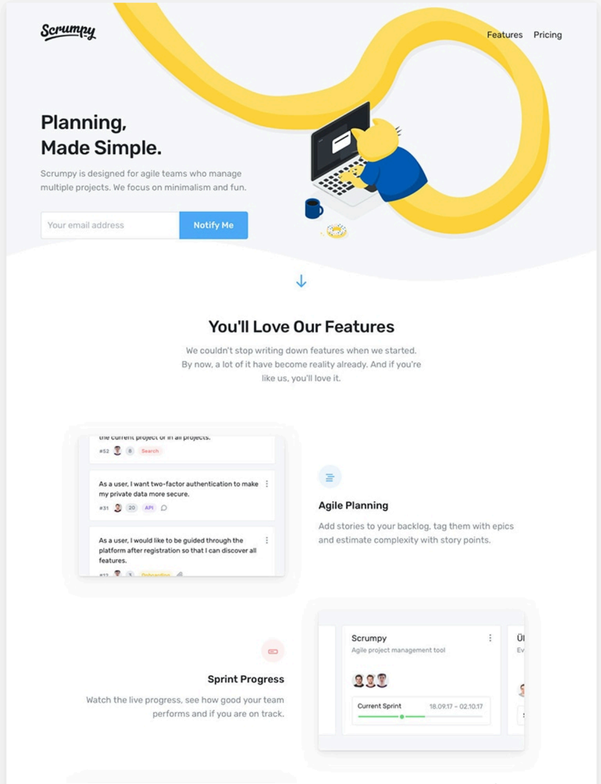

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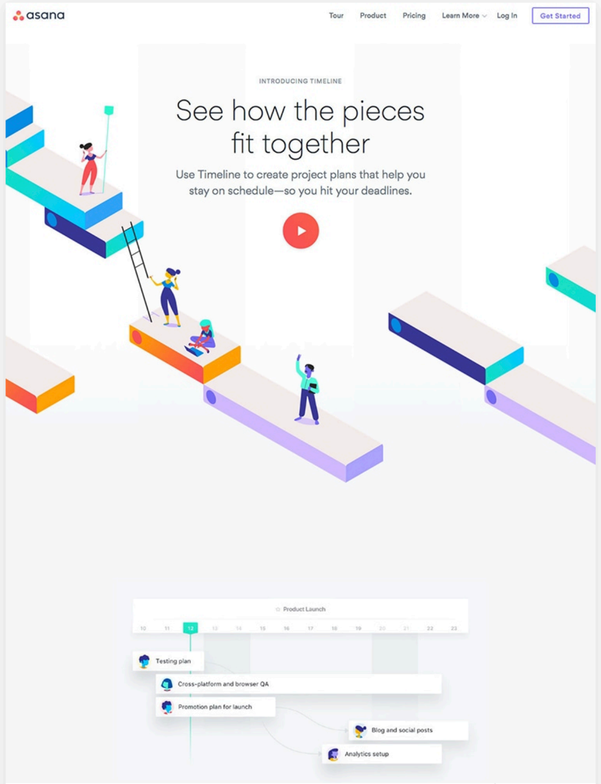
Project management tool for agile teams



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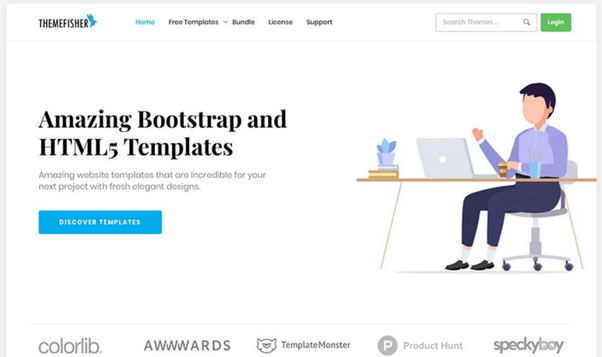

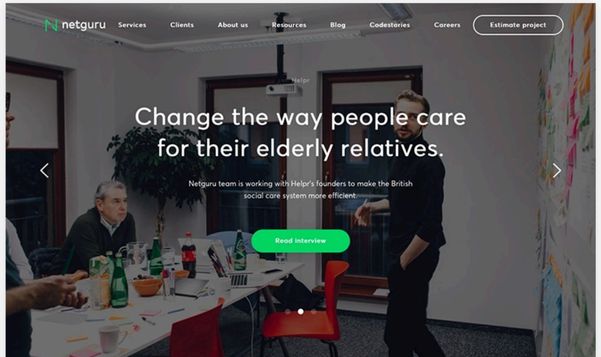

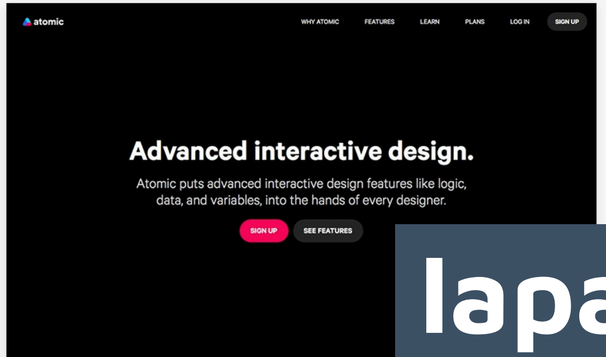

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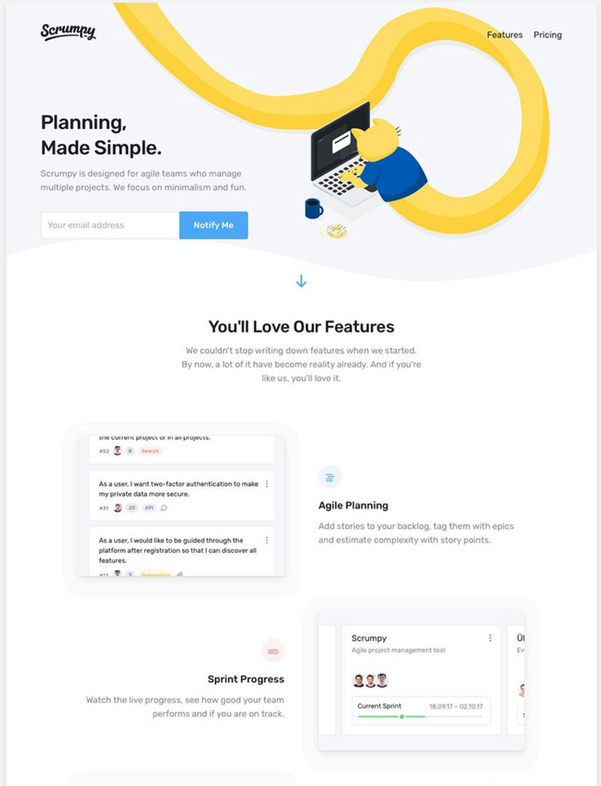

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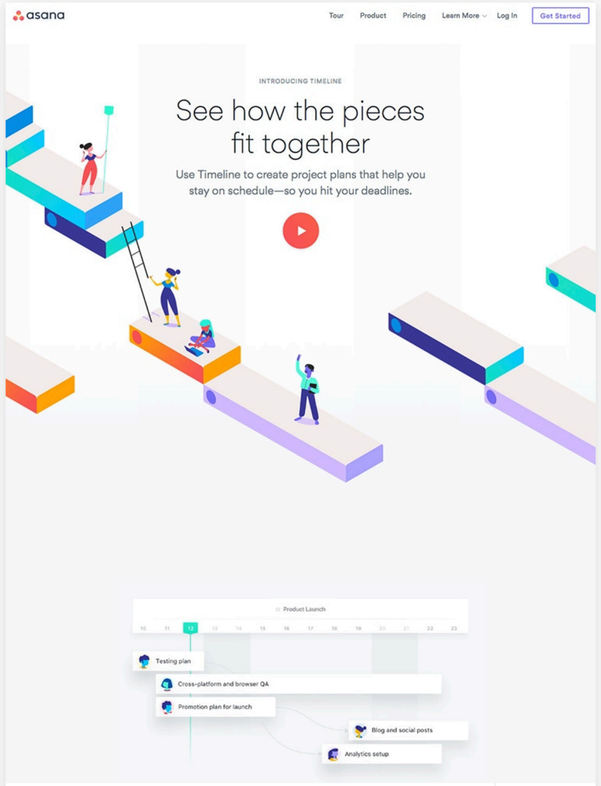

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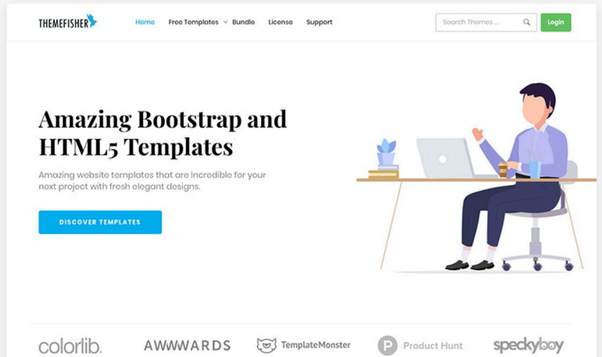

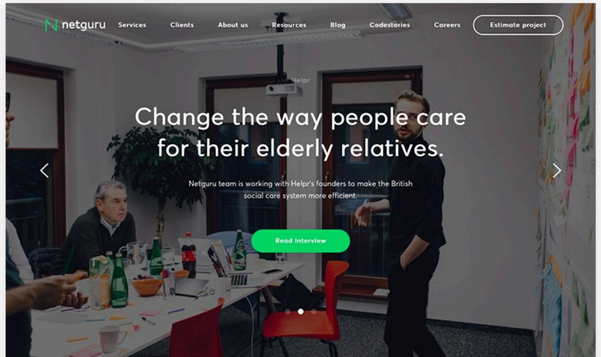

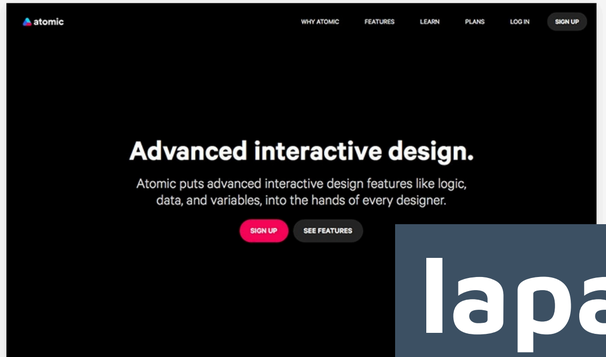

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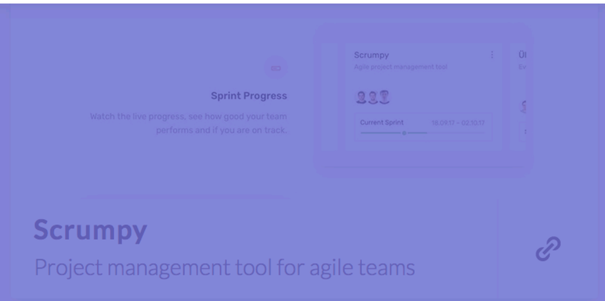
Aqua Black Blue Brown Gray Green

Maroon Multiple Colors Navy Olive Orange Pink

Purple Red Teal Ultra Violet White Yellow



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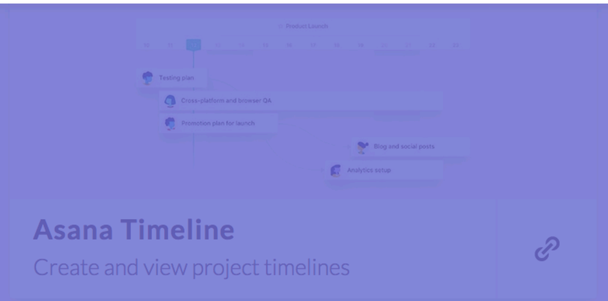

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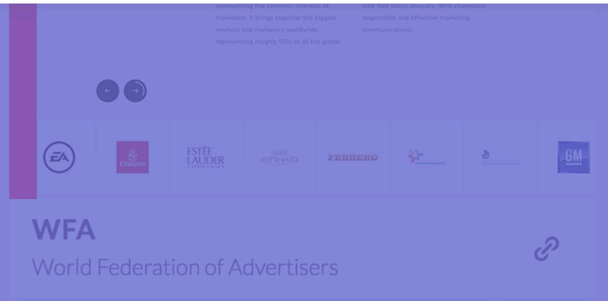

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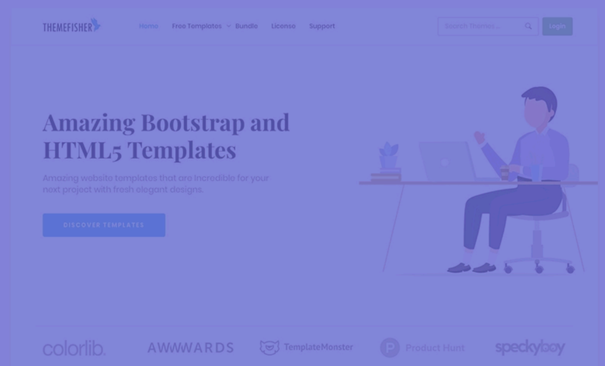

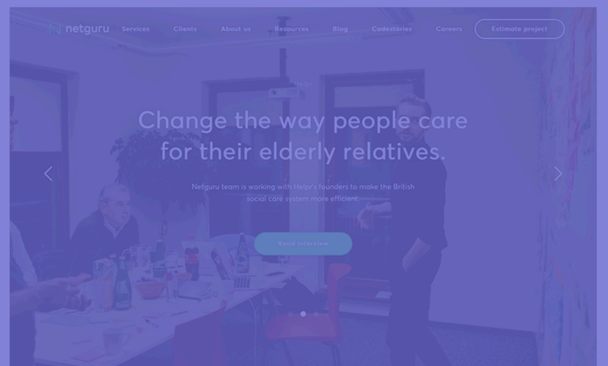

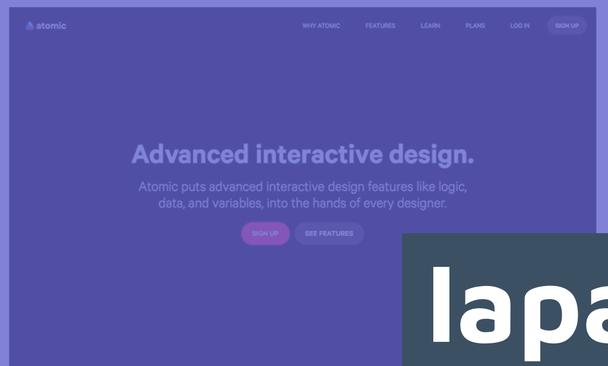

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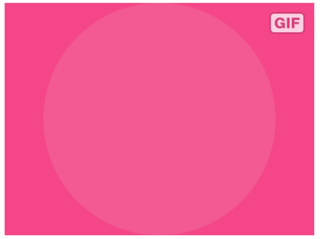

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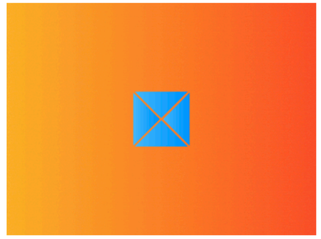

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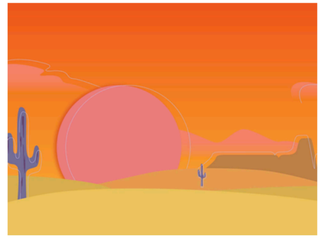

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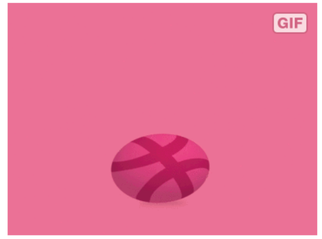

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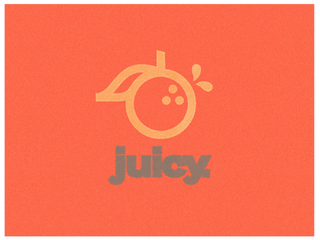

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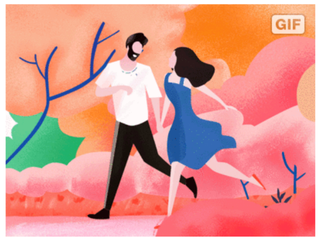

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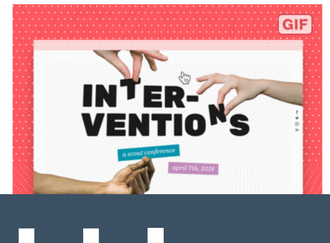
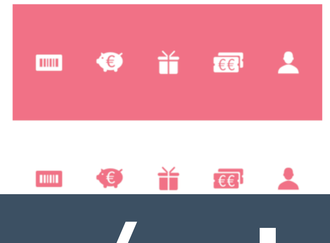
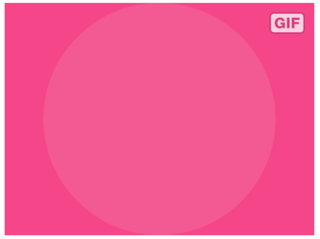




dribbble.com/colors

Colors / #e83a30



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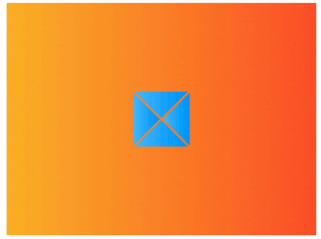
Brandacity

41 0 8

Lucca Bloedow

167 1 44

Brad Cuzen



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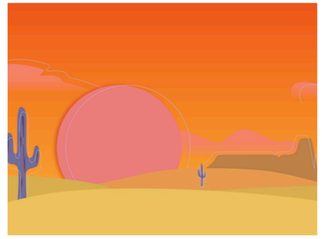

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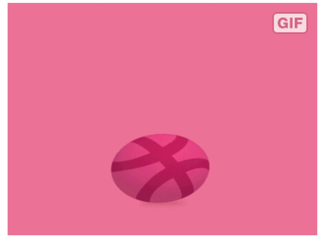
Zac smith



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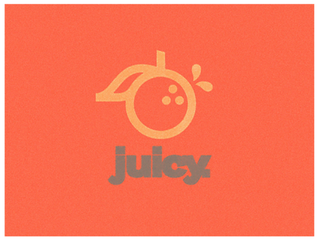
Jona Flores



161 0 38

Stephen Rockwood

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Jemis Mali

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Mariana Garcia

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Beatris Veres

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Mypromovideos Studio

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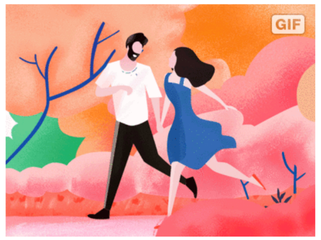

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GeooLab

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solechan

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Dmitriy

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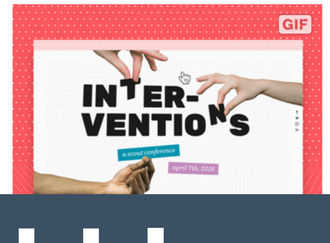

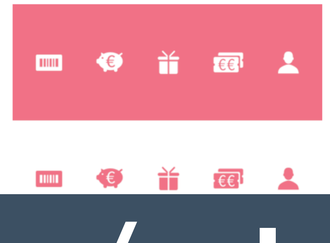

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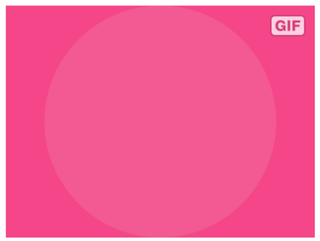
Colors / #e83a30

#e83a30

Color minimum 30%

Update



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167 1 44

Brad Cuzen

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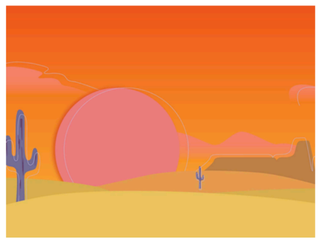

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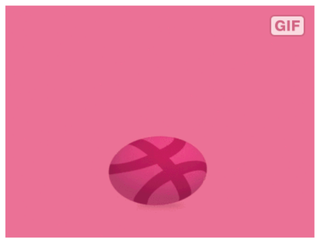

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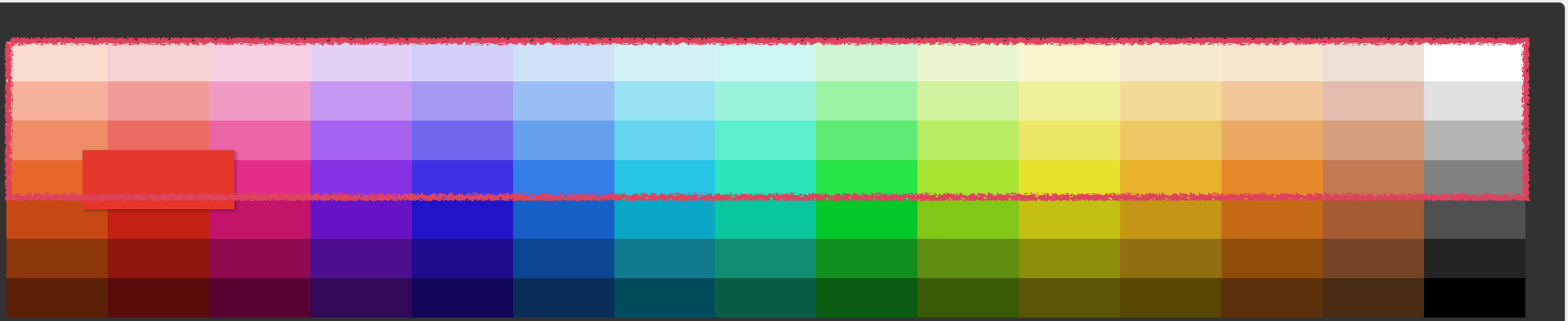
Colors / #e83a30



#e83a30

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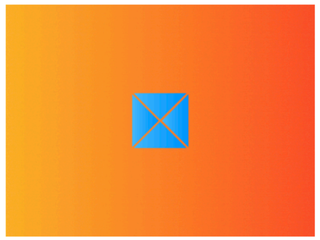

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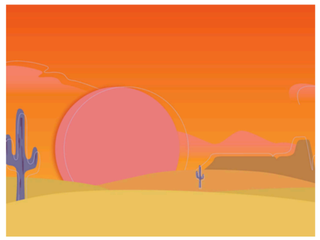

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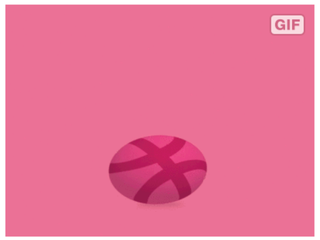

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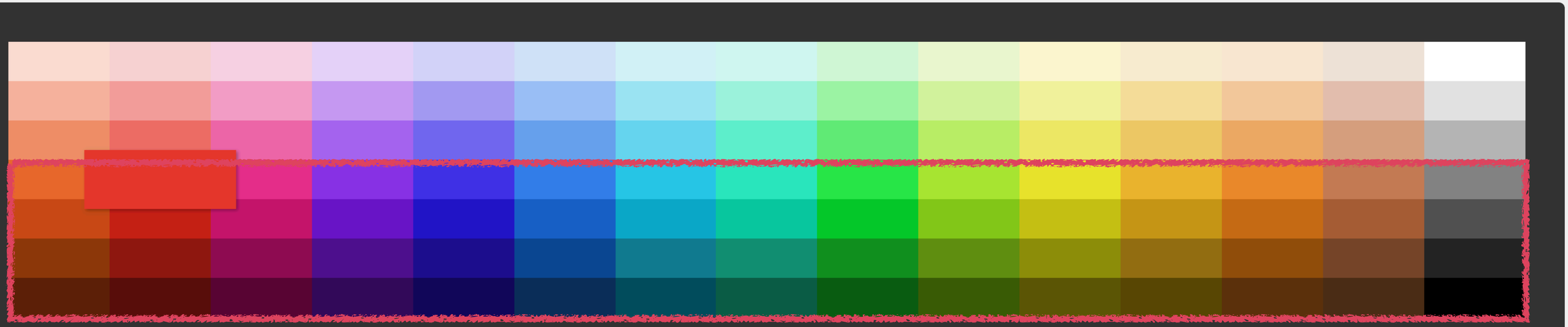

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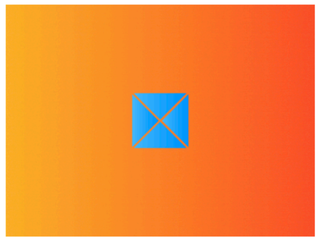

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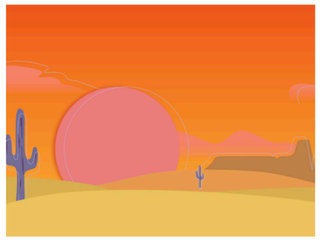

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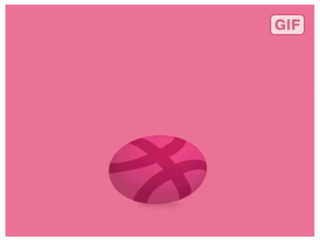

69 0 11

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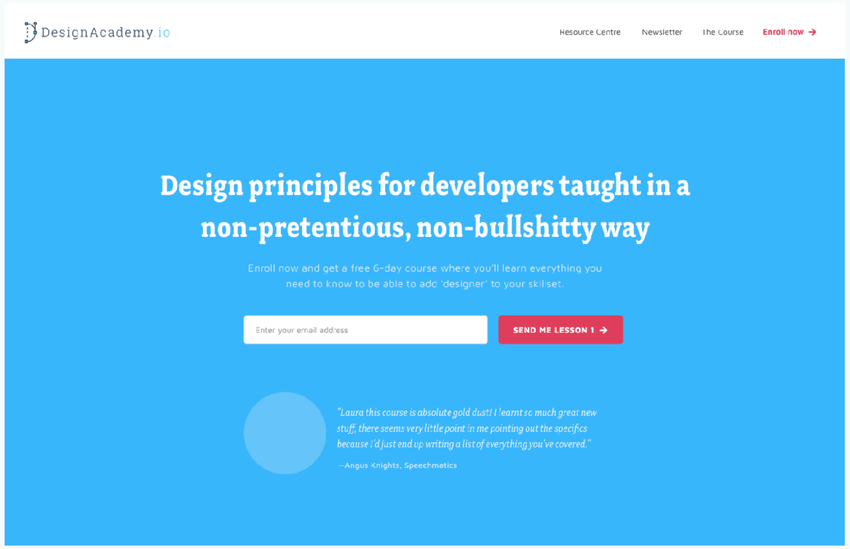
Try to look for *new* inspiration for your colours

So you don't risk copying one particular website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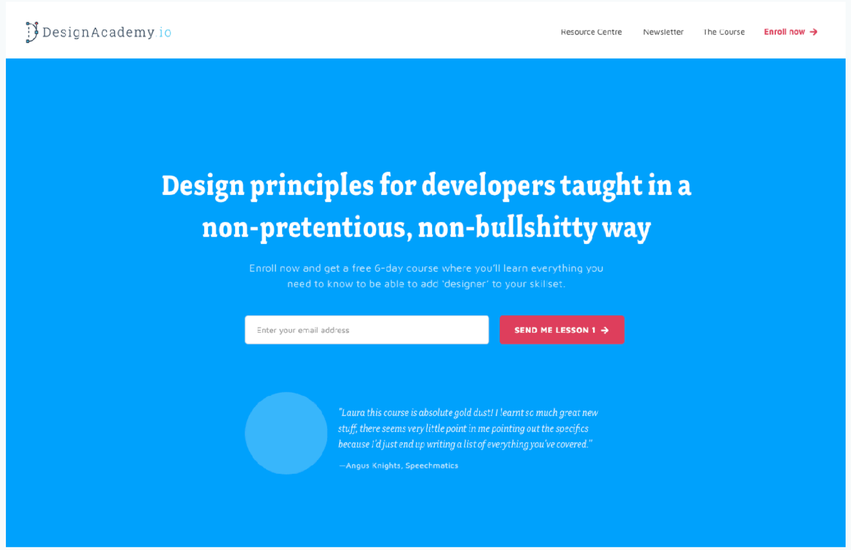
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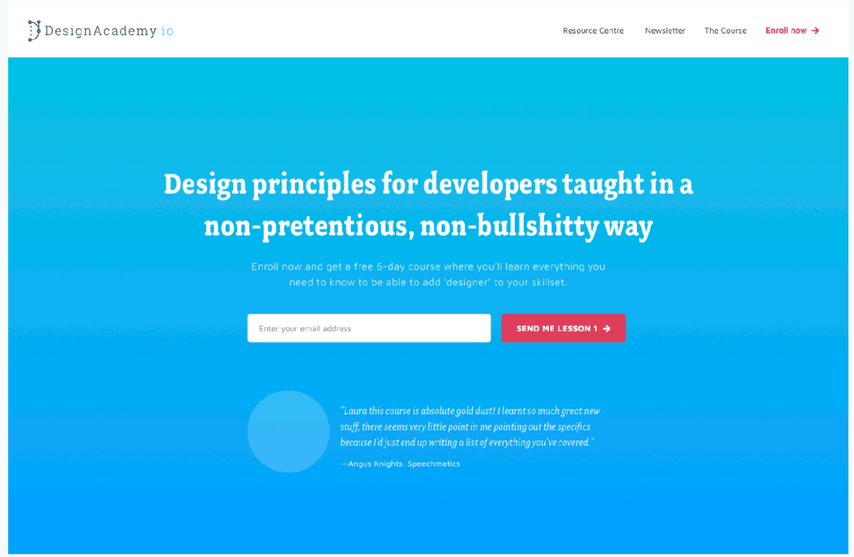
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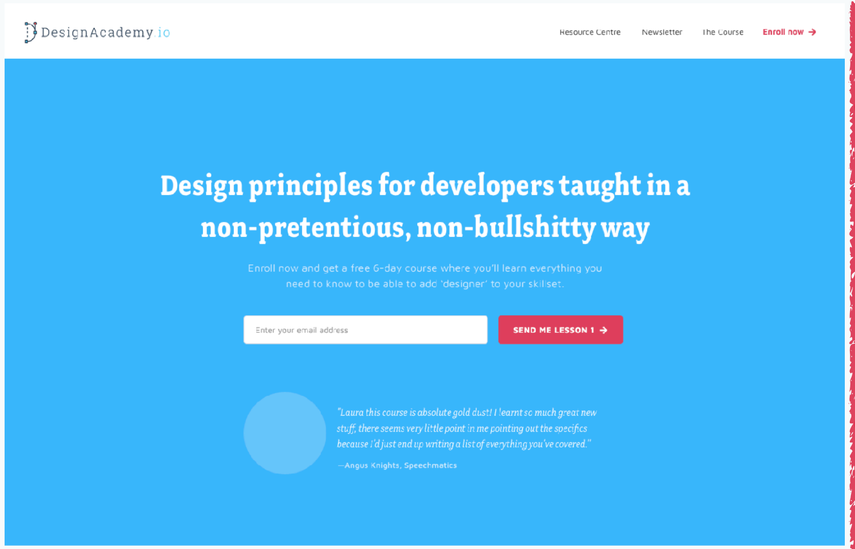
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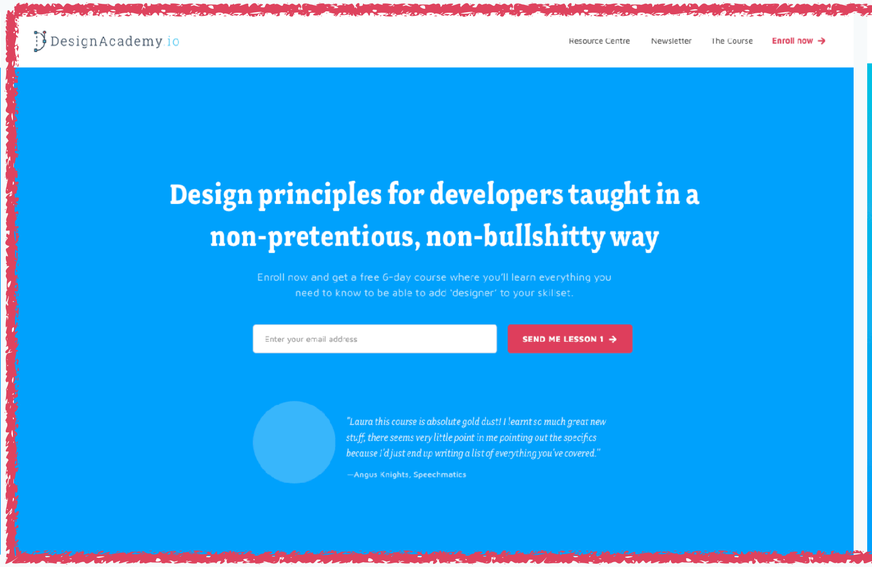
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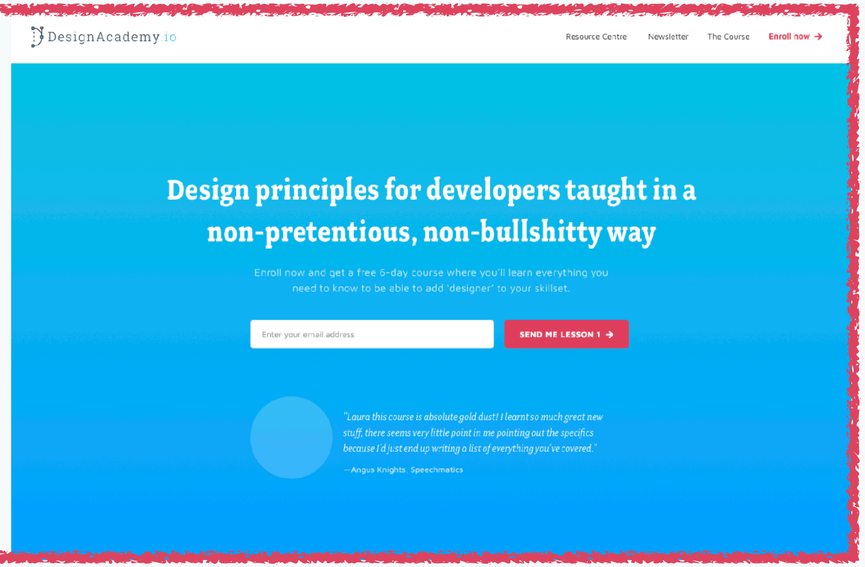
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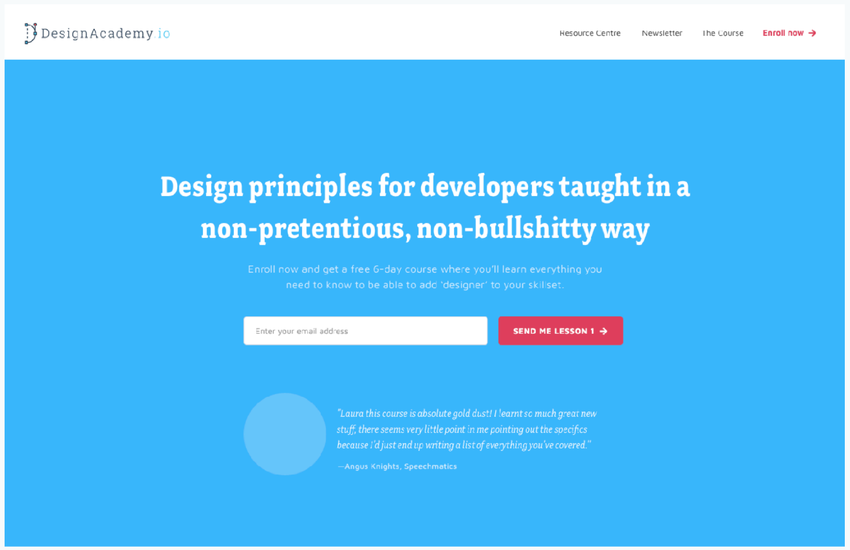
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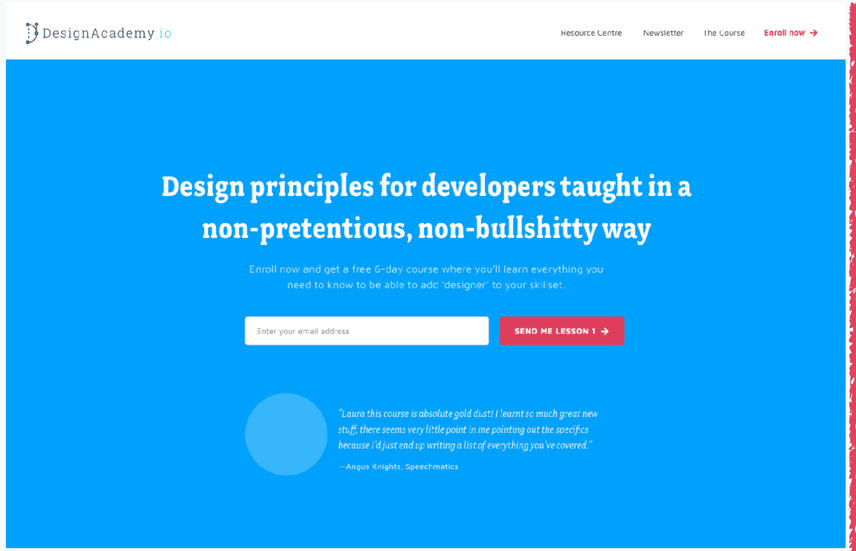
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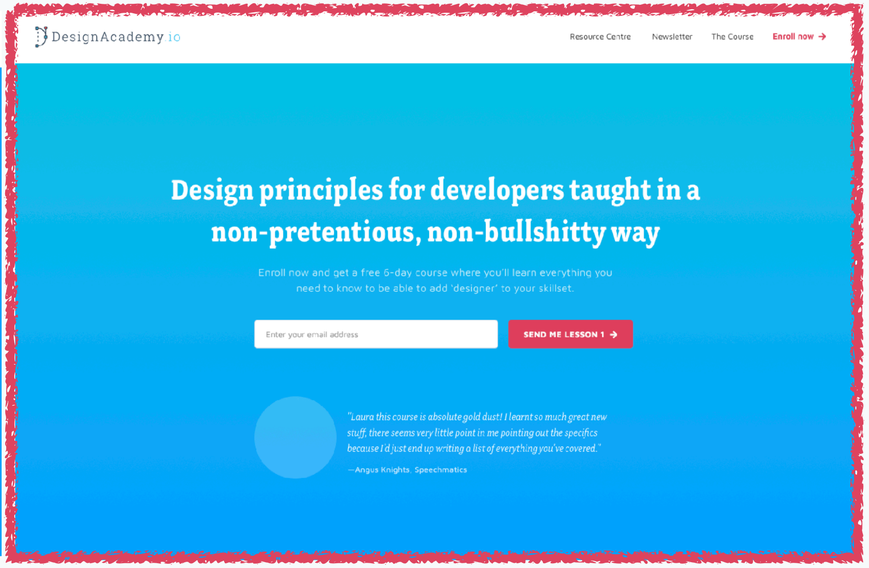
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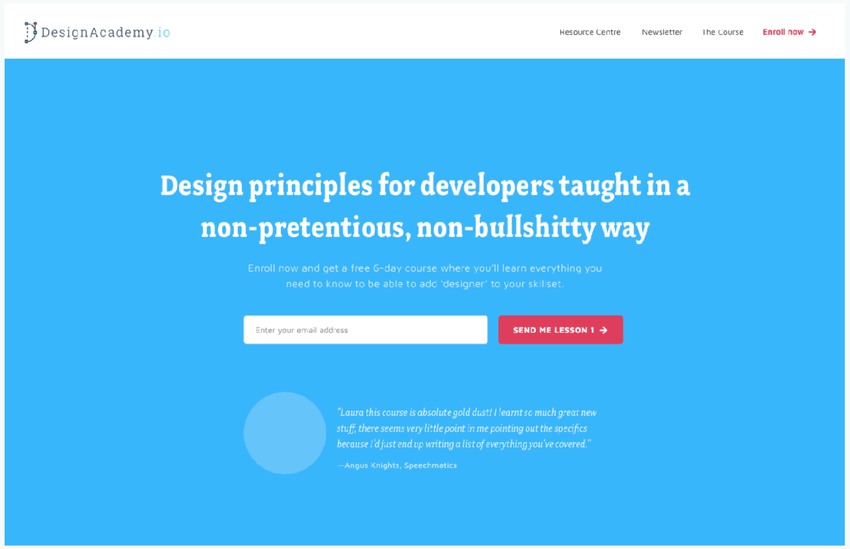

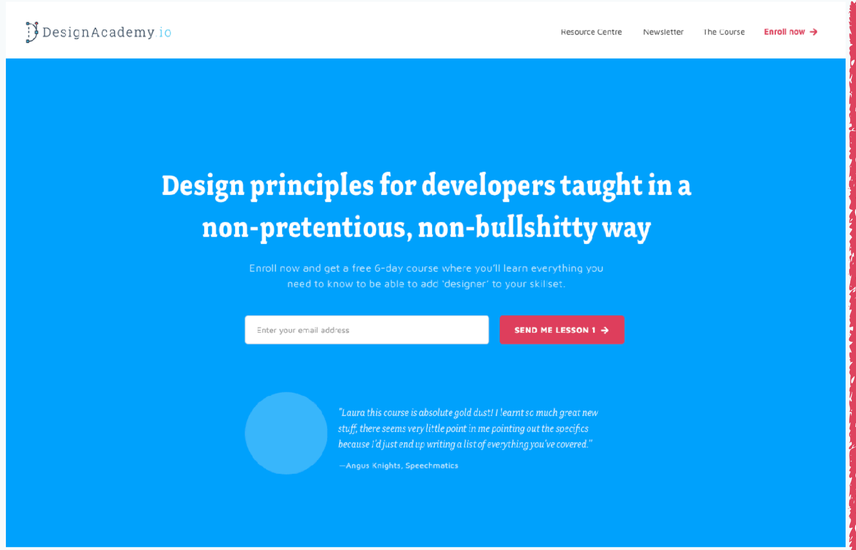

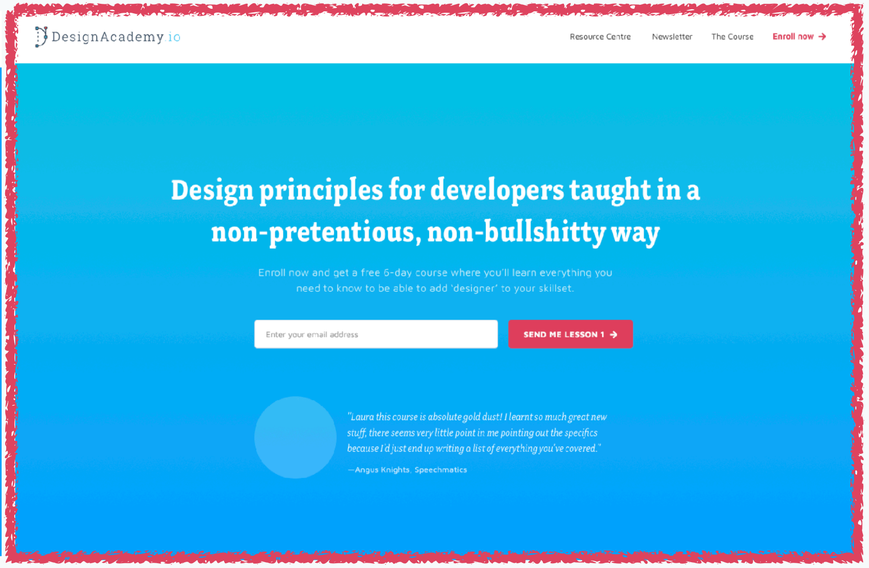

This would technically be the 'brand' colour. But we'll use the gradient version for our website.

Your turn

Find a colour that is:

1. Unlike your competitors
2. Appeals to your target audience
3. Has the right tone of voice for your website (e.g. cheerful or corporate)

EXERCISE

Choose a brand colour for your website. Test it as a full colour background for your hero section.