

How to Use Color Effectively in Design



Color Theory

Master the color wheel. Learn how colors relate to create designs that are aesthetically pleasing and create the right mood.



Guide User Interactions

Highlight key elements and guide user attention with strategic color placement.

PRIMARY
#635BFF

INFO
#635BFF

SUCCESS
#289505

CRITICAL
#DF1B41

Consistency in Color Usage

Consistent color usage makes your design professional and cohesive. Stick with your color choices throughout your design.

The screenshot shows the Feedly homepage with the following elements:

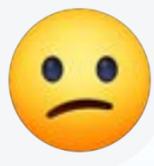
- Header:** Feedly logo, navigation links for Feedly Enterprise, Blog, Pricing, LOGIN, and GET STARTED.
- Hero Section:** "Track insights across the web without having to read everything". Subtext: "You tell Feedly AI what's important to you and it flags the important insights from everywhere, including news sites, blogs, and newsletters". Buttons for "GET STARTED FOR FREE" and "START ENTERPRISE TRIAL".
- Dashboard Preview:** A central image showing a user interface with a sidebar, a main content area titled "Today in Insurtech" with 3 priorities, and a search filter overlay. The filter overlay shows "Insurance Industry" and "Funding Events" selected.
- Footer:** "Loved by 15 million teams and individuals" with logos for Lufthansa, DANONE, CLOUDFLARE, SCHENKER, and agenus.

The screenshot shows the Feedly AI training interface and a testimonial section with the following elements:

- Training Interface:** A diagram titled "Train Feedly AI to filter out the noise" showing a robot icon representing Feedly AI. It illustrates the process of training the AI with specific priorities (e.g., "Insurance Industry", "Funding Events") to filter out noise from a feed of various articles.
- Control Section:** "You're in control of priorities. Ask Feedly AI to read your feeds and prioritize the topics, events, and trends that matter to you." Button: "SEE HOW FEEDLY AI WORKS".
- Testimonial Section:** Three columns of testimonials from agenus, Cloudflare, and Lufthansa, each featuring a quote and a photo of the user.
- Share Insights Section:** "Share insights with your team. Organize, curate, and share key industry insights as a team." A diagram showing a network of people sharing insights.

Color Accessibility

Not everyone perceives colors the same way. Use high-contrast colors and don't solely rely on color to communicate info.



This screenshot shows the Intercom website with several accessibility issues highlighted. A red arrow points to a text element that is not clearly distinguishable from the background. A blue box labeled 'Aa' contains a color picker showing a blue swatch labeled '7B9DB4' and a white swatch labeled 'ECF5FE'. Below the color picker, the text 'Fall 2.8' is visible, and a note states 'Valid for decorative elements only.'

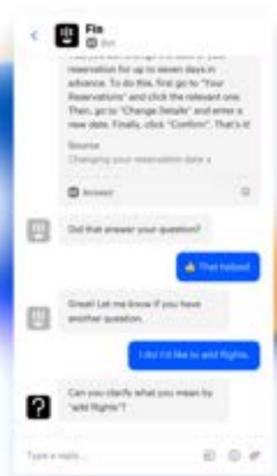


This screenshot shows the same Intercom website but with accessibility improvements. The text is now more clearly distinguishable from the background, and the color picker is no longer present, indicating that the design has been adjusted to be more accessible.

RESOLVE
Resolve 50% of your support questions. Instantly.

A breakthrough AI bot powered by OpenAI. Using advanced AI language models, Fin solves complex problems and provides safer, more accurate answers than any AI bot on the market.

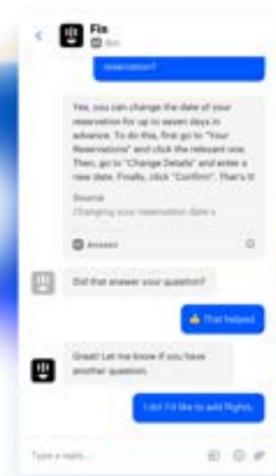
[Learn more](#)



MEET FIN
Resolve 50% of your support questions. Instantly.

A breakthrough AI bot powered by OpenAI. Using advanced AI language models, Fin solves complex problems and provides safer, more accurate answers than any AI bot on the market.

[Learn more](#)



Cultural Color Meanings

Colors carry varied meanings across cultures.
Keep this in mind for global designs.



Convey Mood and Emotion

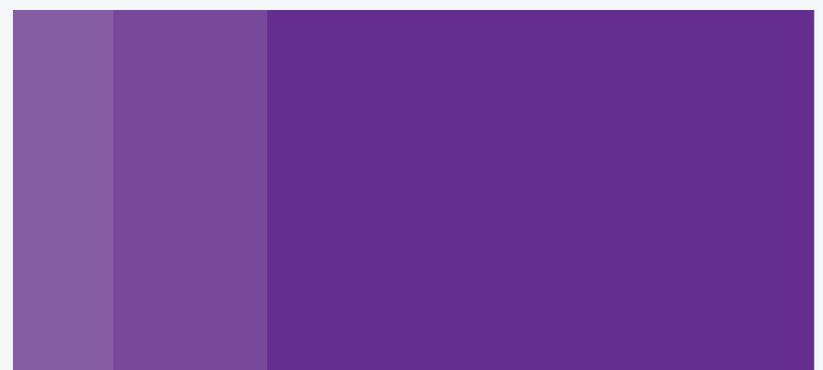
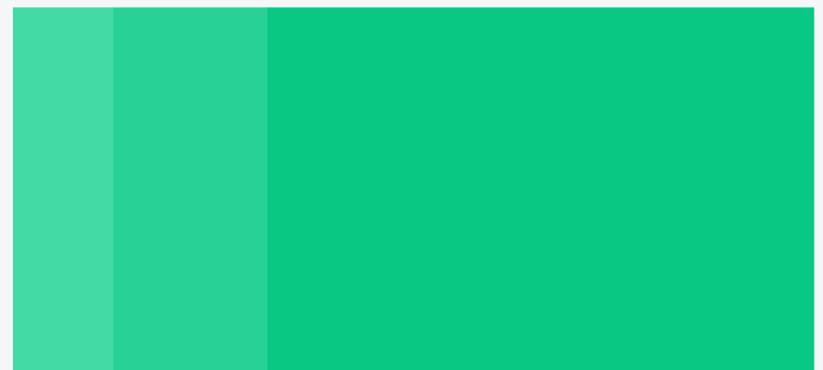
Colors can impact emotional perception.

Warm colors = energy/optimism. Cool colors = calm/reliability.

WARM

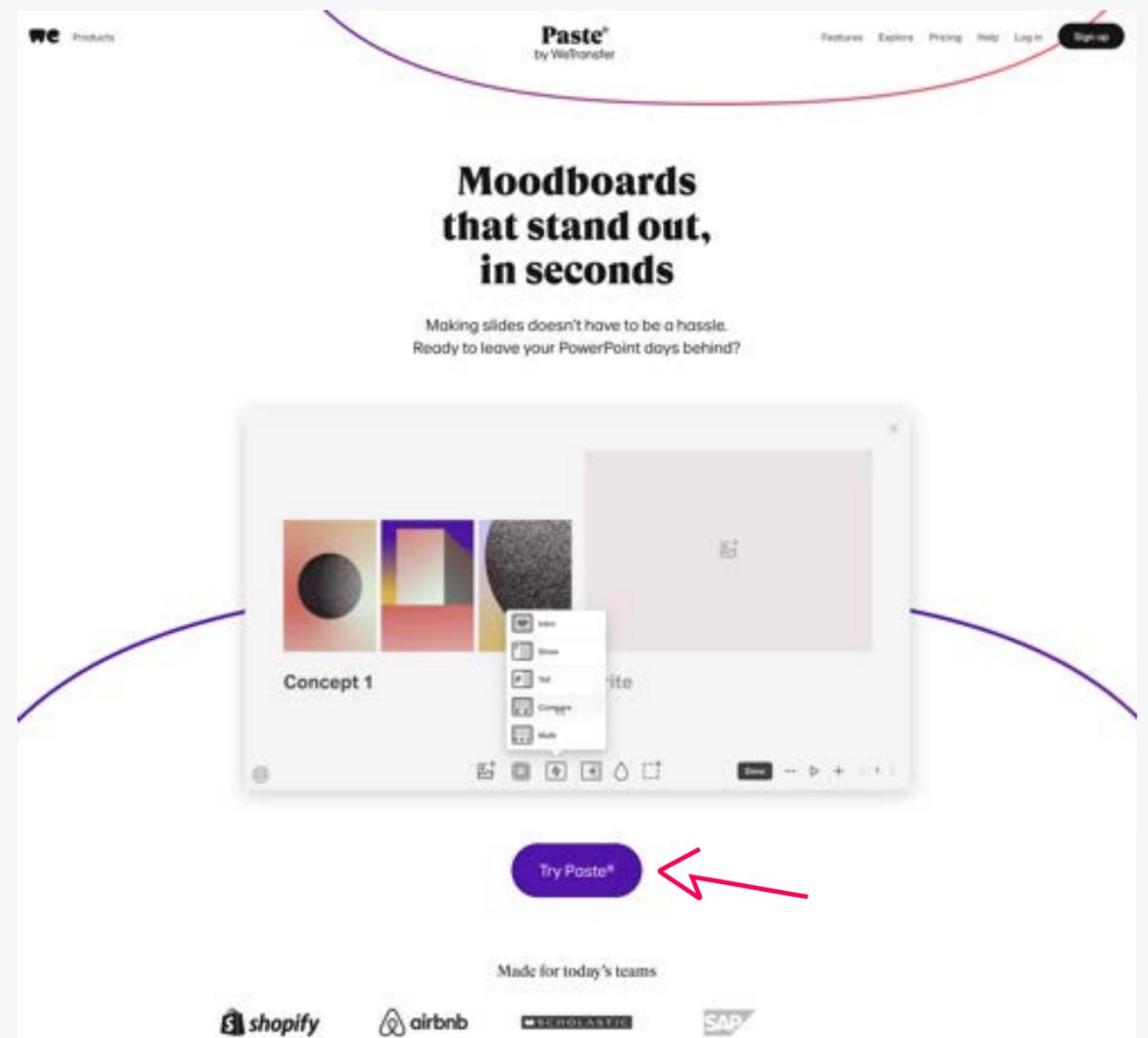
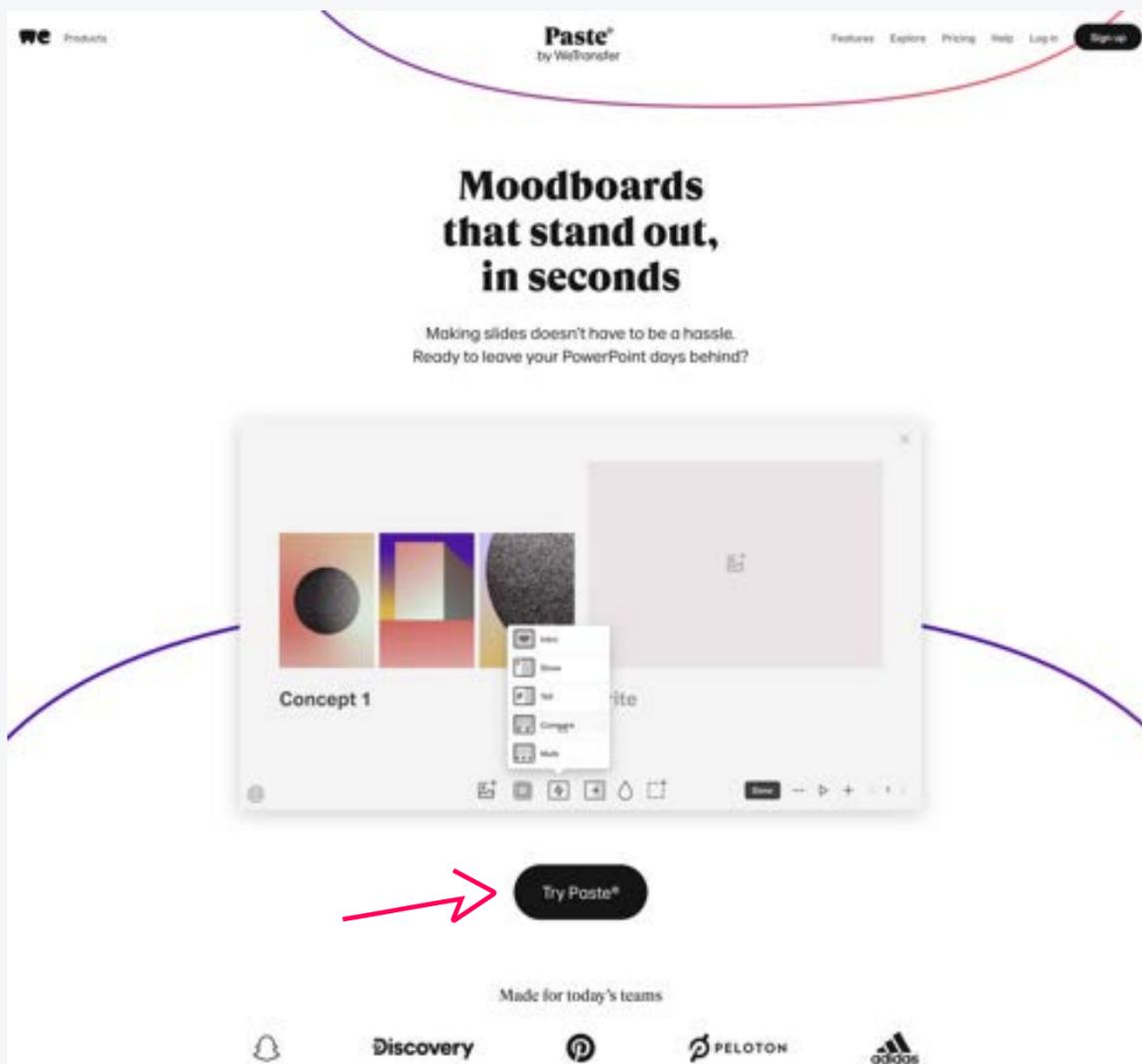


COOL



Test Your Color Choices

Test your color choices with your audience. You might find some colors encourage desired behaviors more than others.



making presentations. Never format.
Never wrestle with templates. 🧠
Never 🧐🧐 dwell on the details.
Paste® designs your slides as you go.

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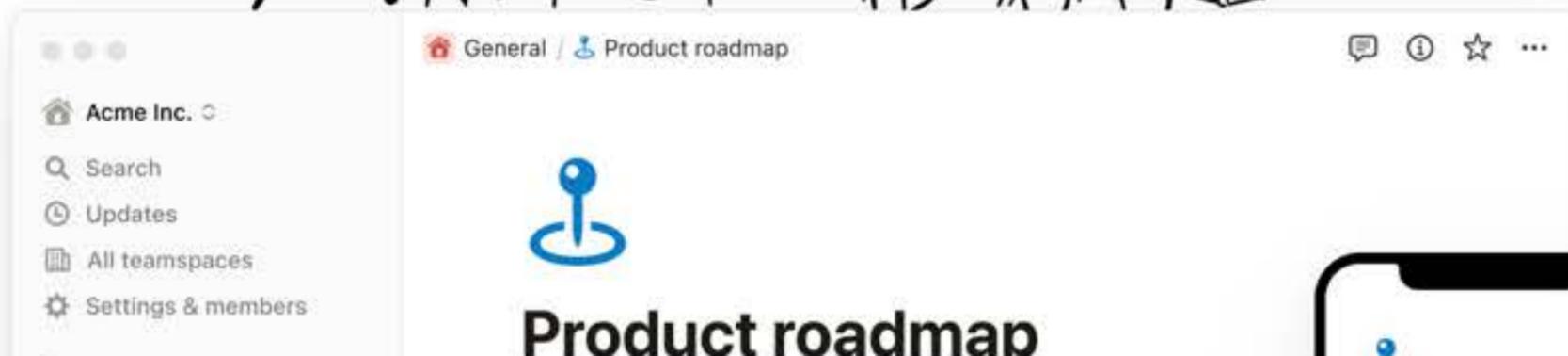
Less is More

Don't overwhelm with too many colors. A limited color palette can be more effective and aesthetically pleasing.

Your wiki, docs, & projects. Together.

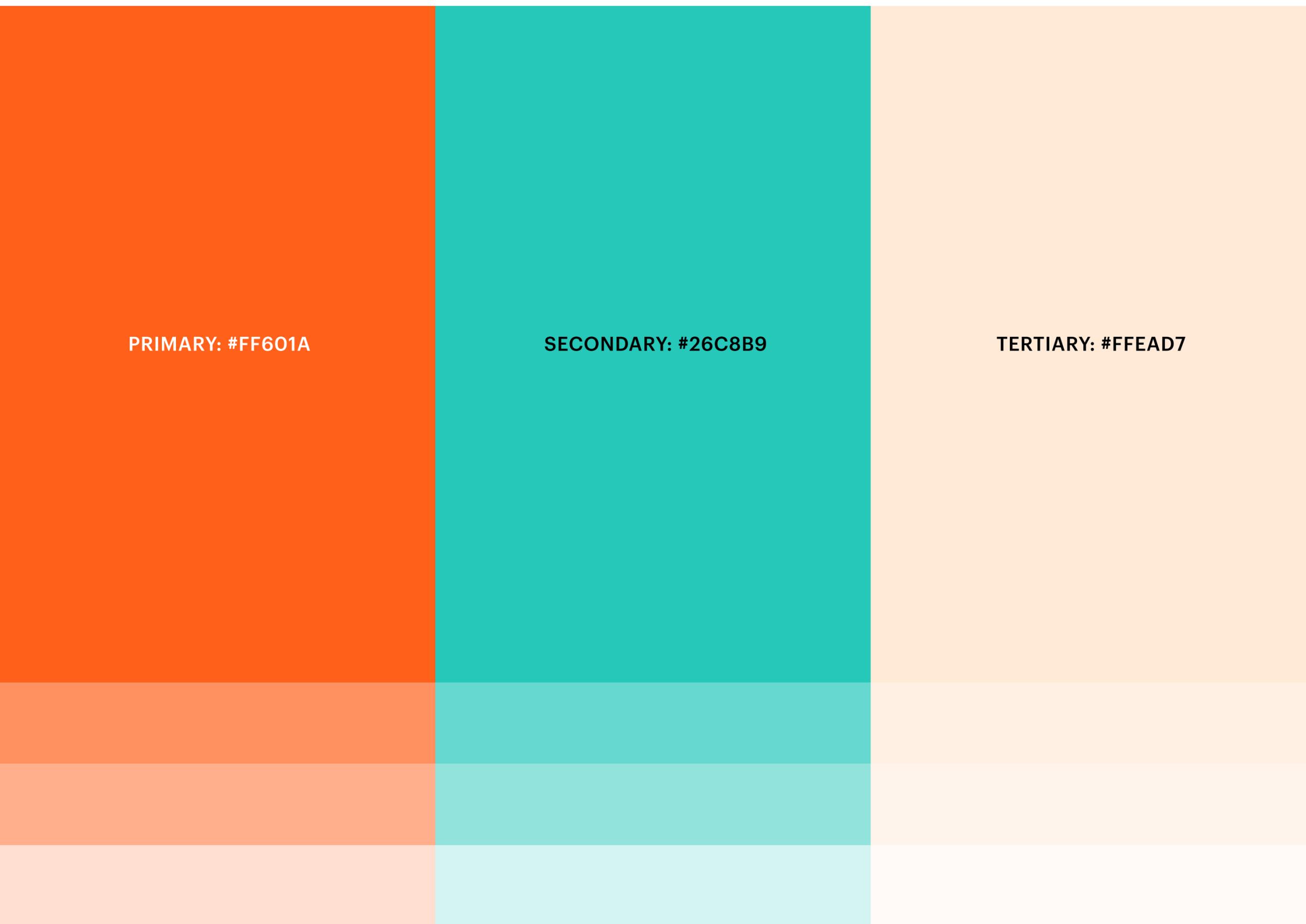
Notion is the connected workspace where better, faster work happens. Now with AI ✨

[Get Notion free →](#)



Use Color Palettes

Consider pre-designed color palettes. They've been tested and proven to work well together.



PRIMARY: #FF601A

SECONDARY: #26C8B9

TERTIARY: #FFEAD7

Conclusion

Color is a powerful tool in design. Use it effectively to improve user experience and convey your brand's identity.

