



The Colorful Web

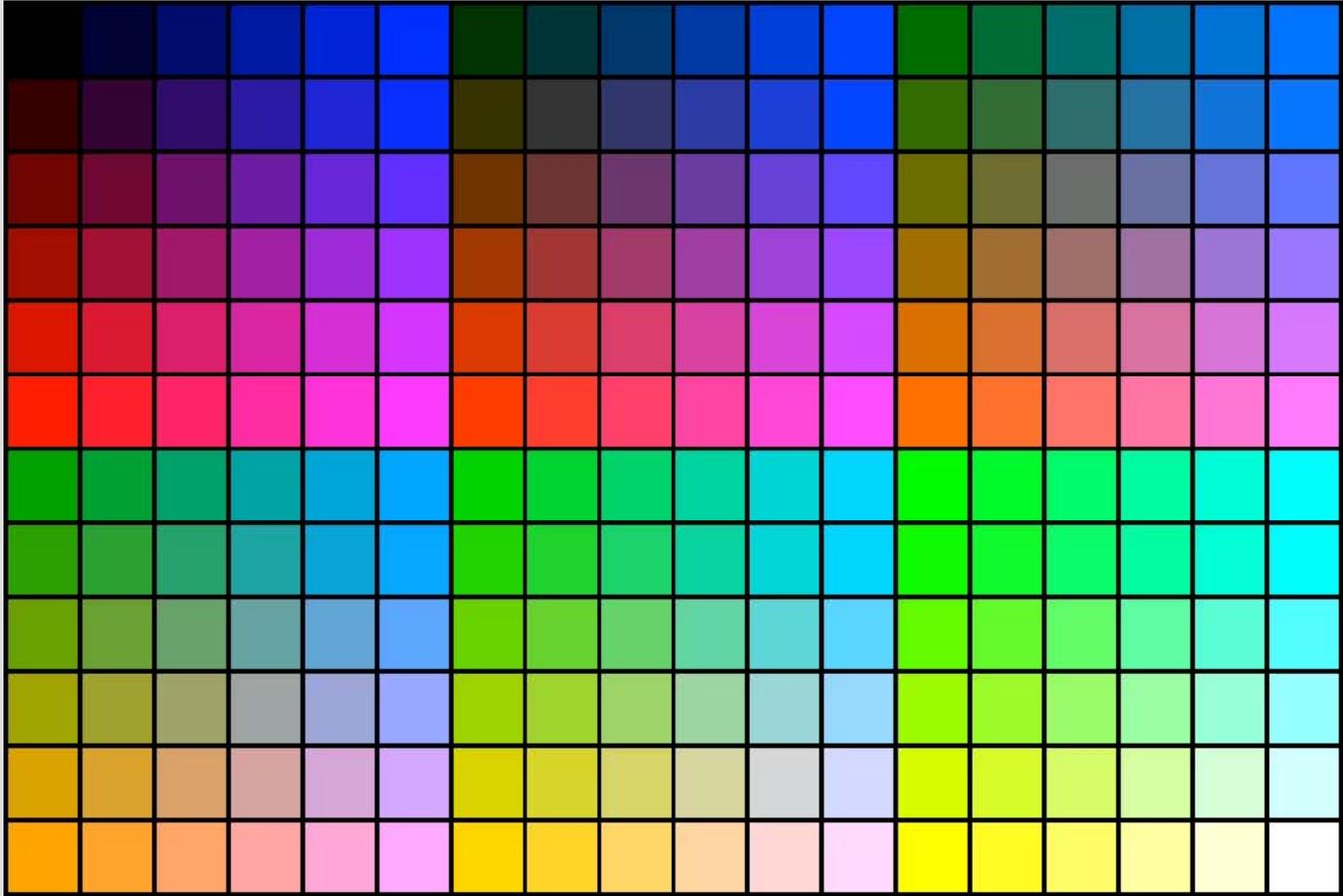
Web-Safe Color Palette

- **Web color palette created in the early 90s**
 - Consists of 216 colors
- **Created for functionality**
- **Both Mac and PC recognize the same 216 colors**
- **Commonly referred to as:**
 - Browser-safe palette
 - Netscape palette
 - 216 palette
 - 6x6x6 color cube

A Limited Palette

- **Palette was not created for graphic designers**
 - Built mathematically, not for visual effectiveness
- **Limitations:**
 - 216 colors
 - Lacks light and dark colors
 - A lot of highly-saturated colors
 - Lacks neutral tones
- **Significantly limits color scheme varieties**
 - Forced to use very saturated colors without appropriate shades/tints

The Palette

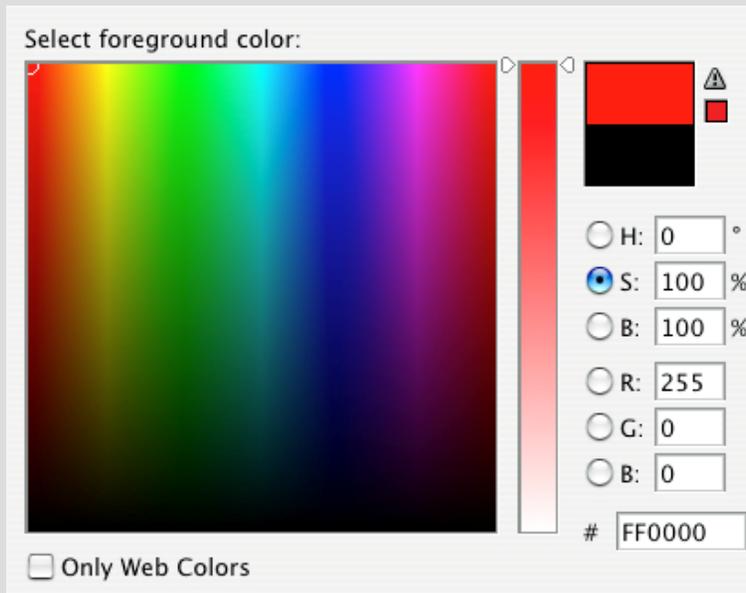


Why Was It Created?

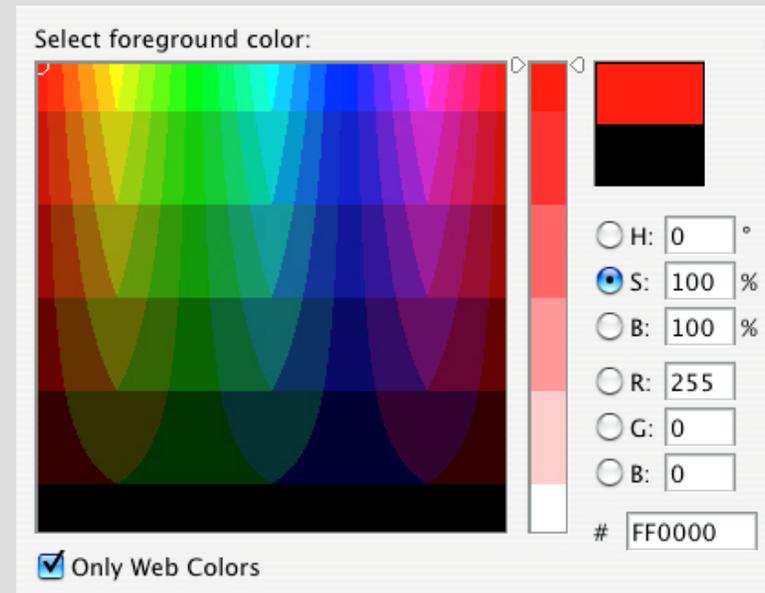
- **Developed for early computers**
 - **8-bit video cards**
 - 256-color capability
- **256 color systems were a majority in the early-mid 90s**
- **Today, very few computers have an 8-bit video card**
- **32-bit true color is prevalent**
 - Millions of colors available
- **Hard to justify web-safe colors for use today**
 - Significant design limitations
- **However, it is still built into industry-leading software**
 - Adobe Creative Suite
 - Macromedia Suite

In Comparison

- Millions of colors (32-bit) are available today



32-bit True Color



Web-Safe Color

Is Web-Safe Color Dead?

- **The palette is now virtually obsolete**
- **Some firms do still continue to use it for web work**
- **Don't sacrifice top-notch design and style for the minority**
 - You may reach ~5% of the population still using 256-color
 - But visual effectiveness is lost for the other 95%
- **Web-color can be used for:**
 - Solid-color illustrations
 - Images comprised of solid, flat colors
 - DO NOT remap photographs in 256-color
- **You and most of the world have millions of colors available**
 - USE THEM

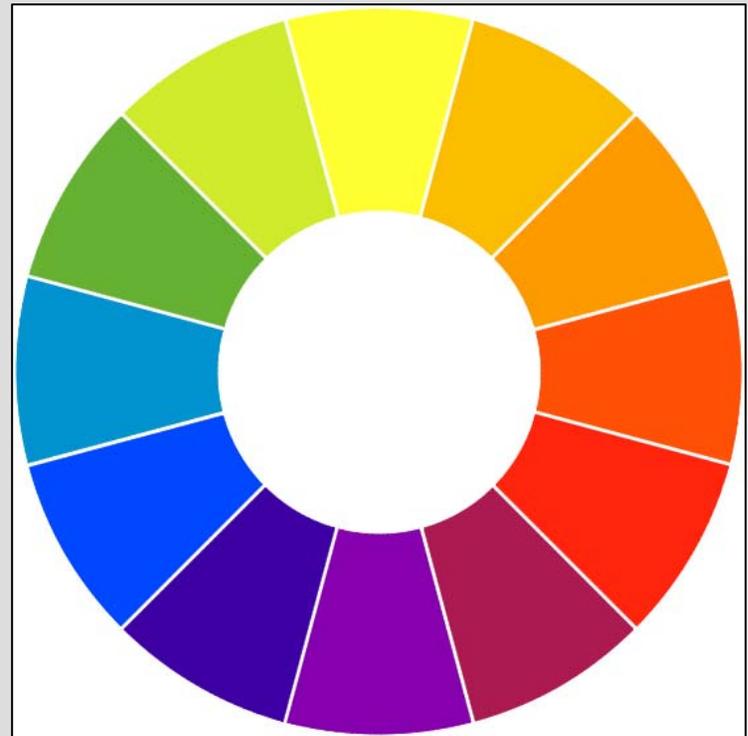
Effective Color Usage

- So, your color options are endless...
- How do you best use them?

Color Basics

- **Four key terms**
 - Hue
 - Shade
 - Tint
 - Tone

- **Hue = A pure color with no black or white added**



The Color Wheel

Color Basics

- **Shade: A shade is a hue with black added**



- **Tint: A tint is a hue with white added**



- **Tone: A tone is a hue with gray added**



Choosing a Color Scheme

- **Before selecting a color scheme**
 - Determine the goals of your site
 - Who are you trying to reach?
 - What do you want to say?
 - How do you want to be perceived?
- **An intelligent color scheme not only looks good, it creates the appropriate feeling/mood in the audience**

Primary Color Schemes Styles

- **Monochromatic**
- **Analogous**
- **Complementary**
- **Triadic**

Monochromatic

- This style is derived from a single base hue (color) and extended using its shades and tints
- Achieves a very clean, classic look

Monochromatic

THE MAISON CARTIER
At the very heart of the myth, enter the universe of the Maison : history, know-how, creations, news...

DISCOVERY WINDOWS
A selection of products through very inspired windows.

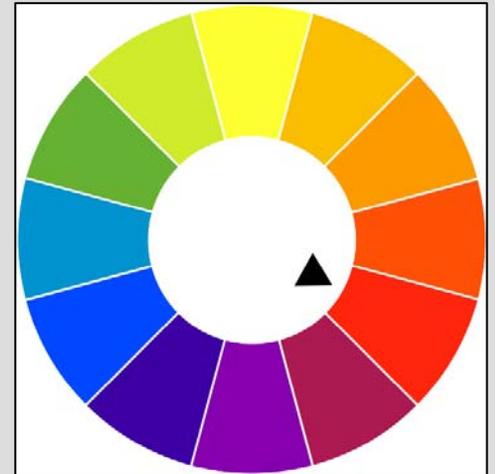
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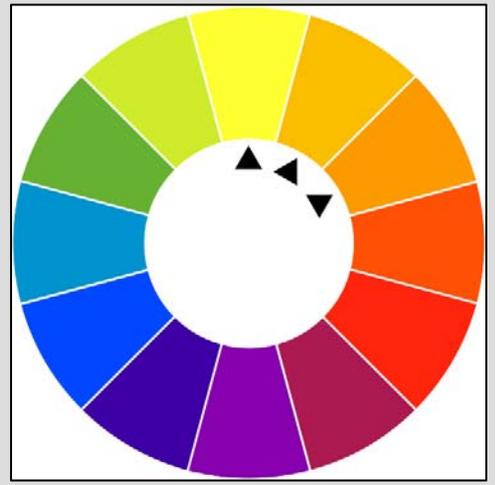


Analogous

- **Selecting colors adjacent to one another on the color wheel**
- **This style can provide a very harmonious feel due to the closeness in hues**
 - **Offers great balance and unity**
- **Use one of the colors predominantly for a base**

Analogous

AEP.com

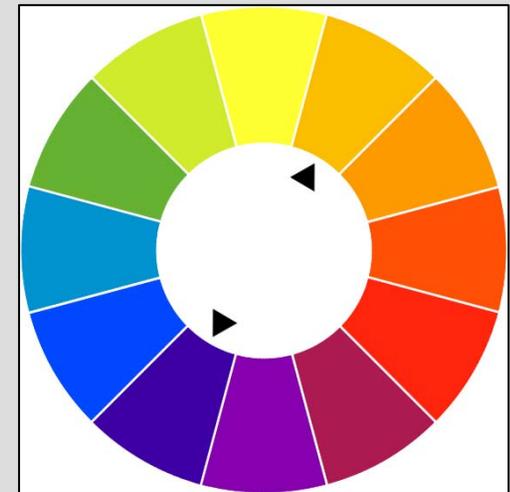


Complementary

- **Selecting colors opposite each other on the color wheel**
- **This color scheme can provide a very vibrant feel**
 - Commonly used to appeal to children and/or parents
- **Be aware of how complementary colors behave together**
 - RED with GREEN is rarely effective aside from Christmas
 - Just because they're complementary doesn't mean it's appropriate

Complementary

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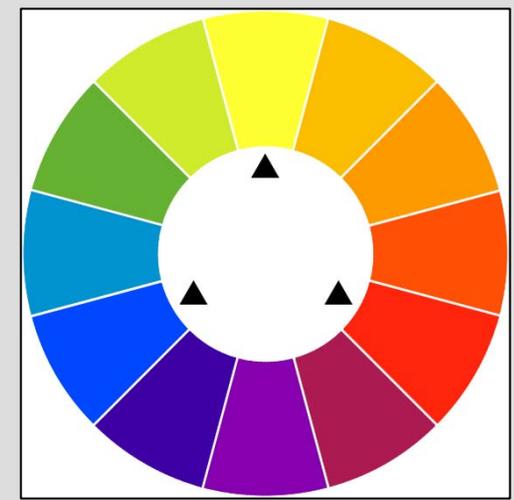
Triadic

- **Picking colors from the points of an equilateral triangle within the color wheel**
 - I.e. - Blue, red, yellow
- **This scheme can still retain a sense of harmony, but often it is used for a more off-beat, spontaneous approach**
 - Sports team
 - Band
 - Design Firm, etc.

Triadic



Acrylick.com



Closing Remarks

- **Don't limit yourself with Web-Safe Color**
- **Let the goal of the site drive the color scheme**
 - What are you trying to say? To whom?
- **Recognize that color schemes speak for your site just as much as the design**
 - They evoke emotional responses
- **Use shades, tints, and tones of colors for balance and style**
 - Don't try to force multiple hues
 - Stay within one or two color color ranges in most cases