

COLOR TIPS

7 COLOR TIPS FOR CREATIVES

FOR BETTER COLOR SELECTION



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USE COLOR HARMONIES

Pick a primary color and go to color.adobe.com & use it with different color schemes as per your need.

Like complimentary for contrast, analogous for creating a sense of relax, triadic for vibrant artwork, and so on. (Read caption for more)



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ADD NEUTRALS

Neutrals are supporting colors as they add visual relief from your primary color.

It is like negative space for colors so make them your best friend.

BLACK
WHITE
GREY
BROWN (sometimes)



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COLOR TIPS

LESS IS MORE

There are so many beautiful colors. We should use all of them but not at the same time on the same project.

Try to use 3-4 colors & also don't over saturate them. (no 100% Hue).



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COLOR TIPS

CONTRAST IS KING

Low contrast is a great way to frustrate your viewers specially if typography is involved.

Try to create the level of contrast which is soothing to viewers eyes and take care of the legibility as well.



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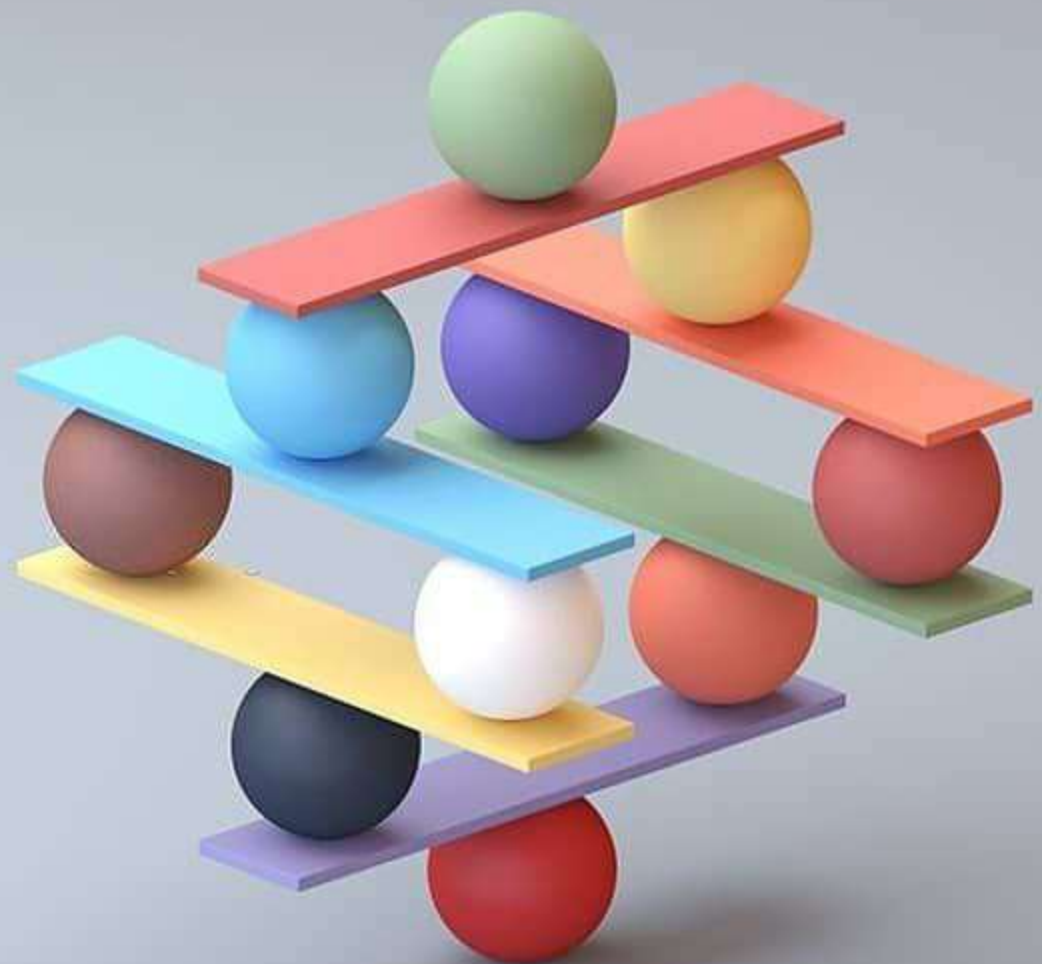
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AIM FOR BALANCE

Try to create balance in colors in terms of **CONTRAST**, **QUANTITY** and **USAGE** of color.

Use 60-30-10 rule for balancing color in your design.

60% (Primary color)
30% (Neutrals)
10% (Accent color)



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GO FOR TRENDS

Try using latest color trends as people get familiar with trendy things easily.

Make sure to use it wisely if not, then stick to your brand colors.



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COLOR TIPS

TRY NATURE

The origin of color is nature, so why not pick color from nature like an artist.

Nature has already so many color palettes and gradients so take a look at them and get inspired.



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Read caption for more



Hi I am Sahil

I help brands and startups
in boosting their design work.

FEEL FREE TO DM

