Color

How to choose a color?

We choose colors based on **psychology** and **harmonies**

1. Color psychology

Helps you to choose Hue

2. Color harmonies

- https://color.adobe.com/create/color-wheel
- https://mycolor.space/
- https://colors.muz.li/
- https://maketintsandshades.com/

Apply

1. Create a rectangle with the **primary color** (Primary color from logo or you choose based on color psychology)
2. Create **a color style** from the fill dialog box and name it (primary 10)
3. Create 2 or 3 shapes and apply the primary style on them
4. Change the primary style color and see how does it affect the other shapes
5. Create a secondary color and make a color style for it under the name of (secondary 100)
6. Create 3 tint for the primary and secondary colors and name each color style **(9 – 8 – 7)**
7. Create 3 shade for the primary and secondary colors and name each color style **(11 – 12 – 13)**
8. Don't use pure black for text however use the **90% shaded version** from the primary color
9. Create 5 grey colors and name the color style **(grey1, 2, 3, 4, and grey5)**
10. Create 4 semantic colors styles:
    a. **Red** for error
    b. **Orange or Yellow** for warning
    c. **Green** for success
    d. **Blue** for information or instruction

Typography

From where can we get fonts?

Best place for beginners is **Google fonts:**

- https://fonts.google.com/

How do we choose fonts?

We choose fonts based on **business** and **audience**

Pay attention to **readability**

How do we choose **font size, line height, weight … etc?**

We can use **Type scale** to choose font size:

- https://typescale.com/

Apply

1. Create a frame for **Typography** in the assets page
2. Choose **2 fonts** for your website (Heading and Paragraph)
3. Set the size of Paragraph and pay attention to **readability** (font size, line height, weight, and color)
4. Use **Type scale** to create the rest of heading sizes based on paragraph size and selected ratio.

Space and Size

Use 8pt grid system.

This system helps you to keep design **consistency.**

The principle of 8pt Grid is that use multiples of 8 (8, 16, 24, 32, 40, 48, 56, etc.) to layout, dimensions, padding, and margin of elements.

Note: sometimes we use 4 instead of 8 in the small elements.

Don't use half column.

Images

From where can we get free images?

Websites that provide free images with hi resolution such as:

- https://unsplash.com/
- https://www.pexels.com/
- https://www.istockphoto.com/