
30-second design lesson (on choosing colors)

Notice anything similar about these screenshots of great UI?

(I'll give you a hint: it involves *colors*)

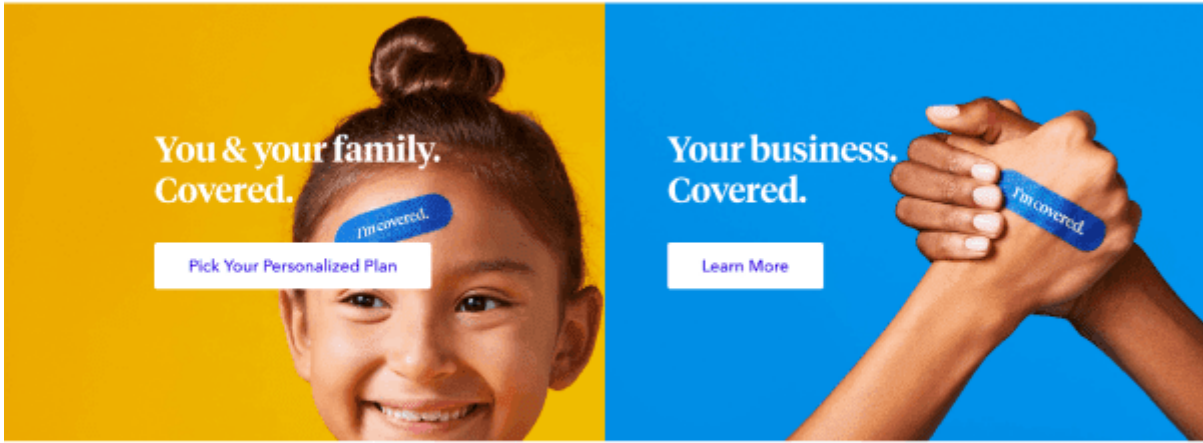
The screenshot displays a web application for managing order requests. The interface is clean and organized, with a prominent blue sidebar on the left for navigation. The main content area is white, providing a high-contrast background for the text and data. The use of color is consistent, with blue for navigation and green for primary actions like 'APPROVE'.

Order Requests

Group: Thomas Morgan's Lab (DG)

Item Information | **Details** | **Price** | **History** | **Actions**

Item Information	Details	Price	History	Actions
<input type="checkbox"/> Sodium Phosphate, Monobasic, Monohydrate, Molecular Biology Grade	Vendor: EMD Millipore Catalog # 567549-965 Type: Chemical Request: Rush (1-2 days)	From: Thomas Morgan Brand ID: Qty #: RO #: Cost #: Stock #: Tracking #:	Unit Size: 100 List Price: 329.00 Quantity: 1 Total: 329.00	Submitted: 1/23/14 <input type="button" value="APPROVE"/> <input type="button" value="CANCEL"/>
<input type="checkbox"/> MES pH 6.5; 0.05M - Sodium chloride 0.1M solution, BioChemika	Vendor: EMD Millipore Catalog # 567549-965 Type: Chemical Request: Rush (1-2 days)	From: Thomas Morgan Brand ID: Qty #: RO #: Cost #: Stock #: Tracking #:	Unit Size: 100 List Price: 329.00 Quantity: 1 Total: 329.00	Submitted: 1/23/14 <input type="button" value="APPROVE"/> <input type="button" value="CANCEL"/>
<input type="checkbox"/> HEPES-Na pH 7.5; 0.1M - Sodium citrate tribasic 1.0M solution	Vendor: EMD Millipore Catalog # 567549-965 Type: Chemical Request: Rush (1-2 days)	From: Thomas Morgan Brand ID: Qty #: RO #: Cost #: Stock #: Tracking #:	Unit Size: 100 List Price: 329.00 Quantity: 1 Total: 329.00	Submitted: 1/23/14 <input type="button" value="APPROVE"/> <input type="button" value="CANCEL"/>



Hi, we're Oscar.

We do health insurance differently — with more



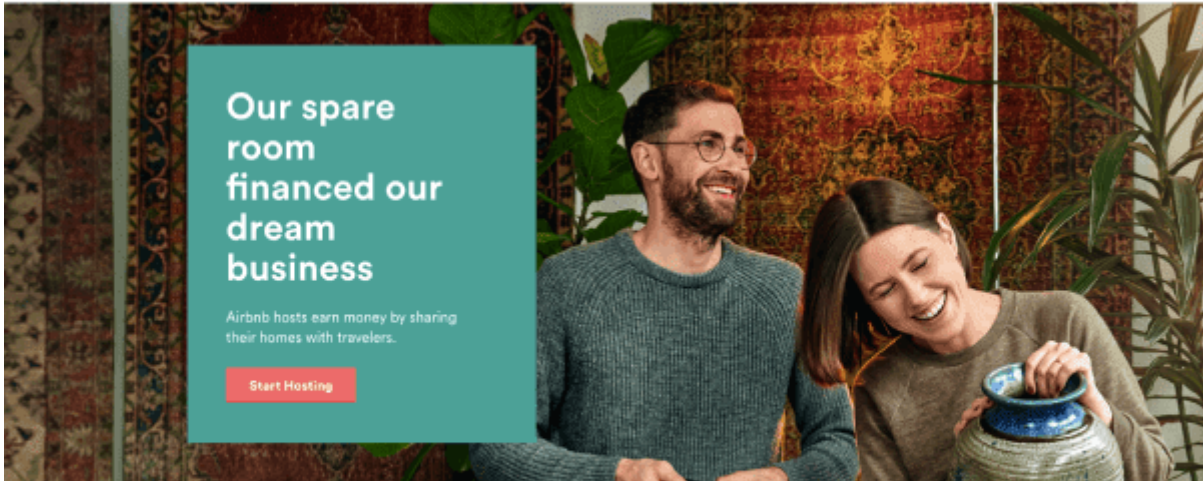
Where to?

Become a Host

Messages

Help

Erik

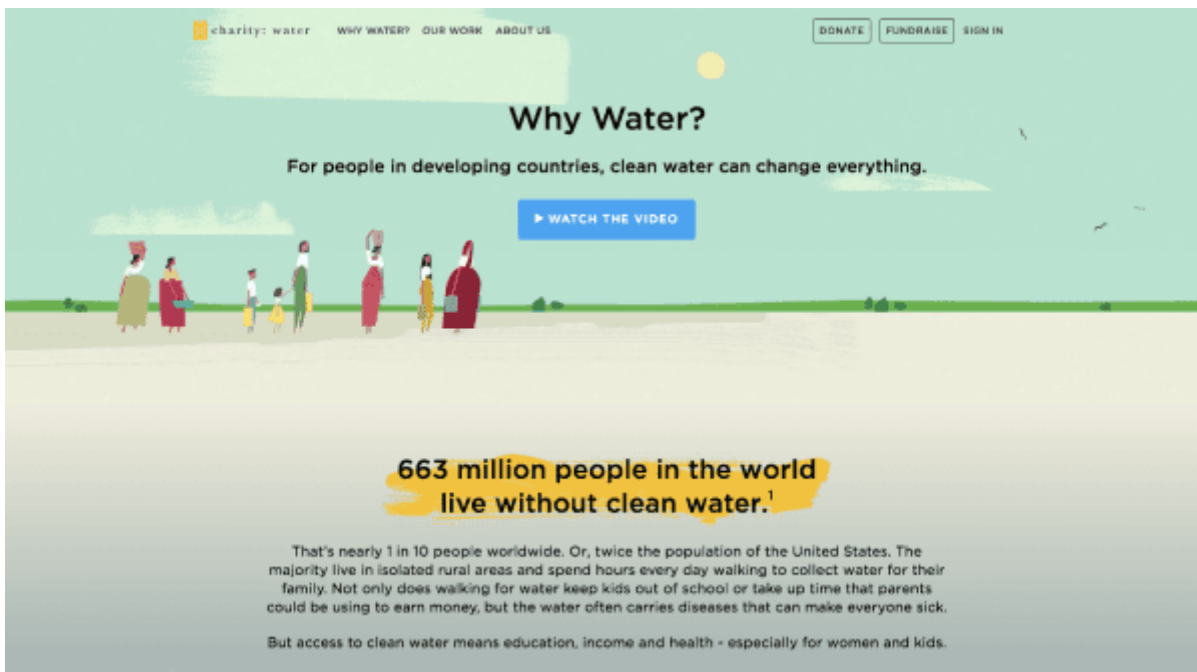


What you could earn in Seattle

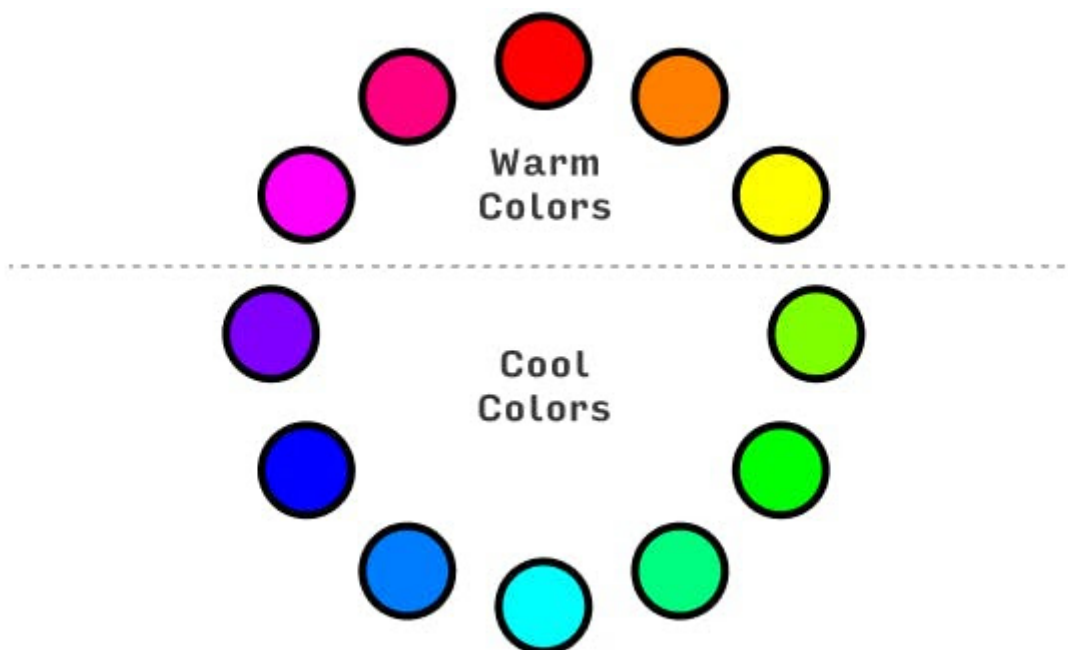
- Entire place
- Private room

e.g. San Francisco

\$595



Answer: they all have **two brand colors** - **one warm one cool**. Also, here's what I mean by "warm color" and "cool color":



If you have a **single brand color** and need to **add an accent color**, look to have **one warm and the other cool**.

They will contrast and complement each other in a way that's tougher to get right with two warm and two cool.

Scroll through the images above again and notice how the warm color and cool color together make the palette feel **balanced and interesting**.