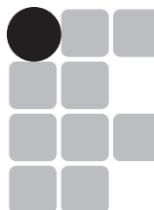


# Projeto de Interface do Usuário

## Cores

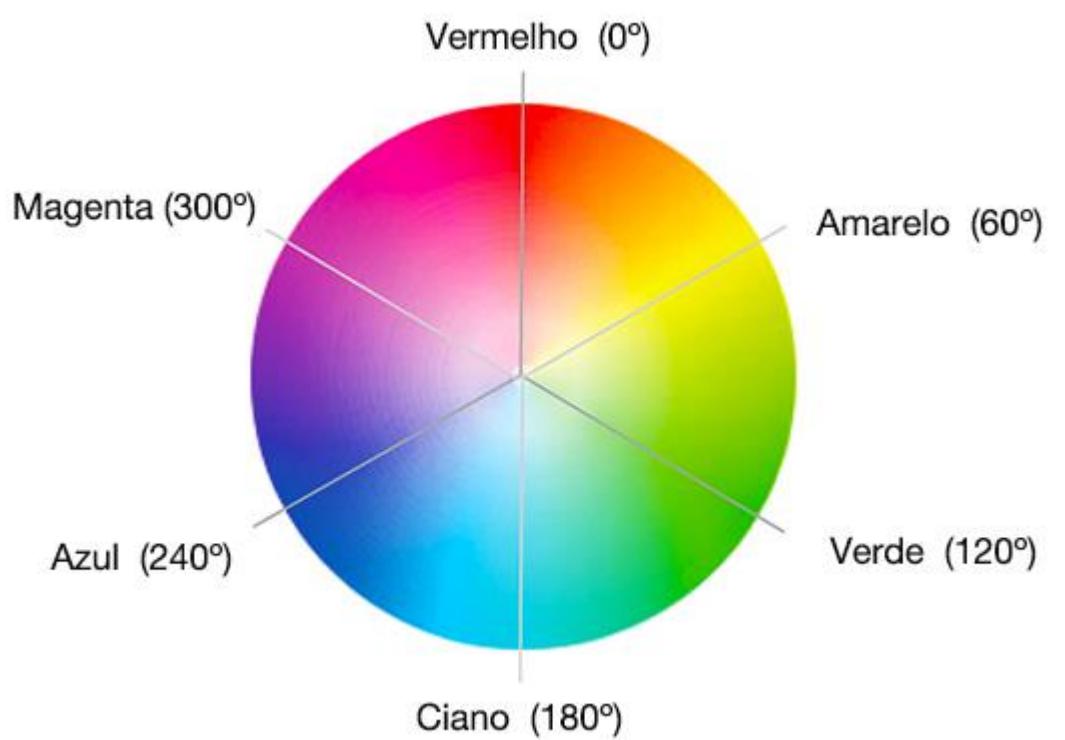
Danielle Freitas  
2015.1  
<http://docente.ifrn.edu.br/daniellefreitas>



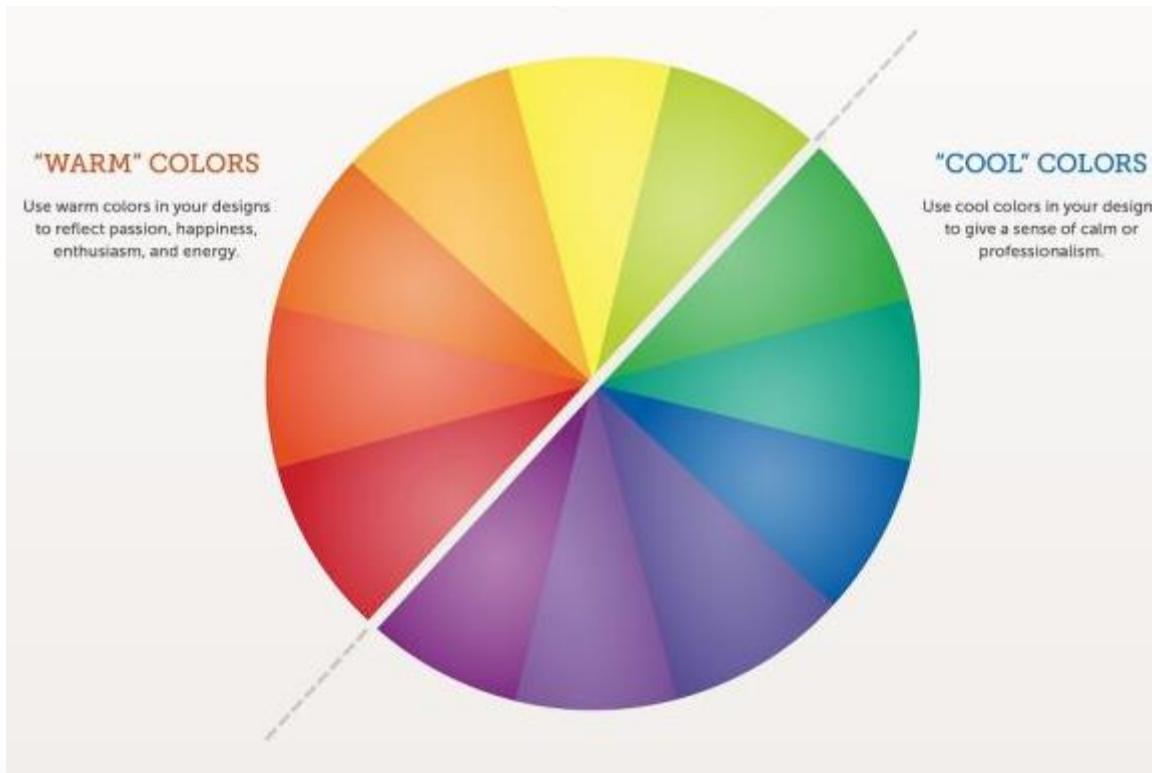
**INSTITUTO FEDERAL DE  
EDUCAÇÃO, CIÊNCIA E TECNOLOGIA  
RIO GRANDE DO NORTE**

# HSL

- Círculo cromático
- Cada matiz representa um grau do cilindro entre 0 e 360.



# Cores quentes e frias



The image shows a Windows desktop environment with multiple browser tabs and two pinned windows.

**Top Browser Tabs:**

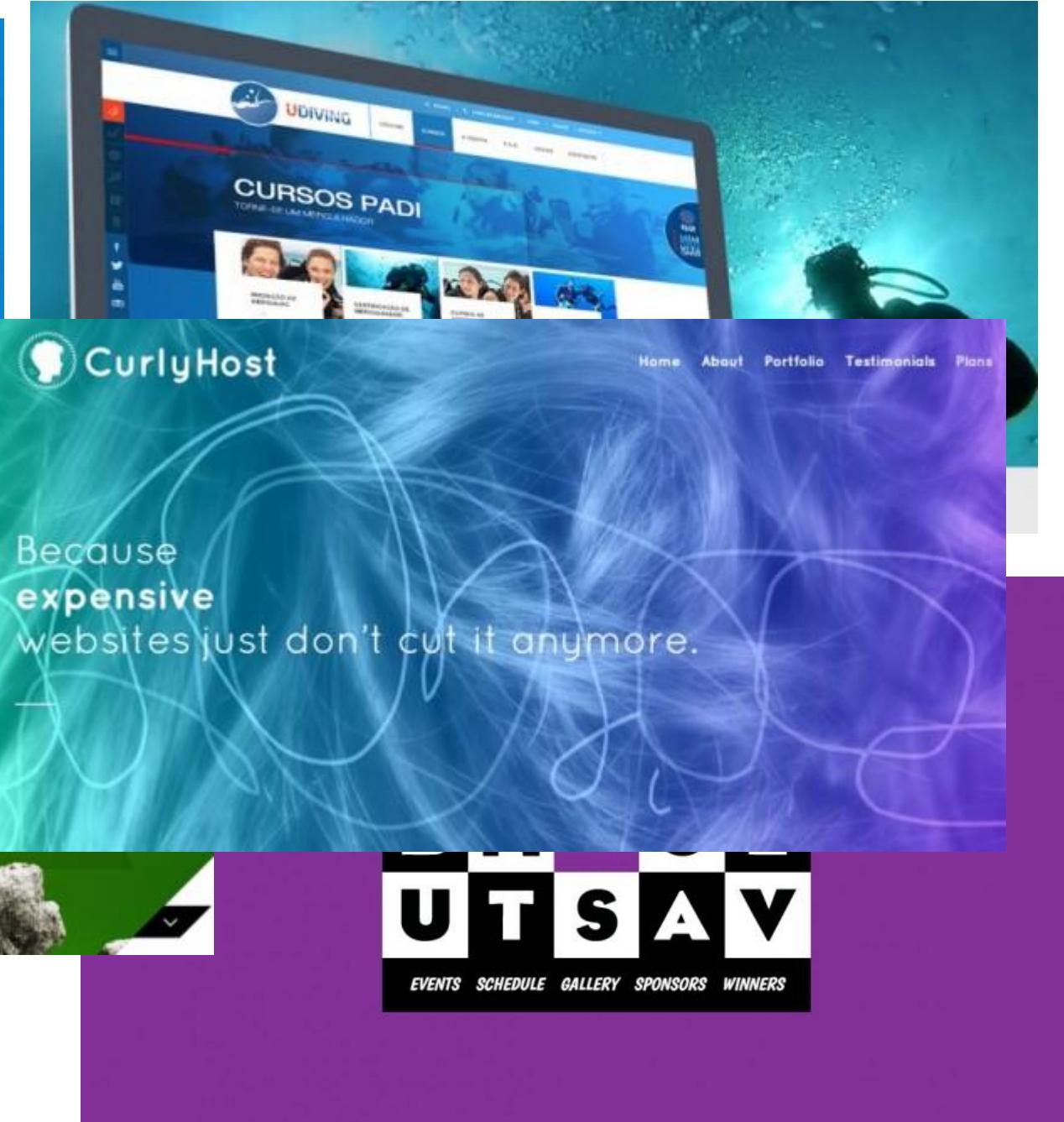
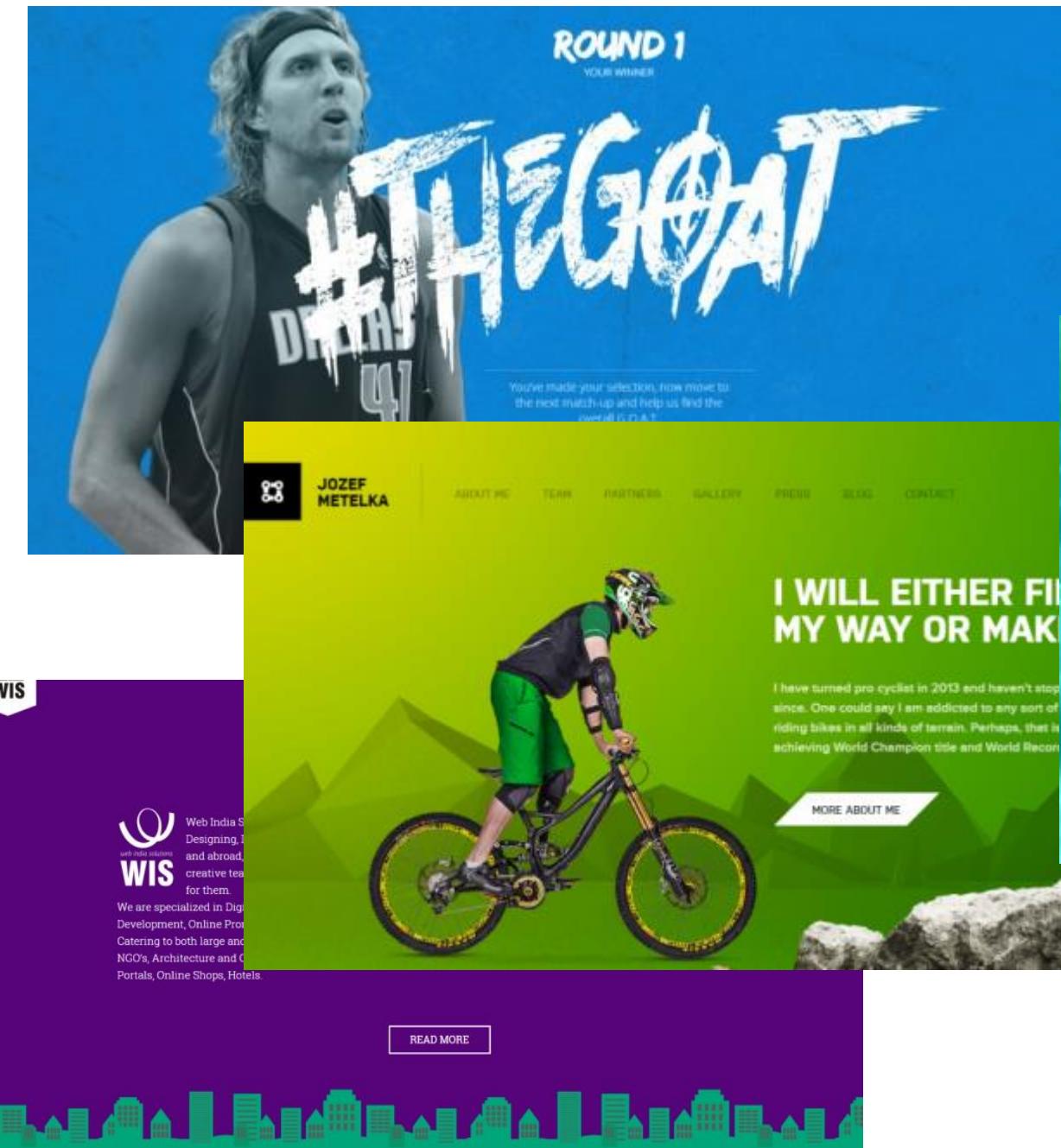
- CSS & Design Gallery
- Browse by Color Schemes
- CSLine - Showcase gallery
- Split Creative
- Red | FirstHandWeb - Part
- Girls School Melbourne - Dani
- www.designermukesh.com
- newt... (multiple tabs)
- onlin... (multiple tabs)
- Digi... (multiple tabs)
- Koli... (multiple tabs)
- Pap... (multiple tabs)
- Red... (multiple tabs)
- Dani

**Pinned Windows:**

- KOROWA ANGLICAN GIRLS' SCHOOL**: A website for a girls' school featuring sections like About Korowa, Enrolling at Korowa, Learning at Korowa, Beyond the Classroom, Results and Achievements, News, Dates and Events, and Our Community. It includes a banner with students and the slogan "I can I will".
- Mukesh Suthar**: A personal website for Mukesh Suthar, a Creative Web Designer & Front-End Developer based in Udaipur, India. It features a circular profile picture, a red-themed background, and a bio section.
- DURKAN group**: A digital creative agency website with a yellow background. It features illustrations of a brain, heart, and ear, and the words LISTEN., CREATE., and ELEVATE. Below these is a call-to-action: "scroll to see our work".
- www.matteoerilio.com**: A website for Matteo Erilio, featuring a red-themed design with a portrait of a man wearing sunglasses. It includes sections for Optical, Aviator, and Outdoors, along with a Ray Ban logo and a "VIEW PROJECT" button.

**Taskbar:** The taskbar at the bottom shows various pinned icons for Microsoft Office applications (Word, Excel, PowerPoint) and other utilities (Photoshop, Illustrator).

**System Tray:** The system tray in the bottom right corner displays the date (28/07/2015), time (18:28), battery status, signal strength, and volume level.



# Cores primárias, secundárias e terciárias

primárias



secundárias

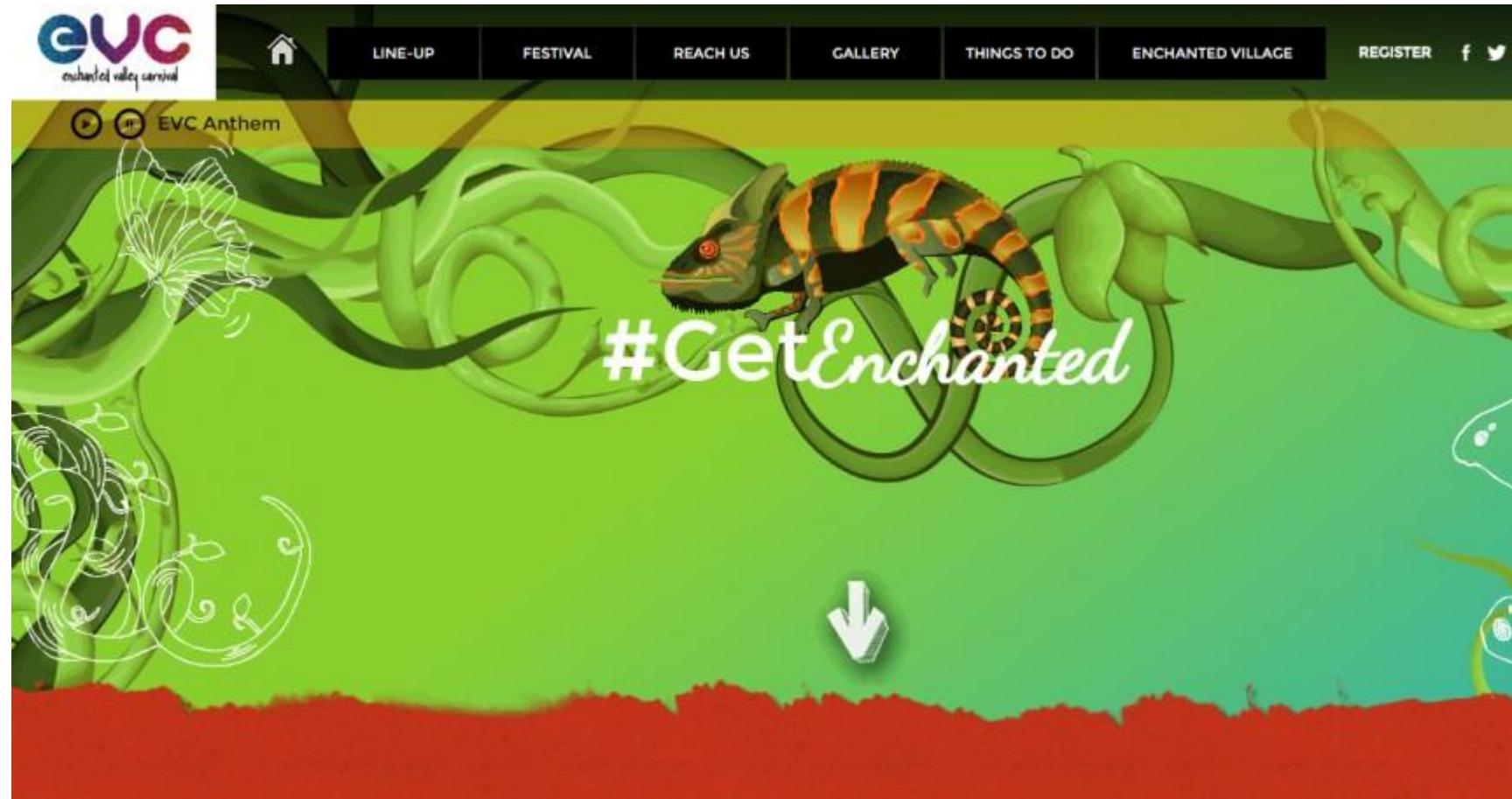


terciárias



COMPLEMENTARY

Colors





The screenshot shows the homepage of the 4pmme website. At the top left is the 4pmme logo, which includes a stylized '4' icon. The top right features a navigation bar with links: CONNECTSITE, INDICA RESTAURANTE, LABS, SUporte, and CONVERSE CONOSCO. The main title 'Pense Digital,' is displayed in large, bold, purple letters. Below it, a subtitle reads 'Novos clientes / Grandes oportunidades / Mais resultados'. A purple button in the center contains the text 'Conecte agora seu negócio.' At the bottom, there is an image of a laptop, a smartphone displaying the app interface, and a white computer mouse.

CONNECTSITE INDICA RESTAURANTE LABS SUporte CONVERSE CONOSCO

# Pense Digital,

Novos clientes / Grandes oportunidades / Mais resultados

Conecte agora seu negócio.

COMPLEMENTARY

Colors



The screenshot shows the homepage of a cashback service. The background is a vibrant blue with a large, stylized gold coin graphic containing a dollar sign (\$) at the center. Overlaid on this graphic is the text "EARN CASHBACK ON EVERY SINGLE PAYMENT YOU PROCESS!" in white and yellow. At the top left, there is a logo consisting of a stylized letter 'G' followed by the word "CASHBACK". To the right of the logo is a navigation bar with links: "WHY CASHBACK", "WHAT WE DO ▾", "HOW IT WORKS", "THE GOODS", "REFERRALS", "SAY HELLO", and a red "LOGIN" button. Below the main title, there are two calls-to-action: a dark blue button labeled "HOW WE DO IT" and a red button labeled "LOGIN". Scattered throughout the background are several smaller gold coins with dollar signs on them.

## ANALOGOUS

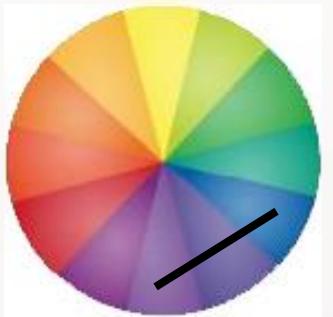
Colors



We help startups & companies to create great  
**Web Interface, Brand & Web/iOS apps** Designs

## ANALOGOUS

Colors



# TRIADIC

Colors



outdatedbrowser.com/en

Apps cores Peixe tropical - Casa... Gmail Google Docentes BB Priboram Tradutor Saúde Caixa IFRN Redes Sociais Decoração Casa Design agências web - rn Notícias Receitas Outros favoritos

OUTDATED BROWSER  
FOR A BETTER EXPERIENCE, KEEP YOUR BROWSER UP TO DATE. CHECK HERE FOR LATEST VERSIONS.

Google Chrome Mozilla Firefox Internet Explorer Apple Safari Opera

AVAILABLE FOR Windows Mac OS X Linux

AVAILABLE FOR Windows Mac OS X Linux

AVAILABLE FOR Windows

AVAILABLE FOR Mac OS X

19:22 28/07/2015



A screenshot of a Windows desktop environment showing a web browser window and a taskbar.

The browser window displays a website with a yellow background. At the top left is a logo consisting of a stylized letter 'L' with a small circle above it. To its right are three icons: a white head profile containing a blue eye-like shape, a red pencil with a wavy white base, and a blue pencil with a white base.

The browser's address bar shows the URL [lorenzoverzini.com](http://lorenzoverzini.com). The toolbar below the address bar contains numerous links and icons, including:

- Icons for various apps like Photos, Mail, Google, and Google Drive.
- Links to "cores", "Peixe tropical - Casa...", "Gmail", "Google", "Docentes", "BB", "Priberam", "Tradutor", "Saúde Caixa", "IFRN", "Redes Sociais", "Decoração Casa", "Design", "agências web - rn", "Notícias", "Receitas", and "Outros favoritos".
- Standard browser controls for back, forward, search, and refresh.

The taskbar at the bottom of the screen shows icons for various running applications, including Microsoft Office (Word, Excel, PowerPoint), Adobe Photoshop (Ps), and Adobe Illustrator (Ai). The system tray on the far right shows the date (28/07/2015), time (19:23), battery status, signal strength, and other system icons.





# Comunicação pela cor

Verde	Vermelho
Aceitar	Rejeitar
Concordar	Discordar
Completo	Incompleto
Sim	Não
Adicionar	Remover
Salvar	Cancelar
Disponível	Indisponível





Ajuda On  
 Está com du  
 Segunda a S  
 20h sábado

1 Identificação

2 Resumo

3 Pagamento

### Já sou cliente do portal Posthaus

Email ou CPF:

Senha:

[Esqueci minha senha](#)

**Avançar**

[Meu e-mail mudou](#)

[Alterar minha senha](#)

[Não possuo senha](#)

**C&A**

busque roupas, acessórios, celulares...

entrar | meus pedidos | minha sacola 0 peça(s)

feminino masculino menina menino celulares e tablets collections novidades tendências liquida

home > moda feminina > vestidos

**vestido estampado indiano azul**  
 Cód.:7996886-Azul 4 Avalie

**R\$ 89,90**  
 ou 5x de R\$ 17,98 s/juros nos cartões C&A

escolha a cor:

guia de medidas

escolha o tamanho: 36 38 40 42 44

**comprar**

nossas lojas | ajuda | chat | televendas: (11)5504-6680

minha sacola 0 peça(s)

Busque por produtos, marcas, tendências ...



Entrar



FEMININO

MASCULINO

INFANTIL

CASA

DAFITIMAG

NOVIDADES

CALÇADOS

ROUPAS

BOLSAS E ACESSÓRIOS

ESPORTE

PERFUMES E BELEZA

MARCAS

OUTLET

# Flat design

- Simplicidade
- Efeitos tridimensionais como sombras, chanfros e relevo são pouco (ou nada) utilizados
- Cores devem ser marcantes e contrastantes



# Flat design

## ■ Cores retrô

- › Tons de laranja, pêssego e azuis escuros
- › Menos saturados



# Flat design

## ■ Cores monótonas

- › Dependem de uma única cor, como o azul, cinza ou o verde
- › Sobriedade



# Flat design: GRADIENTE



FLAT



V x M Bé Bé DI UL C S V UL Dani

https://www.virginamerica.com

Apps cores Peixe tropical - Casa... Gmail Google Docentes BB Priberam Tradutor Saúde Caixa IFRN Redes Sociais Decoração Casa Design agências web - rn Notícias Receitas » Outros favoritos

Traveler Alerts: LAX, JFK, Austin & TSA Pre✓® Enrollment More

Virgin America BOOK CHECK IN MANAGE Deals Flying With Us Where We Fly Fees Flight Status Flight Alerts elevate Sign In Sign Up

Round Trip  One Way  Multi City

Where would you like to go?

Guests 1 ADULT From SAN FRANCISCO To CITY Best Fares Guaranteed online

SEARCH FLIGHTS

Dream Seats Now Serving Paradise Take Off Faster

First Class/Main Cabin Select Take off from San Francisco to Earn 10K points with a Virgin

16:09 28/07/2015

www.megacurioso.com.br

MEGA CURIOSO NOVIDADES MAIS LIDAS REXPOSTA ASSUNTOS

CLIQUE AQUI E SAIBA MAIS.

Ministério da Agricultura, Pecuária e Abastecimento GOVERNO FEDERAL BRASIL PÁTRIA EDUCADORA

FRETE GRÁTIS\* PARA TODO BRASIL NAS COMPRAS ACIMA DE R\$ 49,90

COMPRE JÁ

EMPÓRIO DA CERVEJA

QUEM PROCURA ATALHO... 5 histórias sinistras de pessoas que saíram de seus caminhos e se deram mal

CHORANDO SÓ DE IMAGINAR Saiba como essa vespa pode fazer você passar '5 minutos no inferno'

11 coisas que você provavelmente não sabe sobre desertos Conheça os rostos por trás de grandes personagens mascarados

7 acidentes envolvendo elevadores e escadas rolantes na Ásia [vídeo]

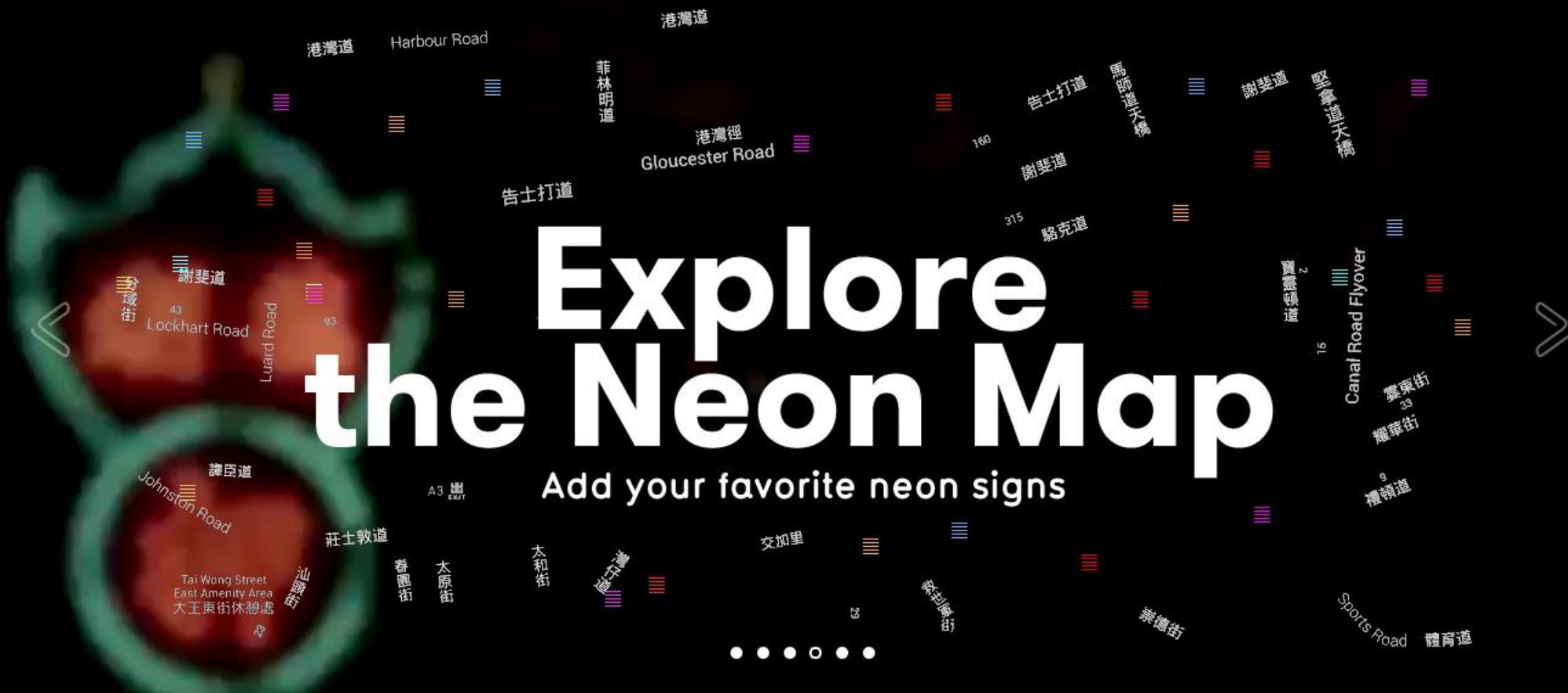
Conheça o mapa que vai lhe dar uma noção melhor sobre o tamanho do Universo

adclick.g.doubleclick.net/.../www.emporiodecerveja.com.br/?utm\_source=nzn&utm\_medium=display&utm\_campaign=ros\_1920x1080\_FG\_Brasil\_v2\_cpm\_2015-07-20\_2015-07-31

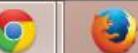
16:10 28/07/2015

HIGHLIGHTS

NEON MAP



An interactive online exhibition celebrating Hong Kong's neon signs





Nome de usuário

Senha

[Esqueceu?](#)

Nome de usuário

Senha

[Esqueceu?](#)

Nome de usuário

Senha

[Esqueceu?](#)

OU

Entrar com o Facebook

OU

Entrar com o Facebook

OU

Entrar com o Facebook

# Flat design: GRADIENTE DICAS

- Usar cores flats nos gradientes
- Linear horizontal
- Não abusar
- Ferramenta: <http://www.uigradients.com>



# As cores dos anos anteriores



# A cor do ano



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Habitasse vut ut, nisi eu  
URNA PROIN PLACERAT

# THE LOREM IPSUM

AC, ETIAM MAGNA ODO PURUS EGESTAS  
MAGNA PORTA LUNDIUM, SCLERISQUE ELIT.

D

DESIGN

P

PHOTOGRAPHY

B

Learn something new, change the way  
you see life, expand your mind &  
broaden your horizons.

BRANDING

## RECENT PROJECTS



05.01.2013

ADIPISCING VELUT ALIQUET

Cursus dis lundium, sit  
mauris elementum platea  
risus tempor integer quis,  
Augue facilisis, magna et.



05.01.2013

ADIPISCING VELUT ALIQUET

Cursus dis lundium, sit  
mauris elementum platea  
risus tempor integer quis,  
Augue facilisis, magna et.



05.01.2013

ADIPISCING VELUT ALIQUET

Cursus dis lundium, sit  
mauris elementum platea  
risus tempor integer quis,  
Augue facilisis, magna et.



05.01.2013

ADIPISCING VELUT ALIQUET

Cursus dis lundium, sit  
mauris elementum platea  
risus tempor integer quis,  
Augue facilisis, magna et.

[Home](#)

[About Us](#)

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[Pricing](#)

[Contact Us](#)



tollipop

# Hello, Welcome To Tollipop

Lorum ipsum is simply dummy of the printing and typesetting 's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries.



## Hello, We Provide Amazing Cakes

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Integer lorem quam, adipiscing condimentum tristique vel, eleifend sed turpis. Pellentesque cursus arcu id magna euismod in elementum purus molestie.

### [Wedding Cakes](#)



Lorum ipsum dolor sit amet, consectetur adipiscing elit. Integer lorem quam, adipiscing condimentum tristique vel, eleifend sed turpis. Pellentesque cursus arcu.

### [Delicious Desserts](#)



Lorum ipsum dolor sit amet, consectetur adipiscing elit. Integer lorem quam, adipiscing condimentum tristique vel, eleifend sed turpis. Pellentesque cursus arcu.

### [Awesome Cupcakes](#)



Lorum ipsum dolor sit amet, consectetur adipiscing elit. Integer lorem quam, adipiscing condimentum tristique vel, eleifend sed turpis. Pellentesque cursus arcu.



# Paleta de cores para Web

- Combinação de 3 cores
- Regra 60-30-10



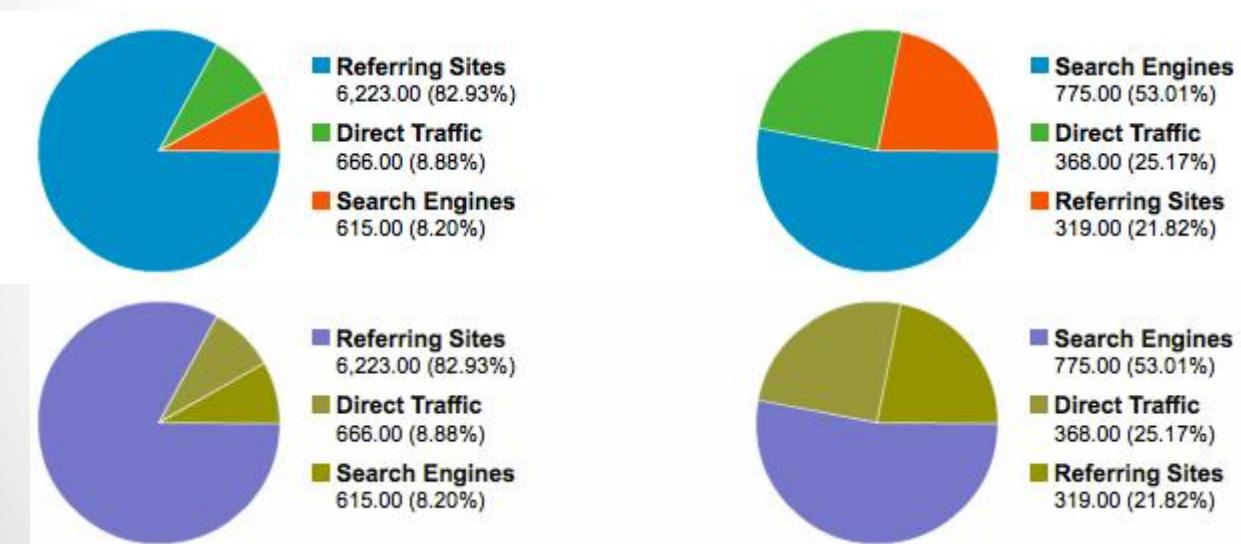
# Dicas

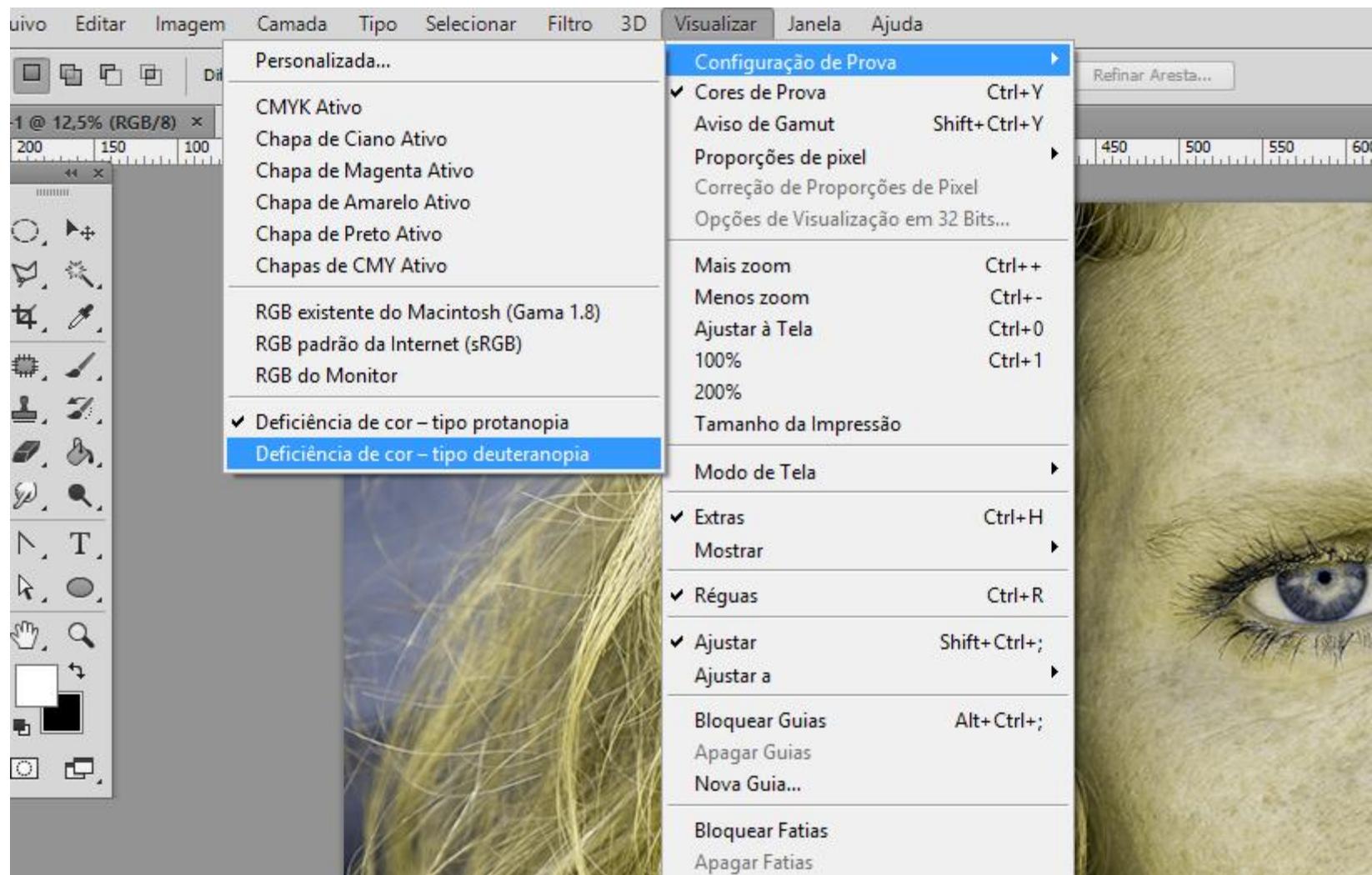
- Conheça o público
- Cores para comunicação
  - › Cinza para desativado / formulário preenchido
  - › Vermelho para erro
- Harmonizar as cores dos elementos
- Transmitir emoção pela cor
- Se sentir seguro, fuja do clichê



# Acessibilidade

- Não confie em uma cor para passar alguma informação importante
- Garanta um bom contraste entre cores e elementos





# Ferramentas

- <http://paletton.com/>
- <https://color.adobe.com/pt/create/color-wheel/>
- <http://plts.me/>
- <http://www.flatuicolorpicker.com/all>
- <http://colourco.de/>
- <http://www.0to255.com/>
- <http://web.colorotate.org/>



# Ferramentas

- <http://webcolourdata.com/>
- <http://flatuicolors.com>
- <http://www.uigradients.com/>
- <http://www.colourlovers.com/>
- <http://www.sessions.edu/color-calculator>



# Games

- <http://color.method.ac/>
- <http://www.xrite.com/online-color-test-challenge>
- <http://game.ioxapp.com/eye-test/game.html> (só funciona no mozilla)



# Referências

- <http://www.des1gnon.com/2014/12/a-cor-do-ano-2015-segundo-a-pantone/>
- <http://tableless.com.br/sobre-cor-e-webdesign/>
- <http://theultralinx.com/2012/06/art-colour-coordination-infographic/>
- <http://www.des1gnon.com/2013/08/a-importancia-das-cores-e-sua-influencia/>
- <http://wearecolorblind.com/example/google-analytics/>

