



WHAT DOES THIS
MEAN TO ME,
LAURA?

COLOR ME DIGITAL



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www.meanlaura.com

Color Me Digital

Agenda

- Basic color theory
- Color models
- Which color when?
- Best practices





Basic

COLOR THEORY



WHAT DOES THIS
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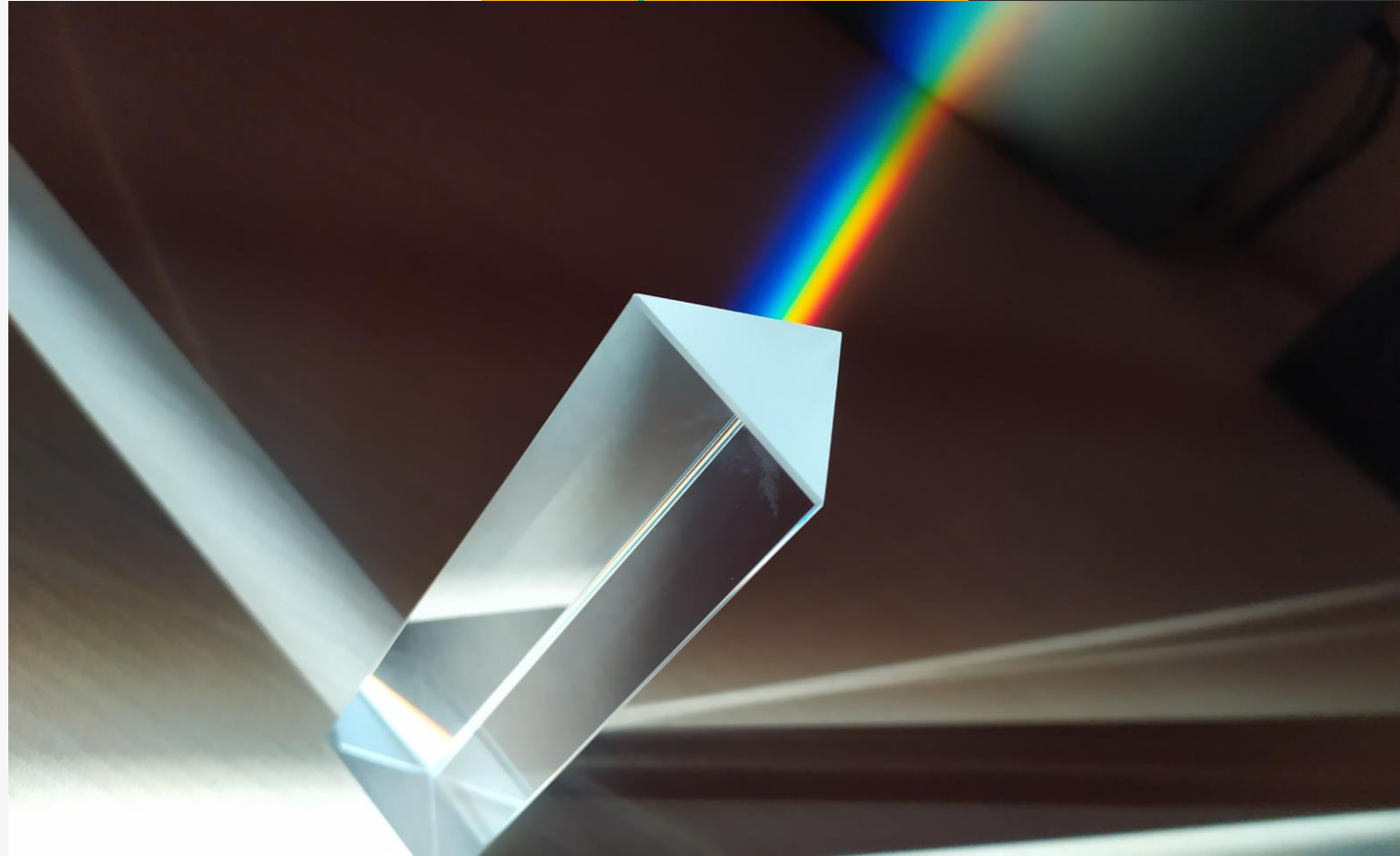
Why color theory?



What is a color wheel?



A little history



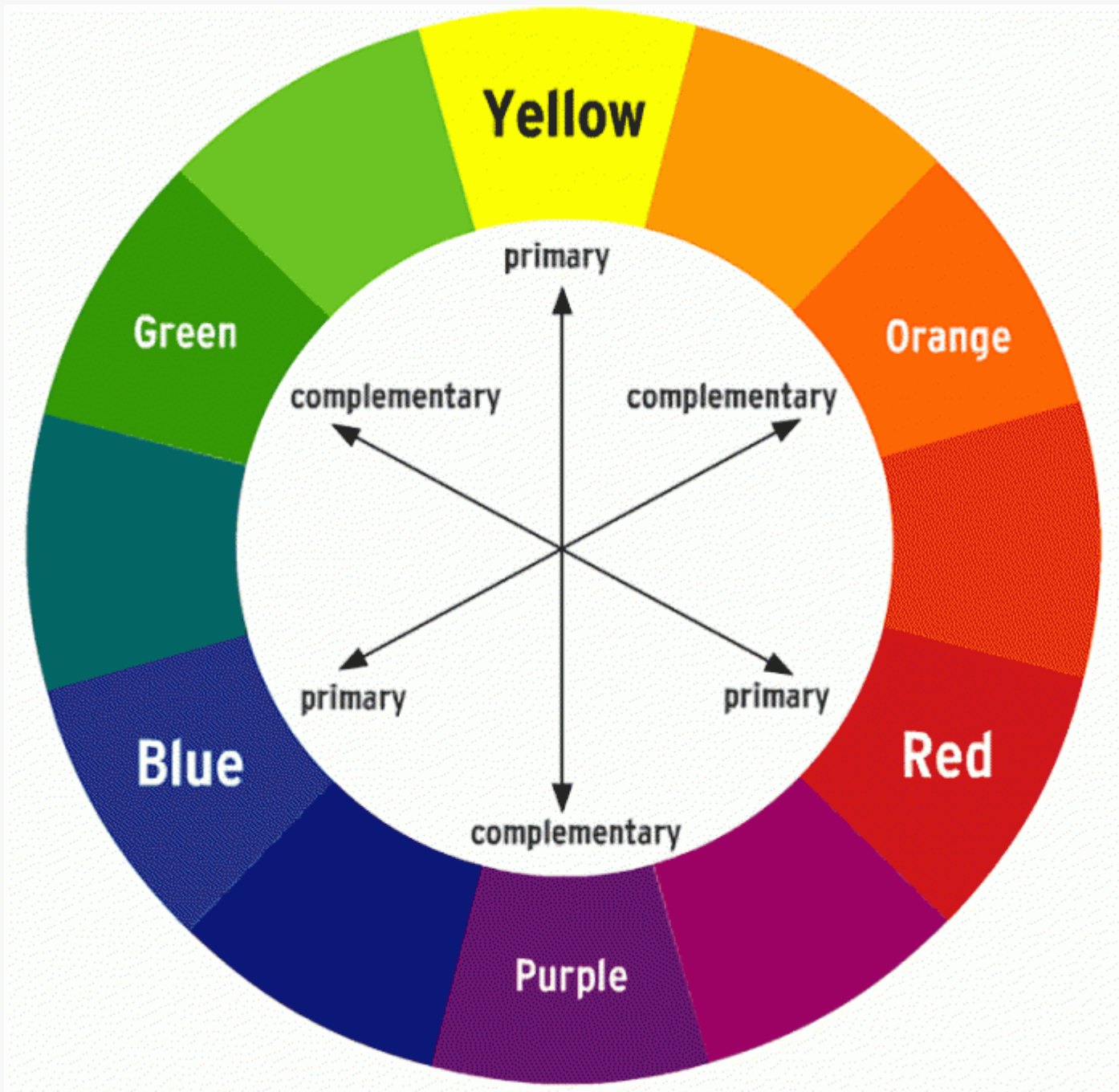


Image from <https://thebass.org/learn/lesson-plan-world-of-color/>

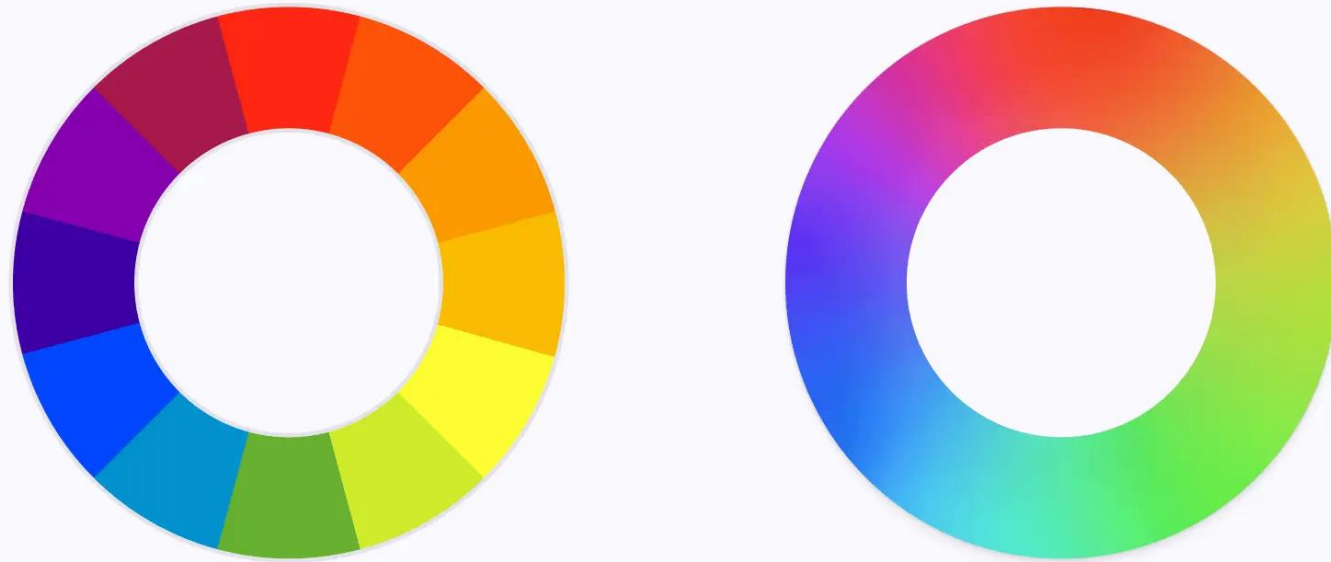
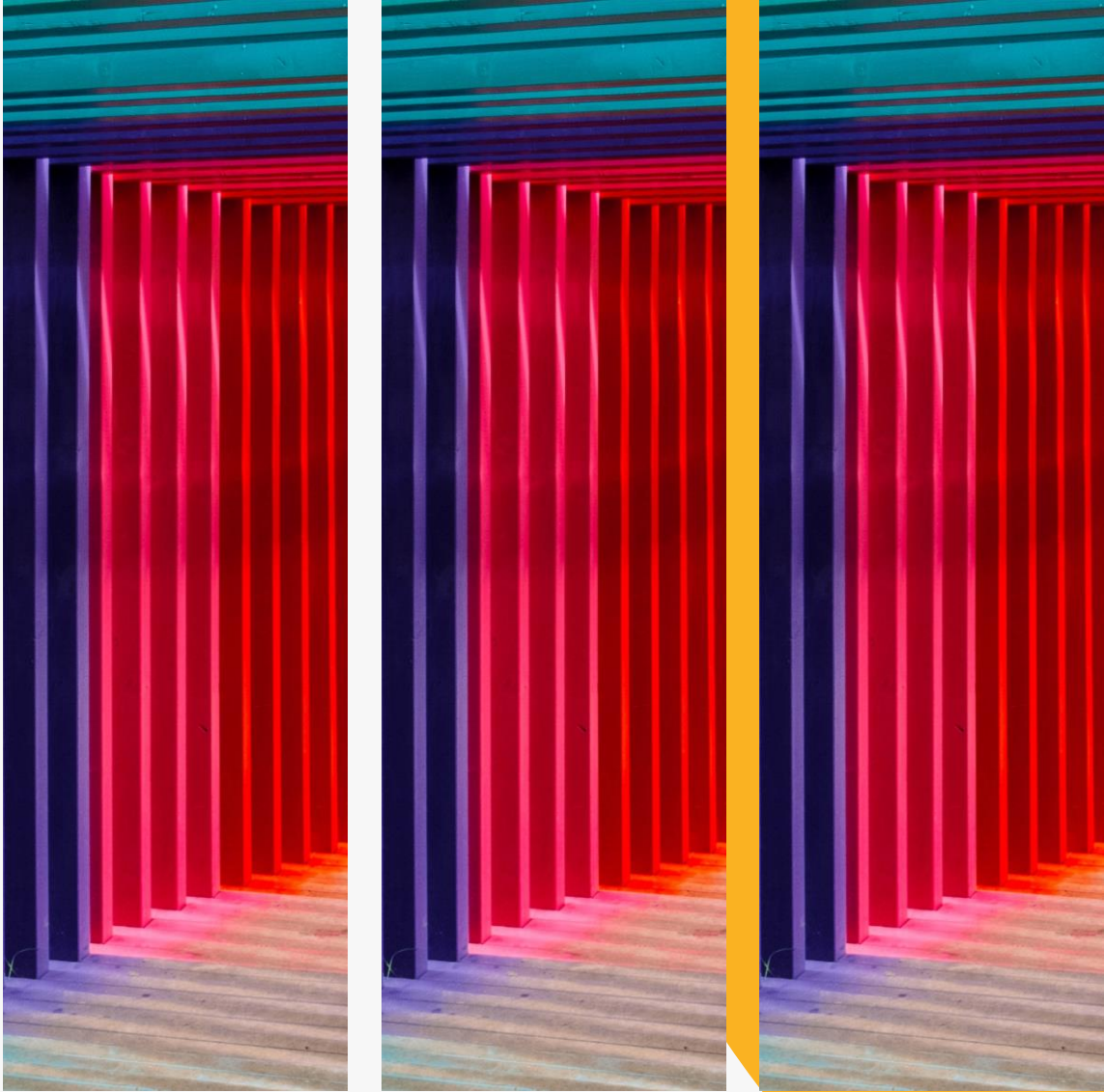


Image from <https://atmos.style/blog/color-theory-ui-design>



There is a LOT more

Hue, saturation, tint
Chroma, lightness
Tone, shade
Context
Temperature
Schemes
Spaces

Get an overview at

<https://atmos.style/blog/color-theory-ui-design>



Color models



WHAT DOES THIS
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Hex codes

Hex

#9E9EE8



RED



GREEN



BLUE

000000	005f00	008700	00af00	00d700	00ff00	5fff00	5fd700	5faf00	5f8700	5f5f00	5f0000
16	22	28	34	40	46	82	76	70	64	58	52
00005f	005f5f	00875f	00af5f	00d75f	00ff5f	5fff5f	5fd75f	5faf5f	5f875f	5f5f5f	5f005f
17	23	29	35	41	47	83	77	71	65	59	53
000087	005f87	008787	00af87	00d787	00ff87	5fff87	5fd787	5faf87	5f8787	5f5f87	5f0087
18	24	30	36	42	48	84	78	72	66	60	54
0000af	005faf	0087af	00afaf	00d7af	00ffaf	5fffaf	5fd7af	5fafaf	5f87af	5f5faf	5f00af
19	25	31	37	43	49	85	79	73	67	61	55
0000d7	005fd7	0087d7	00afd7	00d7d7	00ffd7	5fffd7	5fd7d7	5fafd7	5f87d7	5f5fd7	5f00d7
20	26	32	38	44	50	86	80	74	68	62	56
0000ff	005fff	0087ff	00afff	00d7ff	00ffff	5fffff	5fd7ff	5fafff	5f87ff	5f5fff	5f00ff
21	27	33	39	45	51	87	81	75	69	63	57

Image from <https://www.maketecheasier.com/difference-between-hex-rgb-hsl/>

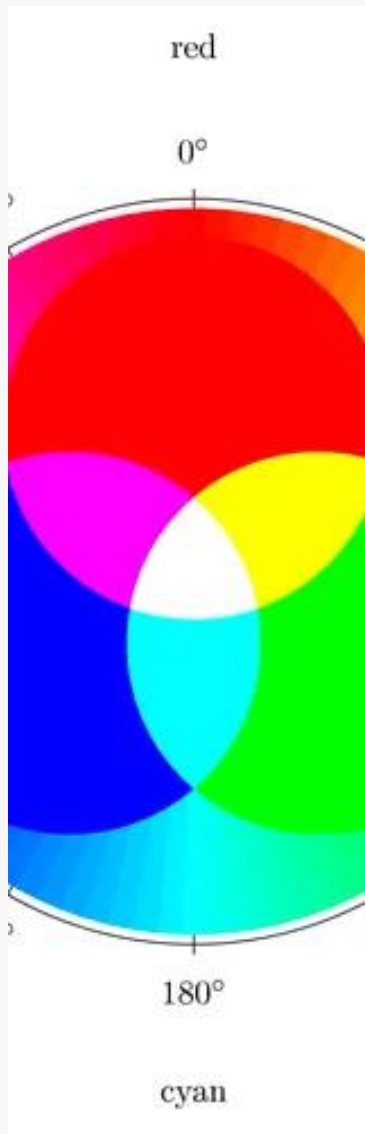


RGB

RGBA

`rgba(106, 121, 247, 1)`

Image from <https://www.maketecheasier.com/difference-between-hex-rgb-hsl/>



A screenshot of a software interface showing HSL color selection controls. The interface is divided into two panels. The left panel shows a color wheel with a hue slider set to 43 and a saturation slider set to -47. The right panel shows a color wheel with a lightness slider set to 6. The interface includes buttons for 'OK', 'Cancel', and 'Help'. The title bar of the window is 'Saturation/Lightness'.

Saturation/Lightness

Preview on

Last Used

Edit: Master

Hue: 43

Saturation: -47

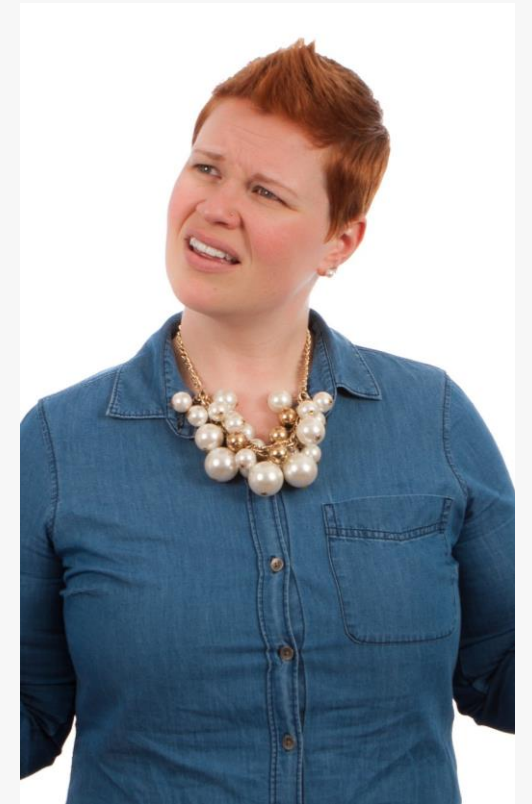
Colorize

Lightnes 6

OK Cancel Cancel Help

HSL

Which color
model
should I
use?





Which color when?



WHAT DOES THIS
MEAN TO ME,
LAURA?

**Color is an
integral part
of our
experiences**



The data

- 93% buy
- 80% awareness
- 35%/57% blue
- 62% read
- 52% don't come back



**Who is
your
library?**

Opposing emotions



RED



**Energized
balanced**

&



ORANGE



NOVEMBER
NATIONAL
NATIVE
AMERICAN
HERITAGE
MONTH

A graphic for an event titled "TEXTBOOKS & TACOS!". The background is a gradient from yellow at the top to orange at the bottom. The text "TEXTBOOKS & TACOS!" is written in large, bubbly, light green and white letters. Below the text is a cartoon illustration of a smiling taco character with a face, arms, and legs, wearing red shoes. The taco is holding an open book. The book's cover has a stack of books icon and the text "AMP". The book's pages show the text "HOW TO SAVE MONEY ON TEXTBOOKS".

TEXTBOOKS
& TACOS!

WEDNESDAY
JAN. 18 • 5pm-6pm

ROOM 205
FALVEY SECOND FLOOR

A job advertisement for the position of Head of Technical Services. The background is a solid orange color with a pattern of yellow hexagons. The text "WE WANT YOU!" is written in large, bold, dark brown letters. To the right of this text, it says "Head of Technical Services" in a smaller font, followed by "FULL TIME" and "APPLY AT CHESHIRECT.ORG". At the bottom, it says "Application deadline JANUARY 13, 2023" and "CPL CHESHIRE PUBLIC LIBRARY | discover • create • connect" with the address and contact information below it.

WE WANT YOU!

Head of
Technical Services

FULL TIME

APPLY AT
CHESHIRECT.ORG

Application deadline
JANUARY 13, 2023

CPL CHESHIRE PUBLIC LIBRARY | discover • create • connect
104 Main Street, Cheshire CT 06410 • 203-272-2245 • www.cheshirelibrary.org

**Cheerful
hopeful**

&



YELLOW



THE LANSDOWNE LIBRARY
WILL BE

CLOSED

FOR STAFF TRAINING

**ALL DAY FRIDAY
2/25/22**

**GRAN
FURY**

**for Art
Against
AIDS...**

On The Road



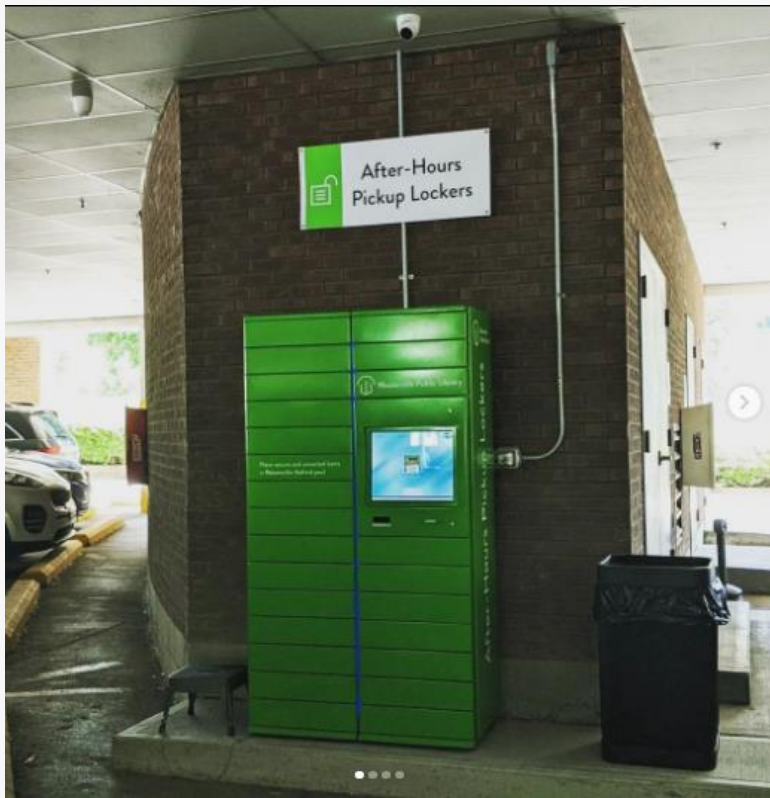
© Original logo design by Dan Friedman

**Health
&
wealth**

&



GREEN



USE * GLEESON LIBRARY

GIVING TUESDAY 2022

*

MICHAEL SINCLAIR
MONDAY, FEBRUARY 20, 2-3PM
FOR ADULTS
WASHINGTON AVE BRANCH

**Calm
trust**

&



BLUE

**HAPPY NATIONAL PLAN
FOR VACATION DAY
(NPVD)**



CPL
CLEVELAND PUBLIC LIBRARY

**STOP BY THE LIBRARY
TO PICK UP YOUR
GUIDEBOOK TODAY**



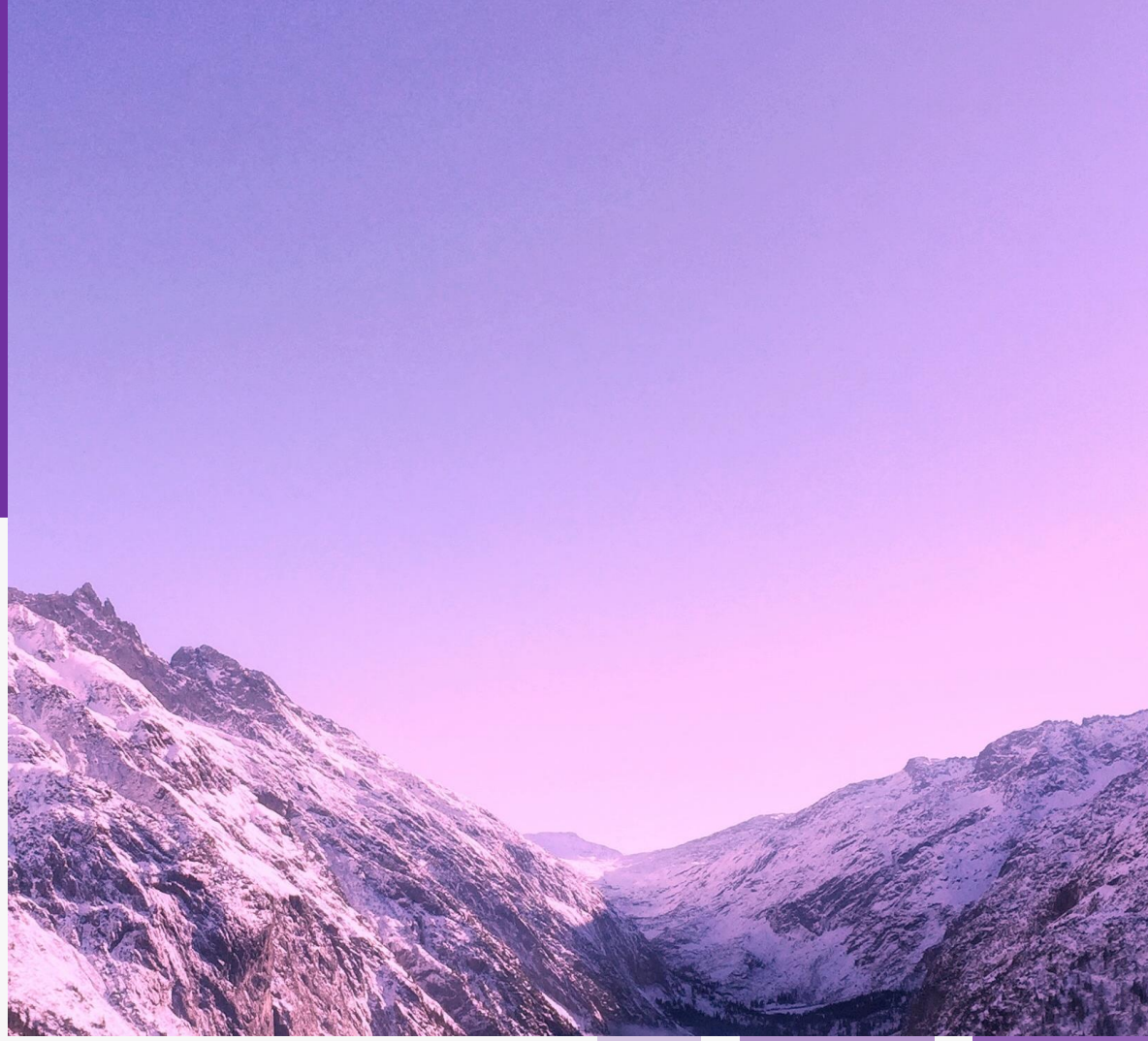
South Holiday Library

FRIENDS MEETING

Monday, Feb 9, 3:00 p.m.

**PASCO
COUNTY
LIBRARIES**

**Mystery
&
luxury**



PURPLE

ALIZA LAYNE

BEETLE & THE HOLLOWBONES
ALIZA LAYNE

AUTHOR EVENT

DRIZZLE DREAMS AND LOVESTruck THINGS
Megan Finn

SOMEBODY THAT I USED TO KNOW
a novel
DANA L. DAVIS

Love is in the Air

THE DEAD ROMANTICS
a novel
Ashley Poston

the VERY SECRET SOCIETY of IRREGULAR Witches
SANGU MANDANNA

THE STAND UP GROOMSMAN
Jackie Lau
author of *Secret Pickle Love*

**Sweet &
cute**



PINK



I LOVE YOU
ENOUGH TO
*Pause my
Audiobook*



It's finals, so

DONUT MISS

FALVEY LIBRARY'S SEMI-ANNUAL
**STRESS-BUSTING
OPEN HOUSE**

DONUT WORRY ABOUT FINALS!!

**THURSDAY, DEC. 8,
FROM 12 P.M. TO 2 P.M.**

OR UNTIL ALL THE DELICIOUS DONUTS ARE GONE!)

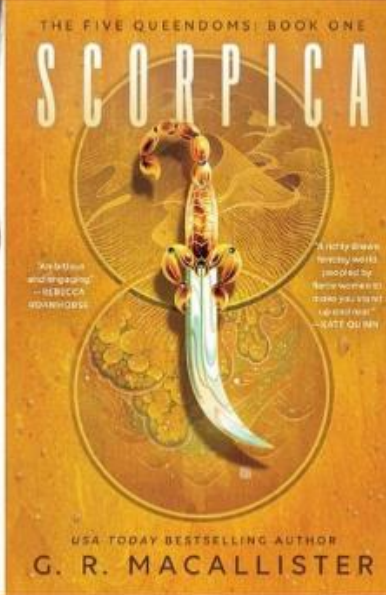
**Stability
vintage**

&



BROWN

GREER MACALLISTER



AUTHOR EVENT

THE 5TH OF MAY

*Feliz Cinco
de Mayo!*

the anniversary of the Battle of Puebla

**Sophisticated &
simple**



BLACK

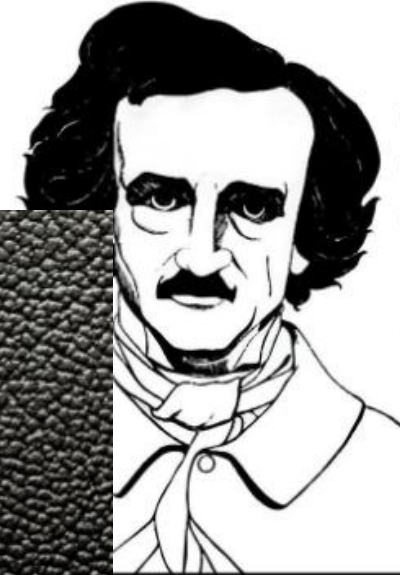
Burlingame Stands **UNITED** Against Antisemitism

*Our communities stand
united against racism*

BURLINGAME
STANDS
UNITED
AGAINST
HATE

Teen
June
Journal

Pick yours up today!
Located in the Teen Room



READ POE AND TRY TO KEEP CALM

 CARROLL COUNTY
PUBLIC LIBRARY



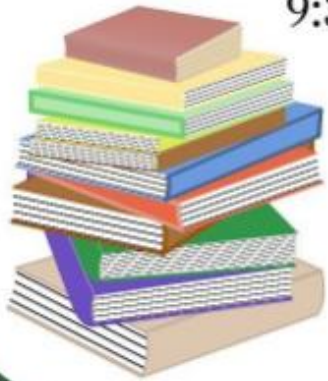
**Clean &
minimal**



WHITE

BIG BOOK Sale

In the Lansdowne Library parking lot,
Saturday, October 23
9:30am - 2pm

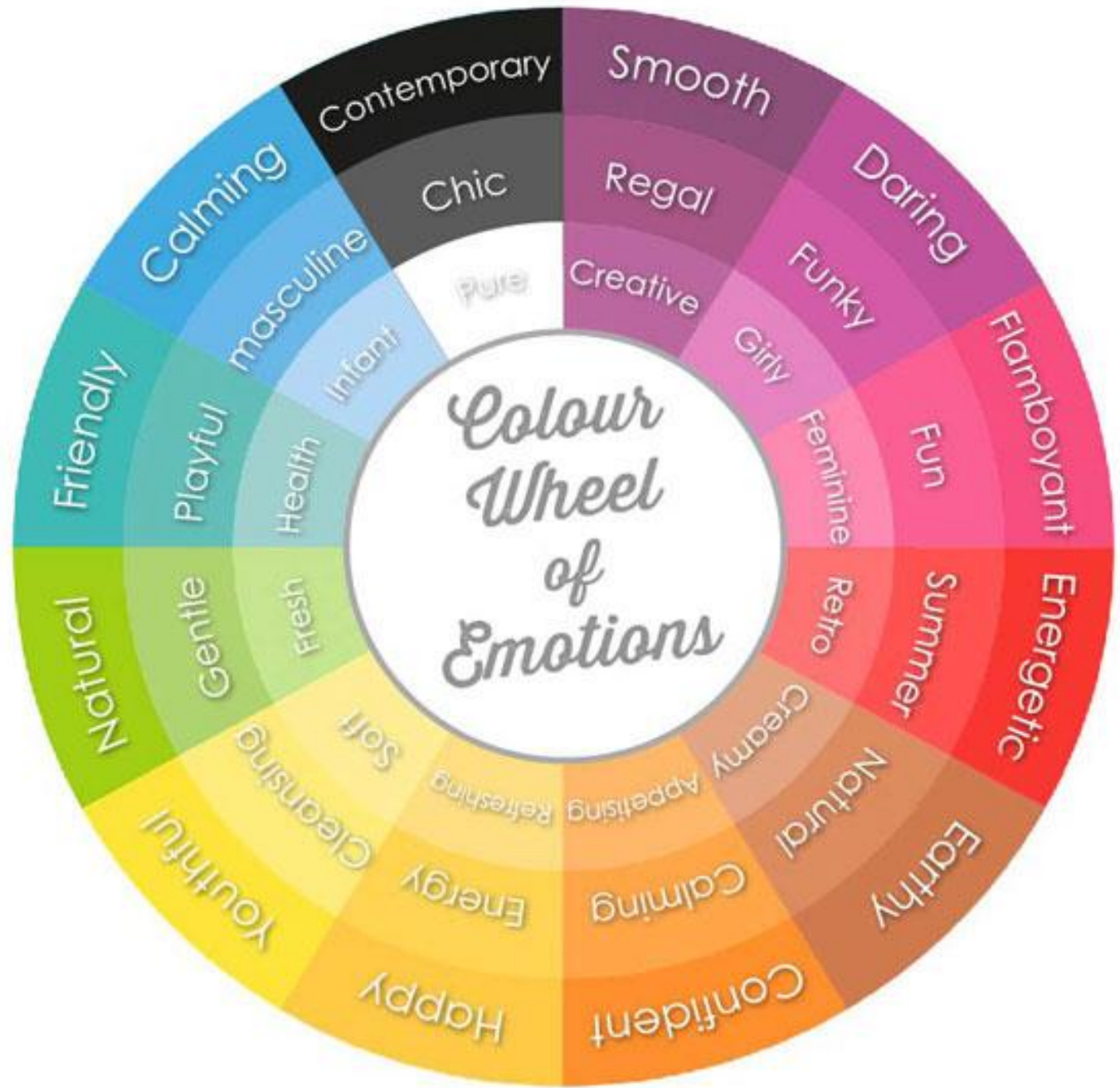


All proceeds benefit the
**Friends of the Lansdowne
Library**

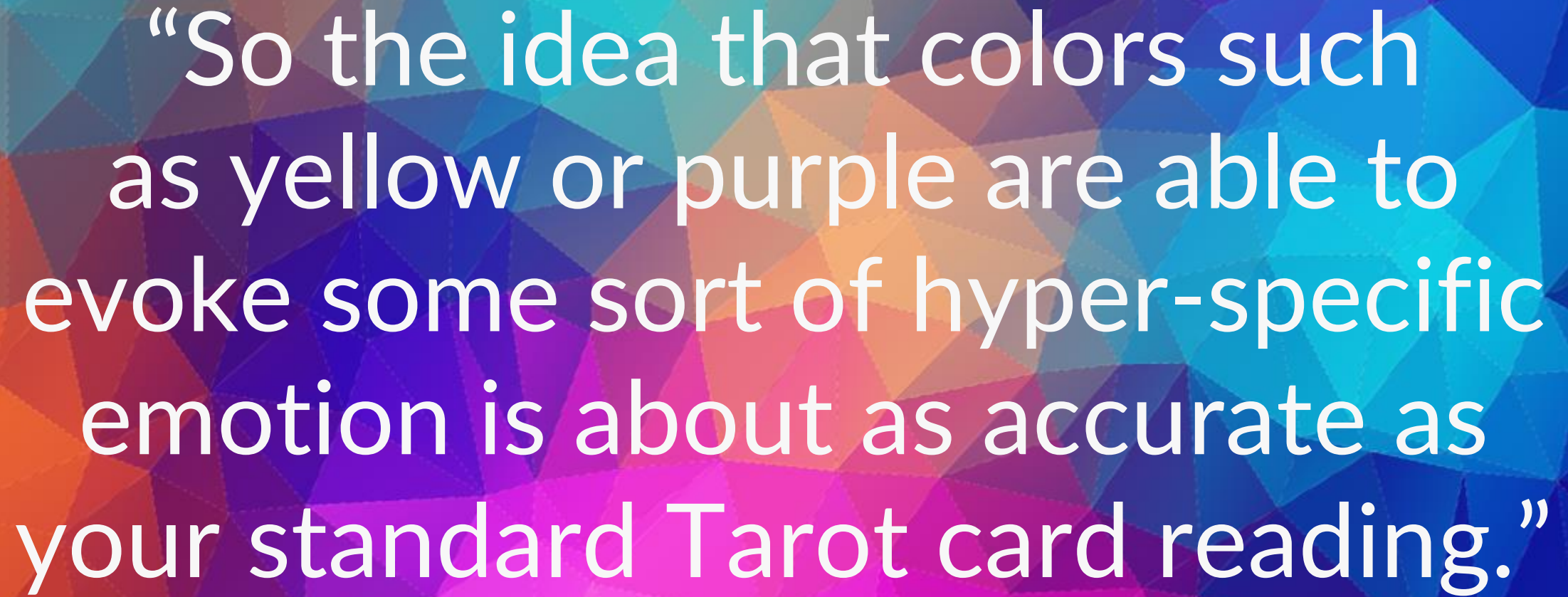


A close-up portrait of a person's face, focusing on their eyes. The lighting is dramatic, with a strong teal/cyan light on the left side of the face and a warm orange/red light on the right. The person has dark hair and is wearing a dark lip ring. A white text overlay is positioned at the bottom of the image.

It's still subjective



Source:
<https://www.aalabels.com>



“So the idea that colors such as yellow or purple are able to evoke some sort of hyper-specific emotion is about as accurate as your standard Tarot card reading.”

Gregory Ciotti , *Psychology Today*



Best practices

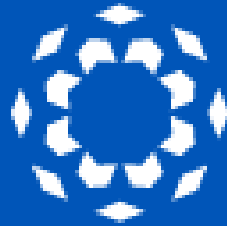


WHAT DOES THIS
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New York
Public
Library

Hamilton County
cincinnati
public
library



CLEVELAND
PUBLIC
LIBRARY



Greenfield
Public Library

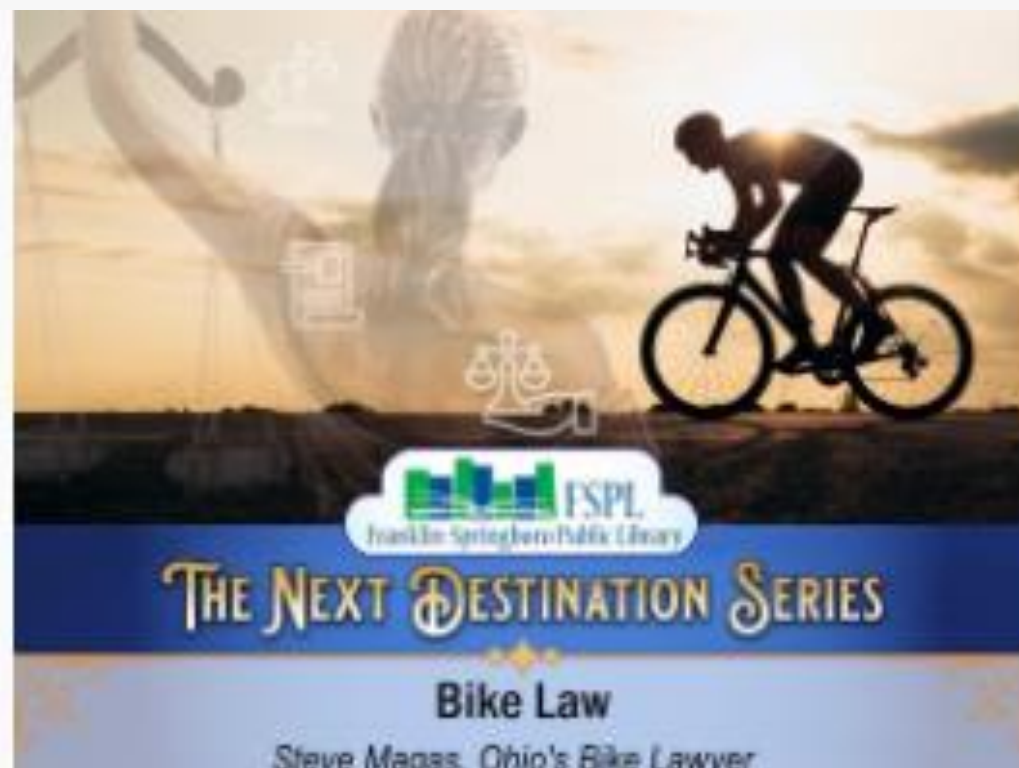
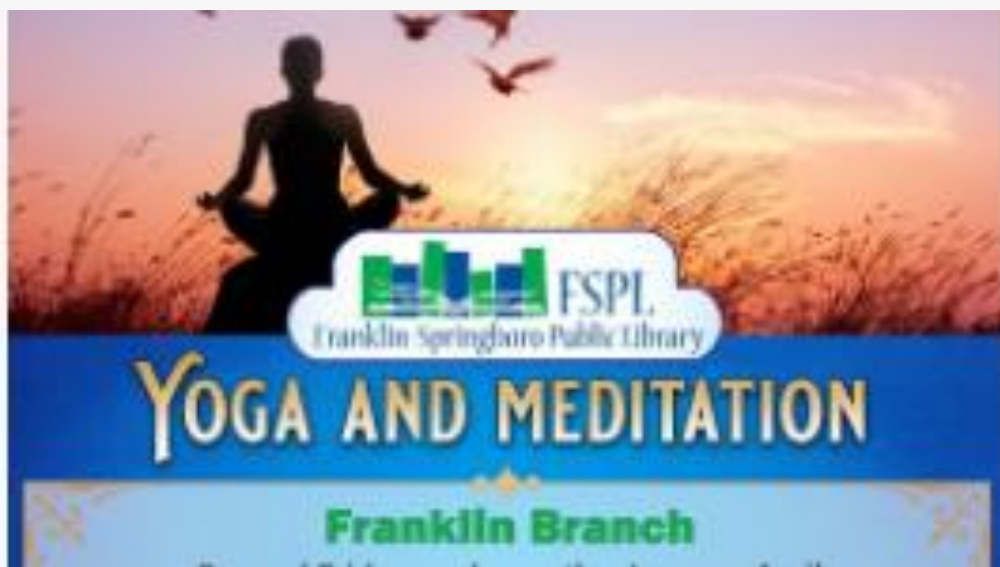


PAULINE HAASS
— PUBLIC LIBRARY —

Contrast

Color consistency in branding



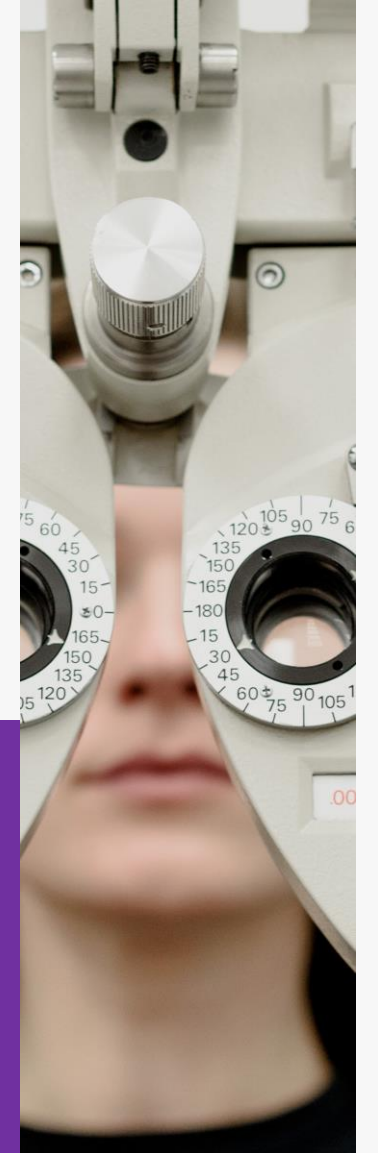




**Overboard is
(too) easy**

Test it

Especially when re-branding



Get a list of color tools

<https://designforthelittleguy.com/colortools.pdf>



Thank you!

Laura Solomon
@laurasolomon
www.meanlaura.com

