



Designing with Meaningful Color  
a precious & flowbyte team effort

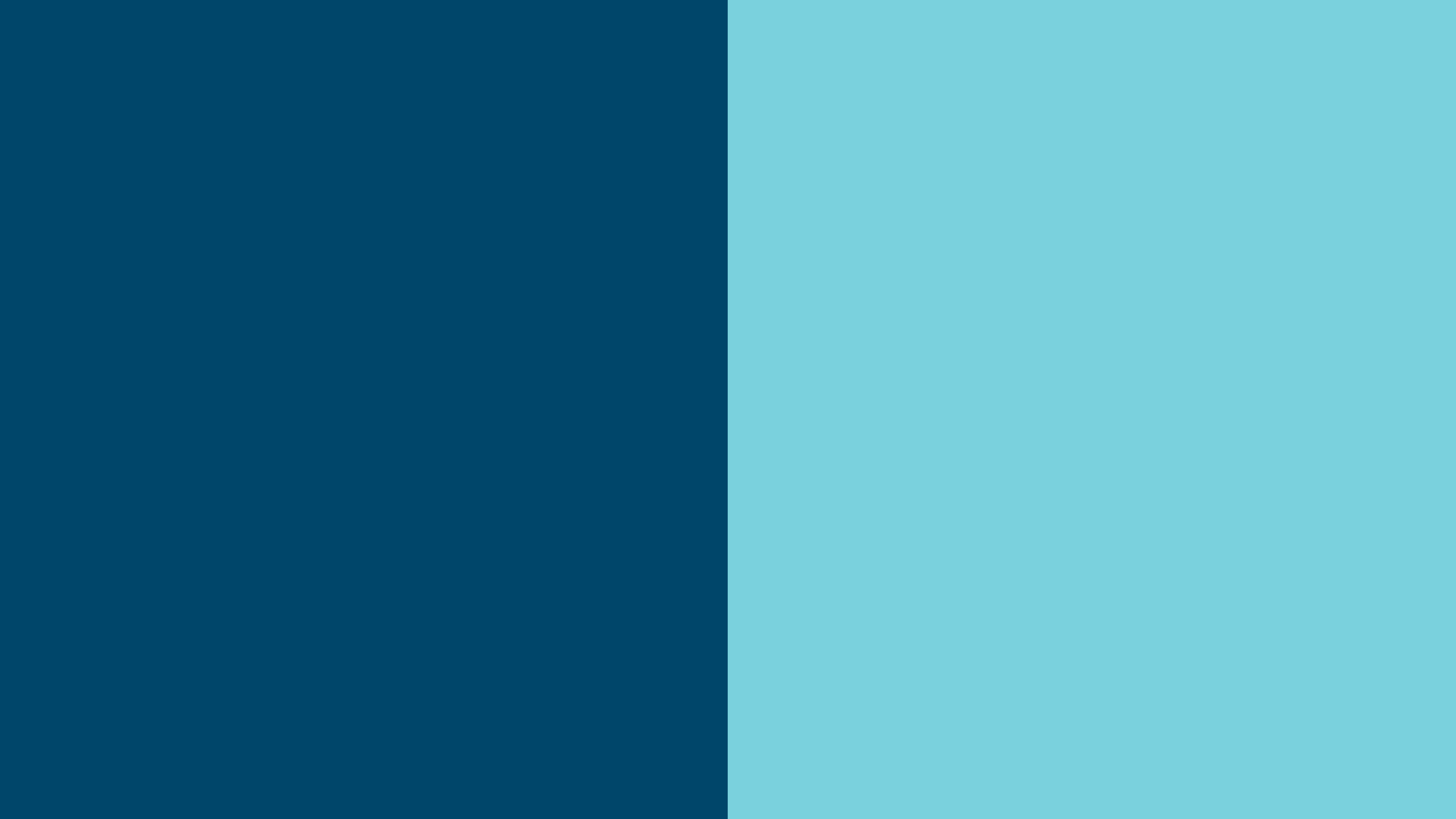


# **OPEN COLOR TOOLS**

Designing with Meaningful Colors

Jan Krutisch

a precious & flowbyte team effort





**Colors Have Meanings**

**Colors Are Tricky**



**Warning**

**Warning! Virus detected**

**Threat detected: Server-FTP**

Security Risk:  **SLEEPING COMPUTER**

Infected file: C:\WINDOWS\system32\dllicache\wmploc.dll

Description: This type of behaviour covers malicious programs that delete, block, modify, or copy data, disrupt computer performance, but which cannot be classified under any of the behaviours identified above.

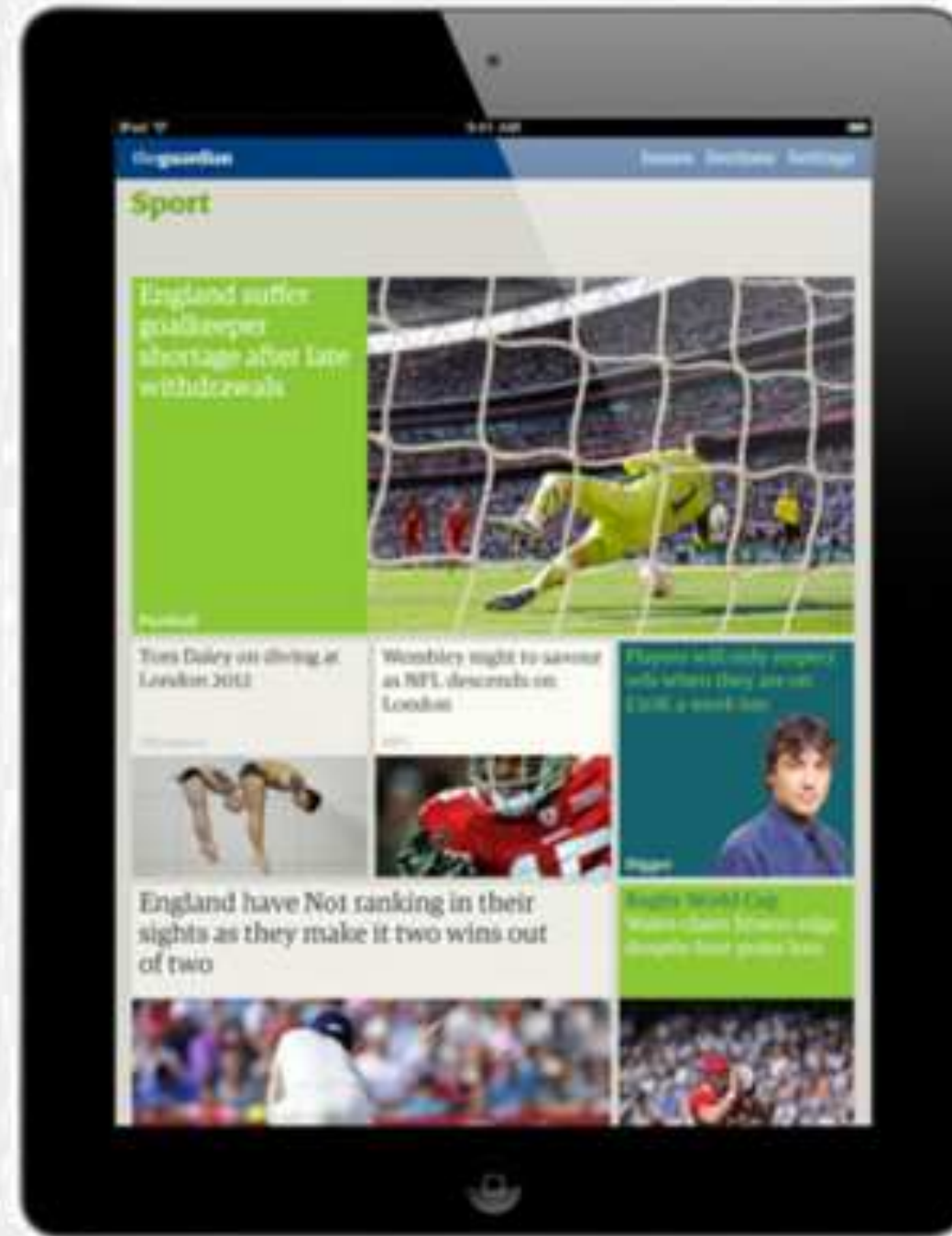
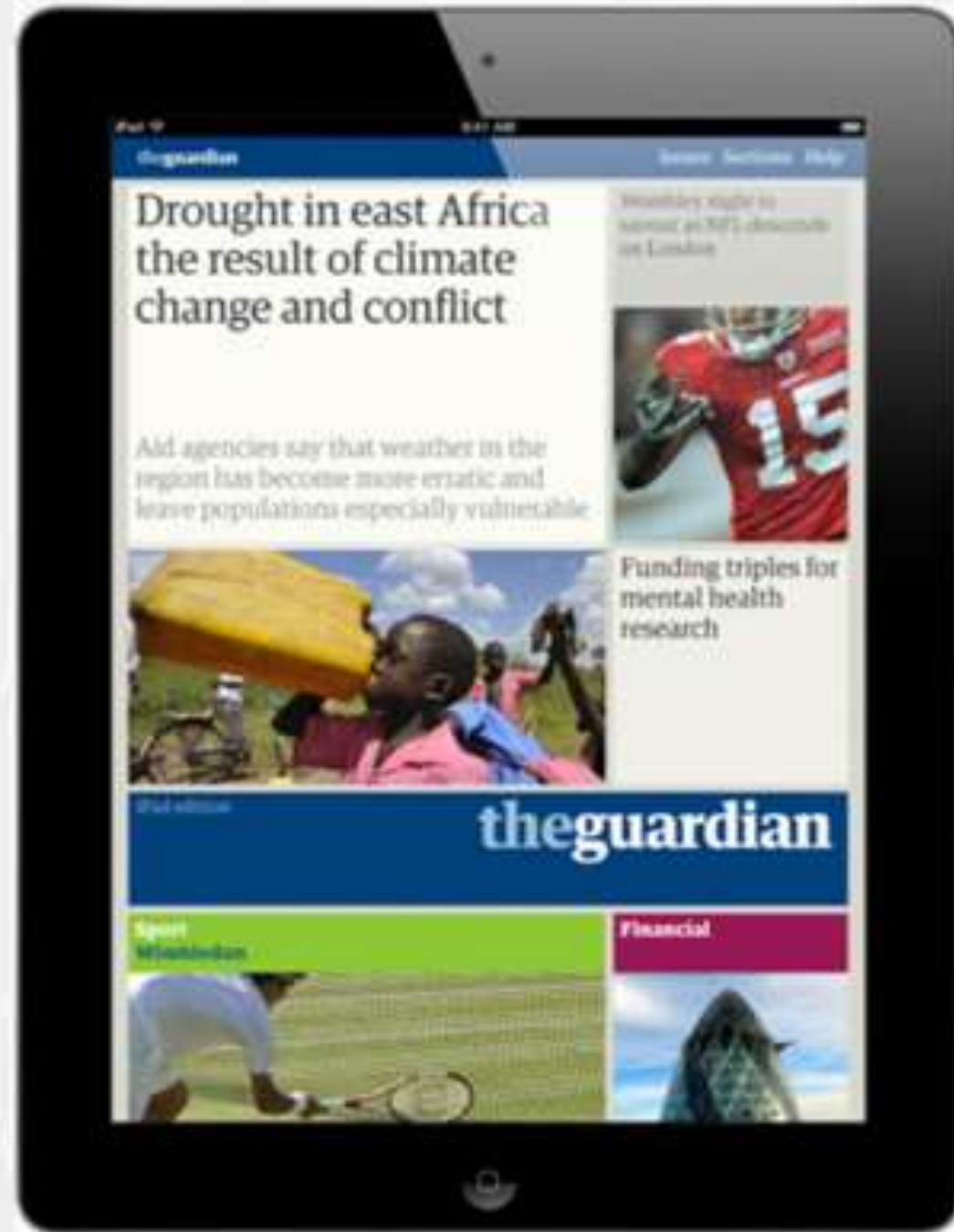
**Recommended:**  
Please click "Remove All" button to erase all infected files and protect your PC

**Color Names Are  
Arbitrary**



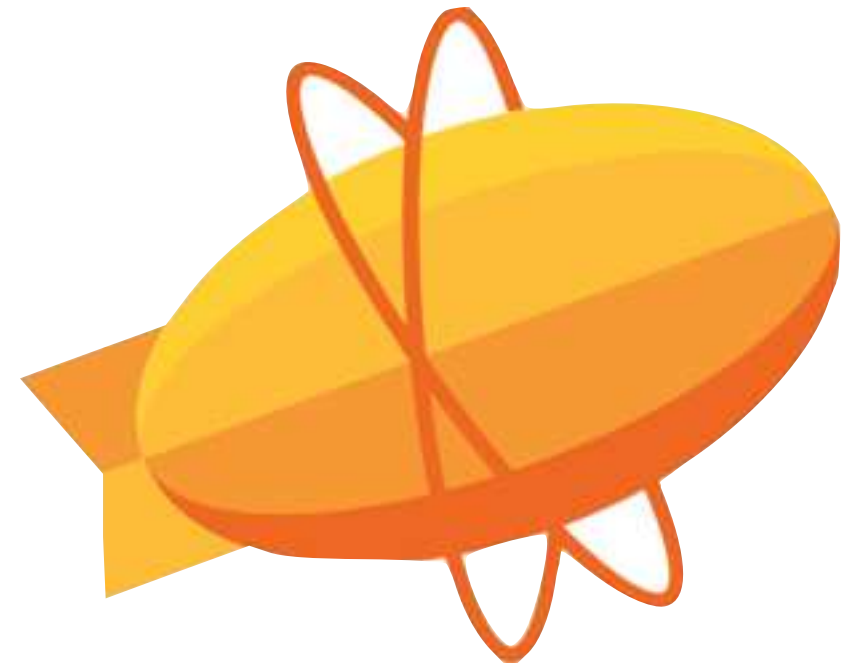
**Color Names Are  
(More or Less)  
Arbitrary**

# Color Coding



# Design Process

# Documenting Colors



# Colors as Material

Colors

My Color Swatches

My Color Swatches

#FF7043

Opacity 100 %

Colors

Thought Provoking

Thought Provoking (by Miss\_Anthrop)

Thoughtless (by EnaBean)

Opacity 100 %



# Palettes as *Shared* Material



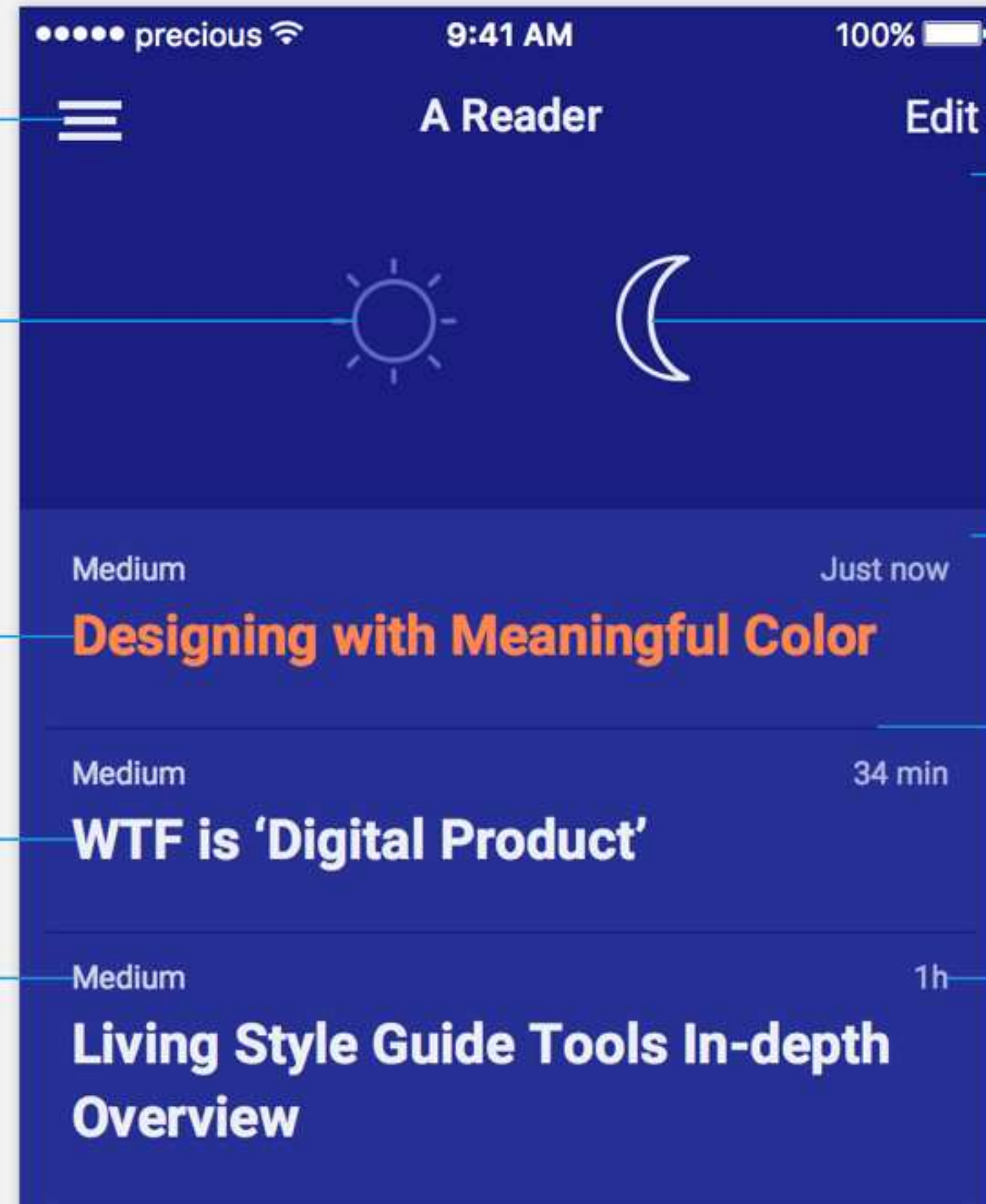
**Navigation**  
Blues.Blueish Off-white

**IconInactive**  
Blues.Medium Blue

**HeadlineActive**  
Blue Brand.Funky Orange

**Headline**  
Blues.Blueish Off-white

**Source**  
Blues.Subtle Blues



**StatusBar**  
Greys.White

**HeaderBackground**  
Blue Brand.Deep Blue

**Icon**  
Blues.Blueish Off-white

**Background**  
Blues.Dark Blue

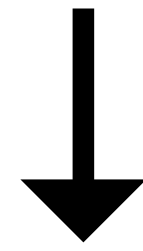
**Divider**  
Blue Brand.Deep Blue

**Timestamp**  
Blues.Light Blue

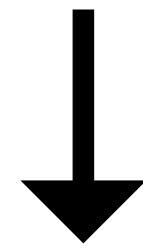
**Visual → Semantic**

**Greys.White → StatusBar**

**#FFFFFF**



**Greys.White**



**StatusBar**

**#FFFFFF**

*Color Value*



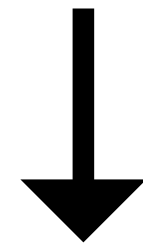
**Greys.White**



**StatusBar**

**#FFFFFF**

*Color Value*



**Greys.White**

*Visual Name*



**StatusBar**

**#FFFFFF**

*Color Value*



**Greys.White**

*Visual Name*



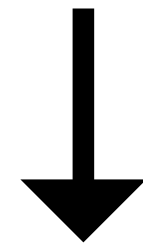
**StatusBar**

*Semantic Name*



**#FFFFFF**

*Color Value*



**Greys.White**

*Visual Name*

**Malleable →**



**StatusBar**

*Semantic Name*

**#FFFFFF**

*Color Value*

**Malleable → ↓**

**Greys.White**

*Visual Name*

**Malleable → ↓**

**StatusBar**

*Semantic Name*

# Colors in Sketch

# Colors in ~~Sketch~~

FF7043 14 74 100 100  
Hex H S B A

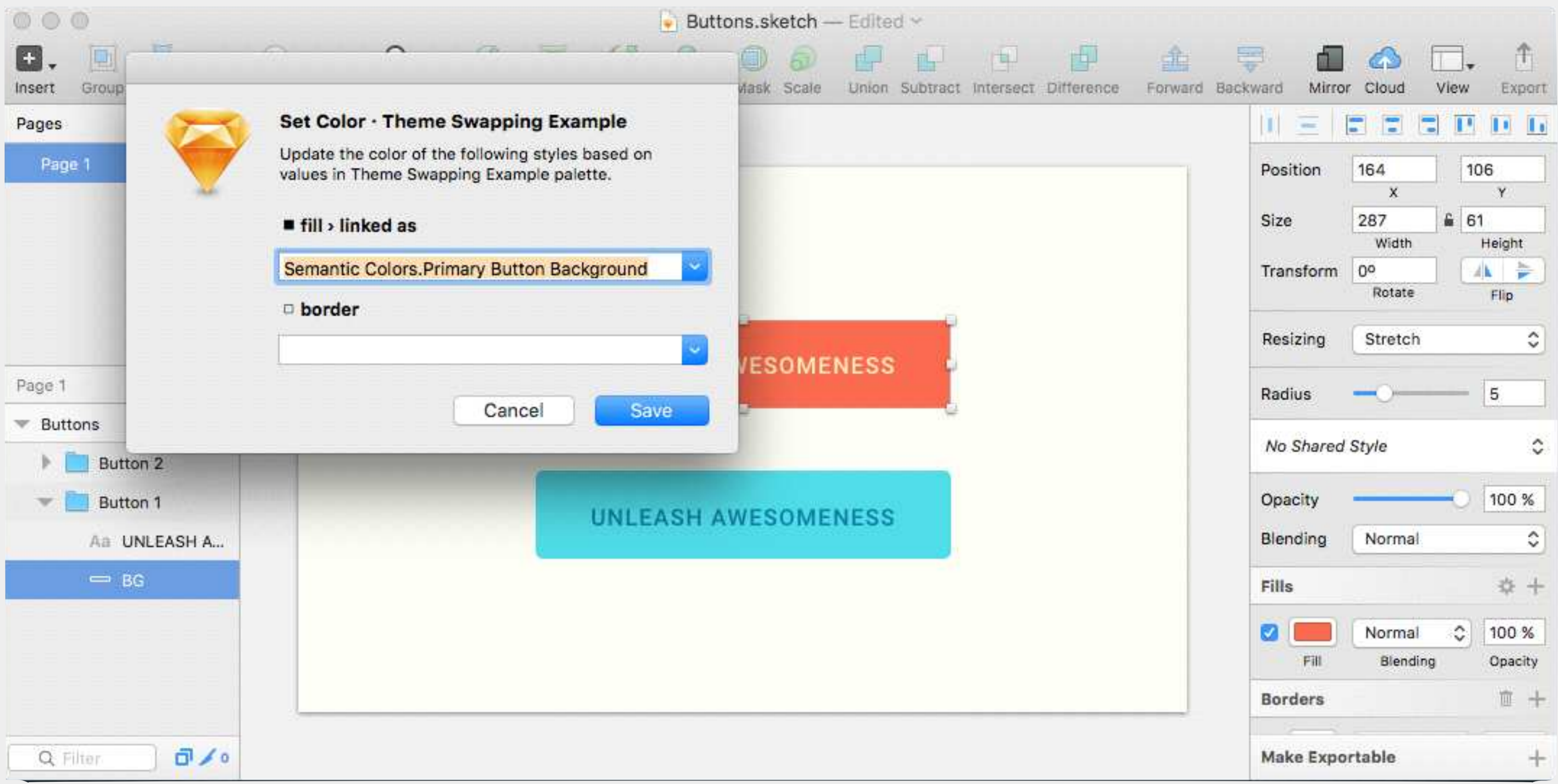
▶ Global Colors

▼ Document Colors

+

Frequent Colors Used in...

- 53 Text Layers, Fills, Borders and Shadows
- 18 Text Layers and Fills
- 16 Text Layers and Fills
- 26 Text Layers, Fills and Shadows
- 8 Text Layers and Fills
- 7 Fills
- 13 Fills and Shadows
- 14 Text Layers and Fills
- 9 Text Layers and Fills
- 10 Text Layers, Fills and Shadows





**OPEN COLOR TOOLS**

Live Demo






**OPEN COLOR TOOLS**



**an open format for  
creating palettes**



**An (open source) npm package  
to load, process and save  
the open color format**



**An App for OS X to  
create, manage and sync  
palettes**



**A custom system wide  
color picker for OS X**



# **A Sketch Plugin**

<http://opencolor.tools/>



Colors are fundamental for any design, but the current tools don't reflect the complexities of working with colors. We are building Open Color Tools: an easy-to-use solution for color management, which integrates into your workflow and ensures accuracy.

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