DesignAcademy.io

Using grey effectively

DESIGN FUNDAMENTALS

Grey is the most versatile
‘colour’

Make subheading text lighter than headings to create hierarchy

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

#3C5063

Make subheading text lighter than headings to create hierarchy

#3C5063

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

#3C5063

Make subheading text lighter than headings to create hierarchy

#718495

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s

Dishonesty shouldn't be profitable.

Amulet puts reputation on the blockchain, exposing the accuracy of financial experts so traders can filter out the BS.

Get Notified

We trust our futures with experts everyday. Use blockchain to find the ones who get it right.

Reputation, Decentralized

The Decentralized Reputation Ledger allows you to find and compare experts based on how accurate they've been in the past.

Start Using Real Expertise

Bid on investment insights from experts with measurable reputations using Amulet Tokens. Filter for and subscribe to expertise on specific crypto tech.

Read Whitepaper

You're in great company

Some of the best teams are already transforming the way they write

Create your team

TNW THE NEXT WEB · TASTY · PayFit · spendesk

Slite

Product
Use Cases
Pricing
Releases
Mobile app - Join beta

Slite
About Slite
Refer Slite
Careers we're hiring!
Wall of love

Resources
Templates
Blog
Press kit
Help Center

Follow us on social media

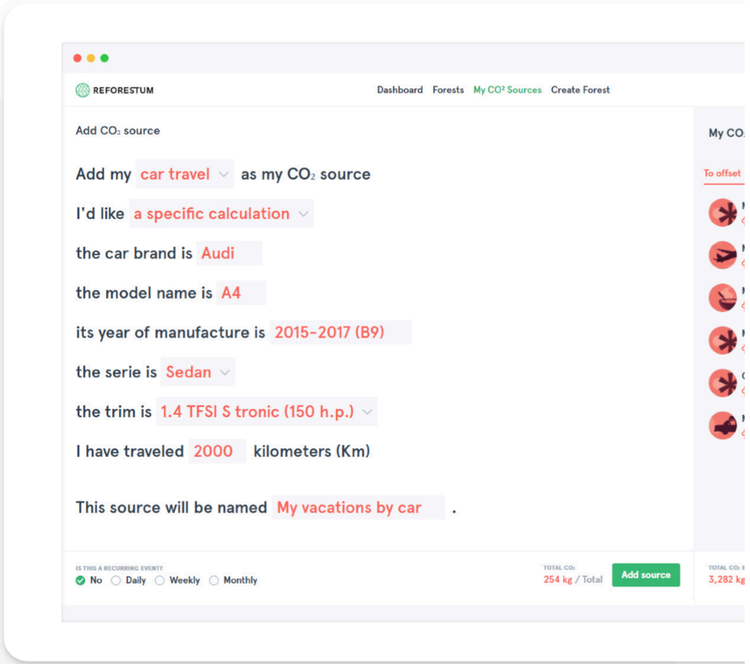
Download for macOS · Get it Google Play · Download for iOS · Get it Windows · Use it on All browsers

©2018 Slite • Privacy • Terms

Are you curious about your contribution to global warming?

Use our carbon calculator to measure your contributions to climate change. You can't avoid having a carbon footprint but you can counter it.

Calculate my carbon footprint



Start your free trial

Early stage company? Eligible applicants get all of our products for just $49 a month Learn more →

Enter your email

Get Started

Free 14-day trial • Easy setup • Cancel any time

Ceate and follow your forests
from anywhere

Through photosynthesis, trees capture the CO2 released into the atmosphere and reduce the greenhouse effect that is the cause of climate change.

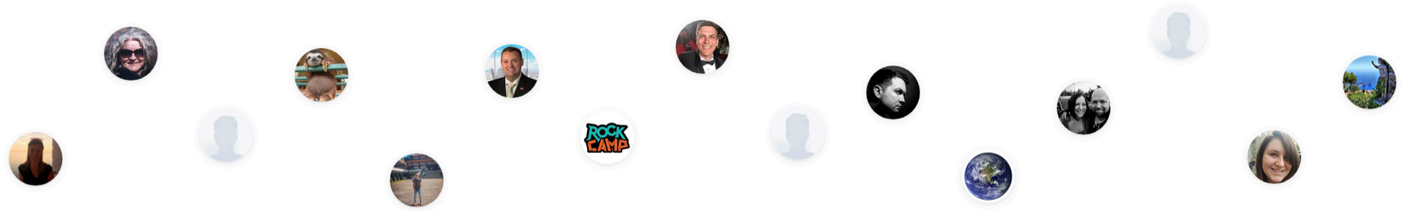
Try it now

Take a tour of our full featured application and explore Reforestum for yourself. No time limits, no charges. Making a positive impact never was so easy!

Choose forest

For Sketch & Photshop files. Trunk is Mac only. More file support coming soon.

NEW Evrybo Sketch plugin! Easily export your design from Sketch to Evrybo.



6470
Active users

And counting. Together we are making the world a better place.

Become a Reforester

We’re delighted to support 4,000,000+ marketers in their social media success

Join the Beta

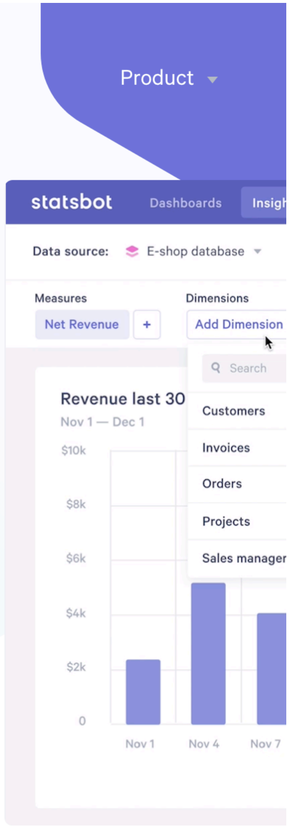
Sign Up

statsbot

Convert Raw Data into Insights

Statsbot allows you to transform big data on the fly and easily create consistent data definitions within your organization.

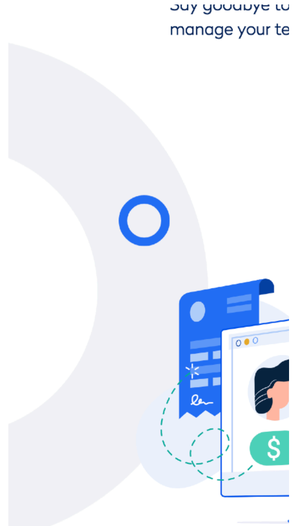
Get Started for Free



Design Collaboration Made Easy

Evrybo is the easiest way to get design feedback, create high-fidelity prototypes and test usability of your design with your clients or colleagues.

Get Started - It's Free →

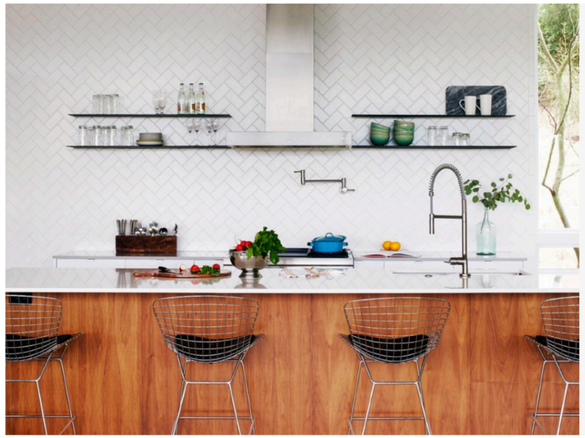


Confort

Chaque détail compte, de la qualité de la literie aux rideaux, en passant par les produits de la salle de bain. Les hôtes Airbnb Plus font tout pour s'assurer que votre séjour soit aussi agréable que possible. Voici quelques-uns des éléments que vous allez retrouver :

- Un aménagement intérieur bien pensé
- Suffisamment de serviettes et d'oreillers moelleux
- Des cintres pour suspendre vos vêtements et un tiroir pour ranger vos affaires

LA CHAMBRE PRIVÉE DE CINDY À AUSTIN



Équipements

Vous pouvez comptez sur un certain nombre d'équipements essentiels pour vous sentir comme chez vous : Wi-Fi haut débit, TV avec service de streaming, ou encore cuisine entièrement équipée et prête à l'emploi. Voici quelques-uns des éléments que vous allez retrouver :

- De l'eau filtrée ou en bouteille
- Tout le nécessaire pour cuisiner, y compris de l'huile, des ustensiles et des plats
- Fer à repasser et sèche-cheveux

LA CHAMBRE PRIVÉE DE CINDY À AUSTIN

CHOOSE YOUR STYLE

FOX MASK — $7

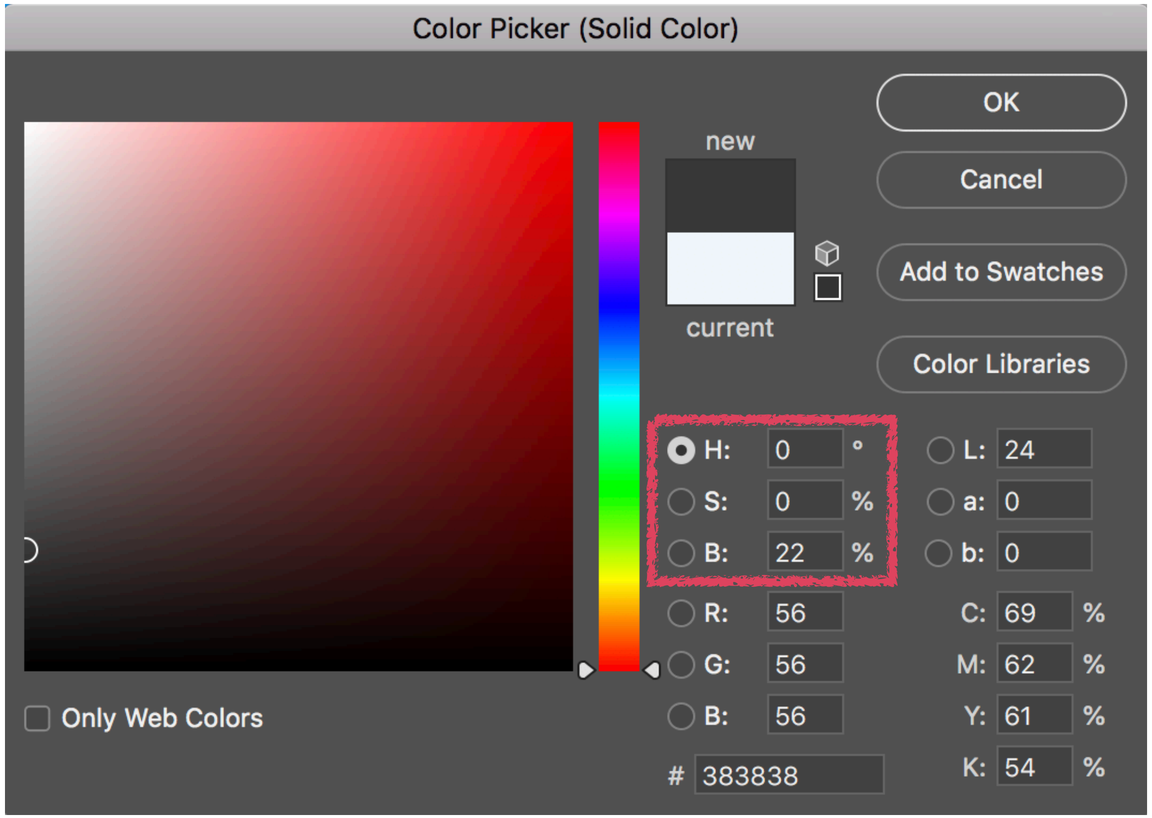
BLACK PHILLIP MASK — $7

MONKEY MASK — $7

Do you need a **neutral** or a
cool grey palette?

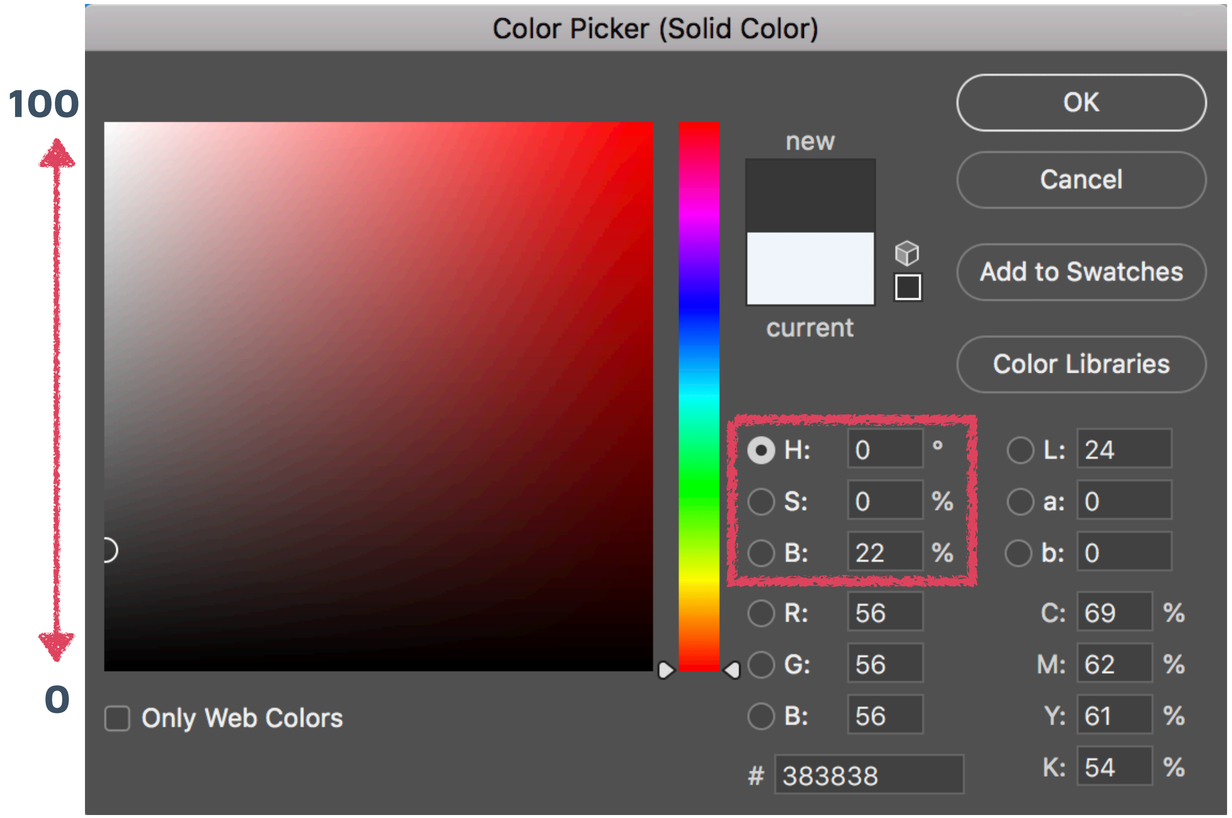
Neutral

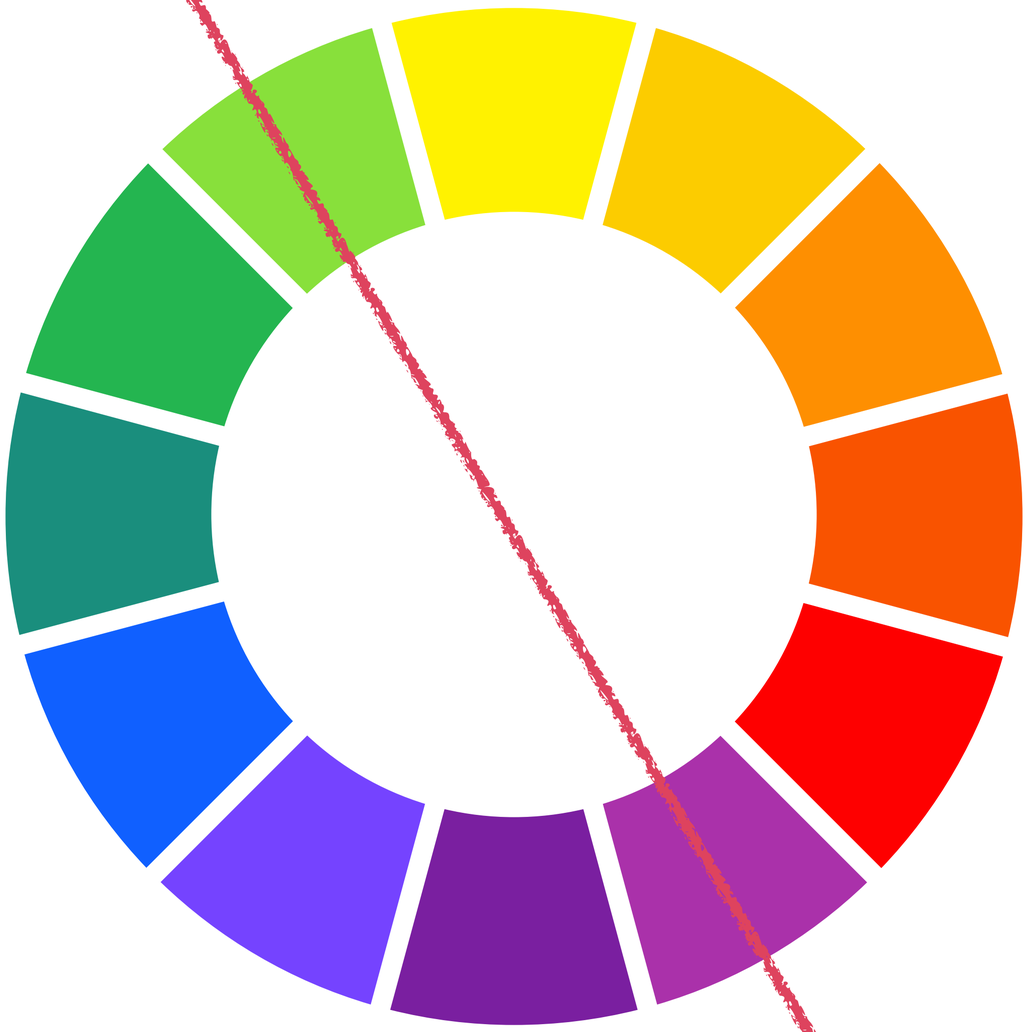
Pure grey. 0 Saturation and 0 Hue.



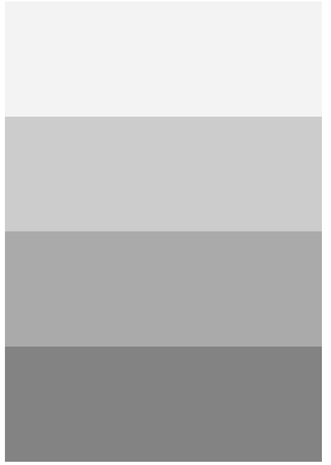
Neutral

Pure grey. 0 Saturation and 0 Hue.

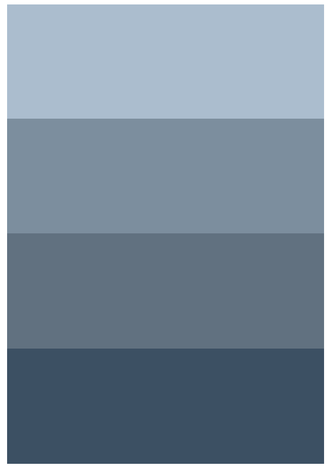


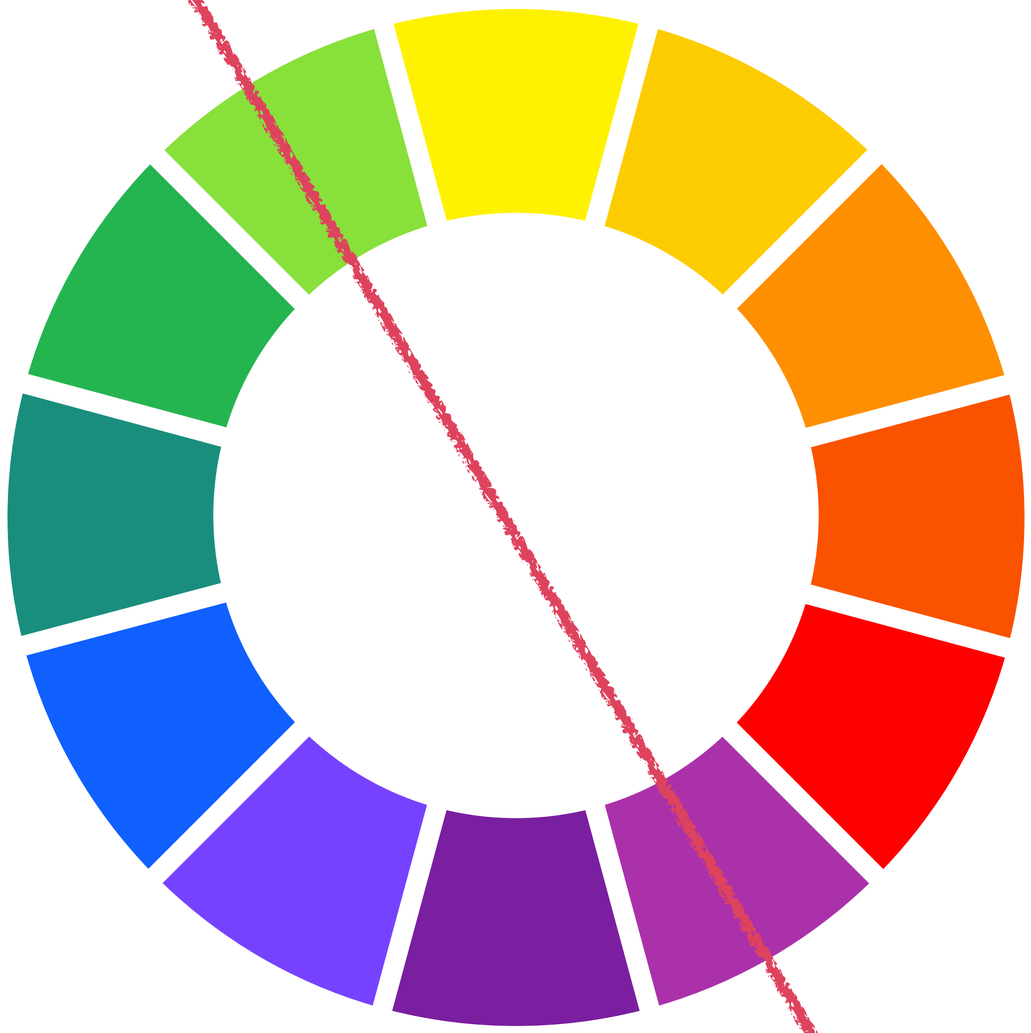


Warm colours go with neutral greys

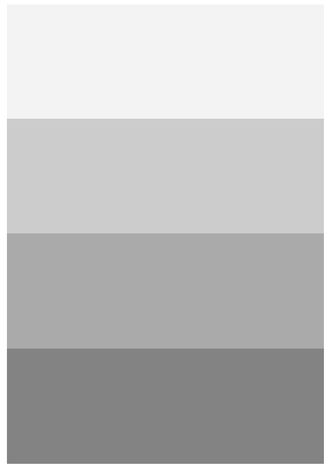


Cool colours go with cool greys





Warm colours go with neutral greys



+
=
+
=
+
=
Brown?

H: **202** Keep the same

S: **98** Between 0 - 50

B: **100** Between 0 - 50

H: **202**

S: **98**

B: **100**

H: **202**

S: **50**

B: **50**

H: **202**

S: **20**

B: **50**

H: **202**

S: **98**

B: **100**

H: **202**

S: **50**

B: **50**

More blue

H: **202**

S: **20**

B: **50**

More grey

H: **202**

S: **98**

B: **100**

H: **202**

S: **50**

B: **20**

H: **202**

S: **50**

B: **60**

H: **202**

S: **98**

B: **100**

H: **202**

S: **50**

B: **20**

Darker

H: **202**

S: **50**

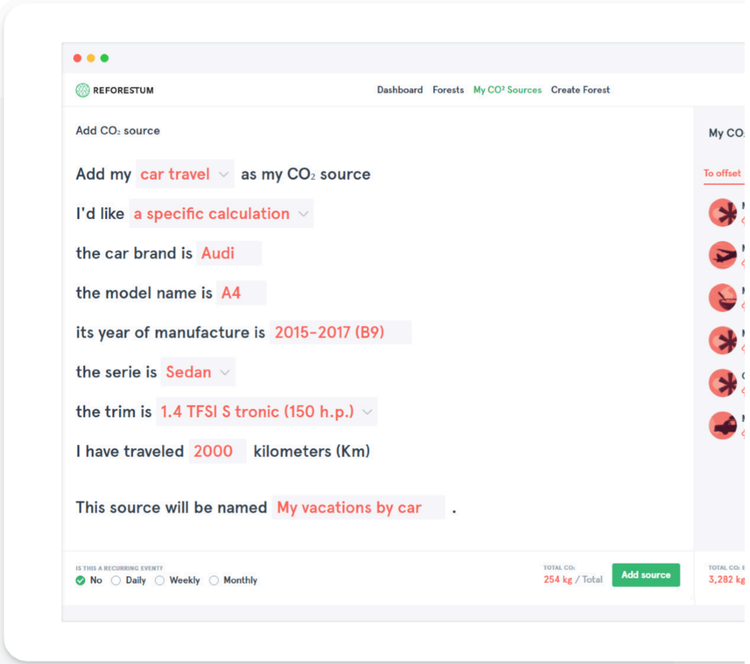
B: **60**

Lighter

Are you curious about your contribution to global warming?

Use our carbon calculator to measure your contributions to climate change. You can't avoid having a carbon footprint but you can counter it.

Calculate my carbon footprint



Start your free trial

Early stage company? Eligible applicants get all of our products for just $49 a month Learn more →

Enter your email

Get Started

Free 14-day trial • Easy setup • Cancel any time

Ceate and follow your forests
from anywhere

Through photosynthesis, trees capture the CO2 released into the atmosphere and reduce the greenhouse effect that is the cause of climate change.

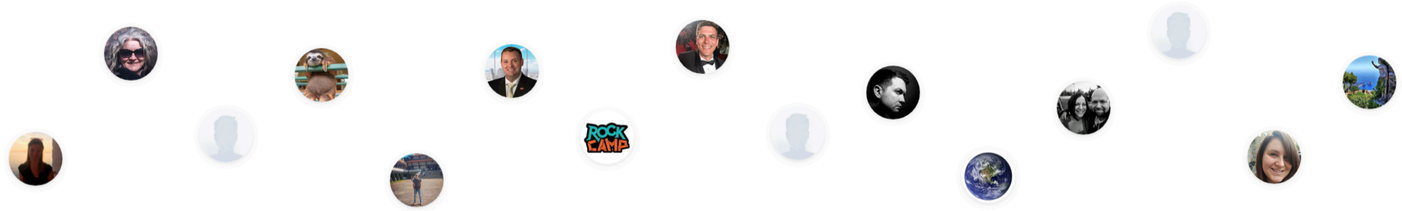
Try it now

Take a tour of our full featured application and explore Reforestum for yourself. No time limits, no charges. Making a positive impact never was so easy!

Choose forest

For Sketch & Photshop files. Trunk is Mac only. More file support coming soon.

NEW Evrybo Sketch plugin! Easily export your design from Sketch to Evrybo.



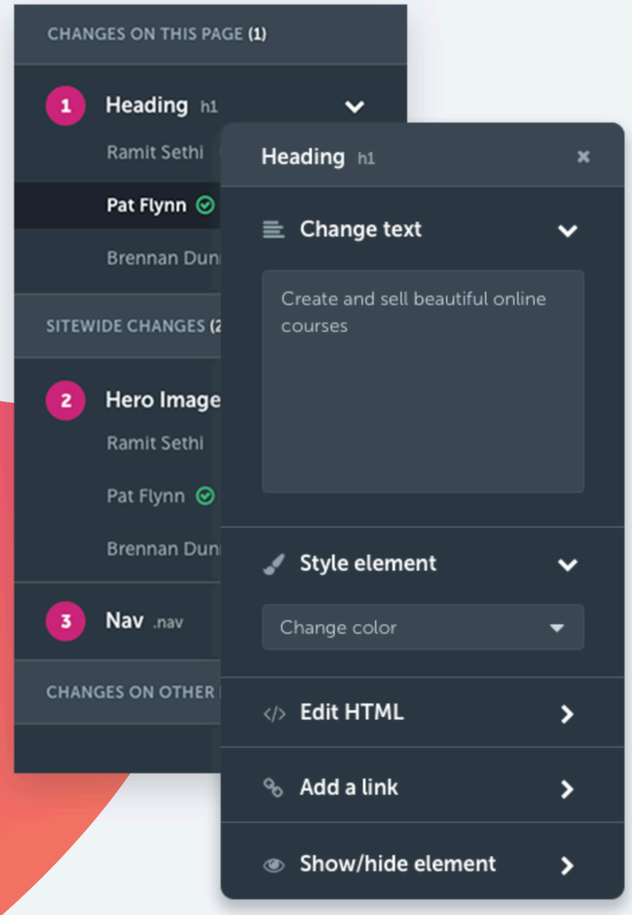
6470
Active users

And counting. Together we are making the world a better place.

Become a Reforester

Blue-grey

Warm colour palette



Blue-grey

Our campaign recipes will permanently & immediately increase your conversions – no code required!

No need to hire a coder or nag your engineers. RightMessage can be setup in minutes, immediately integrates with your email marketing app or CRM of choice, and our quick-start recipes take the guesswork out of figuring out where to start.

WORKS EVERYWHERE
Works on any website, landing page platform, or online store.

BUILT-IN REPORTING
See exactly what effect personalization is having on your bottom line.

If in doubt, stick to a blue-grey

Keep the Hue between 190 - 210

EXERCISE

Define a grey palette to use with your website. Is there anywhere you can add hints of grey to your design?