



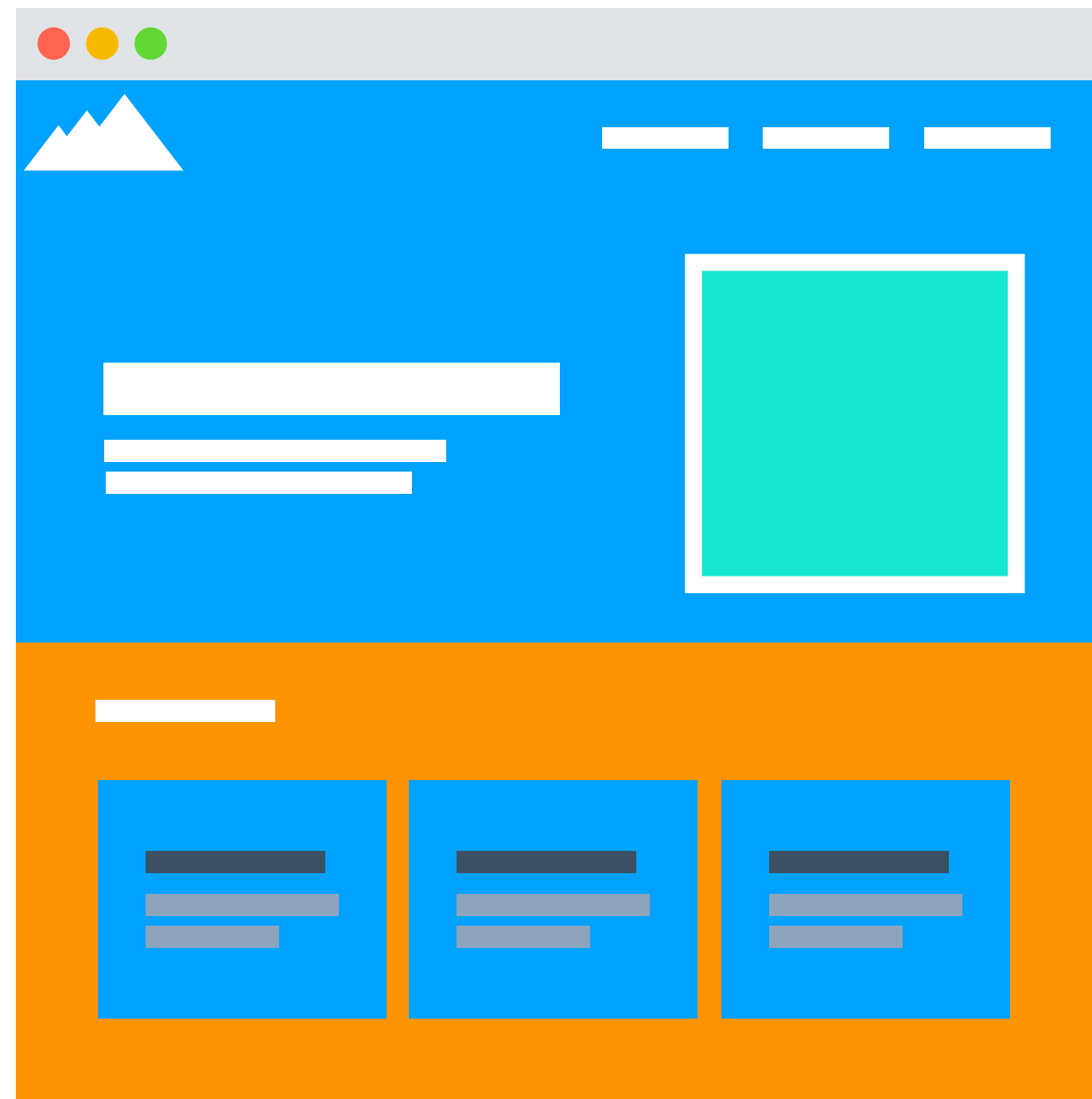
When your colours look 'off'

DESIGN FUNDAMENTALS

#1 Reduce the amount of colour on your website

Especially if you're using a highly saturated colour

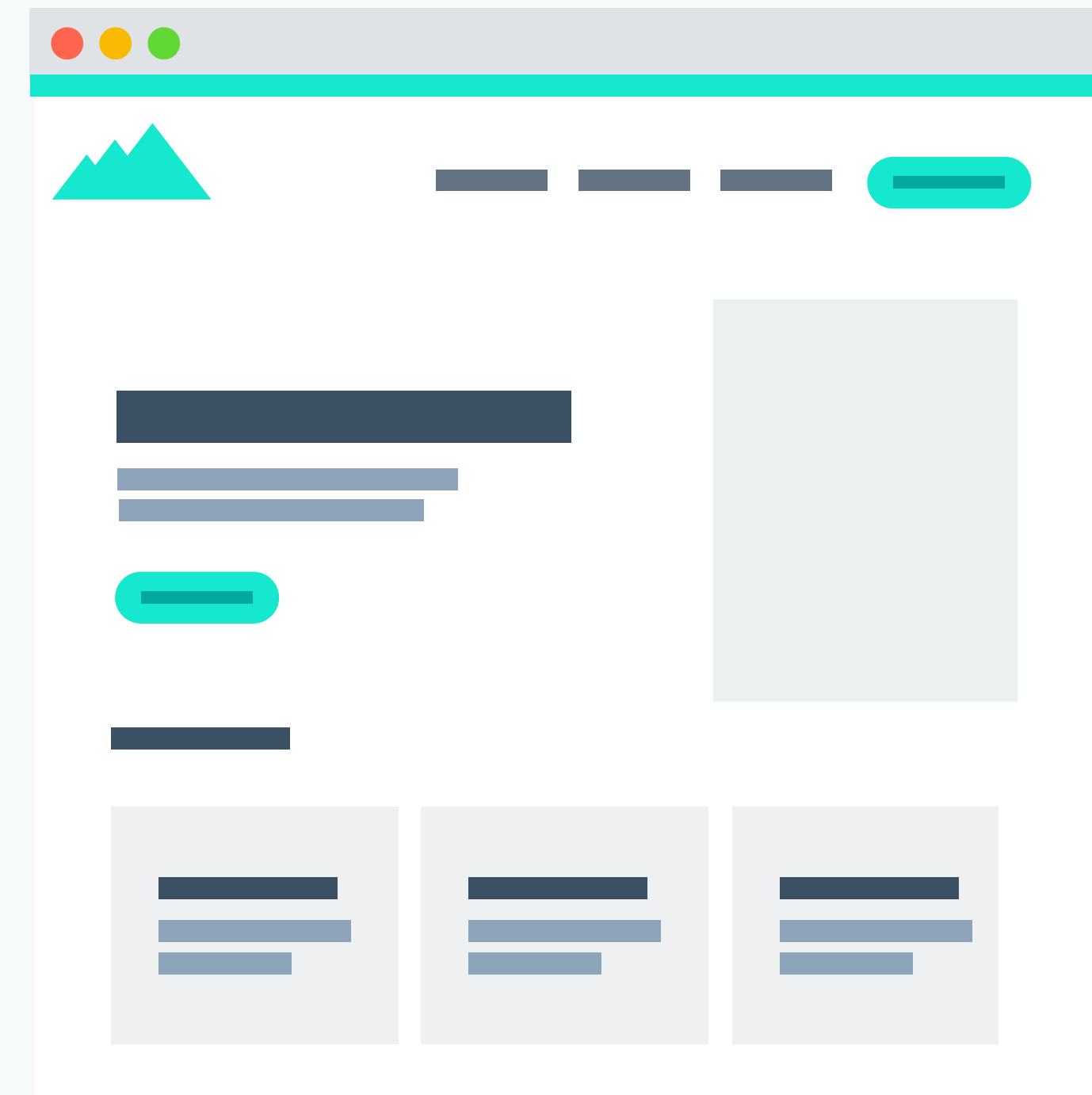
Try to minimise the amount of colour



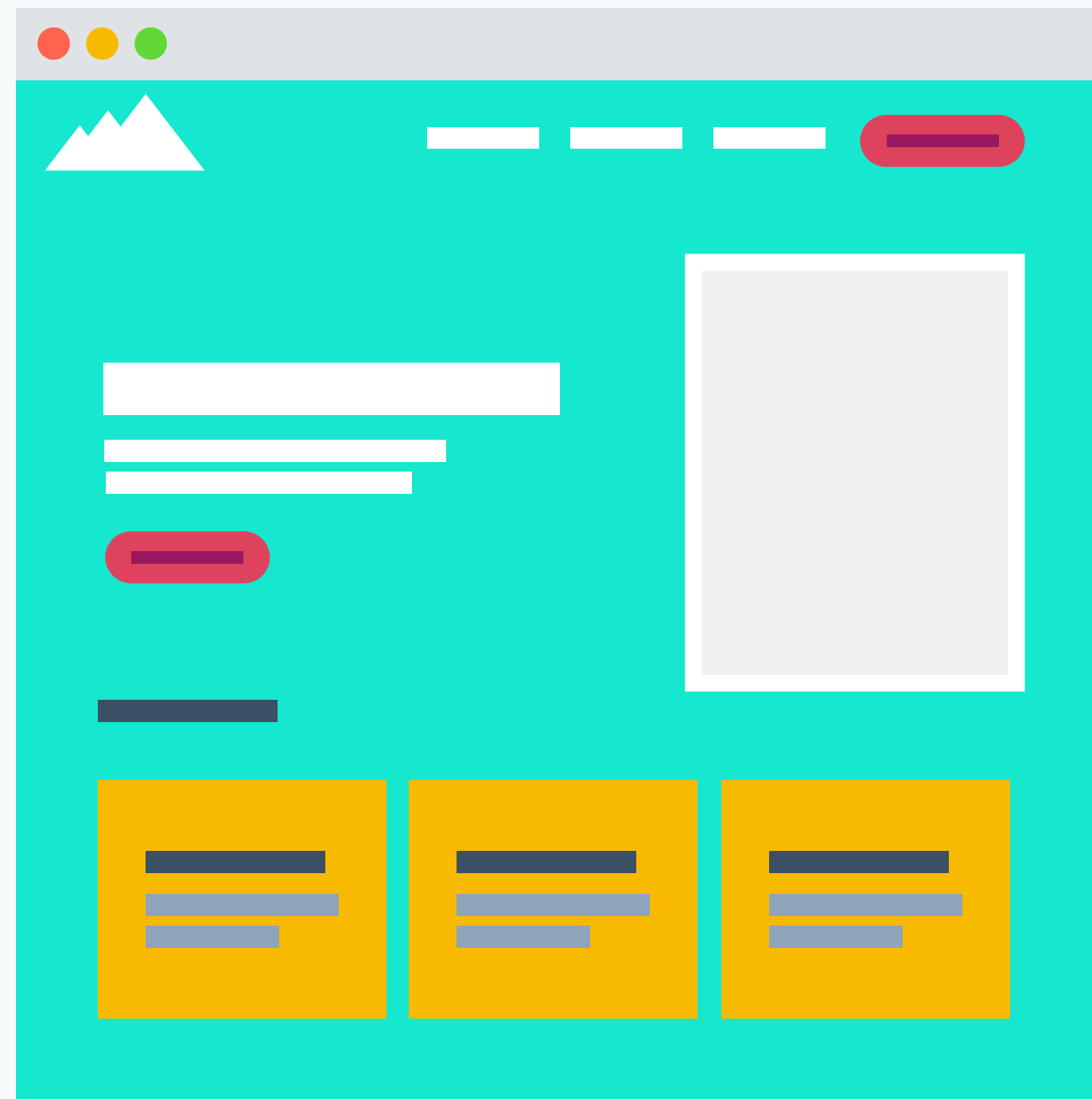
The more saturated a colour, the smaller the area it should appear



The more saturated a colour, the smaller the area it should appear



The more saturated a colour, the smaller the area it should appear



#2 Use colour intentionally, to draw your eye to important content



Collaborative Reforestation

It's the new way of fighting climate change and deforestation. Calculate your carbon footprint and offset it by growing your own forest.

Start a forest

Join the community

Environmental activism made incredibly fast & simple

How it works video

Add your CO₂ sources

Everybody has a carbon footprint. It has never been so easy to calculate it.

Electric Bill - March
900 ounces

Select your forest

Choose where to plant a forest following your carbon footprint, budget or area.

Génesis
Picos de Europa, Spain

Daily Deals for Digital Nomads

Kickass products that help you work and travel better

SIGN UP FOR NOMAD DEALS

Listen to the Daily NomadMe Podcast



Great resource for Nomads

★★★★★ in iTunes by Allentrottier from Canada on March 5, 2018

I've been a digital nomad for many years and I'm loving the content. Lots of great tips. For those new in the digital nomad space, this is a perfect place to learn about a wide array of topics.

Beck is a rockstar

★★★★★ in iTunes by TheRealBP from USA on March 7, 2018

Beck is awesome. Literally listened to all of the episodes today as I was driving around for my 2nd job. Great info and motivation to start doing a digital business and get the freedom I want.

Congratulations on launch

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Hi there! Jeff from Life Hack Podcast I saw the Podcast Movement Tweet your show and I checked it out! Love the energy you bring, good points and great voice. Keep up the good work 🙌

Daily digital nomadic goodness

Beck Is The Real Deal!

Beck is the nomad to follow!

★★★★★ in iTunes by musicconnoisseur36



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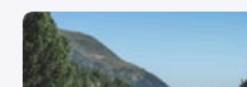


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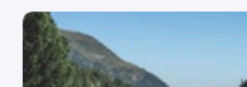


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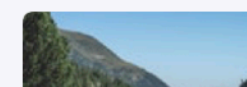


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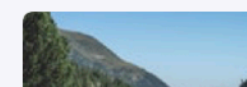


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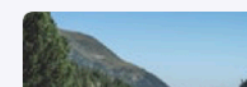


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(choose just one place for the colour (preferably the call to action))



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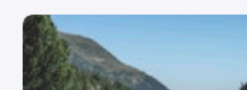


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**#3 Don't try to use colour just to
replace imagery**

NEW Build and scale a recurring business model with Stripe Billing >

The new standard in online payments

Stripe is the best software platform for running an internet business. We handle billions of dollars every year for forward-thinking businesses around the world.

CREATE ACCOUNT CONTACT SALES



KICKSTARTER

People matter. We grow businesses by empowering people.

Elevating your business and people through simplified HR, payroll and benefits - all in one place.

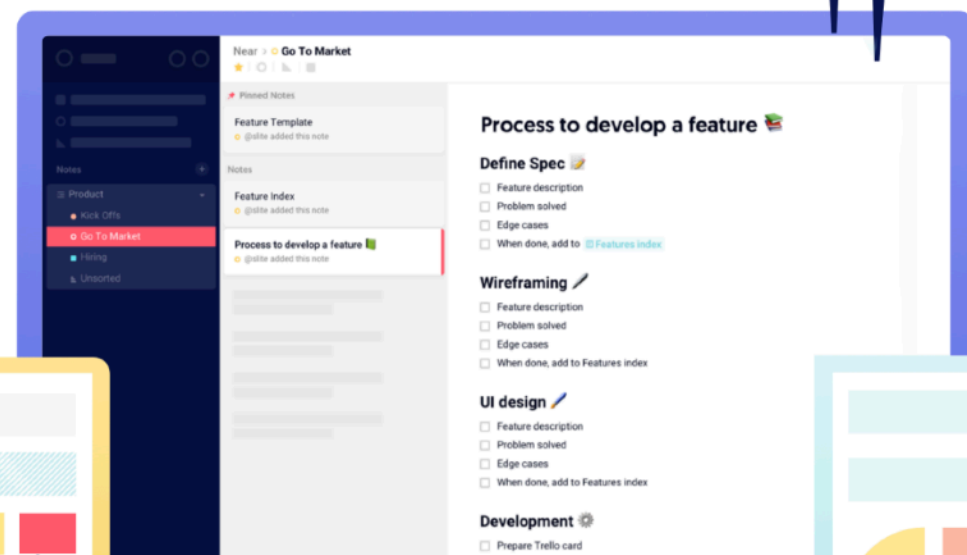
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Get your team to write things down

Slite is where modern teams write and organize their content Meeting notes, processes, how to's, collaborative docs and more

Create your team - for free



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



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CONTACT SALES

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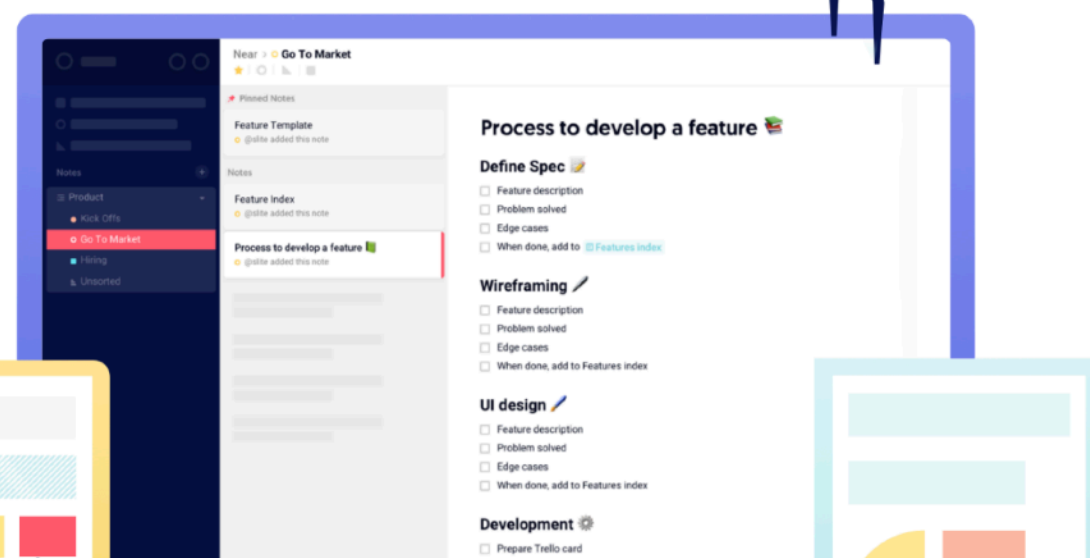
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I'm Paul Jarvis. I help people build better (not bigger) businesses.

Sick of tired and vapid articles about growth hacks? Get access to my weekly newsletter, the Sunday Dispatches, which will help you succeed without exponential growth:

The next newsletter goes out in: 06 days, 18 hrs, 59 mins, 27 secs

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"Paul's writing is the friend that every creative needs: kind, whip-smart, and willing to give you a kick in the ass every now and then."

Sean Blanda, GrowthLab

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WIRED



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Articles about creating a better (not necessarily bigger) business for yourself

A collection of [Paul Jarvis](#) writing. I (back to first person for me!) publish articles exclusively to my popular newsletter, [The Sunday Dispatches](#), once a week. Some of those articles appear below a few weeks later.

Best articles by category

- [Book publishing and writing](#)
- [Creativity](#)
- [Email marketing](#)
- [Growth hacking](#)
- [Habits](#)
- [How to business guides](#)
- [Life lessons](#)
- [The business of freelancing](#)

All articles, ever written

[Do you live to work, or work to live?](#)

[What are the responsibilities of a business?](#)

#4 Use tints and shades of existing colours before adding a new colour

Only add a new colour when
you absolutely need it

A complete AdWords management toolkit.

Opteo continuously monitors AdWords accounts for statistically significant patterns. When something important comes up, Opteo suggests an improvement backed up by real data.

Opteo also includes a set of tools to help you manage accounts, monitor performance, browse segments, track budgets, and get alerts when important changes happen.

[i See how Opteo helps automate routine AdWords tasks](#)

Create A New Account (or create a new profile for a second website)



Personal Panda says:

Please note, your website must be a HTTPS URL in order to work with RightMessage.

In 2014 Google confirmed that websites with a strong HTTPS encryption will rank better than their HTTP counterpart and websites that have NOT switched to HTTPS are now marked as unsafe in Google Chrome.

Related reading: [HTTPS: Just a Google ranking signal?](#)

RightMessage can be used to personalize an unlimited number of websites. You can create accounts for each individual website you want to personalize, within your RightMessage admin area.

Follow the steps below to add a second website within RightMessage.

Navigate To 'Accounts' In Your RightMessage Admin Area.

Log into your RightMessage account.

Sign up for Free

Sign up for Free



YOUR TOOLBOX TO SUCCESS

Product Features

Explore the tools we've designed specifically to help you increase your startups revenue.

START FREE TRIAL

LIVE DEMO

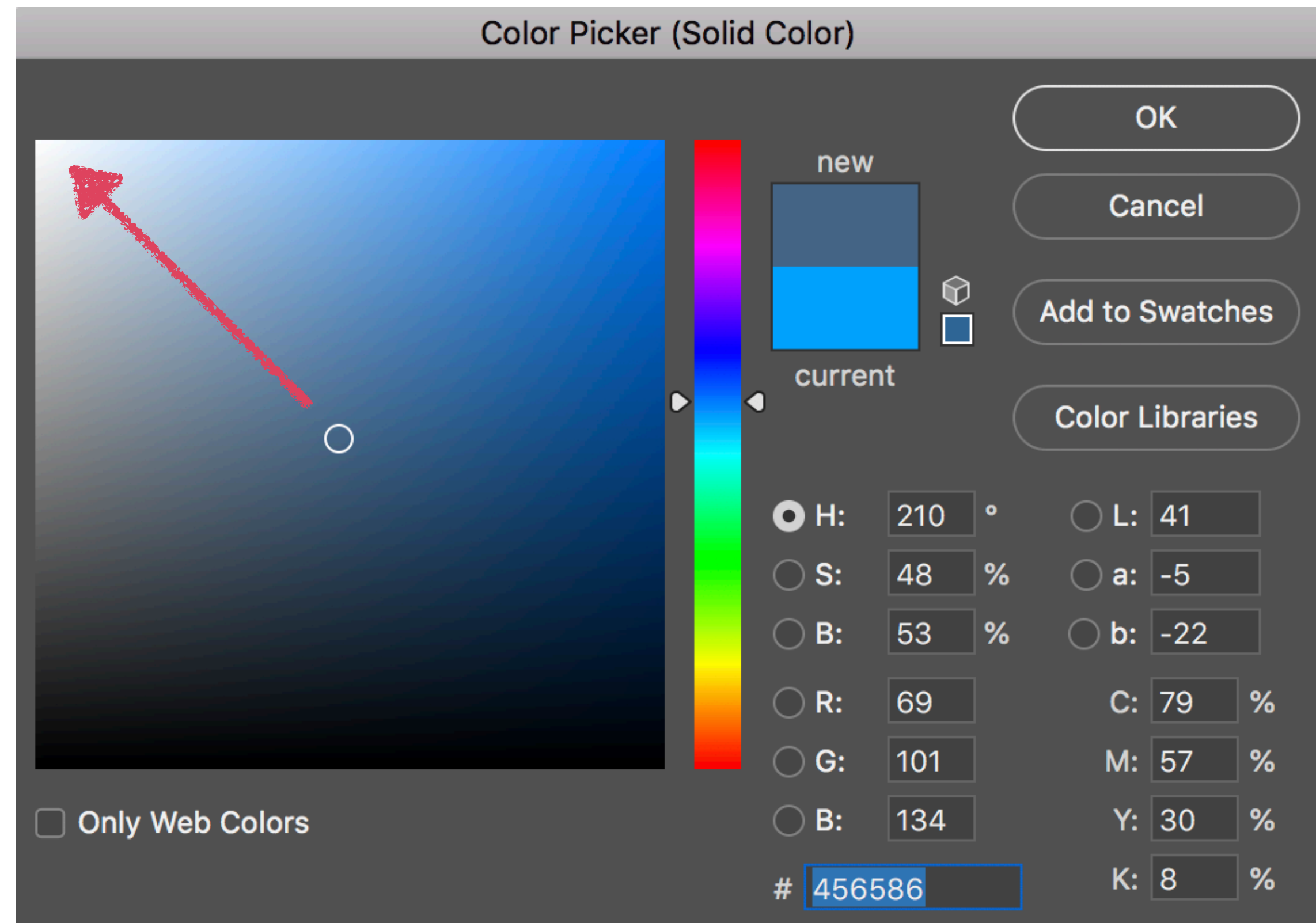
We help **> 30,000 teams** make better business decisions

All Case Studies

TINTS

Increase
Brightness
and **decrease**
Saturation

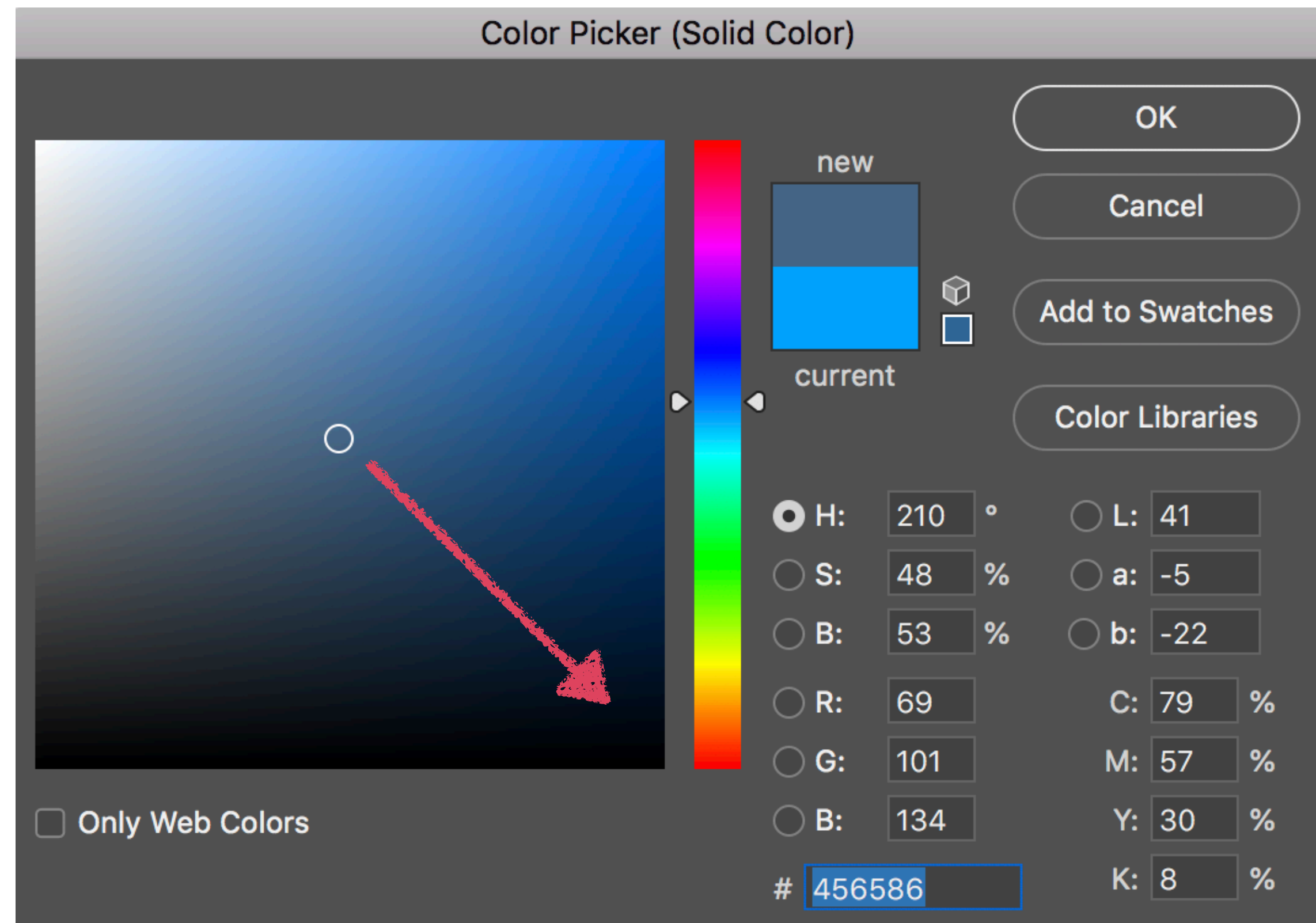
*Or in the colour picker, go up
and to the left*



SHADES

**Decrease
Brightness
and increase
Saturation**

*Or in the colour picker, go
down and to the right*



Color Tinter-Shader Beta

Choose your colors, then get your tints & shades



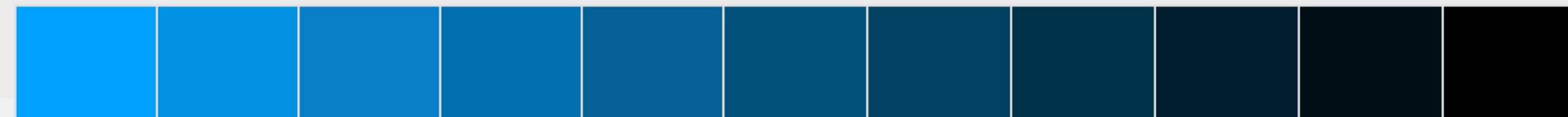
1. Enter your color values

Enter your colors as hexadecimal RGB values separated by spaces or returns. For example:

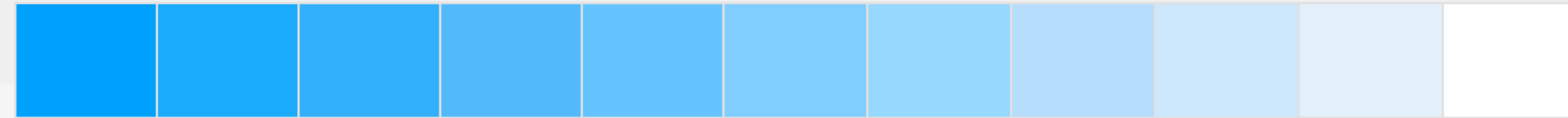
```
06a2ff fc4958 3e5c6e
```

2. Get your tints & shades

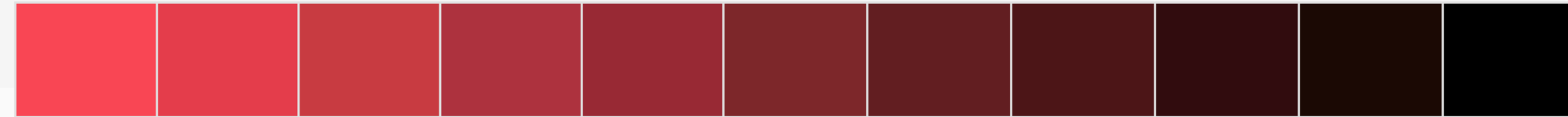
GET TINTS & SHADES!



#06A2FF #0592E5 #0482CB #0372B1 #026297 #01527D #004263 #003249 #00222F #001215 #000000



#06A2FF #1FABFF #38B4FF #51BDFF #6AC6FF #83CFFF #9CD8FF #B5E1FF #CEEAFF #E7F3FF #FFFFFF



#FC4958 #E3424F #CA3B46 #B1343D #982D34 #7F262B #661F22 #4D1819 #341110 #1B0A07 #000000



#FC4958 #FC5B69 #FC6D7A #FC7F8B #FC919C #FCA3AD #FCB5BE #FCC7CF #FCD9E0 #FCEBF1 #FFFFFF



#3E5C6E #385363 #324A58 #2C414D #263842 #202F37 #1A262C #141D21 #0E1416 #080B0B #000000



#3E5C6E #516C7D #647C8C #778C9B #8A9CAA #9DACB9 #B0BCC8 #C3CCD7 #D6DCE6 #E9ECF5 #FFFFFF

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Choose your colors, then get your tints & shades



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Enter your colors as hexadecimal RGB values separated by spaces or returns. For example:

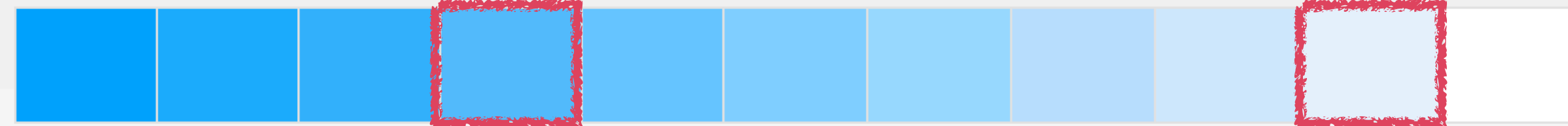
06a2ff fc4958 3e5c6e

2. Get your tints & shades

GET TINTS & SHADES!



#06A2FF #0592E5 #0482CB #0372B1 #026297 #01527D #004263 #003249 #00222F #001215 #000000



#06A2FF #1FABFF #38B4FF #51BDFF #6AC6FF #83CFFF #9CD8FF #B5E1FF #CEEAFF #E7F3FF #FFFFFF



#FC4958 #E3424F #CA3B46 #B1343D #982D34 #7F262B #661F22 #4D1819 #341110 #1B0A07 #000000



#FC4958 #FC5B69 #FC6D7A #FC7F8B #FC919C #FCA3AD #FCB5BE #FCC7CF #FCD9E0 #FCEBF1 #FFFFFF



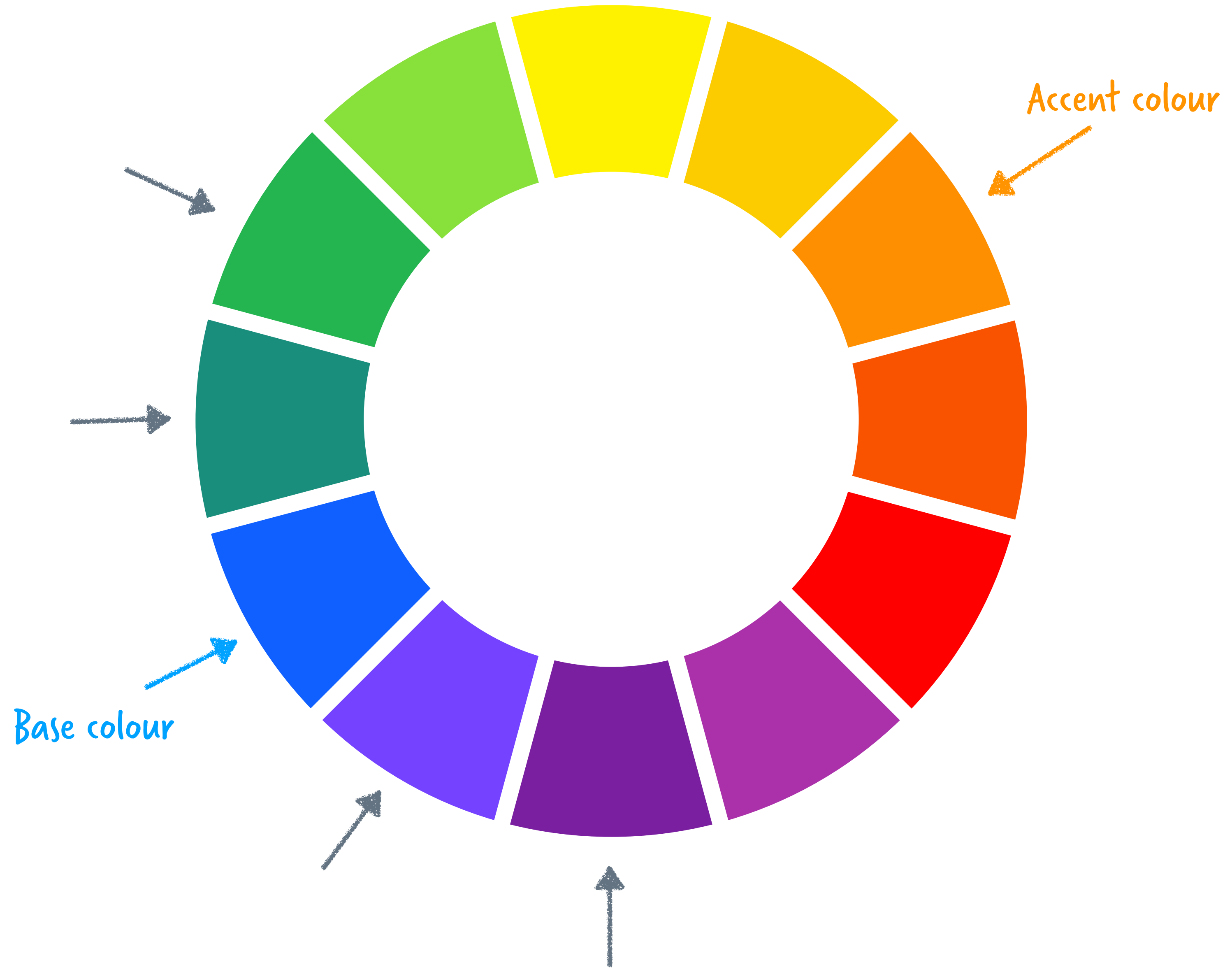
#3E5C6E #385363 #324A58 #2C414D #263842 #202F37 #1A262C #141D21 #0E1416 #080B0B #000000



#3E5C6E #516C7D #647C8C #778C9B #8A9CAA #9DACB9 #B0BCC8 #C3CCD7 #D6DCE6 #E9ECF5 #FFFFFF

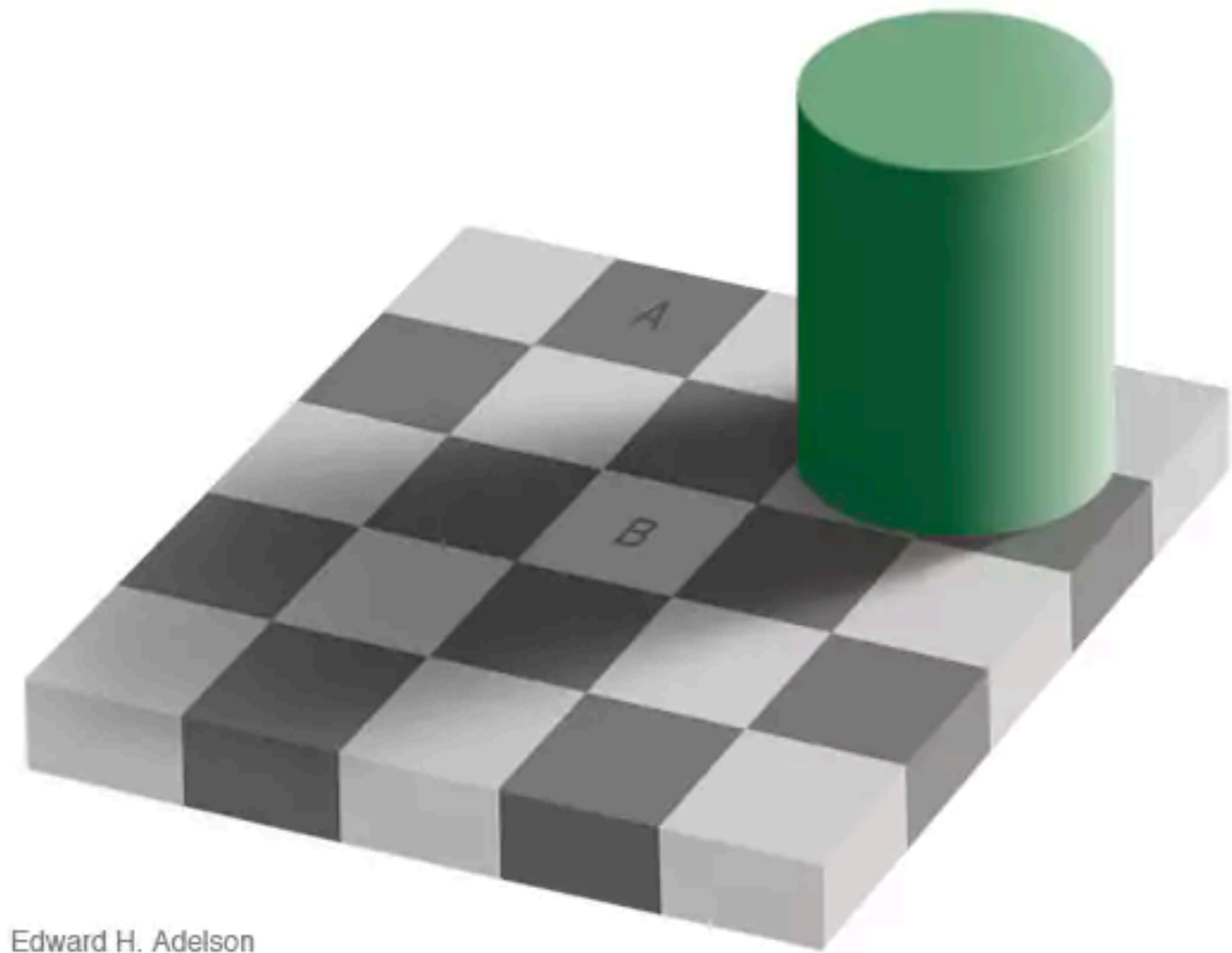
#5 Use colours next to each other on the colour wheel to create a harmonious colour palette



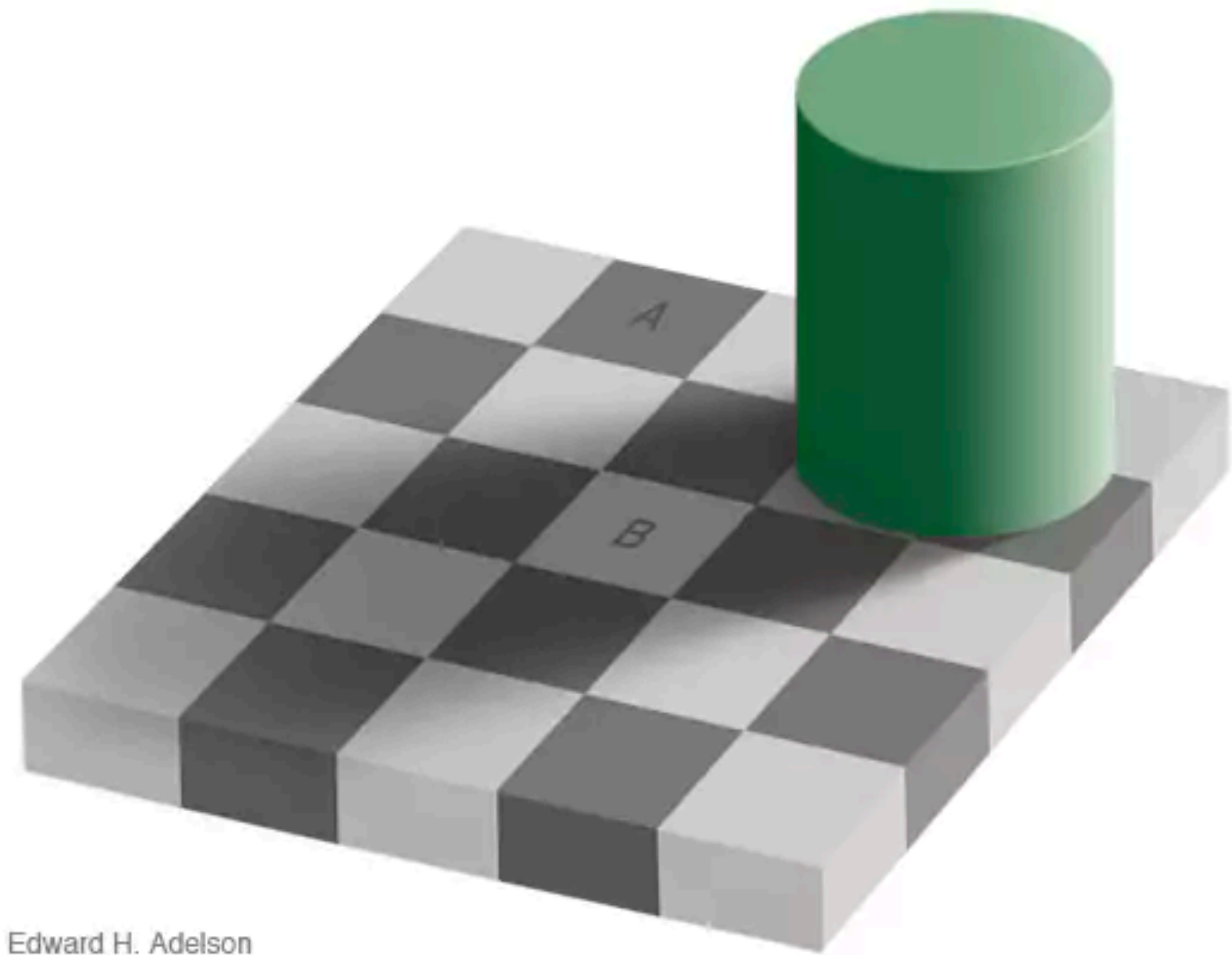


**#6 Tweak your colours by eye if
they don't look right**

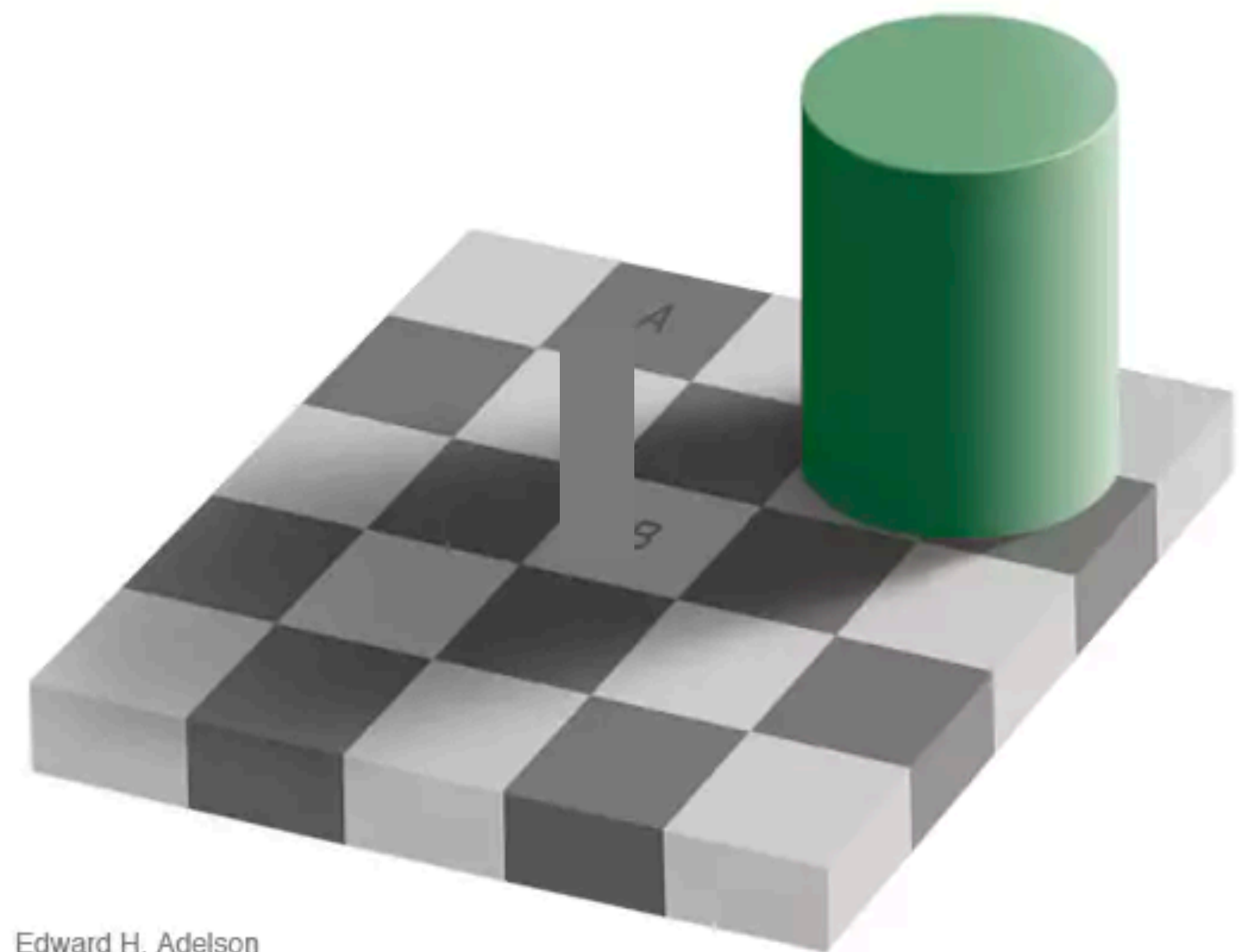
Or go back to your inspiration



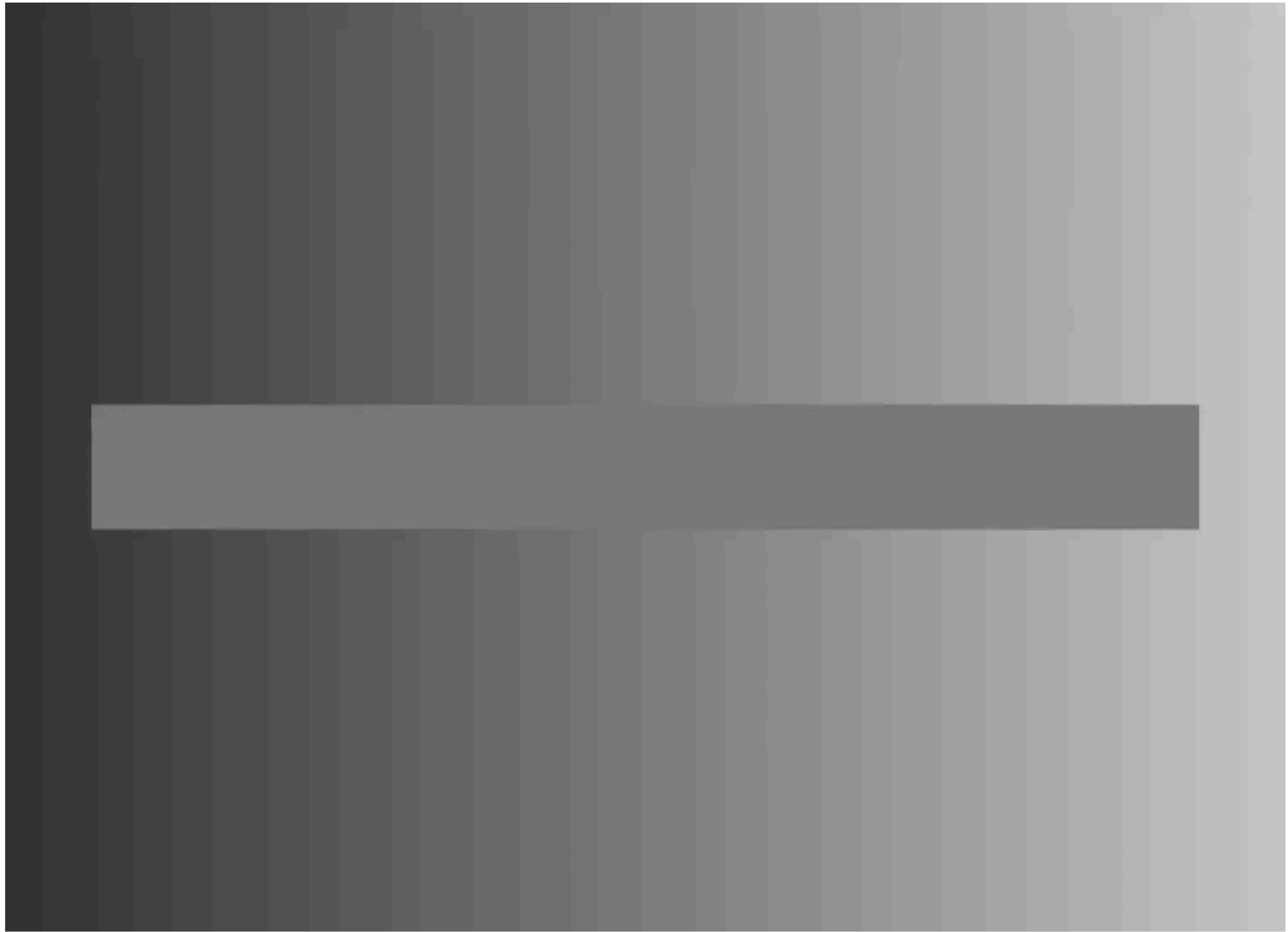
Edward H. Adelson



Edward H. Adelson



Edward H. Adelson



Which looks less saturated?

H: **264**

S: **57**

B: **59**

H: **61**

S: **57**

B: **59**

Which looks less saturated?



H: **264**

S: **57**

B: **59**

H: **61**

S: **57**

B: **59**

Which looks less bright?

H: **264**

S: **57**

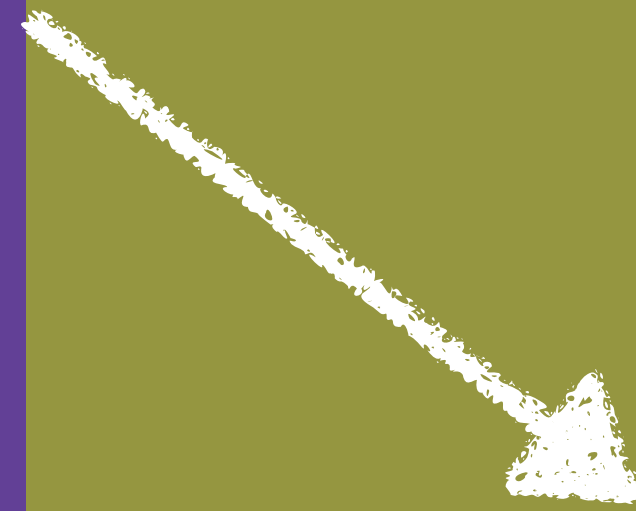
B: **59**

H: **61**

S: **57**

B: **59**

Which looks less bright?



H: **264**

S: **57**

B: **59**

H: **61**

S: **57**

B: **59**

**To make these more harmonious, we
need to increase the saturation and the
brightness of the yellow**

H: 264

S: 57

B: 59

H: 61

S: 57

B: 59

H: **264**

S: **57**

B: **59**

H: **61**

S: **57**

B: **59**

H: **48**

S: **100**

B: **100**

#7 Try adding a gradient if your colours look flat

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Remember, less is more

At least until you have your images in



EXERCISE

Look at the colours on your website.
Can you use any of the tips in this
lesson to enhance them?