Web Color Primer

Hexadecimal Colors

- o HTML does not use color models like RGB or CMYK to define colors.
- o HTML uses the **hexadecimal** format to define color values.
  - ▪ Hexadecimal colors use six characters to represent a color.
  - ▪ Only the characters 0-9, A-F are used.
  - ▪ Letters can be either upper or lower case, but upper case is more common.
  - ▪ In HTML, the color value is generally preceded with a pound-sign (#).
- o Examples:

	Hexadecimal	Plain-Language	RGB	Web-safe?
	#000000	Black	0 0 0	Yes
	#FFFFFF	White	255 255 255	Yes
	#0000FF	Blue	0 0 255	Yes
	#003366	*none*	0 51 102	Yes
	#FF4500	OrangeRed	255 65 0	No
	#176D0F	*none*	23 109 15	No

- o The following HTML example sets the background color, the default text color, and the colors of links, visited links and active links:

```
<body bgcolor="#FFFFFF text="#000000" link="#330066"
    vlink="#CC0000"  alink="#CC0000">
```

- o Most design applications now support hexadecimal colors.
- o You can also use plain-language to specify a color (Black, Blue, etc.), but there are only a handful of colors with names assigned to them. Unless you are specifying black or white, it's best to use hexadecimal values.

Web-Safe Colors

- o What are web-safe colors?
  - ▪ Web-safe colors do not dither on computer capable of displaying only 256 colors.
  - ▪ All browsers support the web-safe color palette.
- o Why have web-safe colors?
  - ▪ Unlike print, we don't have full control over the presentation medium.
  - ▪ Many older computers only support 256 colors.
  - ▪ Netscape developed the web-safe palette because it wanted a color palette that they knew was available on every computer, regardless of operating system and video card.
- o Why 216 and not 256?
  - ▪ The missing 40 colors are for either reserved for operating system use or vary significantly across platforms.
- o How to identify web-safe colors
  - ▪ All web-safe colors are formatted in the same manner consisting of three two-character pairs.
  - ▪ Web-safe colors use only 00, 33, 66, 99, CC, FF as their base-pairs.
- o Example web-safe colors:

```
#336699      #99FF00      #006600
#003366      #6699CC      #FF33CC
```

- o When to use web-safe colors
  - ▪ Primary navigation elements
  - ▪ Large areas of a solid color
  - ▪ Background colors for pages and table cells
- o When not to use web-safe colors
  - ▪ Photographs
  - ▪ When you absolutely need a particular color
- o However… there is some debate in the web design community as to whether web-safe colors are still relevant. Some advocate their continued use, while others feel they are no longer necessary.
 - ▪ Read more: http://hotwired.lycos.com/webmonkey/00/37/index2a.html

Web-Safe Color Chart

- o From http://www.lynda.com/hexh.html
- o Color chart is also available on the course Web site under Good Stuff.

990033 (153/000/051)	FF3366 (255/051/102)	CC0033 (204/000/051)	FF0033 (255/000/051)	FF9999 (255/153/153)	CC3366 (204/051/102)	FFCCFF (255/204/255)	CC6699 (204/102/153)	993366 (153/051/102)	660033 (102/000/051)	CC3399 (204/051/153)	FF99CC (255/153/204)	FF66CC (255/102/204)	FF99FF (255/153/255)	FF6699 (255/102/153)	CC0066 (204/000/102)
FF0066 (255/000/102)	FF3399 (255/051/153)	FF0099 (255/000/153)	FF33CC (255/051/204)	FF00CC (255/000/204)	FF66FF (255/102/255)	FF33FF (255/051/255)	FF00FF (255/000/255)	CC0099 (204/000/153)	990066 (153/000/102)	CC66CC (204/102/204)	CC33CC (204/051/204)	CC99FF (204/153/255)	CC66FF (204/102/255)	CC33FF (204/051/255)	993399 (153/051/153)
CC00CC (204/000/204)	CC00FF (204/000/255)	9900CC (153/000/204)	990099 (153/000/153)	CC99CC (204/153/204)	996699 (153/102/153)	663366 (102/051/102)	660099 (102/000/153)	9933CC (153/051/204)	660066 (102/000/102)	9900FF (153/000/255)	9933FF (153/051/255)	9966CC (153/102/204)	330033 (051/000/051)	663399 (102/051/153)	6633CC (102/051/204)
6600CC (102/000/204)	9966FF (153/102/255)	330066 (051/000/102)	6600FF (102/000/255)	6633FF (102/051/255)	CCCCFF (204/204/255)	9999FF (153/153/255)	9999CC (153/153/204)	6666CC (102/102/204)	6666FF (102/102/255)	666699 (102/102/153)	333366 (051/051/102)	333399 (051/051/153)	330099 (051/000/153)	3300CC (051/000/204)	3300FF (051/000/255)
3333FF (051/051/255)	3333CC (051/051/204)	0066FF (000/102/255)	0033FF (000/051/255)	3366FF (051/102/255)	3366CC (051/102/204)	000066 (000/000/102)	000033 (000/000/051)	0000FF (000/000/255)	000099 (000/000/153)	0033CC (000/051/204)	0000CC (000/000/204)	336699 (051/102/153)	0066CC (000/102/204)	99CCFF (153/204/255)	6699FF (102/153/255)
003366 (000/051/102)	6699CC (102/153/204)	006699 (000/102/153)	3399CC (051/153/204)	0099CC (000/153/204)	66CCFF (102/204/255)	3399FF (051/153/255)	003399 (000/051/153)	0099FF (000/153/255)	33CCFF (051/204/255)	00CCFF (000/204/255)	99FFFF (153/255/255)	66FFFF (102/255/255)	33FFFF (051/255/255)	00FFFF (000/255/255)	00CCCC (000/204/204)
009999 (000/153/153)	669999 (102/153/153)	99CCCC (153/204/204)	CCFFFF (204/255/255)	33CCCC (051/204/204)	66CCCC (102/204/204)	339999 (051/153/153)	336666 (051/102/102)	006666 (000/102/102)	003333 (000/051/051)	00FFCC (000/255/204)	33FFCC (051/255/204)	33CC99 (051/204/153)	00CC99 (000/204/153)	66FFCC (102/255/204)	99FFCC (153/255/204)
00FF99 (000/255/153)	339966 (051/153/102)	006633 (000/102/051)	336633 (051/102/051)	669966 (102/153/102)	66CC66 (102/204/102)	99FF99 (153/255/153)	66FF66 (102/255/102)	339933 (051/153/051)	99CC99 (153/204/153)	66FF99 (102/255/153)	33FF99 (051/255/153)	33CC66 (051/204/102)	00CC66 (000/204/102)	66CC99 (102/204/153)	009966 (000/153/102)
009933 (000/153/051)	33FF66 (051/255/102)	00FF66 (000/255/102)	CCFFCC (204/255/204)	CCFF99 (204/255/153)	99FF66 (153/255/102)	99FF33 (153/255/051)	00FF33 (000/255/051)	33FF33 (051/255/051)	00CC33 (000/204/051)	33CC33 (051/204/051)	66FF33 (102/255/051)	00FF00 (000/255/000)	66CC33 (102/204/051)	006600 (000/102/000)	003300 (000/051/000)
009900 (000/153/000)	33FF00 (051/255/000)	66FF00 (102/255/000)	99FF00 (153/255/000)	66CC00 (102/204/000)	00CC00 (000/204/000)	33CC00 (051/204/000)	339900 (051/153/000)	99CC66 (153/204/102)	669933 (102/153/051)	99CC33 (153/204/051)	336600 (051/102/000)	669900 (102/153/000)	99CC00 (153/204/000)	CCFF66 (204/255/102)	CCFF33 (204/255/051)
CCFF00 (204/255/000)	999900 (153/153/000)	CCCC00 (204/204/000)	CCCC33 (204/204/051)	333300 (051/051/000)	666600 (102/102/000)	999933 (153/153/051)	CCCC66 (204/204/102)	666633 (102/102/051)	999966 (153/153/102)	CCCC99 (204/204/153)	FFFFCC (255/255/204)	FFFF99 (255/255/153)	FFFF66 (255/255/102)	FFFF33 (255/255/051)	FFFF00 (255/255/000)
FFCC00 (255/204/000)	FFCC66 (255/204/102)	FFCC33 (255/204/051)	CC9933 (204/153/051)	996600 (153/102/000)	CC9900 (204/153/000)	FF9900 (255/153/000)	CC6600 (204/102/000)	993300 (153/051/000)	CC6633 (204/102/051)	663300 (102/051/000)	FF9966 (255/153/102)	FF6633 (255/102/051)	FF9933 (255/153/051)	FF6600 (255/102/000)	CC3300 (204/051/000)
996633 (153/102/051)	330000 (051/000/000)	663333 (102/051/051)	996666 (153/102/102)	CC9999 (204/153/153)	993333 (153/051/051)	CC6666 (204/102/102)	FFCCCC (255/204/204)	FF3333 (255/051/051)	CC3333 (204/051/051)	FF6666 (255/102/102)	660000 (102/000/000)	990000 (153/000/000)	CC0000 (204/000/000)	FF0000 (255/000/000)	FF3300 (255/051/000)
CC9966 (204/153/102)	FFCC99 (255/204/153)	FFFFFF (255/255/255)	CCCCCC (204/204/204)	999999 (153/153/153)	666666 (102/102/102)	333333 (051/051/051)	000000 (000/000/000)								

— Web Color Primer —

Obtaining Hexadecimal Colors in Photoshop and ImageReady

- o You can use Photoshop or ImageReady to obtain a color's hexadecimal value.
- o Photoshop's Color Picker has a number of different ways to view a color's value, including hexadecimal, which is represented by the # sign at the bottom of the window.
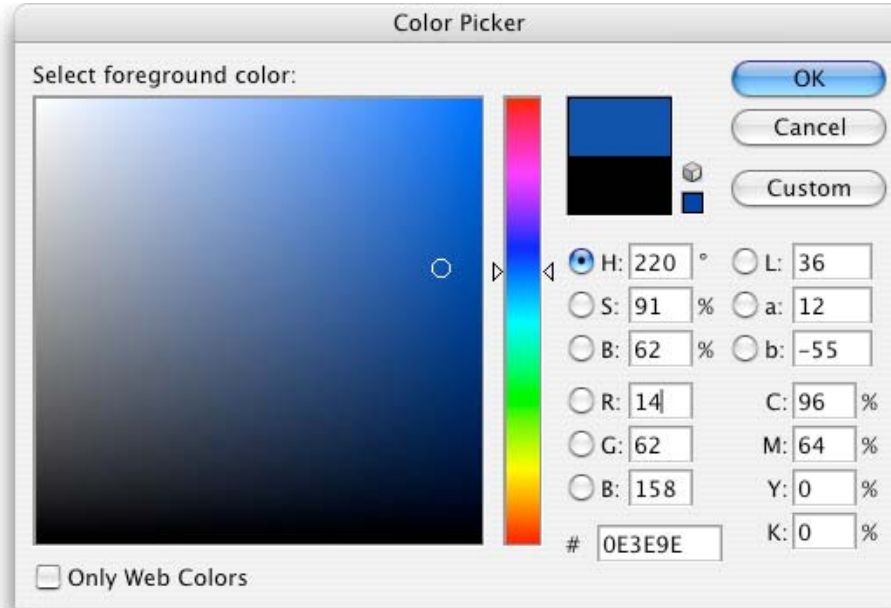

- o You can force Photoshop and ImageReady to select only web-safe colors by clicking on the *Only Web Colors* button at the bottom-left corner of the window.


— Web Color Primer —
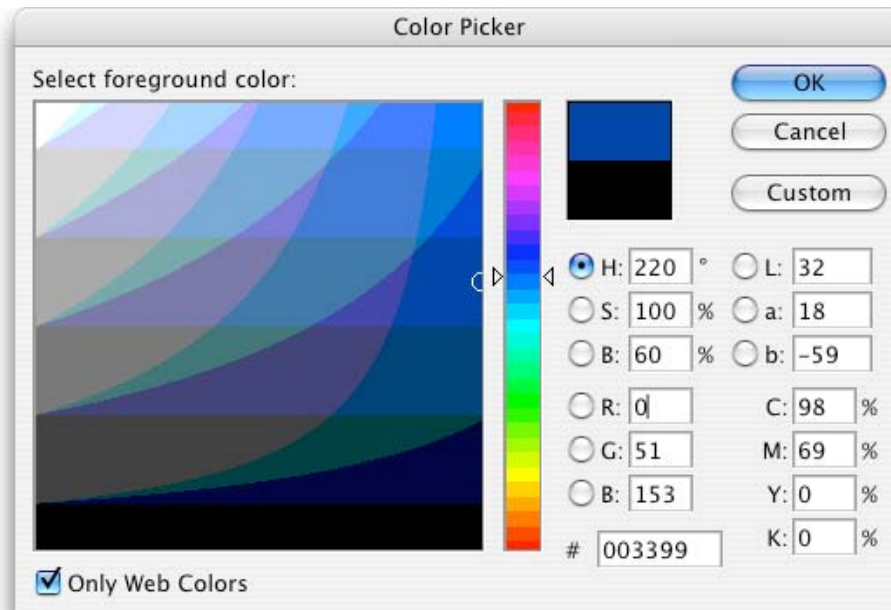
Obtaining Hexadecimal Colors in Dreamweaver
- o You can also use Dreamweaver to obtain hexadecimal values.
- o Dreamweaver uses what it calls Color Boxes (🔲). Throughout the program, these boxes allow for quick color selection.
- o The Color Box uses the web safe color palette as its' primary palette.
    - ▪ You can select other color palettes by selecting the Color Box submenu in the top-right of the box (see example below).
- o Example:
    - ▪ Selecting a text color using the Color Box in the Property Inspector:
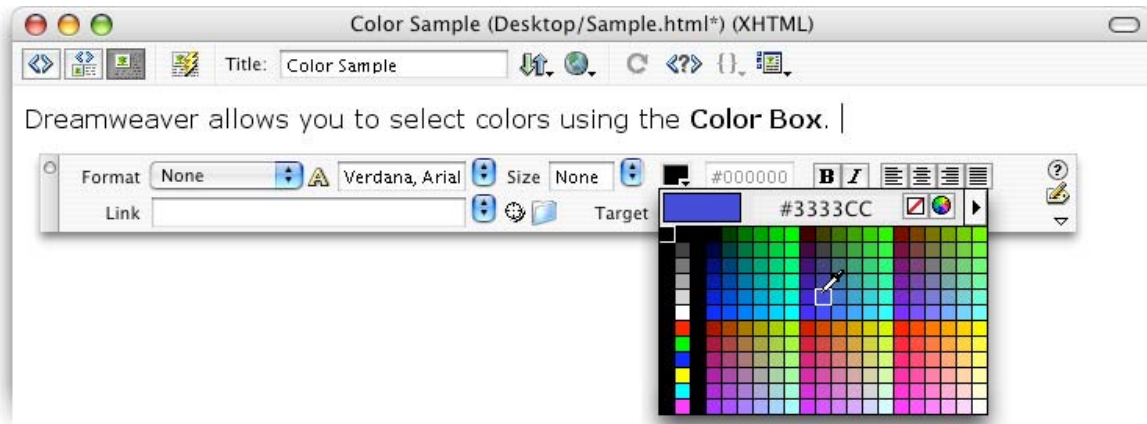
- o One nice feature of the Color Box Eyedropper is that you can select **any** color on screen, not just colors in the palette.
    - ▪ Simply move your cursor to anywhere on screen and click to select a color.
    - ▪ Dreamweaver gives you real-time feedback about a color beneath the eyedropper, including the hexadecimal number and a small sample swatch.
    - ▪ Be default, Dreamweaver only returns web safe colors, but you can change this by deselecting *Snap To Web Safe* in the Color Box submenu.
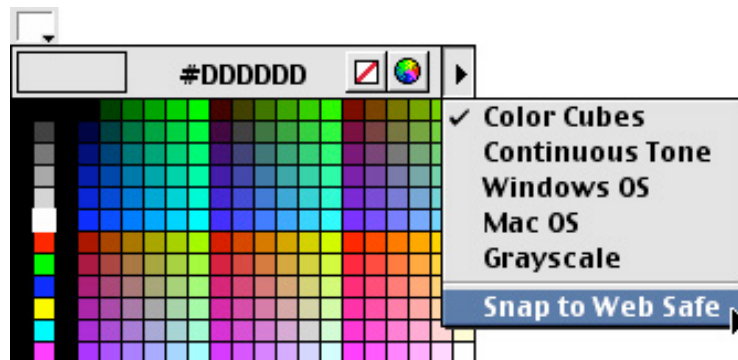
- o You can also manually enter hexadecimal colors by using the text area next to each Color Box.