

# Designing for Credibility

## Codebits 2014

**Mafalda Sequeira**  
@msssequeira  
mafaldasequeira.pt

**Tiago Machado**  
@payoutpt  
tiagomachado.pt

Designer +  
Researcher  
**Mafalda Sequeira**

@msssequeira  
mafaldasequeira.pt

MY WEBSITE IS THE BEST WEBSITE EVERRRRRRR!!!!!!!

## Mafalda Sequeira

### About



I'm a multidisciplinary designer living and working in Lisbon, Portugal.

You can reach me on [Twitter](#), [LinkedIn](#) or [Dribbble](#), no strings attached.

I like biscuits and birds.

Designer +  
Researcher

**Tiago Machado**

@payoutpt  
tiagomachado.pt

## Tiago Machado

Designer, researcher and entrepreneur.

Head of Design at [Instituto Superior Técnico](#). Founder at [Playout](#).

### About

I'm a multidisciplinary designer living and working in Lisbon, Portugal. I founded the design studio [Playout](#) in 2006, while still living at Porto, where I was born in [1984](#). Since then I have been working in the studio and on public and private institutions. I work mainly within the visual communication field — designing, researching and developing physical and digital artifacts —, but with a strong interest in the possible intersections of art, science and technology.

You can reach me on [Twitter](#), [LinkedIn](#), [Instagram](#) or [Dribbble](#), no strings attached.

### Education

Master of Fine Arts (MFA), Communication Design and New Media  
[Faculdade de Belas Artes](#), Universidade de Lisboa, 2012–14 (expected)

# Credibility

Credibility is a perceived quality;  
it doesn't reside in an object, a person,  
or a piece of information.

— **BJ Fogg**

Traditional models of credibility were based on the reputation of the author.

On the web, that no longer applies, since anybody can be an author.

**Trustworthiness**

(honesty, reputation)

+

**Expertise**

(academic titles, etc)

=

**Credibility**



# Online Credibility

[Users] expect to be in search mode, not processing mode. Users also expect to be disappointed, distracted, and delayed by false leads. — **Ellen Lupton**

## Why does it matter?

- web presence is vital for most companies
- web has **least** credible info of any medium
- web has **most** credible info of any medium
- web sites are first customer contact point
- the web is a growing medium
- web users can be naïve or lazy
- web users want to be autonomous

## **Gives you power to change users attitudes and behaviors:**

- to think positively about the site operator
- to feel comfortable interacting with the site
- to register information
- to complete e-commerce transactions

# 4 Types of Credibility

- Presumed
- Reputed
- Earned
- Surface

## **Presumed**

Based on general assumptions  
and stereotypes

Ex: a doctor is a reliable source of medical  
information; a car seller doesn't always tell  
the truth.

You are here: Doctors

### Doctor Portal

---



**INTERESTED DOCTORS:** If you are a licensed physician within a medical practice and a principal of the practice please go to our contact page and send in your contact information. Our managing partner will get back to you within 24 hours. We have practices in most states and we are growing. At present we are working with independent group practices. Thank you in advance for your interest in our service lines!

## **Reputed**

Based on third party endorsements, reports, or referrals.

Ex: a website referred by a friend or an expert.

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

**Tweet to Jeffrey Zeldman**

**Photos and videos** >

- Who to follow** · Refresh · View all
- Hiten Shah** @hnshah  
 Followed by Future Insights ...  
 Follow
  - USA TODAY Money** @U...  
 Follow

**Jeffrey Zeldman** ✓  
 @zeldman

Founder, Happy Cog studios. Author, Designing With Web Standards. Publisher, A List Apart, A Book Apart. Co-founder, An Event Apart. Host, Big Web Show.  
 New York, NY · zeldman.com

TWEETS **34.4K** FOLLOWING **2,344** FOLLOWERS **326K**

Following

Followed by Creative Bloq, ATypI, Human Factors Int'l and 100+ others.

- Tweets** All / No replies
- Retweeted by Jeffrey Zeldman  
**Shelly** @msknee · 3h  
 @zeldman and @anildash, thanks for the real talk in class today! To a more scrutable future!  
 Expand    Reply    Retweet    Favorite    More
  - Retweeted by Jeffrey Zeldman  
**Jeremy Keith** @adactio · 5h  
 @zeldman I admire the kid-free nature of your lawn.  
 View conversation    Reply    Retweet    Favorite    More



## **Earned**

Based on firsthand experience that extends over time. This is perhaps the most powerful form of credibility.

Ex: that restaurant is good because they've always served me well



IOS Mobile



Android



Área Reservada

Procurar



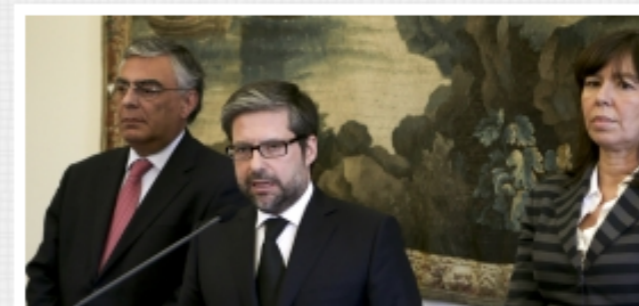
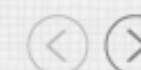
O NOSSO PARTIDO ▾ ATUALIDADE ▾ ARQUIVO ▾ JUNTE-SE A NÓS

# ACIMA DE TUDO PORTUGAL



## ATUALIDADE

EM DESTAQUE



## **Surface**

Simple inspection or initial firsthand experience

Ex: the website looks old,  
so its information must be outdated

# PRISM

All your data, in one place

Join now!

Free



We guarantee that *PRISM* will never cost you a dime. Freedom, on the other hand, is never free.

Fast



With transfer speeds up to 1PB/s, all of your emails, photos and videos will be stored in a snap.

Easy



So easy, you won't even know it's there. No setup required and all syncing is fully automated.

Secure



Our state-of-the-art servers are located about a mile underground in a top-secret, impenetrable data bunker.

# The Importance of Surface Credibility

If people cannot move beyond the poor design then the quality of the content becomes irrelevant.

— **Sillence et al.**

In a democracy we like to feel that with hard work and a good deal of motivation, a person can accomplish almost anything. But, alas (most of us believe), hard work cannot make an ugly woman beautiful...

— **E. Aronson**

## **Users Behavior**

- information overload forces users to make quick choices, in a matter of seconds
- users don't check some important informations, although stating the opposite (privacy policy, website identity, information verification, sponsors and customer support)
- users suppose that websites with a professional look were built by professionals

When a site lacks credibility, users are unlikely to remain on the site for long. They won't buy things, they won't register, and they won't return. They certainly won't think favorably of the organization that sponsors the site.

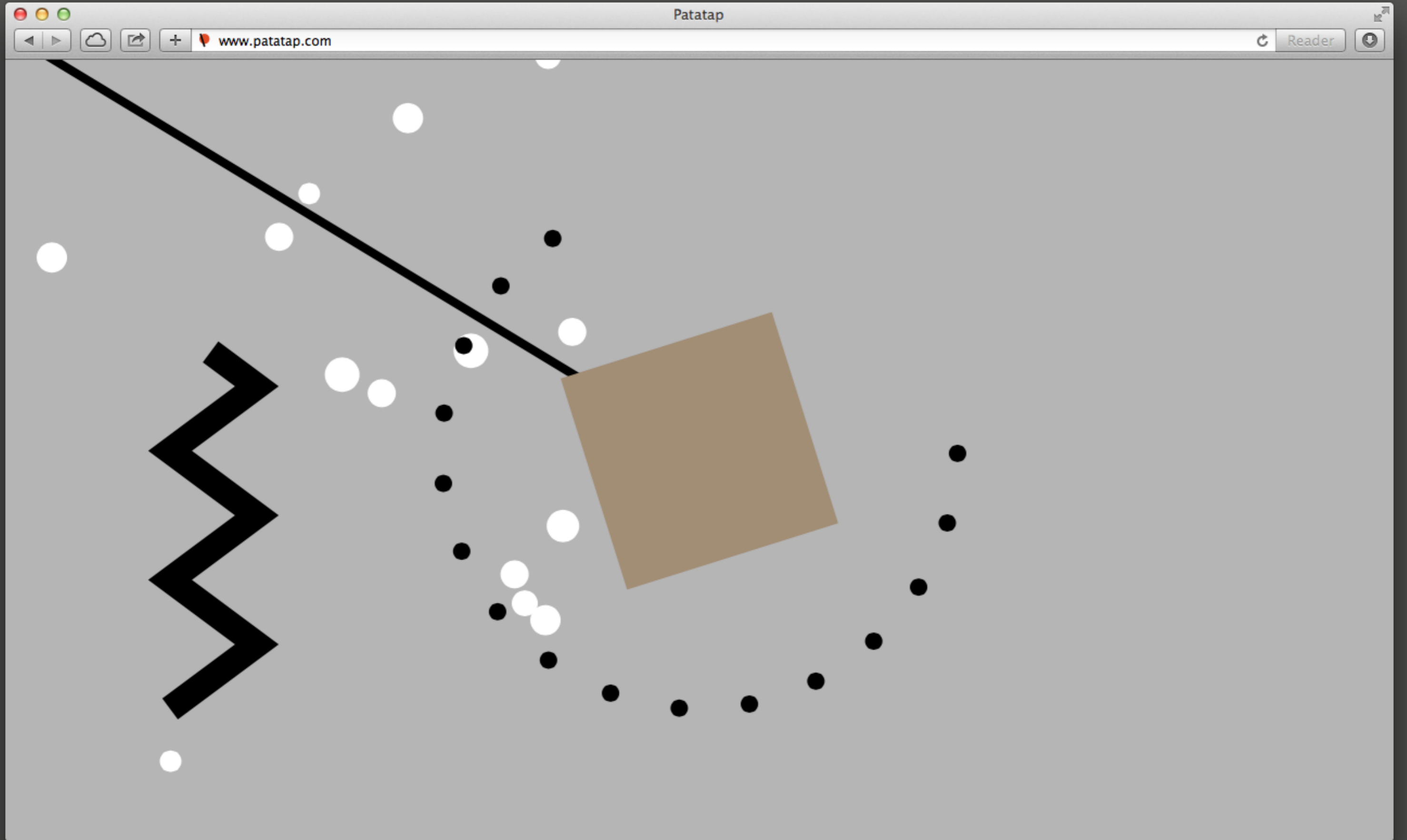
— **BJ Fogg et al.**



# Visual Design

Visual design is the rendering of information [...]. It includes structural features such as typography, images, color, and aesthetics.

— **Robins et al.**



<http://patatap.com>

Graphic design is the first and the last part  
of the user interface observed by the user.

— **Jakob Nielsen**



# DISCOVER THE NEW HURACÁN LP 610-4

EXPLORE »



**CAR LEASING**  
Want a cheap new lease car?  
Start HERE!



My cheapest leasing deals!

Click to chat is closed

**ABARTH CAR LEASING**

500  
500 Convertible  
595  
595 Convertible  
Punto Evo

**ALFA ROMEO LEASE CARS**

Giulietta  
Mito



# LINGSCARS.com

UK CONTRACT HIRE CARS FROM LING VALENTINE

Version 237.1.

You can trust me! ... In 2014 I'll rent over £75 million of cars (at RRP!)



Play stupid game



## CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home

Cars and Vans

How It Works

Price Lists

About Ling

Customers

Fun Stuff

Quote/Order

Business Customer Pricing

Personal Customer Pricing

NEW SEXY

christine full rep here



FREE CAR



Search Cars Here

Go

@LINGSCARS Follow Me

LING'S LIVE TWITTER FEED

sampersse: RT @Malarkey: "I imagine @craiginwales, @Malarkey and @LINGSCARS would love this Robots.txt: https://t.co/oK0yuoOmBk&rdquo; AND @Hic...  
blakesterz: RT @hei\_scott: a website so bad that it's actually so good, http://t.co/BWStpNoWu  
badgerhouse: RT @hei\_scott: a website so bad that it's actually so good, http://t.co/BWStpNoWu



Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors



EU cookie law. Piss off Von Rumpy. Me... I hammer visitors to death with cookies, so I can find out what they want. Cookies allow my website to serve visitors the content they need. Get used to it. The EU cookie law is an ass. - Ling

```
cookie:ideal_car=MERCEDES;  
cookie:regional_ethnicity=NORFOLK;  
cookie:identify_salary_level=SKINT;
```

You can't find a car?

Apply for a CAR QUOTE



Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turrrn'ed me dooon!"

Deborah Meaden "Harrumph! I'm out!"

**UK WARNING: Customers reporting many other internet prices are hiding true lease costs! BEWARE DODGY COMPANIES SELLING HIGH INITIAL RENTAL "6+" LEASES**

VIZ Ling is OFFICIAL VIZ ethnic business ambassador!

PLAY STUPID CRASH GAME!

CHEAP INSURANCE

Google Spider Food

View LIVE visitors: 13 online

Close (X)

Talk!

Props/Quotes

- Offline Wai ☆☆☆
- Offline Randall ☆☆☆
- Offline Yajun ☆☆☆
- Offline Ling V ☆☆☆

Admin

- Offline Guy ☆☆☆
- Offline Holly ☆☆☆
- Offline Jon ☆☆☆
- Offline Adrian ☆☆☆

Aftersales

- Offline Ling V ☆☆☆

IT

- Offline Chris ☆☆☆

In the past, rarely has beauty been an end in itself. [...] The function of the exterior decoration of the great Gothic cathedrals was to invite entry.

— **Paul Rand**



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LATEST POPULAR VIDEOS

DOW	16,170	-266.96 ▼	-1.62% ▼
NASDAQ	4,054	-129.79 ▼	-3.10% ▼
S&P	1,833	-39.10 ▼	-2.09% ▼

As of 4PM ET

### JUST POSTED

**Which Movie and Television Entertainers Should Be on the 2014 TIME 100?** 7:54 PM ET

**Department of Inevitable Acquisitions: Amazon Buys ComiXology** 7:46 PM ET

**That's Not Happiness to See Me: Hillary Clinton Greeted With Flying Shoe** 7:30 PM ET

**Sebellius Resigns After Botched Obamacare Rollout** 6:46 PM ET



CLICK TO SEE IT!

### A VIEW FROM THE TOP

Take an interactive look at NYC from atop ONE WORLD TRADE CENTER

**BREAKING** Los Angeles police accidentally kill TV production assistant

## THE BRIEF



Jonathan Ernst—Reuters

# Sebelius Calls It Quits

Department of Health and Human Services Secretary Kathleen Sebelius will announce her resignation Friday after five years in the Obama administration, which included oversight of the botched roll-out of the HealthCare.gov website

### IN THE MAGAZINE



### The Rise of Fake Pot

Subscribe

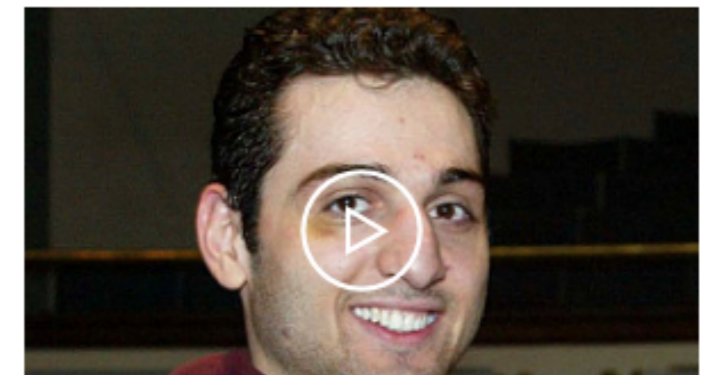
The Humbling of the Senate Master

Christians and Tyrants

Skrillex: King of the Imperial Blaster Beat

Canada's Ghosts in the Machine

### VIDEO



# Designing for credibility



## **Avoid:**

- confuse layouts
- confuse navigation
- lack of clear entry points
- poorly saturated colors (which leads to a “boring” design)
- poor distinction between ads and content
- asymmetric or unbalanced design
- pop ups

## **Avoid:**

- incorrect or outdated hyperlink destinations
- slow entry pages (with Flash animations, for example)
- small font size with poor legibility
- text overload
- weak resources for search purposes
- name inappropriateness
- corporate look

## **Aim to accomplish:**

- Balanced/symmetric design
- Clear navigation
- Clear focus point
- Chromatic scheme with bright and warm colors as dominant, cold as secondary, and tight contrasts

## **Aim to accomplish:**

- Good distinction between ads and content
- Interactive characteristics
- Photographs (of people, for example)
- Absence of mistakes or typos
- Domain ending in .gov, .edu...
- Source recognition (author, brand)

## **Aim to accomplish:**

- Clear presence of a grid/alignments
- Long messages («length implies strength»)
- Search field
- White space
- “A clean, professional look” (according to what users state)
- Unity, cohesion of the parts in the whole

# The Relation Between Visual Design and Perceived Credibility

## **A study with:**

106 participants

26 design specialists

12 websites

2 case studies:

– Education

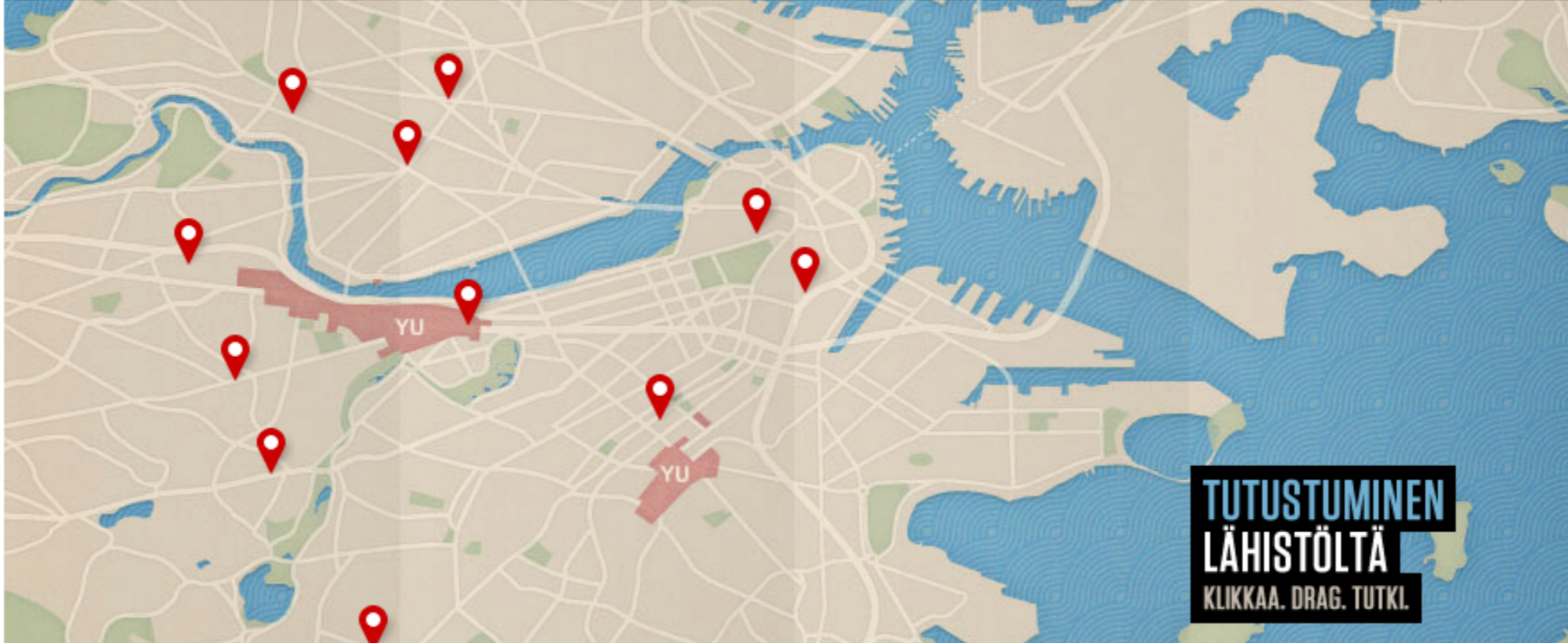
– Health

# Yliopis Uskottavu

Alumnit | Opiskelijat | Tiedekunta | Henkilöstö | Vanhemmat | Antaminen

HAKUTOIMISTO | TUTKIJAT | TUTKIMUS | GLOBAALI | KAMPUS ELÄ | NOIN

Etsi verkko & hakemisto



TUTUSTUMINEN  
LÄHISTÖLTÄ  
KLIKKA. DRAG. TUTKI.

pääotsikot

**YU Tänään** 11 kesäkuu 2012

**Olivia Culpo n kruunasi**  
YU Opiskelija voitti neiti USA  
näytelmä

**Kanootti tai kajakki Kaarle**

**YU Aloittaa Virtuaali Konsertti**  
Talo

tutkimus




**Luodaan uusi ase taistelussa HIV**

tutkimus



**Miksi olemme Fat?**  
Lihavuusepidemian voisi olla tietoa

yhteisö



**Perintö alkaa**  
Alkaessa yksi opiskelija katsoo



YLIOPISTO JA OPINNOT  
USKOTTAVUUS

> okhuowai  
> sähköposti  
> luokkahu  
> kirjastot

> sisäiset  
> foorumi  
> indeksi  
> hyödyllisiä

henkilöhaku

toimipisteet

Yliopisto ja Opinnot Uskottavuus  
Meneä Baabi, 5 - 16126 Uskota  
gat. +39 01020991  
iue +39 010 2099227  
Peli TGA 00754150100

07.2012 - 06.07.2012 YUAA 12 | 16.07.2012 - 19.07.2012 TETYAA PESS 2012... | 01.09.2012 - 07.09.2012 Toinen RAY Kesä Kiasman Signaali ... | 19.09.2012 - 2

## OPISKELIJAT JA VASTAVAL

Kurssit  
Suunta  
Rekisteröinti ja ilmoittautuminen  
Vastaaminen opiskelijat  
Määräajat  
Verojen ja etuuksien  
Postittaa-aste  
Opas opiskelijoille  
Y-portaali oppiminen  
Verkossa palveluja opiskelijoille

## TIETEELLINEN TUTKIMUS

Tutkimusta varten  
Yliopiston tutkimus ja kansallinen  
Eurooppalainen tutkimus  
Kansainvälinen tutkimus  
Tohtorintutkinnot  
Tutkimus avustukset  
Asukasluku Tutkimus  
Y-Tyu - Tuoteluettelo etsimään  
Yliopistot ja yritykset  
Tutkimuksen ja patentin määräysten  
Ilmoitukset ja määräajat

## YLIOPISTO

Elimet  
Säännösten ja määräysten  
Palkkiot / Comitati / Työryhmissä  
Toimielimet osallistuvat / Yleissopimusten  
Kilpailut ja rekrytointi  
Tarjouspyynnöt / Zinion huutokauppa ominais  
Tiedonannossa  
Avoimuus ja tilinpäätös  
Cycle Suorituskyvyn johtamisen  
Kurinpito koodi ja kurinpitosaännöksiä  
Palvelu verkossa henkilöstö

## RAKENTEET

Hallinnollisten asioiden hoito  
Tiedekunta  
Osastot  
Keskusten  
Akateeminen keskuskeskukset hajautettu  
Kirjastot

## KANSAINVÄLINEN ALUE

Kansainvälinen toiminta  
Opiskelu ulkomailla  
Opiskelemaan  
Italiaa pätevyys ulkomailta  
Kansainväliset suhteet  
Majoitus palvelu

## UUTISET

ehdota tapaht...

Uutiset yliopisto  
Uutiset Tieteellinen tutkimus  
Uutiset Opiskelijat  
Tapahtumat  
JAS

## YLIOPISTO JA TYÖ

Harjoittelu  
Pääsy ammatteihin  
Temaattinen työpajoja ja henkilökohtaista  
Profiili ja jatko työllisyys  
Tietokone sertifiointit  
Palvelu verkossa

## PALVELUT VAMMAISILLE OPISKELIJOILLE

Erillinen Palvelut  
Asetukset  
Peruskirja palvelu  
YRT

## MUU TOIMINTA

Yliopisto vanhukset  
Ympyrä Yliopisto Genoese  
Keskus Yliopisto Urheilu  
A.A.JA. - Toiminta yliopiston Musikaali  
Yliopisto-ja vapaaehtoistyö

**J.A.A.N.N** Yrityksen viraasto  
palvelut kouluille ja yliopistoille koului

**ange.uutiis** *Ja uutiskirje.*  
*Edelleen, uutisia ja paljon muuta.*



OLEMME LA EROTTUU

**viisi X tuhat**  
ja Opinnot Uskottavuus

KOTI

RAPU HUOLTO

TUTKIMUS

KOULUTUS & KOULUTUSTA

Toimipalkat

Tapahtumat

Työt

Annetaan

Yritysblogi

Uutisia



## Muistokivi Sloan-Ketterin Syövän Centerissä

Etsi

NÄ

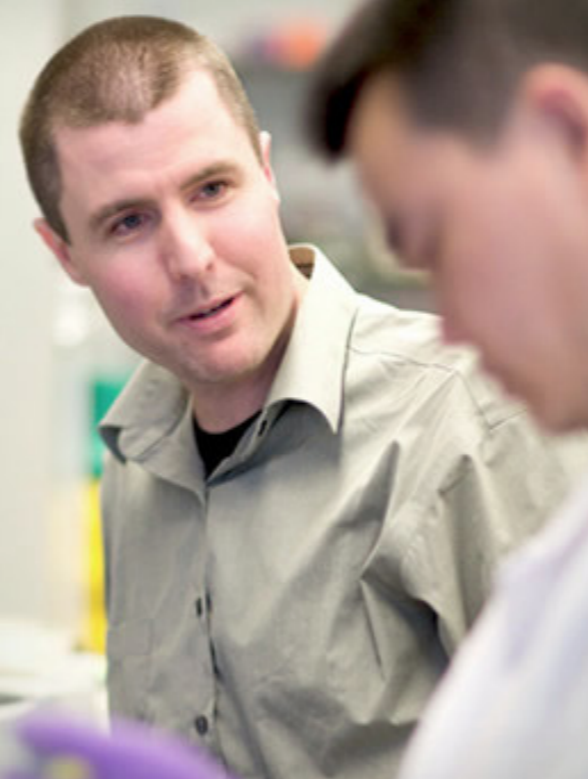
Etsi lääkäri

NÄ

“Tiede valmennuksen  
tarkoituksena on auttaa  
parantamalla ymmärrystä  
ihmisen discase.”

MICHAEL OVERHOLTZER, SOLUN BIOLOGI

1 2 3



### Tapaamisen Sopimiseen

Soita 800-525-2225

Maa-Per, 8:30 AAM-5:30 PÄÄ, ET

[Lue lisää](#) | [Katso potilas](#)

### Tietoja on Tyyppisen Syövän

Vallita...

### Syövän Välitä

Tarjoamme potilaille parasta  
käytettävissä olevat hoidot ja  
myötätuntoinen välitä.

[Lue lisää »](#)

### Tutkimus

Tutkijamme innovatiivisia opintoja  
etukäteen ymmärrystä syövän.

[Lue lisää »](#)

### Koulutus & Koulutusta

Valmistamme huomisen johtajia  
syövän hoidon ja tutkimuksen.

[Lue lisää »](#)

JÖNKÖPING  
TERVEYSKESKUKSESSA

*Erikoisammattitutkinto lääketieteellinen officen hygienia.  
Sijaitsee Jönköpingin sydämessä, 200 metriä päässä Keski Rautatieasema.  
Hyvät pysäköintimahdollisuudet viereisessä parkkihallissa.  
Lapsityövoima 19, 2 tr*

Lääkintäviranomainen asiantuntija  
**Tapaninkyläntie Irding**  
Ortopediset vastaanotto ja  
toimintojen tehdä  
paikallisuudutuksessa.  
**036-30 20 50**  
Yhdistetty  
kreivikunnanvaltuusto



Lääkintäviranomainen  
**Ivan Letterfors**  
Kauneusleikkaus  
Kauneusleikkaukset  
**036-30 21 03**

Lastentautien asiantuntija  
**Ratsastaja Jeanette**  
Lastentautien ja nuorten  
leikkaus (t.o.m. 19 vuosi).  
**036-30 20 65**  
Yhdistetty  
kreivikunnanvaltuusto

Puhelin varattavissa maanantaista torstaihin klo 08:00 16:00, lounas 12:00 to 13:00, perjantai 08.00-12.00 (poikkeukset mahdollisia). Raskaan kuormituksen se meihin yhteyttä myös faksilla. **036-30 05 44**

**Jönköping Terveyskeskuksessa AB**  
**Laatikko 574**  
**551 17 Jönköping**



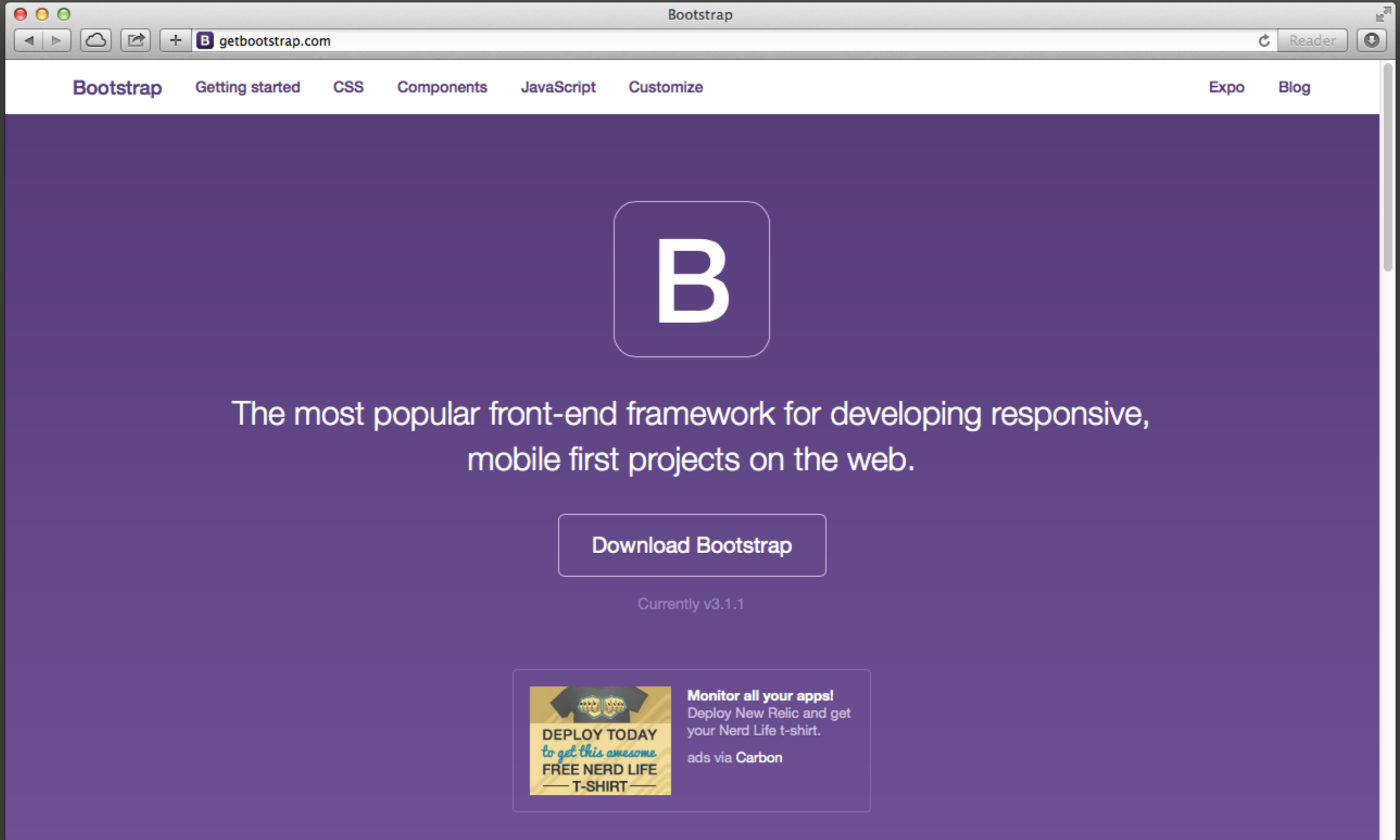
## **What users commented the most:**

- color
- presence of photos and images
- organization
- navigation
- white space
- logo
- information amount

# Resources

- Frameworks
- Webfonts
- Icons
- Colours
- Images

# Frameworks



<http://getbootstrap.com>



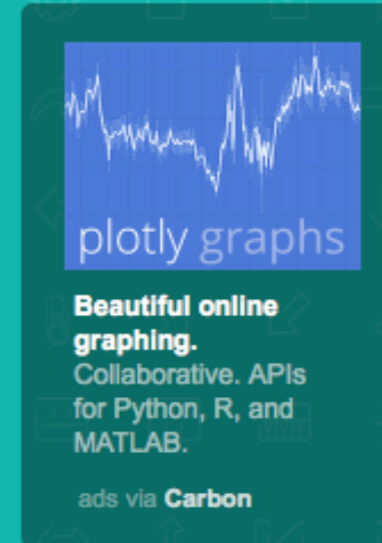
# Semantic UI 0.15.4

UI is the vocabulary of the web.

Semantic empowers designers and developers by creating a language for sharing UI.

 [VIEW UI](#)

 [DOWNLOAD](#)



Beautiful online graphing. Collaborative. APIs for Python, R, and MATLAB.

ads via Carbon



## Lose the Hieroglyphics

Semantic is structured around natural language conventions to make development more intuitive.

Semantic is tag agnostic meaning you can use [any html tags](#) with UI elements.

SEMANTIC

BOOTSTRAP

```
<main class="ui three column grid">
```

```
<div class="row">
```

# Foundation

The most advanced responsive front-end framework in the world.

[Download Foundation 5](#)

★ 16.5k stargazers [@ZURBfoundation](#)





# Flat UI

Free User Interface Kit

## Basic elements

### Buttons

Primary Button

Warning Button

Default Button

Danger Button

# Topcoat

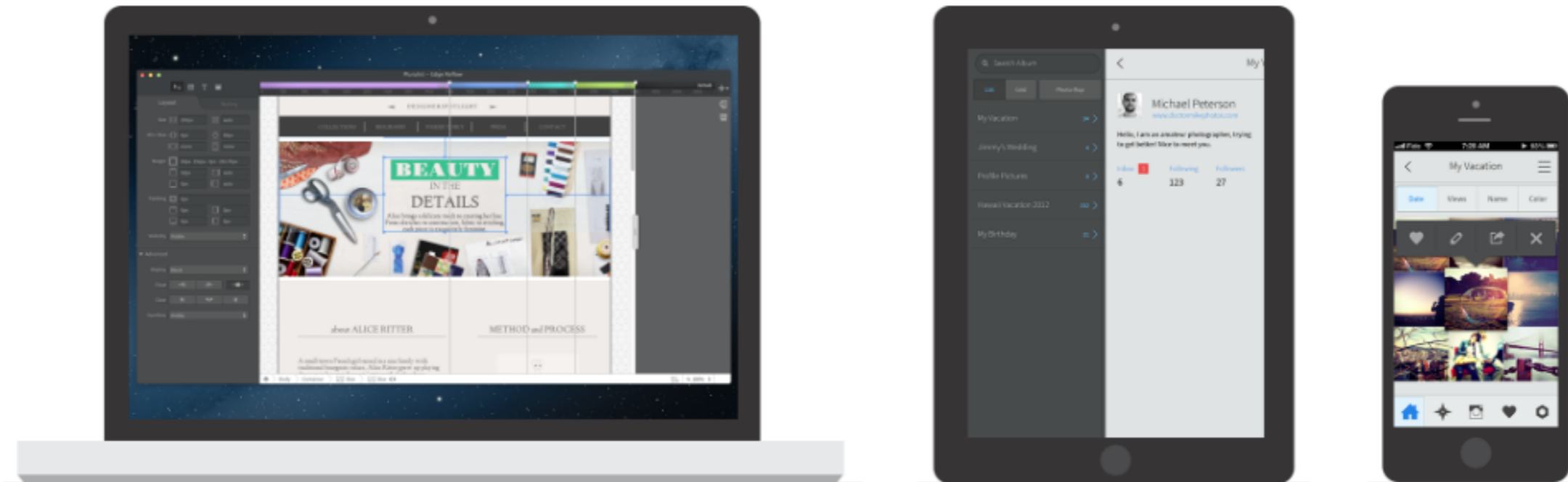
CSS for clean and fast web apps.

Demo

Benchmarks

Blog

Download



## Soooo Fast!

Performance is our #1 goal. Every component we design is [benchmarked for performance](#). You can see our results



## Components Galore

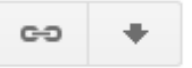
We have the building blocks to get you up and running fast. Our growing set of components were born from CSS

# Webfonts

1 font family shown

lato

Word **Sentence** Paragraph Poster



Preview Text: Grumpy wizards make toxic brew for the evil Queen and Jack. Size: 28 px Sorting: Trending

Filters:

All categories

Thickness

Slant

Width

Script: Latin

Reset all filters/search

Styles:

Show all styles

Thin 100

Grumpy wizards make toxic brew for the evil Queen and Jack.

Light 300

Grumpy wizards make toxic brew for the evil Queen and Jack.

Normal 400

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

Bold 700

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

Ultra-Bold 900

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

Thin 100 Italic

*Grumpy wizards make toxic brew for the evil Queen and Jack.*

Collection (0 font families)

Choose Review Use

Search:  Sort By # Variants   A  A

Hello Exo 18 Styles	Hello Source Sans Pro 12 Styles	Hello Josefin Sans 10 Styles	Hello Josefin Slab 10 Styles
Hello Lato 10 Styles	Hello Open Sans 10 Styles	Hello Cabin 8 Styles	Hello Expletus Sans 8 Styles
Hello Ubuntu 8 Styles	Hello Advent Pro 7 Styles	Hello Dosis 7 Styles	Hello M+ 1c 7 Styles

# The free, easy way to get started with web fonts.

[Get started](#)

# 500+

## Huge selection of web fonts

Edge Web Fonts gives you access to a vast web font library made possible by contributions from Adobe, Google, and designers around the world.

[Learn more about the library.](#)



## Totally free, no account required

Just choose the fonts you want to use on your website, copy a line of JavaScript into your site's HTML to enable them, and you're ready to start using the fonts in your site's CSS. That's all there is to it. No sign up, no subscription, no cost. [Learn more about using](#)



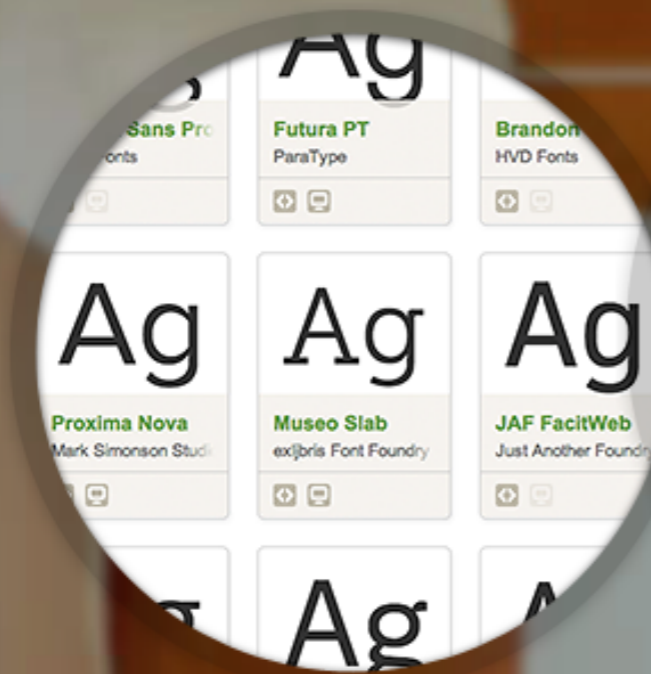
## Powered by Adobe® Typekit®

Edge Web Fonts is powered by Typekit, a commercial web font service from Adobe, so you can be sure of high performance and stability. Plus, it's easy to switch to Typekit if you need customer support or want access to Typekit's library of commercial web fonts.

<http://edgewebfonts.adobe.com>



# Every font you need. EVERYWHERE you need it.



Thousands of fonts



Delivered by Creative Cloud



Choose your medium




**Icons**

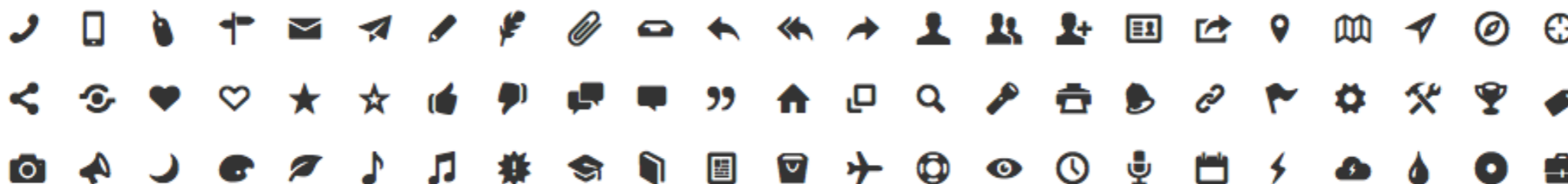


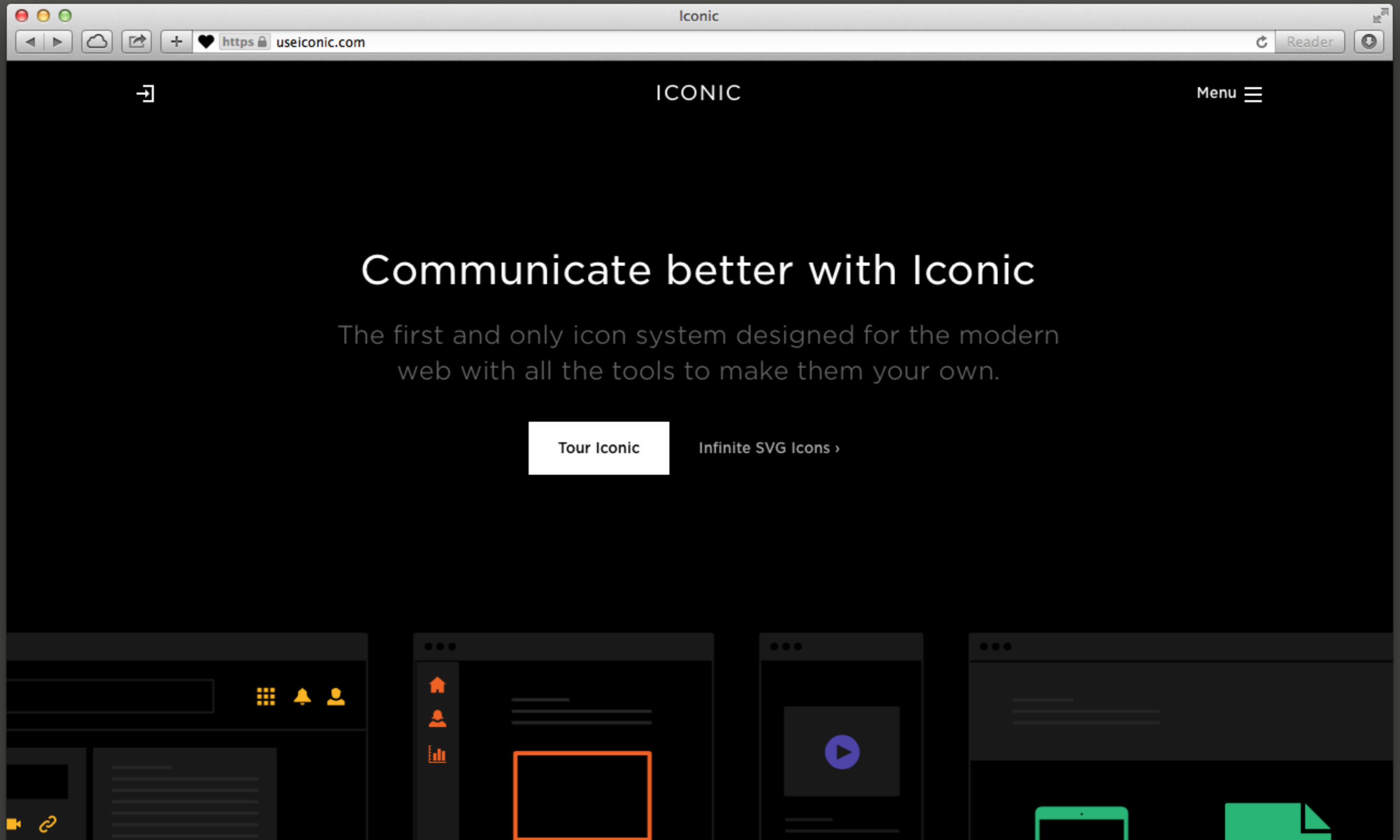
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Entypo is a set of 250+ carefully crafted pictograms. The package contains an icon font — OpenType, TrueType and @font-face — EPS, PDF and PSD files. All released for free under the license CC BY-SA 3.0.

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<http://useiconic.com>

**Colour**

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# ColorHexa

Color encyclopedia : Information and conversion.

Enter any Hexadecimal, RGB, CMYK, HSL, HSV, LAB, LCH, LUV, XYZ, xyY or Hunter-lab value Search

- Examples
- Gradient generator
- Color blender
- Color subtraction
- 216 web safe colors
- Colors by name

ColorHexa.com is a free color tool providing information about any color. Just type any color values ([view full list here](#)) in the search field and ColorHexa will offer a detailed description and automatically convert it to its equivalent value in Hexadecimal, Binary, RGB, CMYK, HSL, HSV, CIE-Lab, Hunter-Lab, CIE-Luv, CIE-LCH, XYZ and xyY. ColorHexa will also generate matching color schemes such as complementary, split complementary, analogous, triadic, tetradic and monochromatic colors. So you will be able to know what colors best suit with the one you chose. It is also possible to blend colors together or create a gradient between them (see examples below).

Hex triplet	bb0000
RGB Decimal	187, 0, 0
RGB Percent	73.3, 0, 0
CMYK	0, 100, 100, 27
HSI	0° 100 36.7

**Convert and get any color information**

**Blend or subtract 2 (or more) colors**

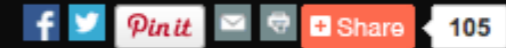
**Create a gradient between 2 colors**

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# CONTRAST CHECKER

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## COLOR SELECTION

SEE GRAYSCALE SHARE SAMPLES RESET

FOREGROUND

000000

BACKGROUND

FFFFFF

Sample 12pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eiusmod tempor incididunt ut labore et dolore magna aliqua erat volupat.
Sample 18pt	Lorem ipsum dolor sit amet, consectetur adipiscing elit

+ ADD TO HISTORY

AA AAA AA<sub>18pt</sub> AAA<sub>18pt</sub> COLORS NO COLOR DIFF 0

**Images**



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Curated by  Wells Riley Product Designer, [Kicksend](#)

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BLOG POST
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## How does Method of Action work?

7 Accomplished 3 Availables 40 Locked

Level 1

### 01 Design your own business card

Explore the world of logo design with this introductory mission. You will learn about balance, contrast, typography and visual syntax. This mission should take you 1 hour to complete



*My name is Max, and I like the X in my name. I'm always exploring new ideas and I'm very curious, so...*

[Your mission](#) had 2/3 votes

1

2

3

4

5

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## Q&A

**Mafalda Sequeira**

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# Designing for Credibility

## The end

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