* Toolbars and status bars
* Toolbars and larger color blocks should use the 500 color of the primary color of your app.
* The status bar should be the darker 700 tint of your primary color.

* Do.
* Use the accent color for your primary action button and components like switches or sliders
* Avoid using the same color for the floating action button and the background.

### Use more than just color to convey information

* This is especially crucial for color-blind users. If colors in a design communicate specific information (e.g., such as the color red representing “high traffic” and the color green representing “no traffic”), it is important to offer an alternate way for the user to get the same information. Combining color with other elements like shapes, patterns, texture, or text can leverage multiple ways to articulate the information.

### Speak to the user as “you”

### Don’t refer to “we”

* You can delete your Google+ profile using this page.
* Get started with these popular posts on Google+.
* Don’t
* This page allows you to delete your Google+ profile.
* To get you started, we’re showing you popular posts on Google+.

### Use simple word forms

### Try to write in the present

* Most UI happens now, so you can write in the present.
* When you need to write in the past or future, use simple verb forms.
* Message sent NOT “Message has been sent

### Write simply and directly

* Save changes? Not” Would you like to save your changes?”
* Click Continue Not “Click the Continue button”
* Use numerals in place of words for numbers.
* White text on dark backgrounds
* Description text box should be multi-line
* <http://www.softwaretestinghelp.com/sample-test-cases-testing-web-desktop-applications/>
* The text color and the background color behind the text should have clearly distinct brightness, saturation and hue so they are visually separate.
* Avoid color-coding words, buttons, or areas of the screen to visually differentiate or group functions.
* Avoid using color as the only cue to communicate a message and use accompanying text, special formatting, or even a graphic to reinforce the message
* Cross-Cultural Considerations

Blue – trust, established, calm
Red – passion, action, urgency
Orange – playfulness, warmth, creative
Yellow – happiness, energetic, fun
Green – growth, success, nature
Purple – luxury, nobility, ambition
White – clarity, coolness, focused
Black – power, dominance, sleekness

* An ecommerce site may suffer if your brand color is used too liberally, where a corporate site may benefit.
* Sometimes, viewing your design from further away than normal, or slightly squinting your eyes can spotlight problems that others may have when viewing your site.
* By choosing colors based on contrast, saturation, and colorblindness while considering the varied psychological and emotional associations for different colors, web designers can make sure their users are able to successfully interact with their website
* Page designers are often tempted to use light colors on light backgrounds or dark colors on dark backgrounds.

## VISUAL ILLUSIONS

Vibrating Boundaries

Notice the illusion of highlighted edges and raised text. This may occur when opposing colors are brought together.

## PERCEPTUAL OPPOSITES.

We learn from the relationships displayed by a color wheel that every color has an opposite. Every color has both a color wheel opposite as well as a perceptual opposite. Without a color wheel, it is still possible to find the opposite of a color and this is due to a phenomenon of our eyes. Due to the physiological differences between individuals, everyone's perceptions do vary—the complements shown below are my own perceived opposites:

* When our eyes are exposed to a hue for a prolonged period, the rods & cones become fatigued. You might notice this if you are reading something on colored paper, and then look away—you often see the inverse, or complement, of the image. This occurrence can be advantageous if you are seeking the opposite, or contrast, of a color. This may be dismaying to a viewer if presented with prolonged exposure to colored screens or reading materials.