

Módulo #19

**Dominando cor,
tipografia e
imagens**

**APLICANDO
CORES EM UI**

RECAP

Recapitulação

- Cores materializam a identidade da marca
- Círculo cromático: cores análogas, complementares, harmonia triádica
- Psicodinâmica das cores: tem significado e transmitem sensações que podem causar impacto emocional no usuário
- Definir papéis para as cores

WORK

FLOW

Workflow

- Discovery + Definição de escopo
- Suporte
- Arquitetura de informação
- Marca e identidade
- Moodboard
- Paleta de cores
- Paleta tipográfica
- Imagens, fotografias, ícones
- Grid
- Componentes e padrões de interface

Workflow

- Discovery + Definição de escopo
- Suporte
- Arquitetura de informação
- Marca e identidade
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- Paleta de cores
- Paleta tipográfica
- Imagens, fotografias, ícones
- Grid
- Componentes e padrões de interface

Estrutura



zingFit logo

Product Tour Understand Boutique Pricing Support Login Demo Request

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[Watch the Video](#)

[Demo Request](#)



Studio Management

Deliver all the tools group fitness and boutique studios need to run a successful and efficient business. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Group Fitness



HIIT + Bootcamps

sit amet, consectetur adipiscing elit



Branded Marketing

You're in control of your brand and you're in control of your marketing. Establish your scheduling, online customer booking and more in a highly-branded environment with your brand's domain name, bring to life your studio's brand digital using your website design. Or if you want to build your entire branded website on our platform,



Seamless Commerce

Deliver all the tools group fitness and boutique studios need to run a successful and efficient business. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Product Tour](#)

[Demo Request](#)

sum dolor sit amet



Webinar

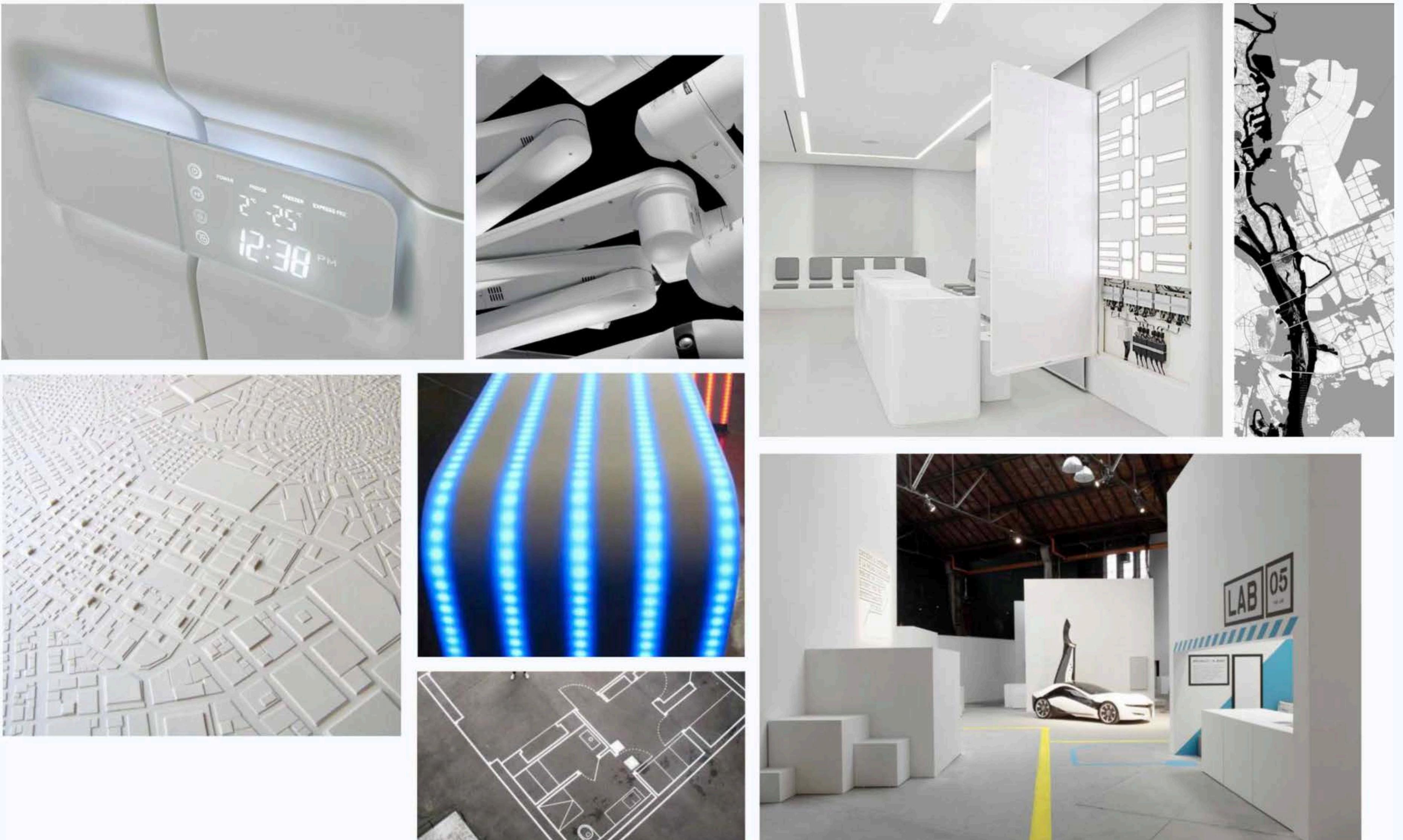


Build your brand on zingFit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Understand Boutique](#)

Moodboard



Workflow

- Discovery + Definição de escopo
- Suporte
- Arquitetura de informação
- Marca e identidade
- Moodboard
- Paleta de cores
- Paleta tipográfica
- Imagens, fotografias, ícones
- Grid
- Componentes e padrões de interface

Conceito

"A casa do futuro"

- Minimalista
- Não intrusivo
- High-tech
- Futuro



IBM Watson IoT for Blockchain

Learn More

Play

Your Home

Status At Risk

Extreme Cold is coming to your region!

Okay

Smarter Robot

General Maintenance

Predictive Maintenance

Motion Sensor

Thermostat

Water Leakage

Weather

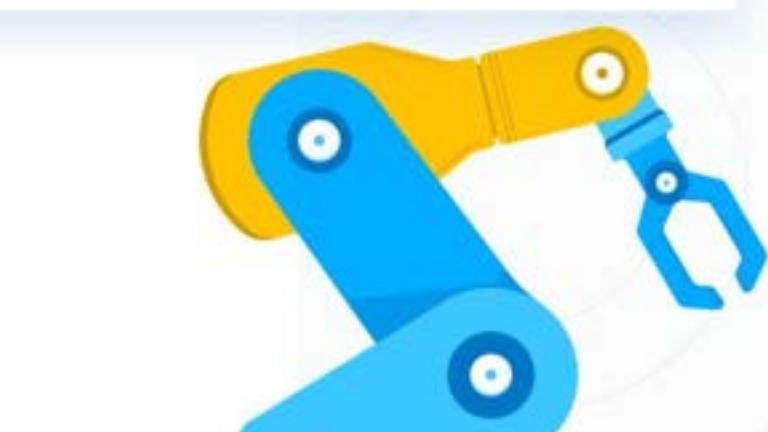
13° Cooling

8°

Smarter Robot

Maintenance Plan:

- 1 Regular Maintenance
- 2 Fixed according to predicted error



IBM Watson IoT for Insurance

Scenario

The Murphy family has a state of the art insurance policy with an Insurance Company, which includes sensors connected to the Watson IoT Platform in the home, capable to provide indicators of potential issues.



Motion Sensor Thermostat Water Leakage Weather

Insurance App

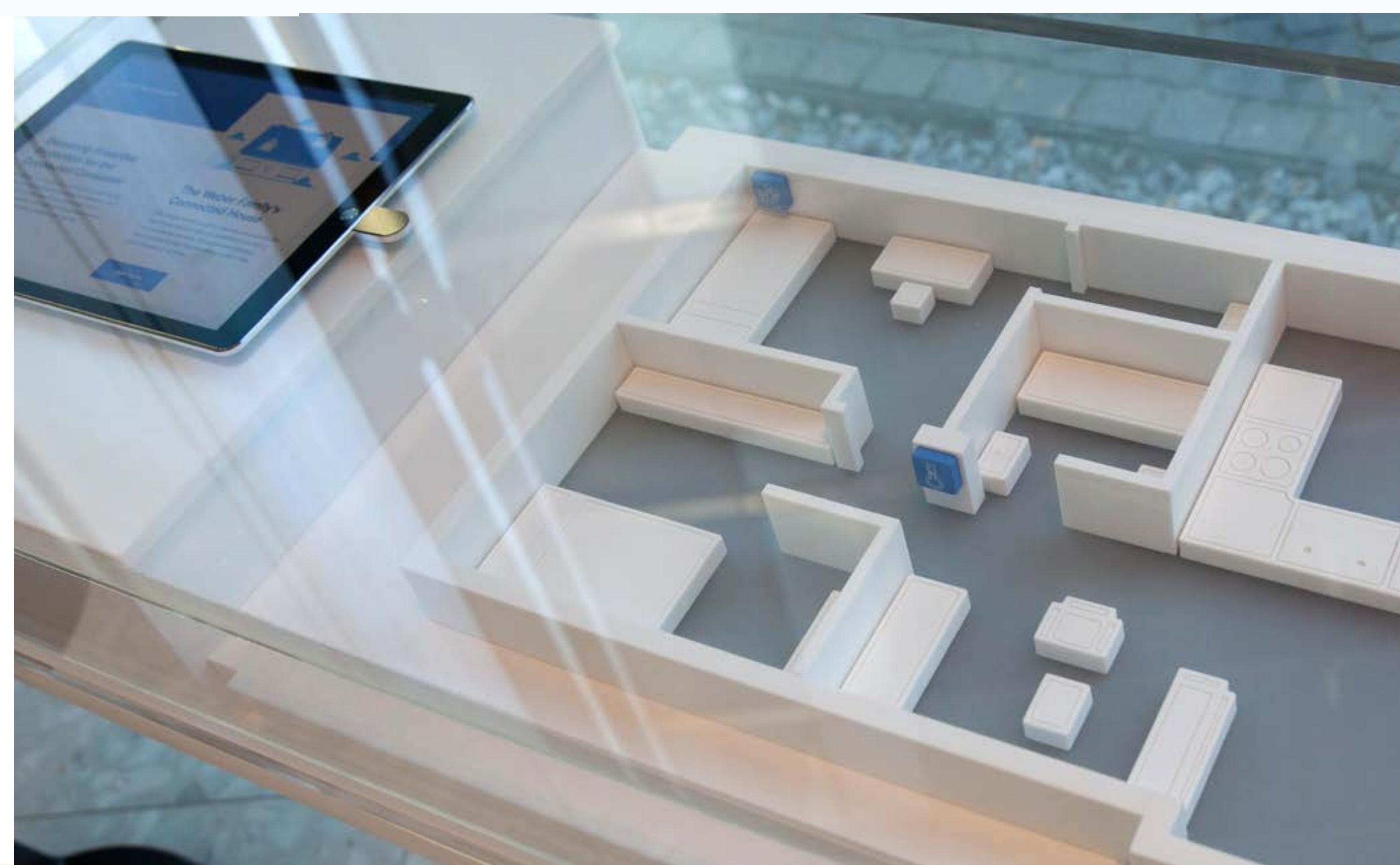
Your Home

Status Safe

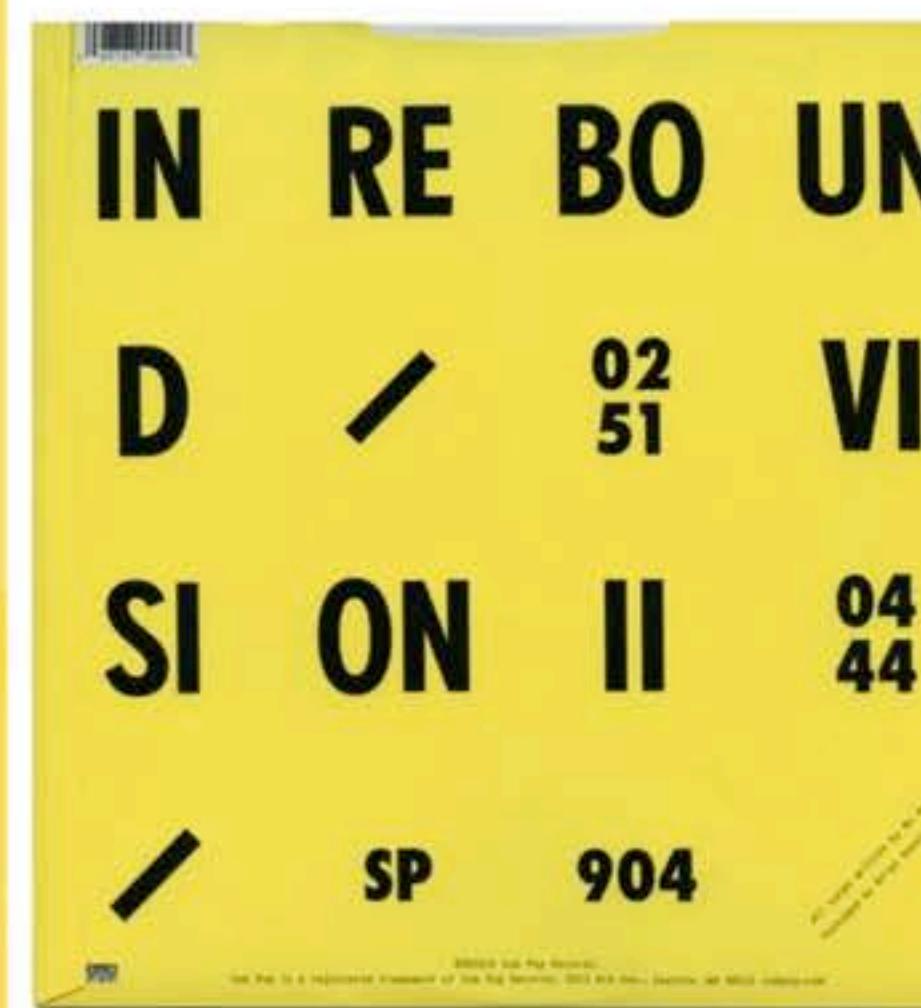
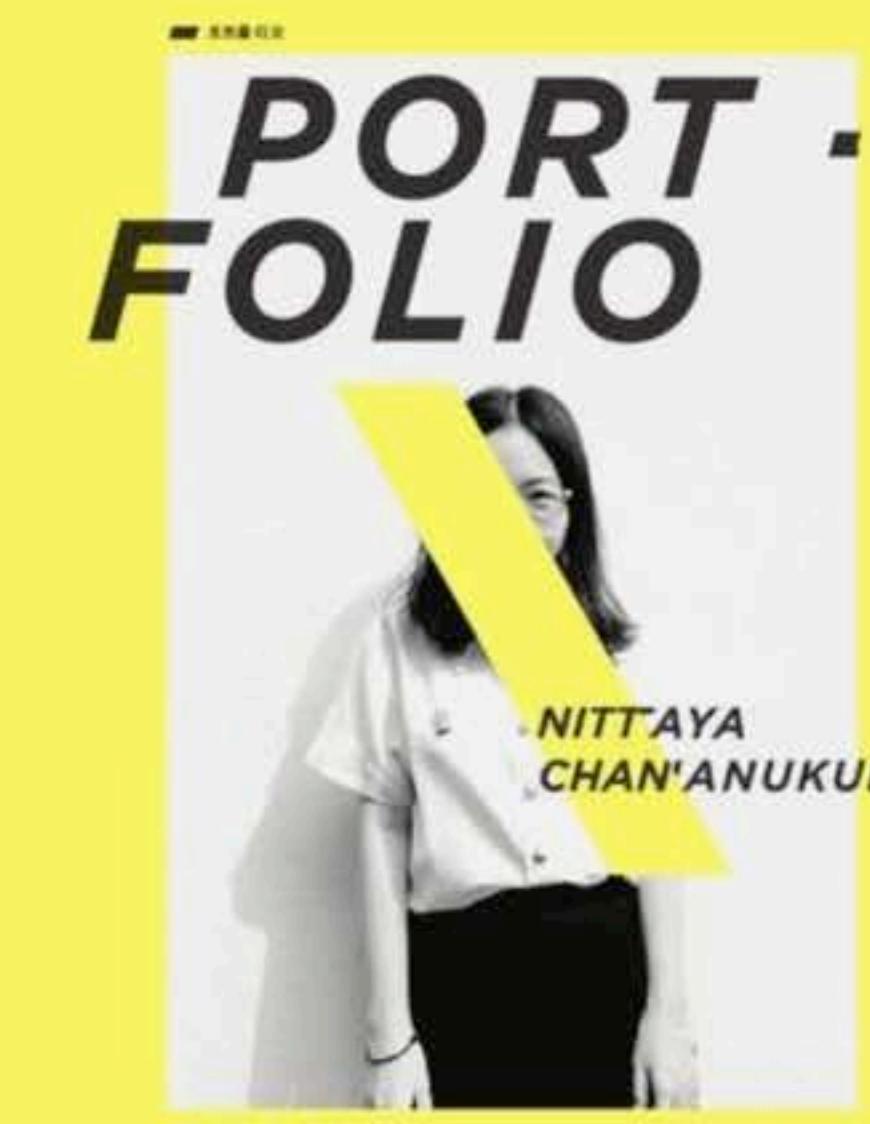
Your home is fully protected

Going on holiday? Set the app to travel mode...

Okay



LS





CURSO ONLINE DE

UI Design

O UI designer é peça-chave para que a experiência de navegação do usuário em multiplataformas seja excelente. Neste curso, você vai aprender a propor soluções visuais criativas ao criar landing pages, e-mail marketing, páginas responsivas e websites completos com diferentes elementos de navegação para interagir digitalmente. Desenvolva o seu projeto de conclusão de curso para um cliente real.

[INSCREVA-SE](#)

- Duração

5 meses

- Online

Estude no seu tempo, onde e quando quiser

- Aprenda na prática

Atividades ao final de cada módulo

- Projeto profissional

Desenvolva seu trabalho de conclusão com base em demandas reais para a SumUp, empresa parceira do curso.

PARA QUEM ESTE CURSO É INDICADO

É indicado para quem tem interesse em trabalhar com design aplicado à experiência do usuário, pessoas em transição de carreira ou que estejam em áreas relacionadas e queiram adquirir mais conhecimento para evoluir profissionalmente.



Iniciantes em UI Design



Designers e Diretores de Arte



Desenvolvedores front end

Perguntas frequentes

Eu nunca trabalhei com Design, vou conseguir acompanhar as aulas?

×

Claro! O curso foi desenvolvido para que você consiga trabalhar desde o primeiro rascunho até a entrega final para o desenvolvedor. A cada aula, você vai se aprofundar nas inúmeras possibilidades de design de interface e exercitar o conhecimento adquirido, com feedback dos tutores.

Qual programa eu devo baixar?

+

Existe alguma atividade em grupo?

+

Posso assistir os módulos fora de ordem?

+

Quanto tempo dura o curso? Consigo conciliar com outras atividades?

+

Quantas horas por semana preciso dedicar aos estudos?

+

Eu posso tirar dúvidas com o tutor?

+

CORES



PROPRIEDADES

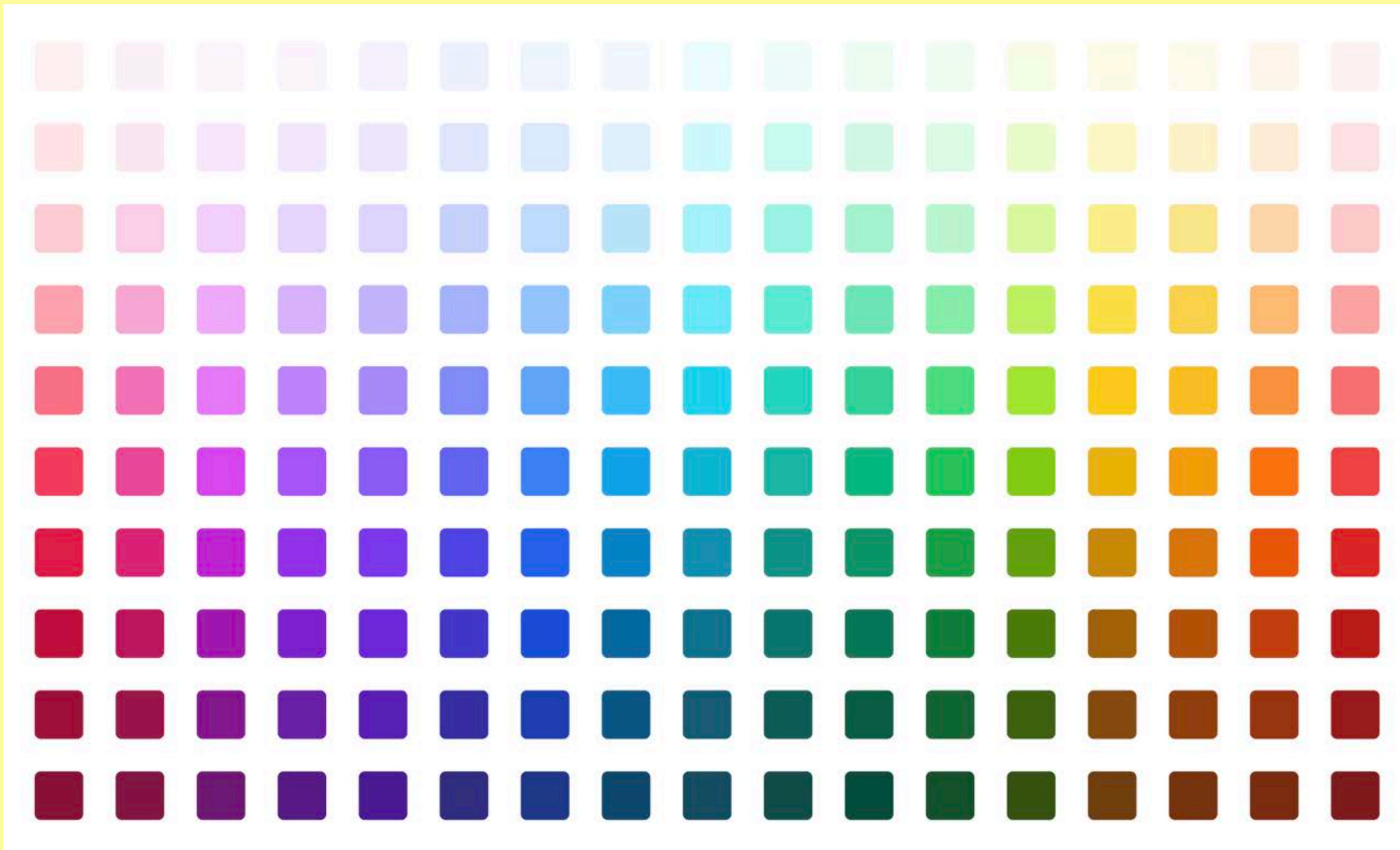
Propriedades

- Matiz
- Tonalidade
- Saturação

Matiz (Hue, Tint) = Cor

Trata-se da cor pura e seu nome em si. É o que nos permite distinguir uma cor de outra.

Matiz (Hue, Tint) = Cor



Tom (Shade)

Refere-se ao brilho e tonalidade da cor. O quanto clara ou escura a cor é.

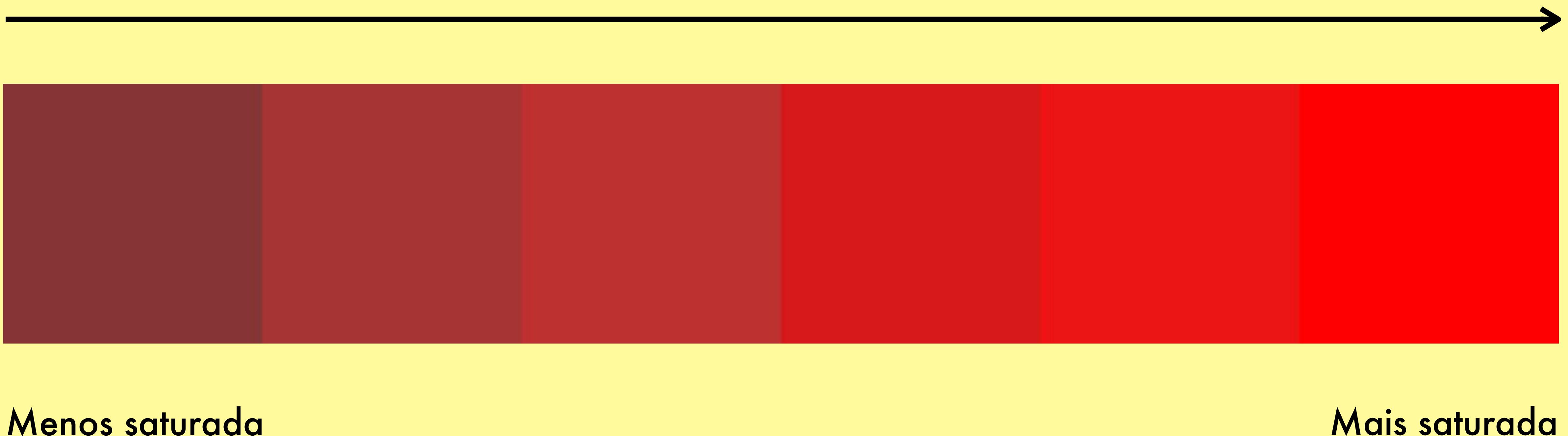
Tom (Shade)



Saturação (Saturation)

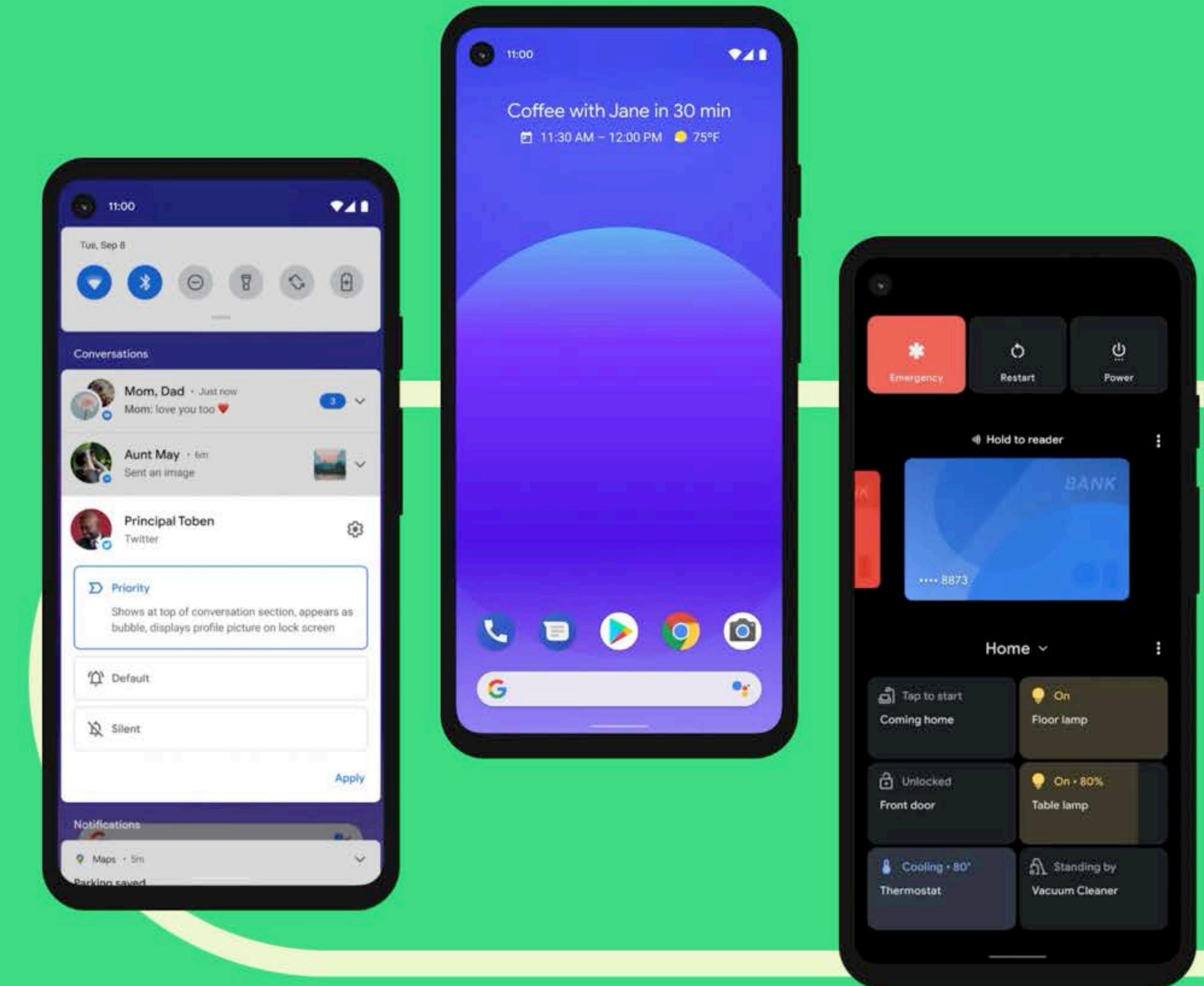
Refere-se à pureza e intensidade da cor.

Saturação



Apresentamos o Android 11

Conheça o SO otimizado para a forma como você usa o smartphone, ajudando você a gerenciar conversas e organizar seu dia. Agora com ainda mais ferramentas e controles de privacidade para você ficar no comando.

[SAIBA MAIS](#)

**COMO CRIAR
UMA PALETA
DE CORES?**

Paleta de cores

- É um projeto para uma marca existente?
- Existem guias de estilo definidos (cores)?
- Você está criando a marca?

Paleta de cores

- Geração de alternativas
- Comece com uma cor mais pura
- Qual deve ser a cor principal da página?
- Depois especifique a tonalidade
- Defina cores de apoio
- Mas pense sempre no “porquê”

Paleta de cores

- Defina papéis para as cores
- Cor primária
- Cor secundária
- Cor de apoio
- Cor de fundo
- Cor de hyperlink

REFERENCIAS

Referências

The screenshot shows a web browser window displaying an article from the Awwwards website. The header features the Awwwards logo, a navigation bar with 'MENU' and a search icon, and a red button labeled 'SUBMIT YOUR SITE!'. Below the header, there's a sidebar with user profiles and a 'Collect' button. The main content area has a large title 'Color Exploration in Web Design Trends' and a subtitle 'ARTICLE BY AWWWARDS IN DESIGN & ILLUSTRATION - APRIL 24'. Below the title are social sharing icons for Facebook, Twitter, Pinterest, and LinkedIn. At the bottom of the page, there's a dark footer bar with various application icons, including Mail, Settings, App Store, Google Chrome, Calendar, Spotify, Cloud, PDF, and Downloads.

awwwards.

MENU Q

THIAGO BARCELOS

SUBMIT YOUR SITE!

Magazine for designers and web developers

ARTICLE BY AWWWARDS IN DESIGN & ILLUSTRATION - APRIL 24

f t p in

Downloads

Referências

dribbble

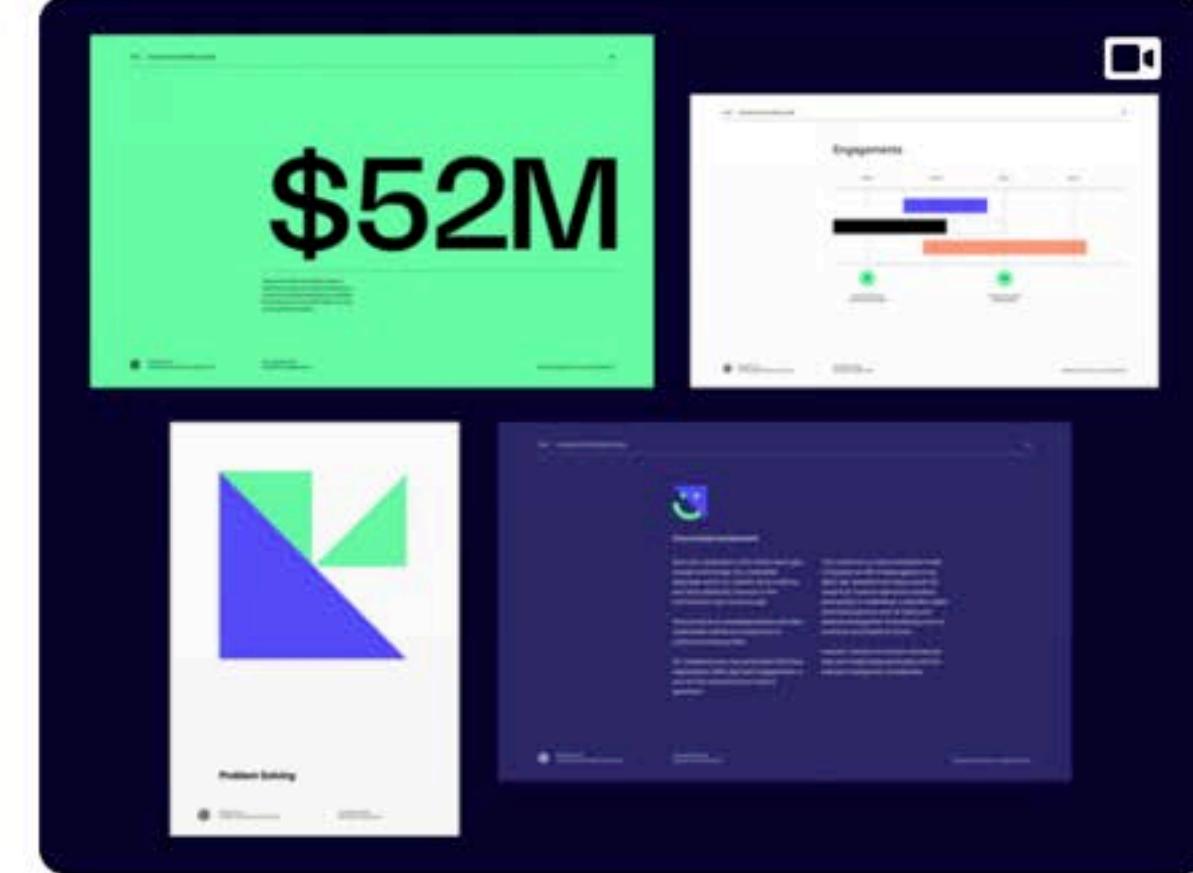
Color

#30E849

All Apps

Downloads

All Shots



Nick Slater PRO

11 579

Bornfight TEAM

9 686

Referências

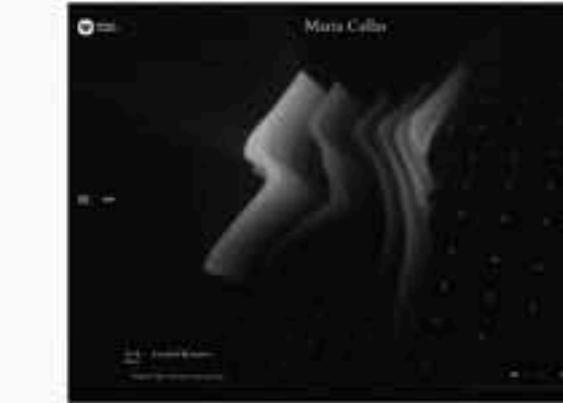
≡ MENU Q W. THIAGO BARCELOS  SUBMIT YOUR SITE!

Filter By AWARDS ▾ CATEGORIES ▾ TAGS ▾ TECHNOLOGIES ▾ COLORS ▾ COUNTRIES ▾

Order → [Alphabetical](#) [Popular](#) 

[Black \(8522\)](#) [Blue \(3795\)](#) [Brown \(1008\)](#) [Green \(2557\)](#) [Orange \(1324\)](#) [Pink \(1187\)](#) [Red \(2728\)](#) [Silver \(3142\)](#) [White \(9267\)](#) [Yellow \(2806\)](#)

Most Searched today



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6918 websites

[Menu Inspiration](#)
418 elements

[Typography](#)
4468 websites

[Portfolio](#)
5264 websites

[Minimal](#)
6796 websites

[The Best of Navigation](#)
331 elements



Referências

orange

X Projetos Imagens Pessoas Painéis semânticos

Campos de cri... Ferramentas Cor Localização Escolas Classificar Recomendado

blue green red black print modern juice pink busin >

Appaloosa Horse Vários propriet. 1,4mil 10,0mil

Black & Orange イラスト Paiheme Studio 3,9mil 24,6mil

CBD Coffee - Branding & Packaging Vários propriet. 1,3mil 9,5mil

Circulus Filip Dueskau 6,2mil 41,5mil

34 DESIGN PACKAGING CONCEPTS

TOILETPAPER DRINKS ADEN

CATS SHOW

Logofolio

GERADORES DE PALETAS

Geradores de paletas de cores

The screenshot shows the homepage of colors.lol. At the top right are buttons for "FILTER:" (with a color palette icon) and "ABOUT". The main title "colors.lol" is centered above the subtitle "Overly descriptive color palettes.". Below the subtitle are two large color swatches. Each swatch has a color name and its corresponding hex code below it. There are also small link icons next to each swatch.

Color Name	Hex Code
snail-paced soft pink	#FDBOC0
unsealed mahogany	#4A0100
lousy watermelon	#FD4659
ectophytic light grey blue	#9DBCD4
store bright yellow	#FFFFD01
undiagnosed light indigo	#6D5ACF

<https://colors.lol/>

Geradores de paletas de cores

The screenshot shows the COOLORS website homepage. At the top, there's a navigation bar with the COOLORS logo, an Adobe Extension download link, and buttons for Generate, Explore, More, Sign in, and Sign up. The main headline reads "The super fast color schemes generator!". Below it, a sub-headline says "Create the perfect palette or get inspired by thousands of beautiful color schemes." There are three buttons: "Start the generator!", "Explore trending palettes", and "#1 Product of the Month". To the right, there's a large graphic of a computer monitor displaying a grid of color swatches, with arrows pointing from the text "EXPLORE" and "MAKE A PALETTE" to the monitor. The monitor is positioned next to a small potted cactus.

<https://coolors.co/>

Geradores de paletas de cores

The screenshot shows the Colormind website interface. At the top, there's a navigation bar with the Colormind logo, links for "Website Colors", "Templates", "Image Upload", and social media icons for Facebook and Twitter. Below the navigation is a horizontal color bar divided into five segments: teal, light teal, yellow, orange, and red. Underneath each segment are its corresponding hex codes: 159F82, 3CCBB9, F3E57A, F77D5A, and CD0F58. To the left of the color bar is a "Generate" button with a circular arrow icon. To the right, there's a descriptive text block about Colormind's deep learning capabilities and a note about daily updates, along with links to the blog and API. At the bottom, there are advertisements for Adobe Stock and poolors, as well as links to other projects like "color wheel", "logo maker", and "font pairing".

Colormind

Website Colors Templates Image Upload f t

159F82 3CCBB9 F3E57A F77D5A CD0F58

Generate

Colormind is a color scheme generator that uses deep learning. It can learn color styles from photographs, movies, and popular art.

Different datasets are loaded each day, check back tomorrow for even more color inspiration. Visit the [blog](#) for tech info or have a look at our [API](#).

Adobe Stock Limited time offer: Get 10 free Adobe Stock images.
ads via Carbon

Also check out some of my other projects

poolors color wheel
logo maker font pairing

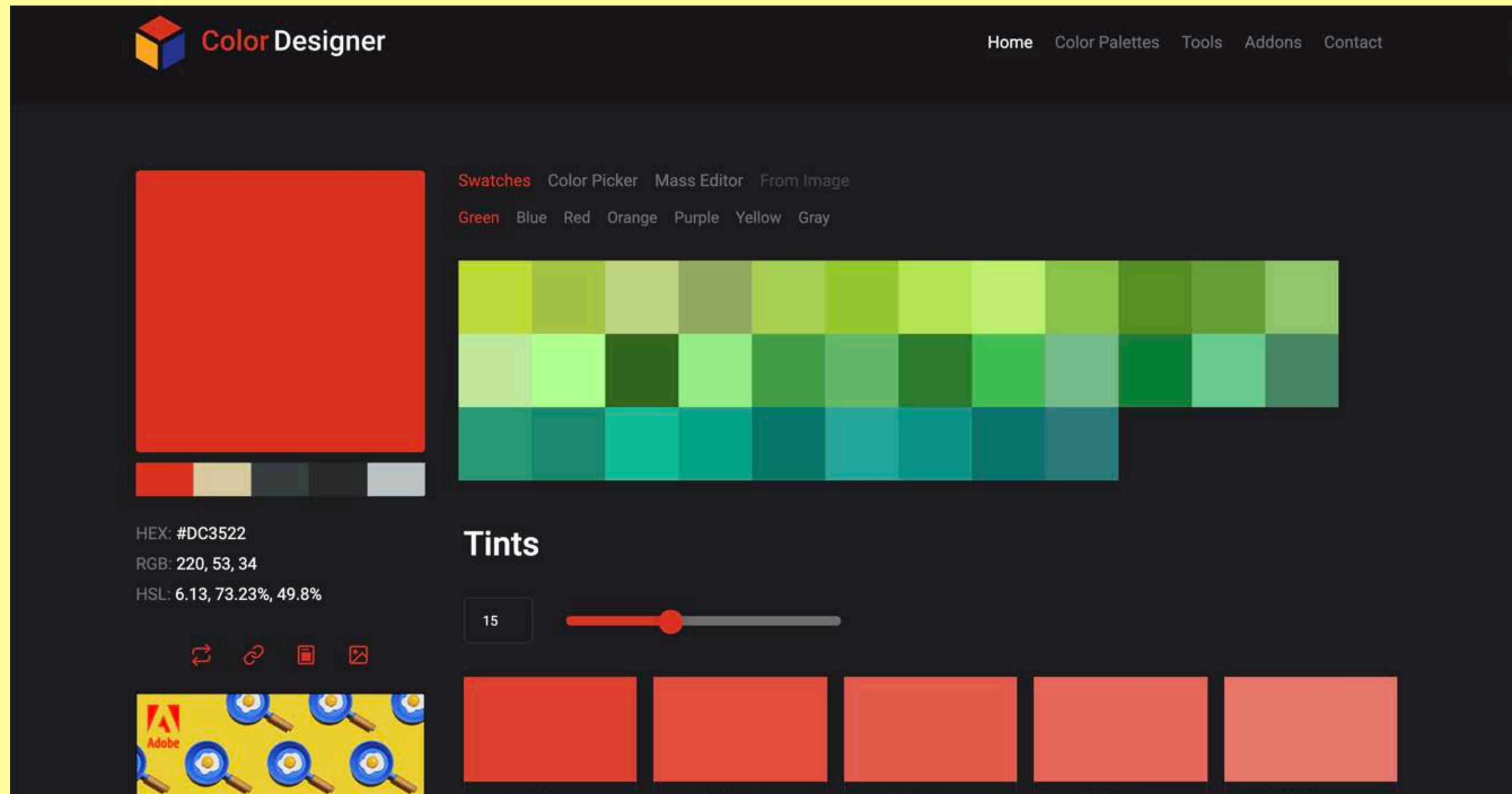
<http://colormind.io/>

Geradores de paletas de cores

The screenshot shows the Muzli Colors website, specifically the Color Palette Generator. At the top left is the Muzli Colors logo and a dropdown menu. To the right is a search bar with the placeholder "Search for color name or code" and a magnifying glass icon. Further right are three small circular icons with symbols (+, book, user) and a pink "Get Muzli" button. Below the header is the main title "Color Palette Generator" in large, bold, black font, followed by the subtitle "Create Beautiful Color Schemes that works". A search input field labeled "Color code or name" is centered, with a small camera icon to its right. Below the input field is the text "Or select an initial color". The central feature is a 4x9 grid of color swatches, arranged in four rows and nine columns. The colors transition through various hues, including yellow, orange, red, purple, and green. The entire interface is set against a white background.

<https://colors.muz.li/>

Geradores de paletas de cores



<https://colordesigner.io/>

Geradores de paletas de cores

Adobe Color

CRIAR EXPLORAR TENDÊNCIAS BIBLIOTECAS

Disco de cores Extrair tema Extrair gradiente Ferramentas de acessibilidade Novo

Aplicar a regra de harmonia de cores

Análogo
 Monocromático
 Tríade
 Complementar
 Dividir complementar
 Dividir complementar duas vezes
 Quadrado
 Composto
 Sombras
 Personalizado

Salvar em Sua biblioteca +

Nome My Color Theme

Tags

Insira ou selecione abaixo

Green + Blue +
Mint + Aqua +
Light +

Publicar no Color

Verificar acessibilidade

Salvar

#65EFF6 #57D4B6 #6CEBA9 #57D470 #74F665

R G B

<https://color.adobe.com/>

EXEMPLO

Exemplo

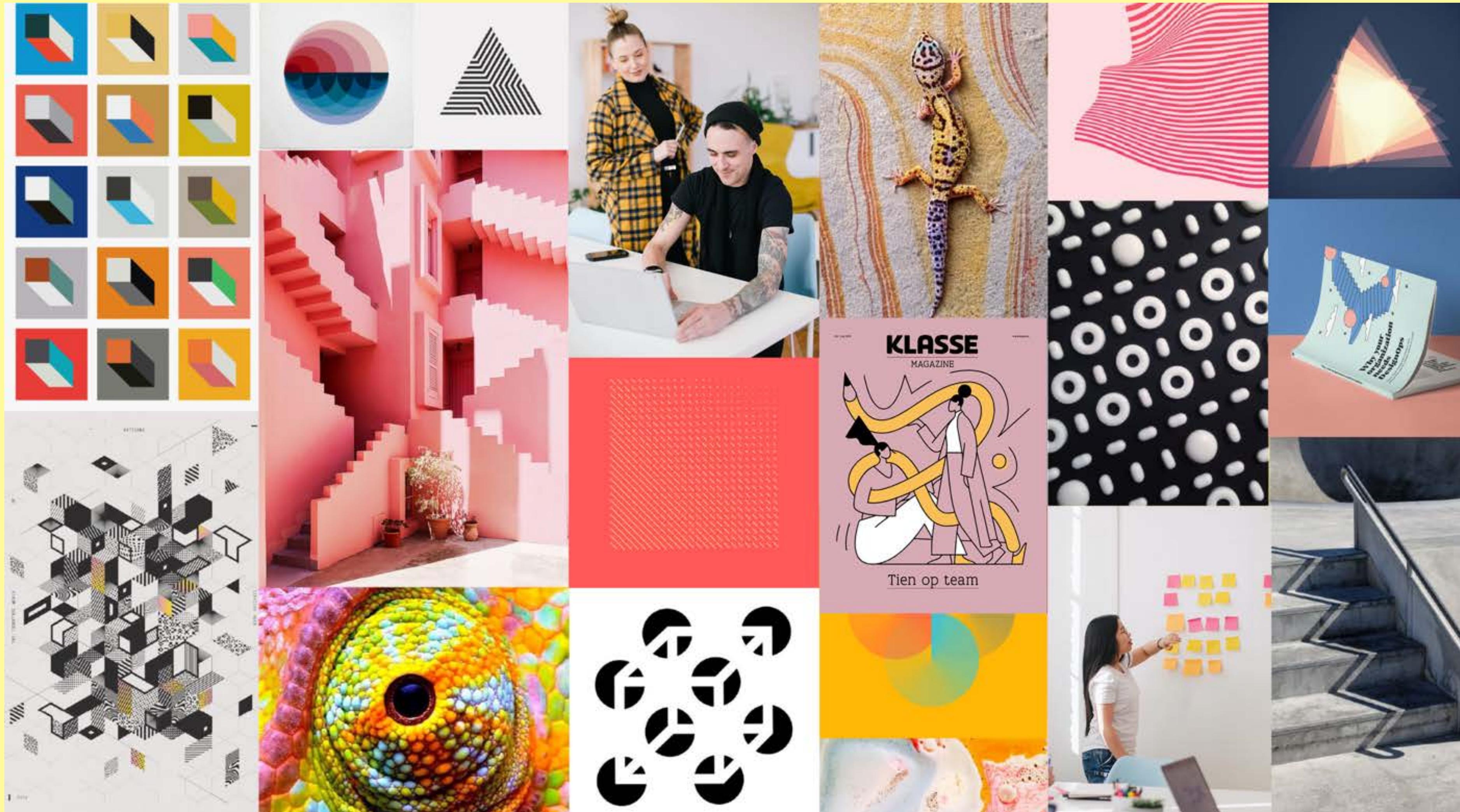
Como seria uma landing page para serviço de capacitação de professores, a Professorando, baseada no conceito de:

"Ensino adaptado, que progride com você."

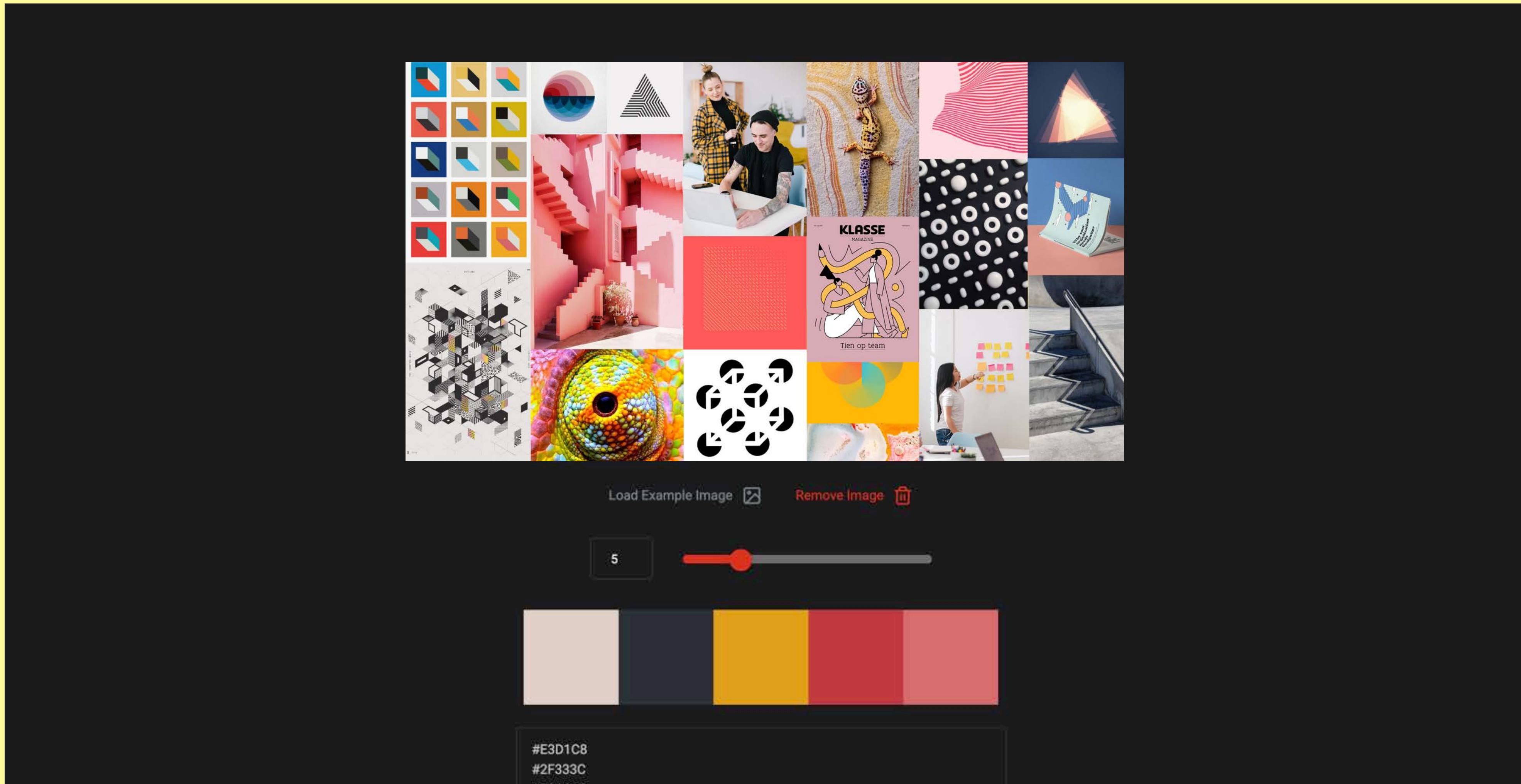
Conceito

"Ensino adaptado,
que progride com
você."

- Moldar
- Adaptativo
- Etapas
- Incremental
- Acolhedor



Moodboard



Figma

The screenshot displays the Figma application interface with the following components:

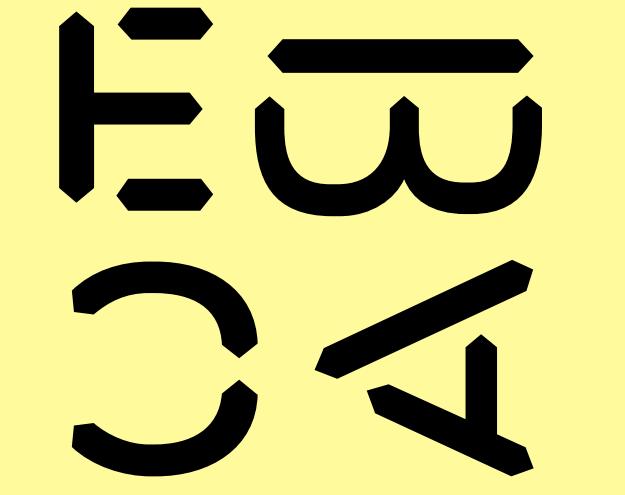
- Top Bar:** Includes icons for file operations (New, Open, Save, Find, Undo, Redo), a search bar, and a user profile icon.
- Header:** Shows the current workspace as "Drafts / Cores" and includes a "Share" button, a zoom control (68%), and a help icon.
- Left Sidebar:** Titled "Layers", it lists various UI elements and assets:
 - Rectangles (Rectangle 1 to Rectangle 15)
 - Assets (moodboard-class 1, Landing page, Professorando, Cursos, materiais e jogos para...)
 - Ellipses (Ellipse 1 to Ellipse 4)
 - Text (Receive material gratuitamente)
- Middle Area:** The main canvas displays a moodboard composed of various images and graphics, including a grid of geometric shapes, a woman working at a desk, a lizard, a red abstract shape, a magazine cover, a person pointing at a wall of sticky notes, and a colorful fish.
- Right Sidebar:** Titled "Design", it includes sections for "Background" (set to E5E5E5 at 100%) and "Export".

**SÓ UM
PONTO DE
PARTIDA**

**ENCONTRE UM
EQUILÍBRIO ENTRE
CORE E CONTEÚDO**

COMO?

GERAÇÃO DE ALTERÍNATIVAS



escola
britânica
de artes
criativas

9.2

UI DESIGN PARA WEB

CURSO ONLINE CRIADO POR

THIAGO BARCELOS

EBC
escola
britânica
de artes
criativas

Módulo #19

**Dominando cor,
tipografia e
imagens**

**APLICANDO
TIPOGRAFIA
EM UI**

RECAP

Recapitulação

A tipografias desempenham papéis específicos na UI, como:

- Títulos
- Corpo de texto
- Descrições curtas e longas
- Rótulos
- Hiperlinks

Exemplo

The screenshot shows the homepage of the "Enterprise Design Thinking" website. The header features the site's name in white text on a black background. On the right side of the header is a "Log in" button with a user icon. The main content area has a large, bold text statement: "Apply design thinking to complex teams, problems, and organizations." Below this statement are two calls to action: a blue button on the left saying "Log in to start learning" and a smaller text block on the right asking "New here? Create an account." To the left of the main content is a vertical navigation menu with icons and dropdown arrows:

- Courses
- Framework
- Badge criteria
- Toolkit
- FAQ
- Log in

Exemplo

The screenshot shows the Carbon Design System website's typography page. The header includes a search icon and a three-dot menu icon. The left sidebar has sections like 'All about Carbon', 'Designing', 'Developing', 'Contributing', and 'What's happening'. Under 'Guidelines', there are links for '2x Grid', 'Accessibility', 'Content', 'Color', 'Icons', 'Pictograms', 'Motion', 'Spacing', 'Themes', and 'Typography' (which is highlighted with a blue border). The main content area features a large 'Typography' heading. Below it is a sub-section titled 'IBM Productive type set' with a descriptive paragraph. Further down, there's another section about 'The Productive styles'.

Carbon Design System

All about Carbon

Designing

Developing

Contributing

What's happening

Guidelines

2x Grid

Accessibility

Content

Color

Icons

Pictograms

Motion

Spacing

Themes

Typography

Components

Patterns

Community assets

Data visualization

Help

Typography

Overview Productive Expressive Code

IBM Productive type set

Productive type is reserved for use in web-based product design, where the user needs to focus on tasks. The Productive styles are curated to create a series of clear user expectations about hierarchy.

The Productive styles below introduce the new IBM Design Language tokens. The difference between the Productive and Expressive styles is mainly evident in the Headings. Aside from the token names, which are specifically calibrated for product vs. editorial designers (e.g. `$label-01` vs. `$caption-01`) — the Supporting and Body styles have the same values in both the Productive and Expressive sets.

Even though IBM Play contains a wide range of scales, it's important to use curated sets

WEB FONTS

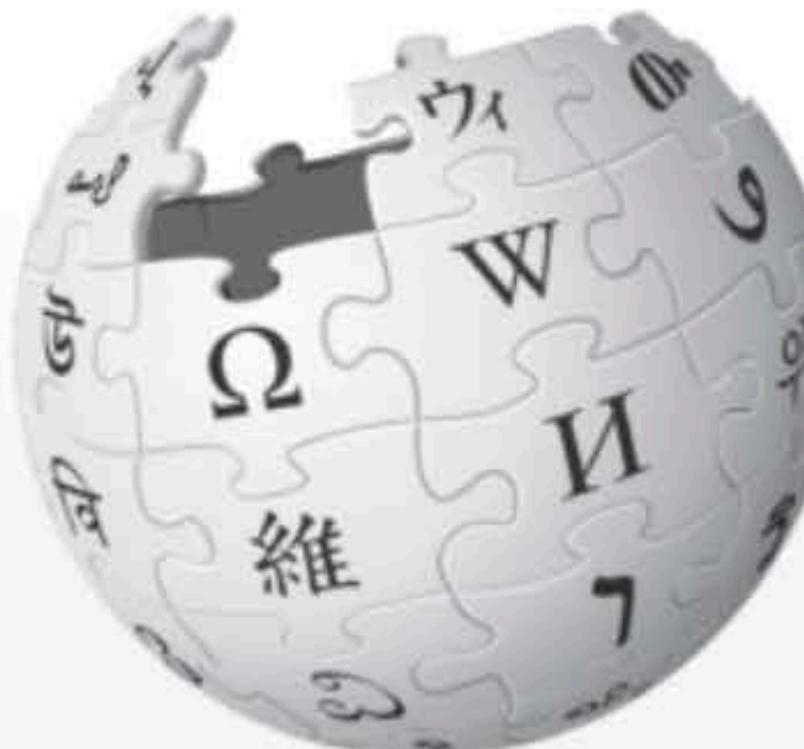
Web fonts ou Web typography

Nos primórdios da web, com a ausência de recursos, apenas um limitado número de famílias tipográficas estavam disponíveis.

Web fonts ou Web typography

Arial, Arial Narrow, **Arial Black**, Helvetica, Times New Roman, Times, Verdana, Trebuchet MS, Courier, Courier New, Geneva, **Impact**, Comic Sans, Georgia...

Georgia



WIKIPÉDIA
A encyclopédia livre

[Página principal](#)
[Conteúdo destacado](#)
[Eventos atuais](#)
[Esplanada](#)

Não autenticado [Discussão](#)

[Artigo](#) [Discussão](#) [Ler](#) [Editar](#)

Interface

Origem: Wikipédia, a encyclopédia livre.



Este artigo carece de reciclagem de conteúdo e estilo. Sinta-se livre para editá-la para o nível de qualidade superior. (Junho de 2014)

PORQUE?

Por que?

Comportamento limitado
dos navegadores que
renderizavam apenas
fontes de sistema.

**SEUS
PROBLEMAS
ACABARAM!**

CSS
FONT-FACE

CASCADE STYLE SHEET

**LINGUAGEM
DE ESTILO
DA WEB**

Web fonts e font-face

Formatos de fontes para declaração de font-face no front-end:

- **.ttf (true type)**
- **.otf (open type)**
- **.eot**
- **.svg**
- **.woff, .woff2**

Curiosidade

f

.otf

f̄

.ttf

Web fonts e font-face

Formatos de fontes para declaração de font-face no front-end:

- **.ttf (true type)**
- **.otf (open type)**
- **.eot**
- **.svg**
- **.woff, .woff2**

```
font-family: 'Futura BT', Arial, sans-serif;
```

SERVICIOS

GOOGLE

FONTS

Google Fonts

The screenshot shows the Google Fonts homepage with a yellow header and a white content area. At the top right are links for 'Browse fonts' (which is underlined in blue), 'Featured', 'Articles', and 'About'. Below that is a navigation bar with a search input ('Search'), a dropdown for 'Sentence' (set to 'Type something'), a font size slider set at '40px', and a refresh icon. There are also buttons for 'Categories', 'Language', 'Font properties', and a checkbox for 'Show only variable fonts'. A status bar at the bottom indicates '1006 of 1006 families' and 'Sort by: Trending' with a grid/list view switch.

Font Family	Designer	Styles	Description
Roboto	Christian Robertson	12 styles	Almost before we knew it, we had left the ground.
Commissioner	Kostas Bartsokas	Variable	Almost before we knew it, we had left the ground.
Piazzolla	Juan Pablo del Peral, Huerta Tipográfica	Variable	Almost before we knew it, we had left the ground.
Open Sans	Steve Matteson	10 styles	Almost before we knew it, we had left the ground.
Sansita Swashed	Omnibus-Type	Variable	<i>Almost before we knew it, we had left the ground.</i>
Noto Sans JP	Google	6 styles	Almost before we knew it, we had left the
Lato	Łukasz Dziedzic	10 styles	Almost before we knew it, we had left the ground.
Montserrat	Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly	18 styles	Almost before we knew it, we had left the

ADOBE

TYPE KIT

**MY
FONTS**

**DICA:
COMO IDENTIFICAR
A FONTE USADA
EM UM SITE?**

Identificar fonte

jeito nutella

jeito raiz

Plugin Whatfont

chrome web store thiagolbarcelos@gmail.com

Página inicial > Extensões > WhatFont

 **WhatFont**
Oferecido por: chengyinliu.com
★★★★★ 1.848 | [Ferramentas do desenvolvedor](#) | 1.000.000+ usuários

[Remover do Google Chrome](#)

Visão geral Comentários Suporte **Itens relacionados**

**Which Font Is This ?**
★★★★★ 11

**ColorZilla**
★★★★★ 2.649

**WhatTheFont**
★★★★★ 7

**Fonts Ninja**
★★★★★ 618

**What Font - find font**
★★★★★ 149

**Font Finder**
★★★★★ 63

**Corporate Ipsum**
★★★★★ 79

**Site Palette**
★★★★★ 41

**CSS Peeper**
★★★★★ 227

**Font Identifier by WhatFont**
★★★★★ 26

Plugin Whatfont

FONTS CUSTOM IN USE INFOS

LIFT TYPE

LOGIN 0 ITEMS EN — FR

Exit Wh

BUY THIS FONT

ACE FULL FAMILY 150 € 100 €

Ace Regular
Ace Medium
Ace Bold

ADD TO BASKET

FREE TRIAL →

PRINT + WEB LICENSES

ACE REGULAR 50 €

Ace Regular

AceRegular - 400

Family AceRegular; 50 €

Style normal Weight 400

Size 40px Line Height 44px Color #0029ff

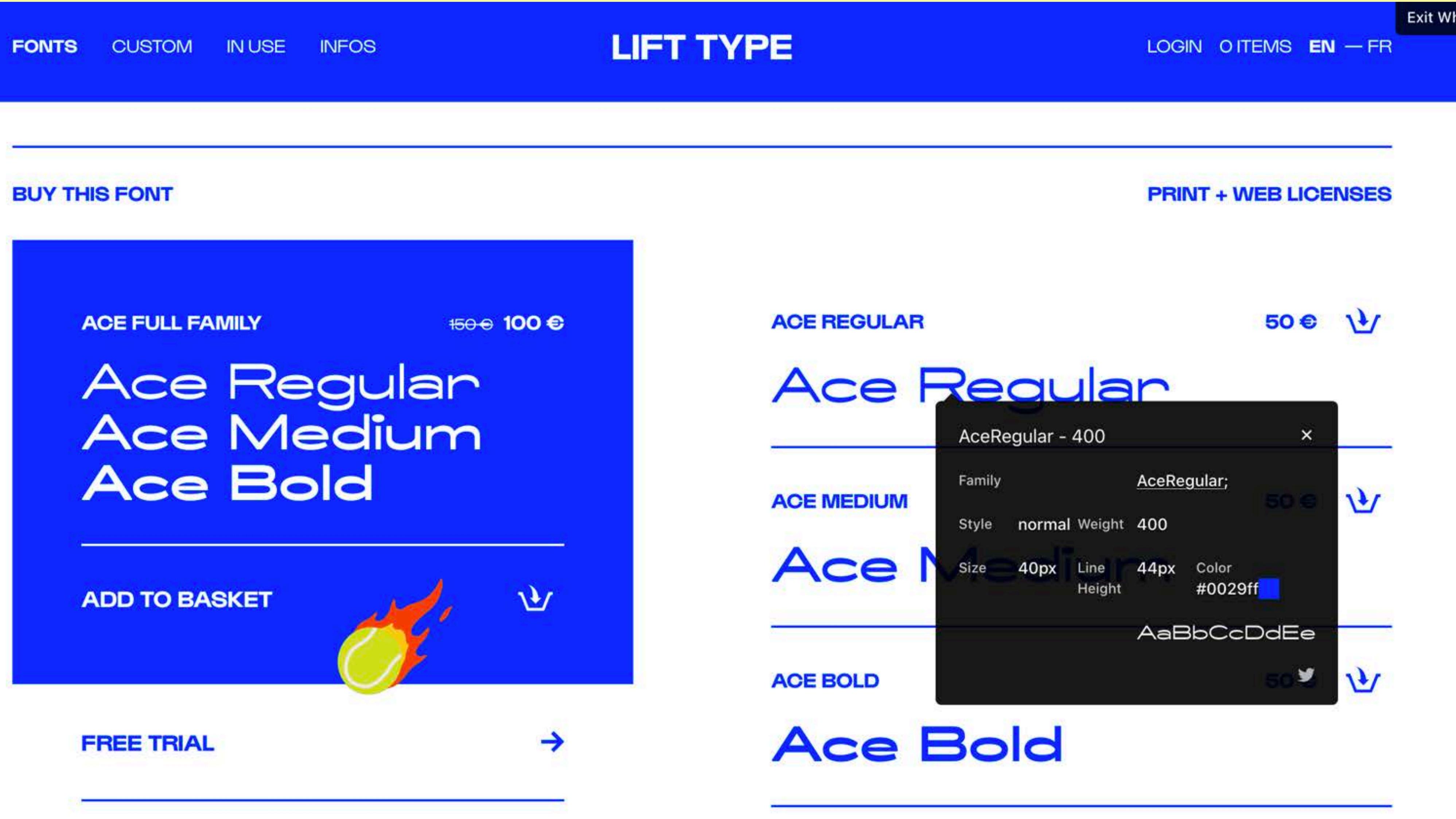
AaBbCcDdEe

ACE MEDIUM 50 €

Ace Medium

ACE BOLD 50 €

Ace Bold



Painel de inspeção de elementos HTML

Menu O ITEMS

div.current-font.type-tester_content 902.91 x 44

Color #0029FF

Font 40px AceBold

ACCESSIBILITY

Contrast Aa 7.61 ✓

Name

Role generic

Keyboard-focusable ✓

LIFT TYPE Exit WhatFont

Ace Bold

FREE TRIAL →

LICENSE →

Silence s'il vous plaît.....

LIFT TYPE

Elements Console Sources Network

```
<!DOCTYPE html>
<html lang="en-GB">
  <head>...</head>
  <body class="product-template-default single single-product postid-625 wp-embed-responsive theme-storefront woocommerce woocommerce-page woocommerce-js storefront-full-width-content storefront-align-wide right-sidebar woocommerce-active cookies-set cookies-accepted"> == $0
    <svg width="0" height="0" style="position:absolute">...</svg>
    <div id="page" class="hfeed site">
      <header id="masthead" class="site-header" role="banner" style="background-color: #0029ff; color: white; padding: 10px; text-align: center; font-size: 1.2em; font-weight: bold; margin-bottom: 10px">
        LIFT TYPE
      </header>
      ... body.product-template-default.single.single-product.postid-625.wp-embed-respon ...
    </div>
  </body>
</html>
```

Styles Computed Event Listeners DOM Breakpoints Properties

Filter

element.style {

.single-product, .single-product header { app.css?ver=5.5.3

background-color: var(--color-primary);

color: var(--color-secondary);

}

body { app.css?ver=5.5.3

overflow-x: hidden;

margin-bottom: 0;

min-height: 100vh;

display: flex;

flex-direction: column;

font-family: Gustavo,Helvetica,Arial,sans-serif;

font-size: 1.8rem;

font-weight: 400;

line-height: 1.25;

color: var(--color-primary);

}

* {

cursor: default !important;

*

outline: none;

margin: 0;

padding: 0;

box-sizing: border-box;

Console What's New

Highlights from the Chrome 86 update

New Media panel

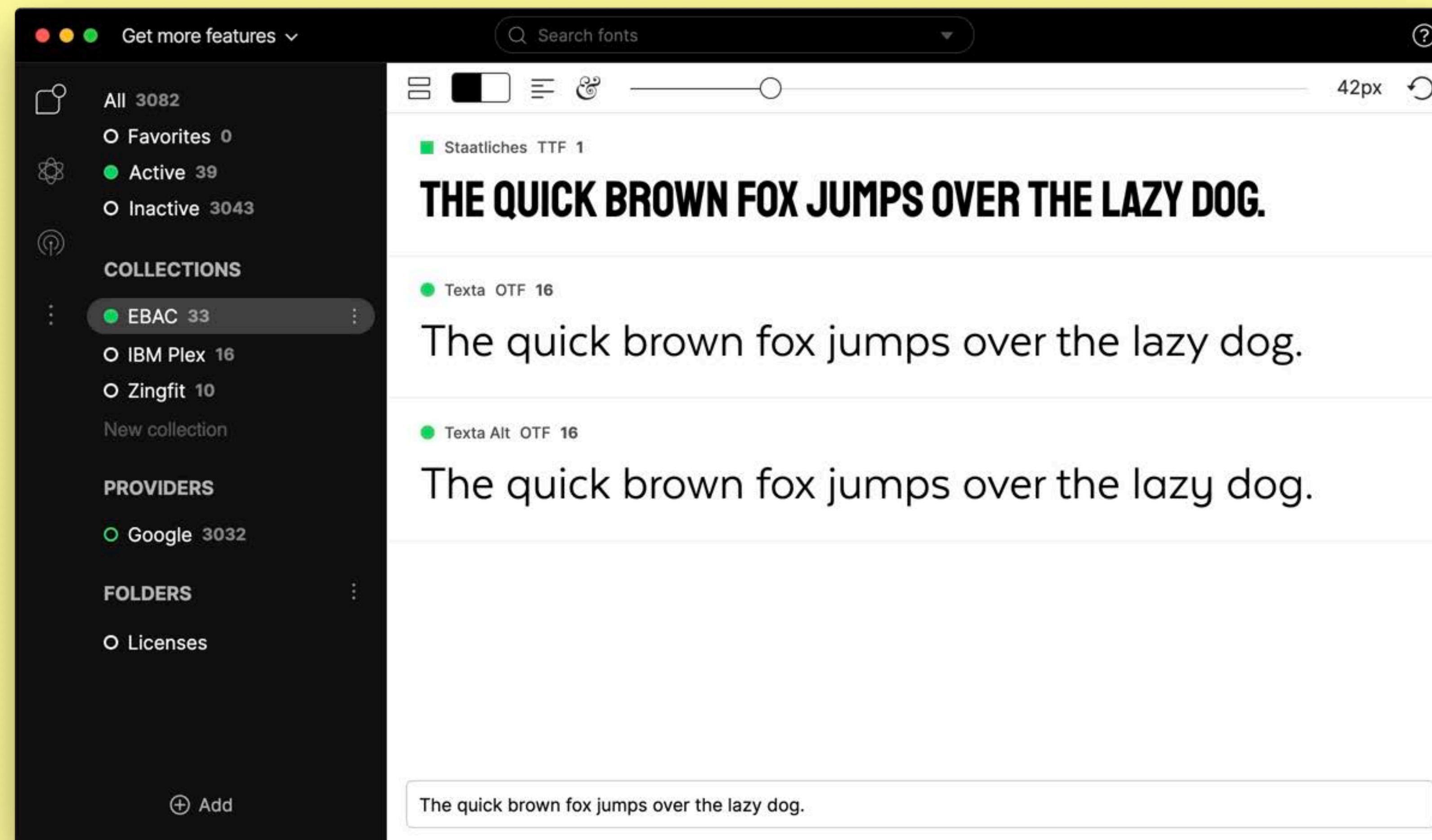
View and download media information on a browser tab.

GERENCIAR FONTES

Gerenciamento de fontes

Organize suas fontes por projeto ou para otimizar a performance do seu computador.

Gerenciamento de fontes



<https://fontbase.com>

**COMBINACÃO
DE FONTES**

Combinação de fontes

- Harmonia
- Contraste
- Conflito

Harmonia

Mesma família
tipográfica, porém
com pesos e estilos
diferentes.

Localize produtos e serviços no IBM Marketplace

 Search

[Veja mais produtos →](#)

Saiba mais	Informações para...	Conecte-se conosco	Sobre a IBM
Produtos	Desenvolvedores	Suporte	Carreiras
Testes de software	Parceiros Comerciais	Localize um Parceiro de Negócios	Notícias mais recentes
Serviços			Relação com investidores
Indústrias			Responsabilidade corporativa
Estudos de caso (US)			Sobre a IBM
Dentro da IBM (US)			100 anos IBM Brasil
Financiamento			

Selecionar um país/região

Brazil - Portuguese

Harmonia

Serifa +
Sem serifia

Hey, Cameron.

You realize if we played by the rules right now
we'd be in gym? - *Ferris Bueller's Day Off*

PT Serif and PT Sans

Harmonia

Serifa +
Sem serifia

1970 Pontiac Firebird.

The car I've always wanted and now
I have it. I rule! - *American Beauty*

Georgia and Arial

Harmonia

Serifa + Sem serifa

Programa de afiliados da GoDaddy

Recomende a GoDaddy e ganhe dinheiro.

Deixe que os seus amigos e familiares fiquem por dentro dos seus produtos favoritos da GoDaddy e ainda lucre quando eles comprarem com a gente. Você não só estará ajudando as pessoas a criar uma presença online, como também receberá algo em troca. Todo mundo sai ganhando!

[Inscreve-se gratuitamente](#)

Harmonia

Serifa + Sem serif

Marketing smarts for big ideas

Mailchimp helps small businesses do big things, with the right tools and guidance every step of the way.

[Pick A Plan](#)

Contraste

Fontes totalmente diferentes, utilizadas em tamanhos e contextos diferentes

HEY GUYS

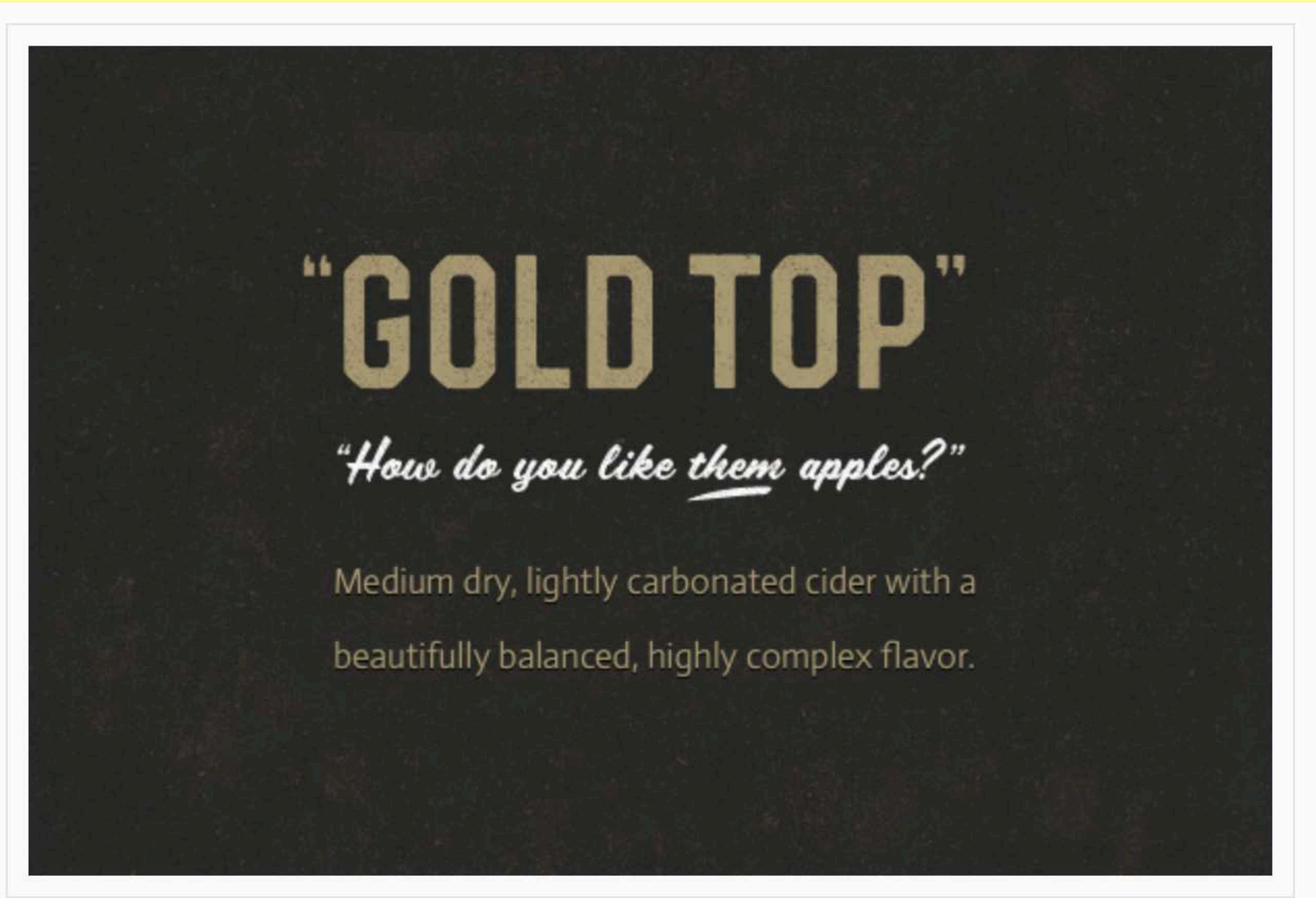
when's the next Haley's comet?

- *The Hangover*

AW Conqueror Inline and Gudea

Contraste

Fontes totalmente diferentes, utilizadas em tamanhos e contextos diferentes



The distinctive work of [Gerren Lamson](#) and [Simon Walker](#)

Contraste

IN BRIEF

ABOUT

Q

As the digital sphere becomes increasingly intertwined with the physical, basic human rights have become vulnerable on a whole new frontier. Jigsaw is a unit within Google that is using technology to identify, understand and confront developing digital threats to make people safer. We worked with the team at Jigsaw to develop a new brand, website and publishing platform capable of supporting their audacious and important work.

CLIENT
Jigsaw

BRAND
Positioning
Identity
Brand System
Marks & Symbols
Art Direction
Illustration
Iconography
Voice & Tone

INTERACTIVE
UI/UX Design
Visual Design
Art Direction
Motion Design

ENGINEERING
Front-end
Back-end

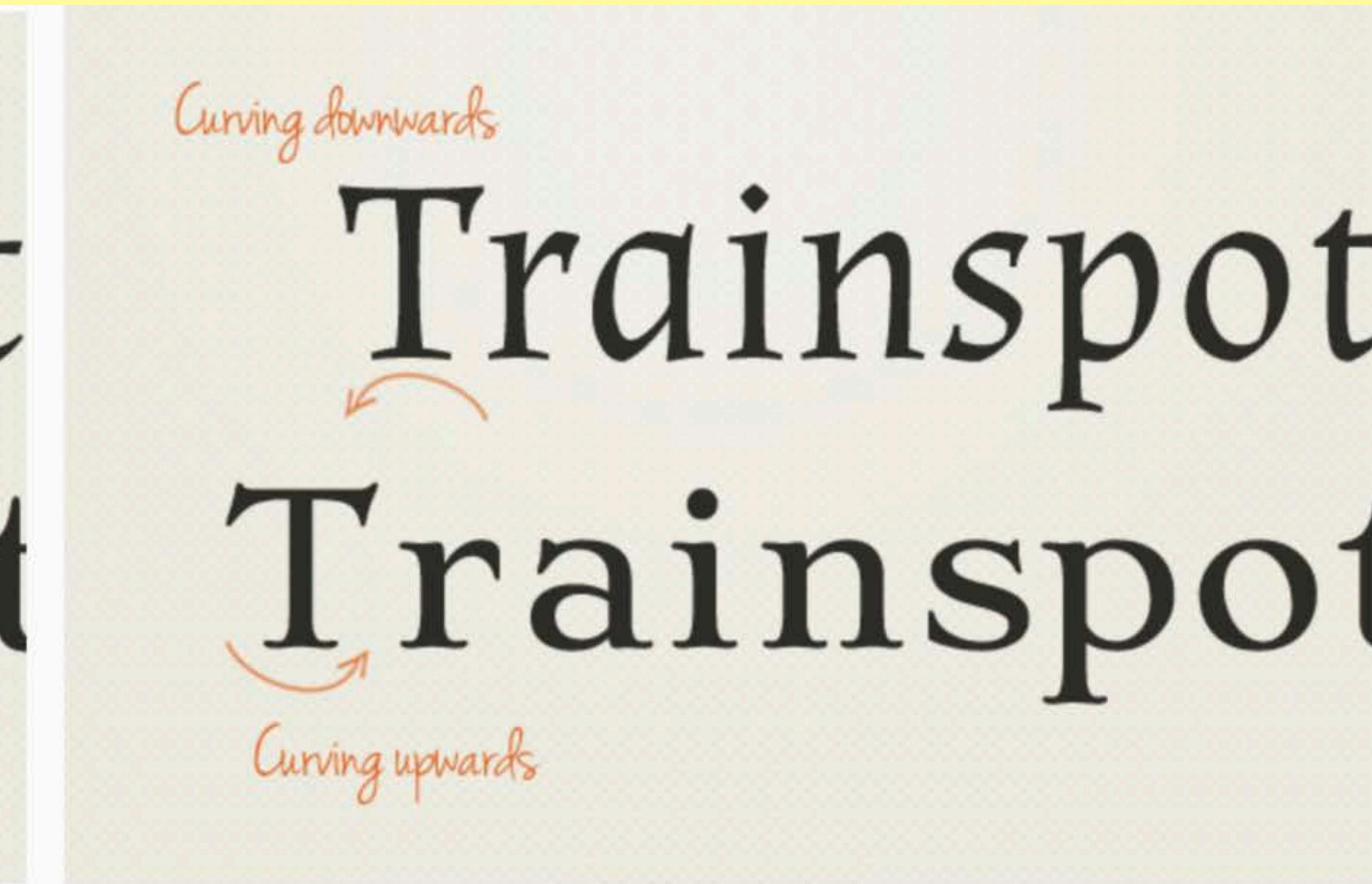
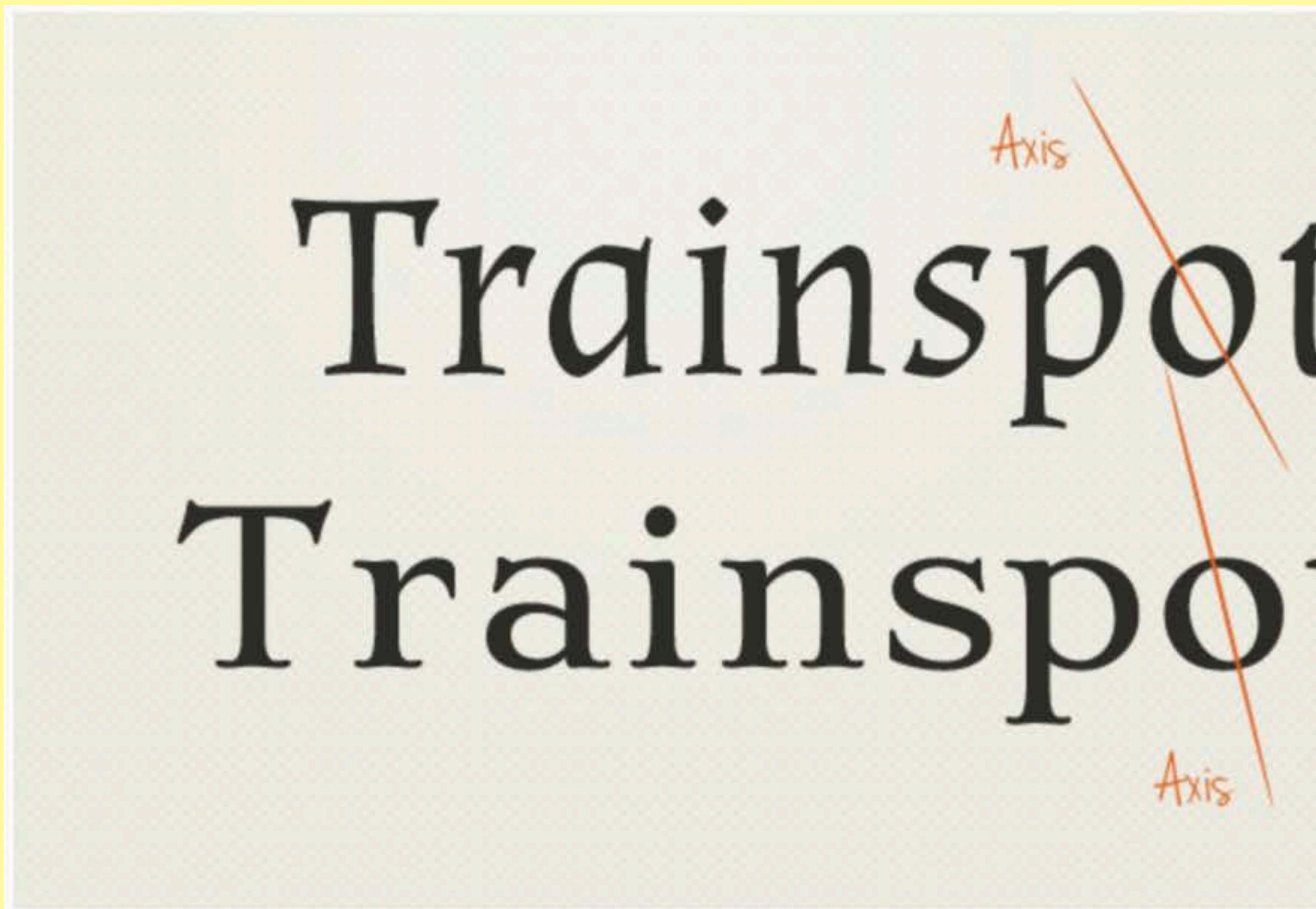
Contraste

The image shows a website for 'Contraste', a creative digital studio. The top section has a yellow background with the word 'Contraste' in large black letters. Below this is a white header bar with a black logo on the left and a black navigation bar with 'ABOUT' on the right. The main content area features a colorful abstract illustration on the left side. This illustration includes a blue rectangular shape with a paintbrush and palette, a red square, and various black, white, and grey abstract patterns. To the right of the illustration, the text 'A creative digital studio' is written in large, bold, black letters. The background of the page is white.

WE ARE

A creative
digital studio

CONFLITO



DICA

**DICA:
EXPERIMENTE**

Experimente

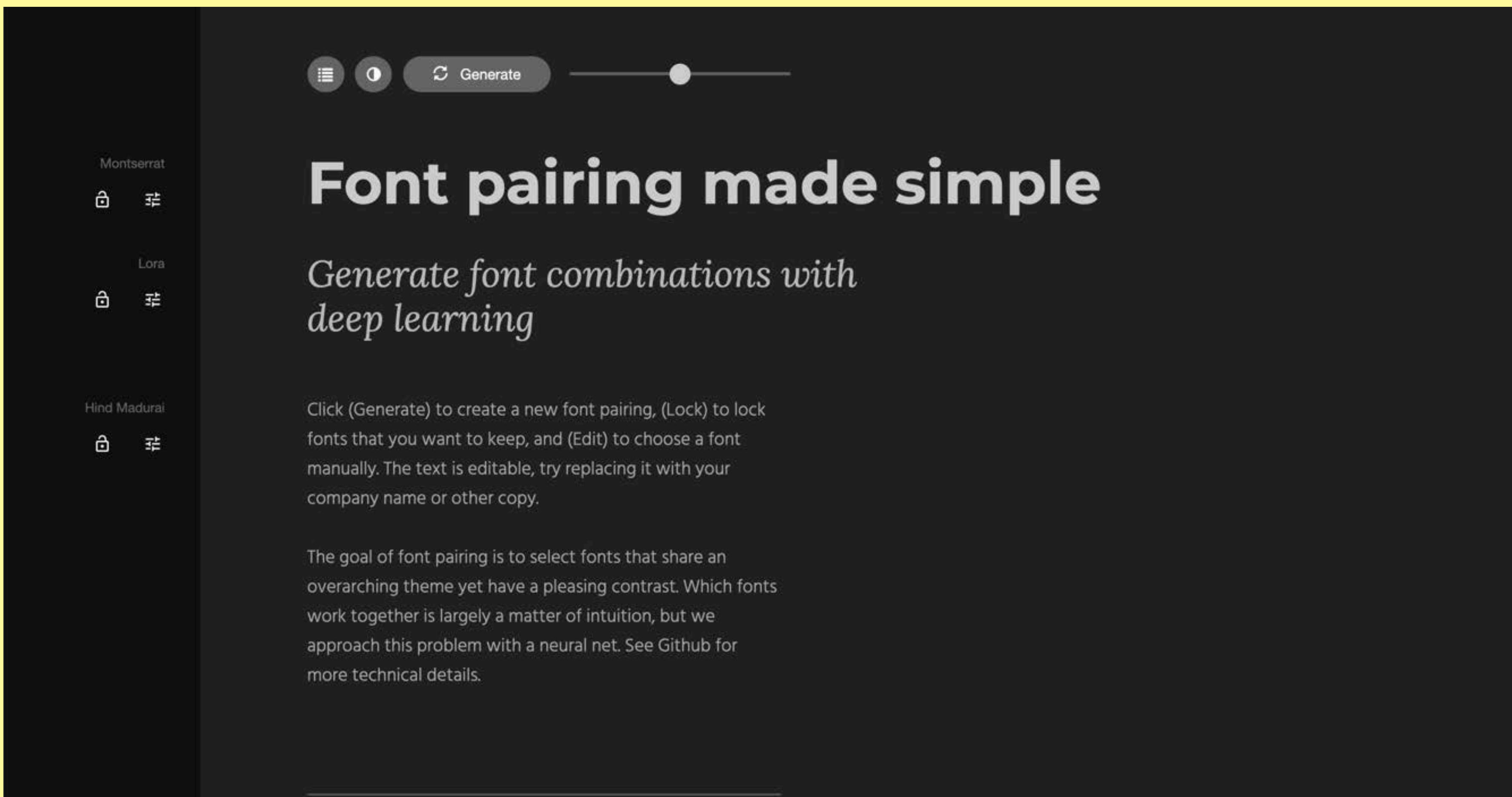
Seleciona alguns grupos
de fontes e crie versões
da mesma página.

RECURSOS

Recursos

Seleciona alguns grupos
de fontes e crie versões
da mesma página.

Recursos



<https://fontjoy.com/>

Recursos

abdz.

home tutorials collections more subscribe

Search 

ffff

Object Sans Typeface - A Geometric Font

It's Friday, happy Friday all. As a tradition to the good old days, I wanted to pay homage to fonts. More particularly to our series Friday Fresh Free Fonts, we used to publish every Friday, what we called the FFFF which were pretty



Friday Fresh Free Font - Mosk Typeface

Friday fresh free fonts is a series of free fonts posted every Friday, yes I know it's awesome. I will look forward to bring a lot of great fonts that will sure help you improve your typography work. Check out what I selected for you on this

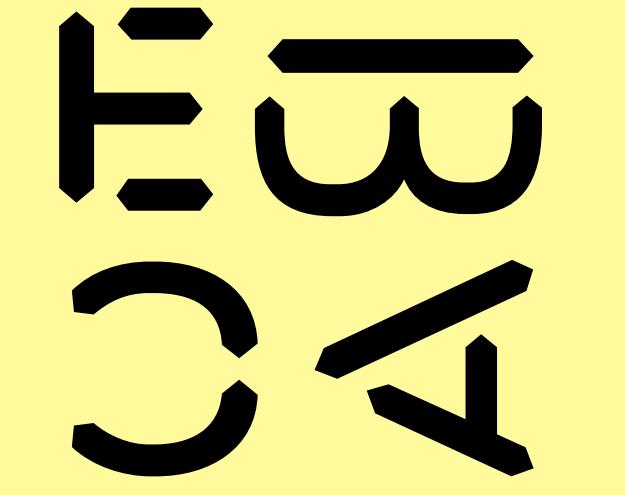


tw in iq Be

Cookie Policy Steale LLC

Hosted by (mt) Media Temple

<https://abduzeedo.com/tags/ffff>



escola
britânica
de artes
criativas

Módulo #19

**Dominando cor,
tipografia e
imagens**

IMAGENSE

íCONES EM UI

RECAP

Recapitulação

- Imagens dão vida e personalidade a um website
- Informam e comunicam instantaneamente
- Valorizam aspectos visuais de um produto ou serviço

Papel das imagens em um website

- Materializam uma ideia
- Reforçam uma mensagem
- Trazem sensibilidade e emoção
- Reproduzem uma narrativa que complementa a mensagem de uma marca

**COMO
FUNCIONA
PRÁTICA?**

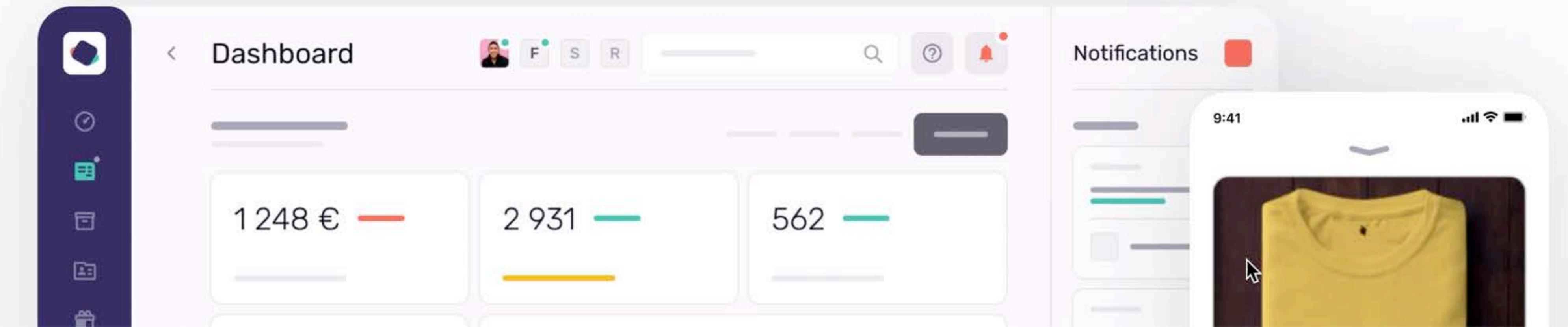
**TIPOS DE
IMAGENS**

Manage sales. Accept payments. Deliver goods. [Get started](#)

Ready-to-use mobile
app for your business

Transaction fee less
than 1%

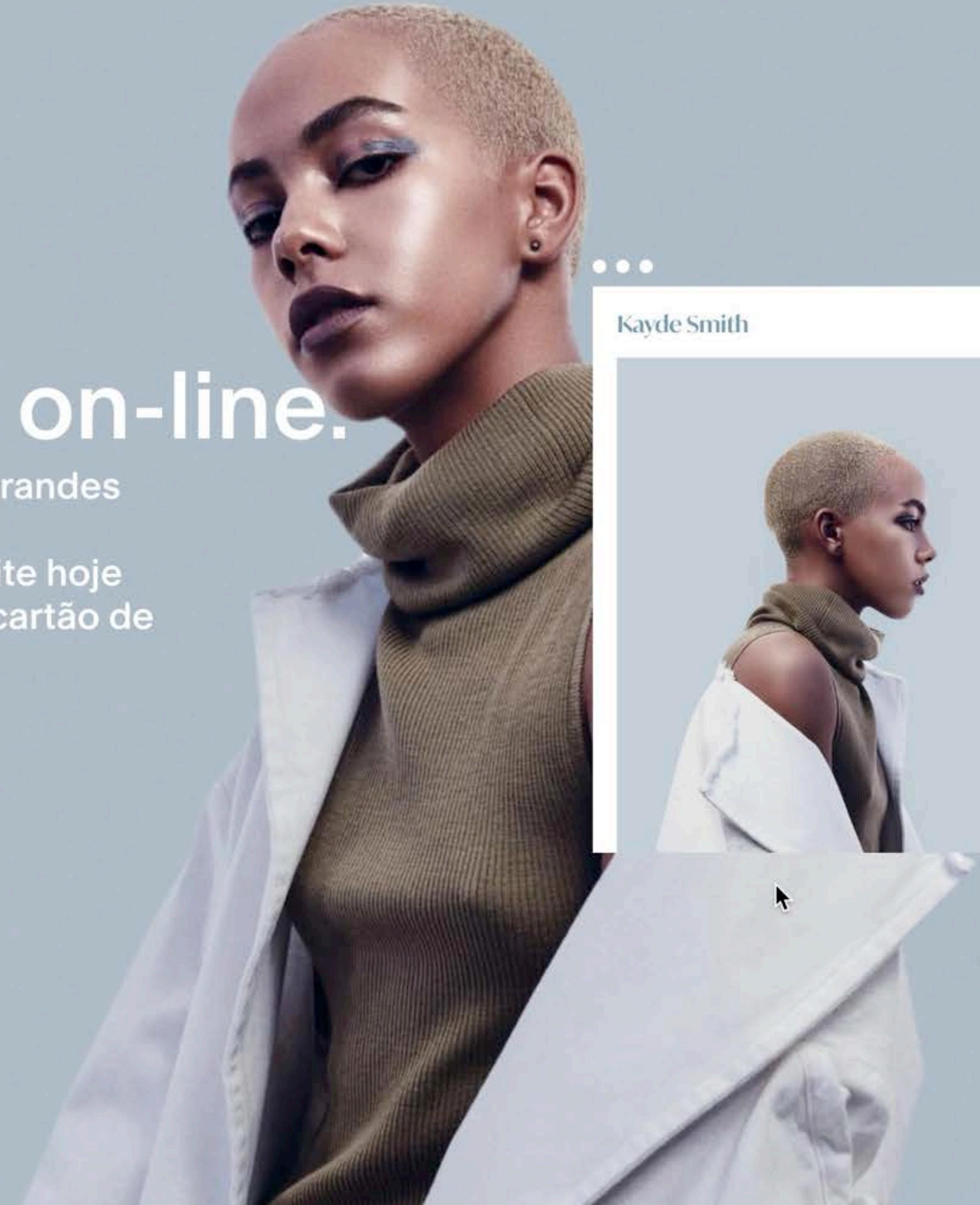
Sales management
and growth tools



Destaque-se on-line.

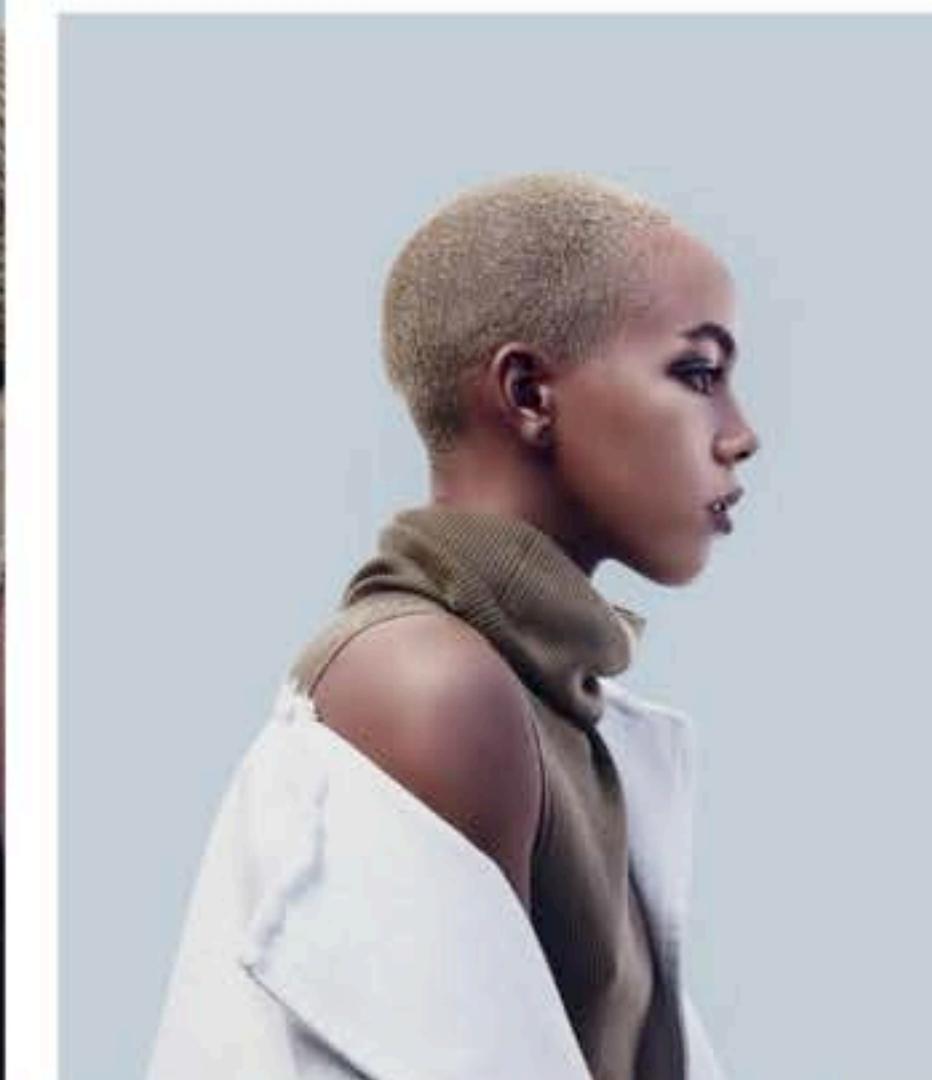
Ferramentas simples para suas grandes ideias.

Faça uma avaliação gratuita do site hoje mesmo; não há necessidade de cartão de crédito.

[COMECE AGORA](#)

...

Kayde Smith

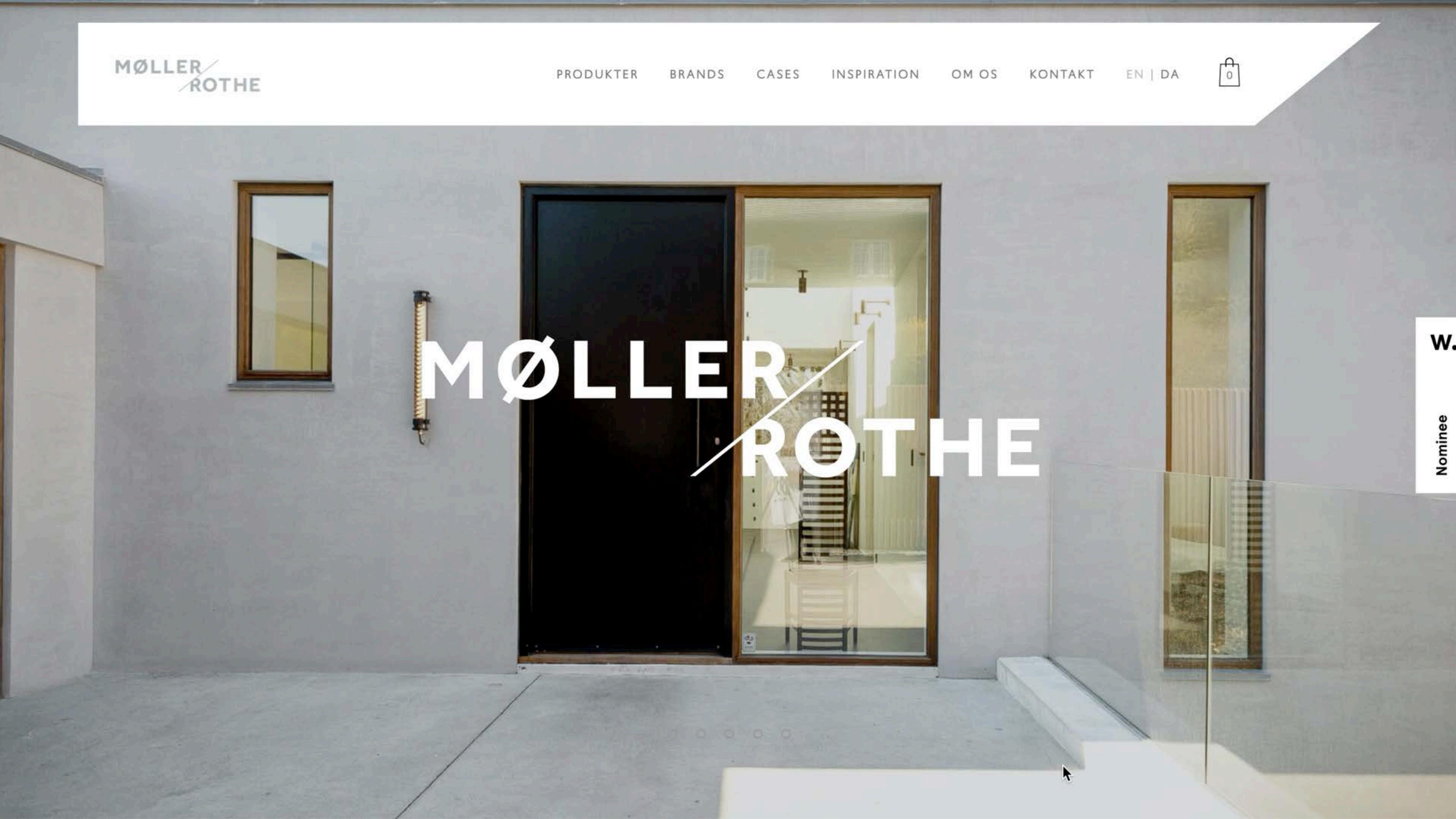
[My Work](#) [About Me](#) [Blog](#) [Get in Touch](#)

**Storyteller
& Strategist**

Kayde Smith



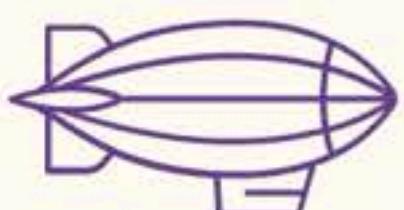
**Storyteller
& Strategist**



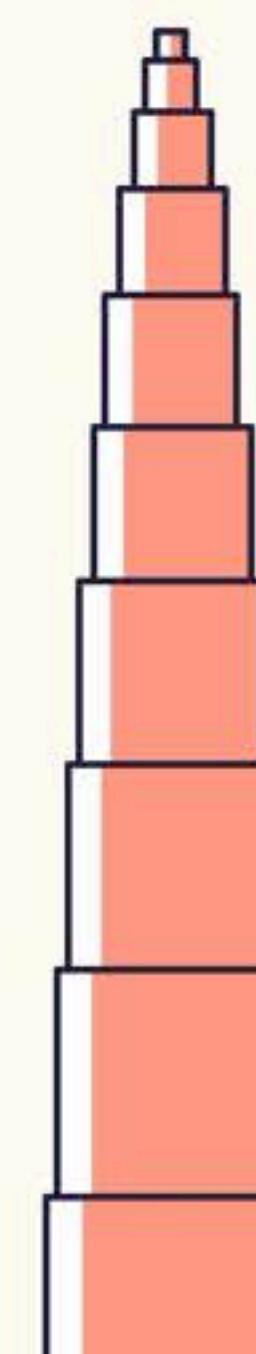
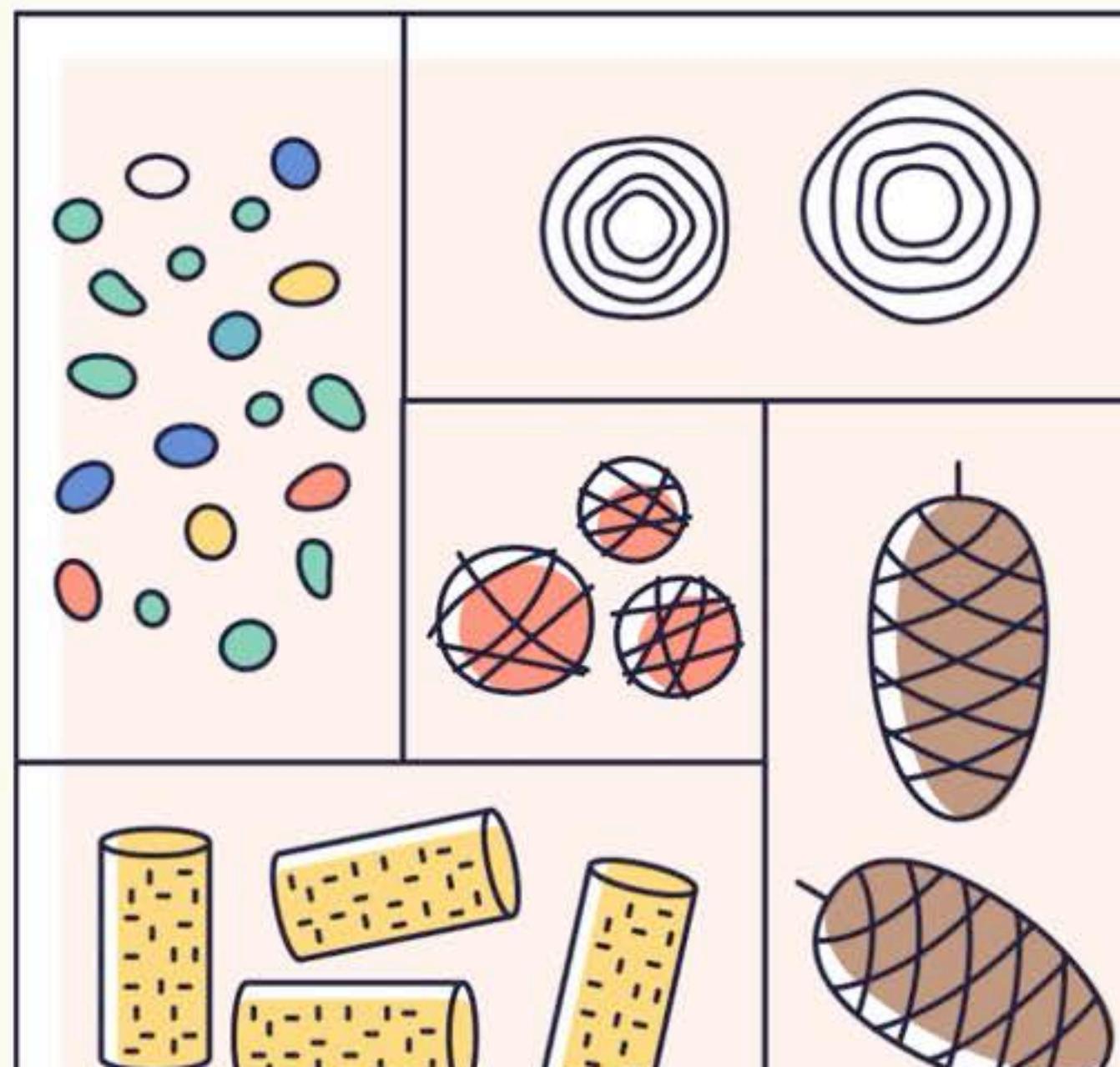
MØLLER
ROTHE

W.
Nominee

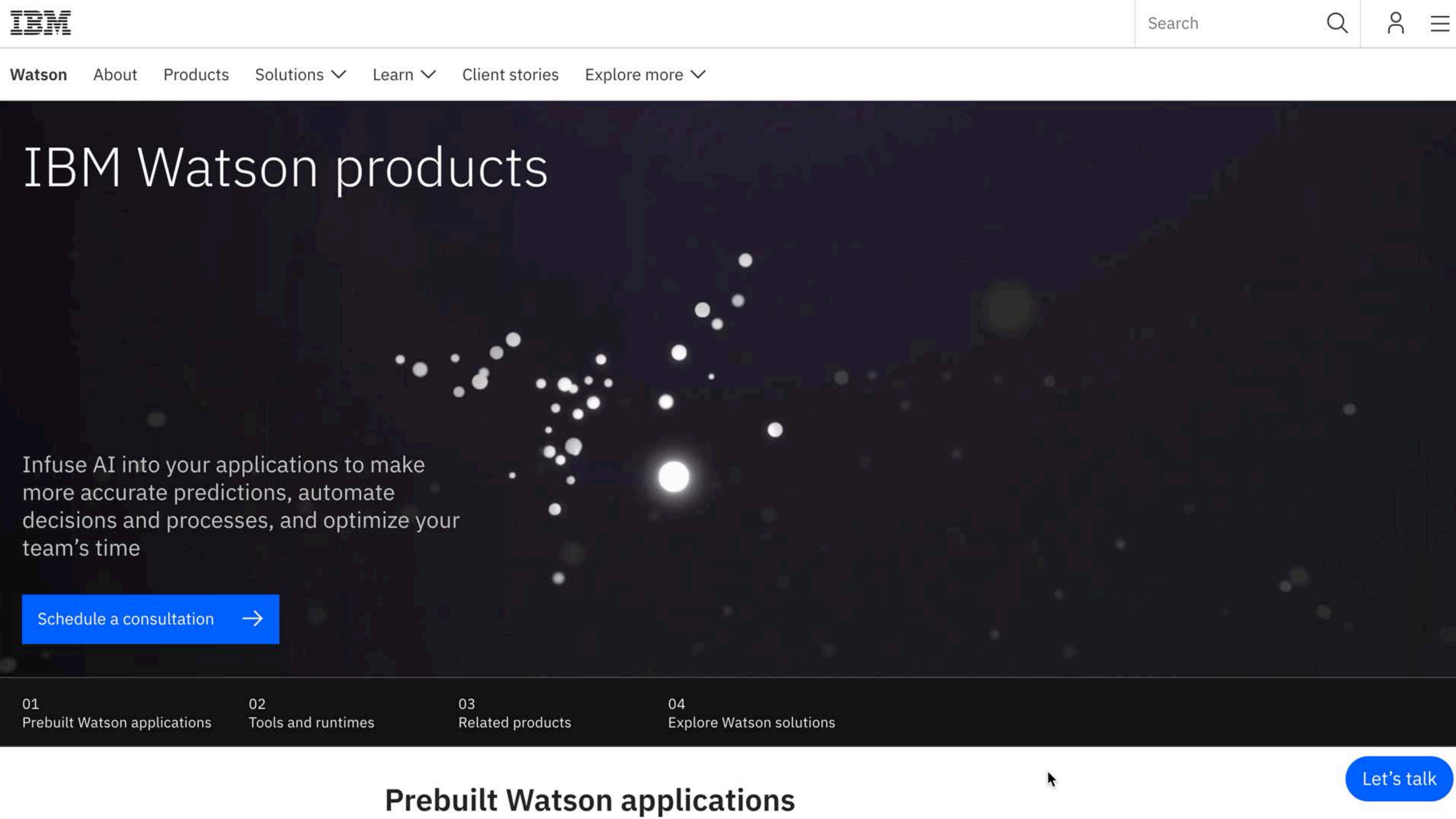




The Washington Market School is an early childhood center in Lower Manhattan serving the community and its children since 1976.



IBM Watson products

The background of the page features a dark, abstract design with a grid of small, semi-transparent colored dots in shades of purple, blue, and green. A prominent feature is a bright, glowing white circle that resembles a star or a light source, positioned centrally in the upper half of the page.

Infuse AI into your applications to make more accurate predictions, automate decisions and processes, and optimize your team's time

[Schedule a consultation →](#)

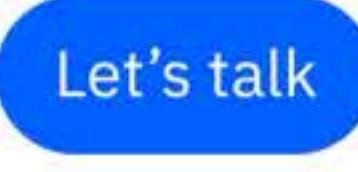
01
Prebuilt Watson applications

02
Tools and runtimes

03
Related products

04
Explore Watson solutions

Prebuilt Watson applications



Let's talk

Memberships

Venue Hire

Community

Location

Events

Insights

A collaborative coworking
space to inspire ideas and
action across the built
environment.

📍 55 Whitfield Street, Fitzrovia, London, W1T 4AH
🚇 Nearest Station is Goodge St

Book
a Tour

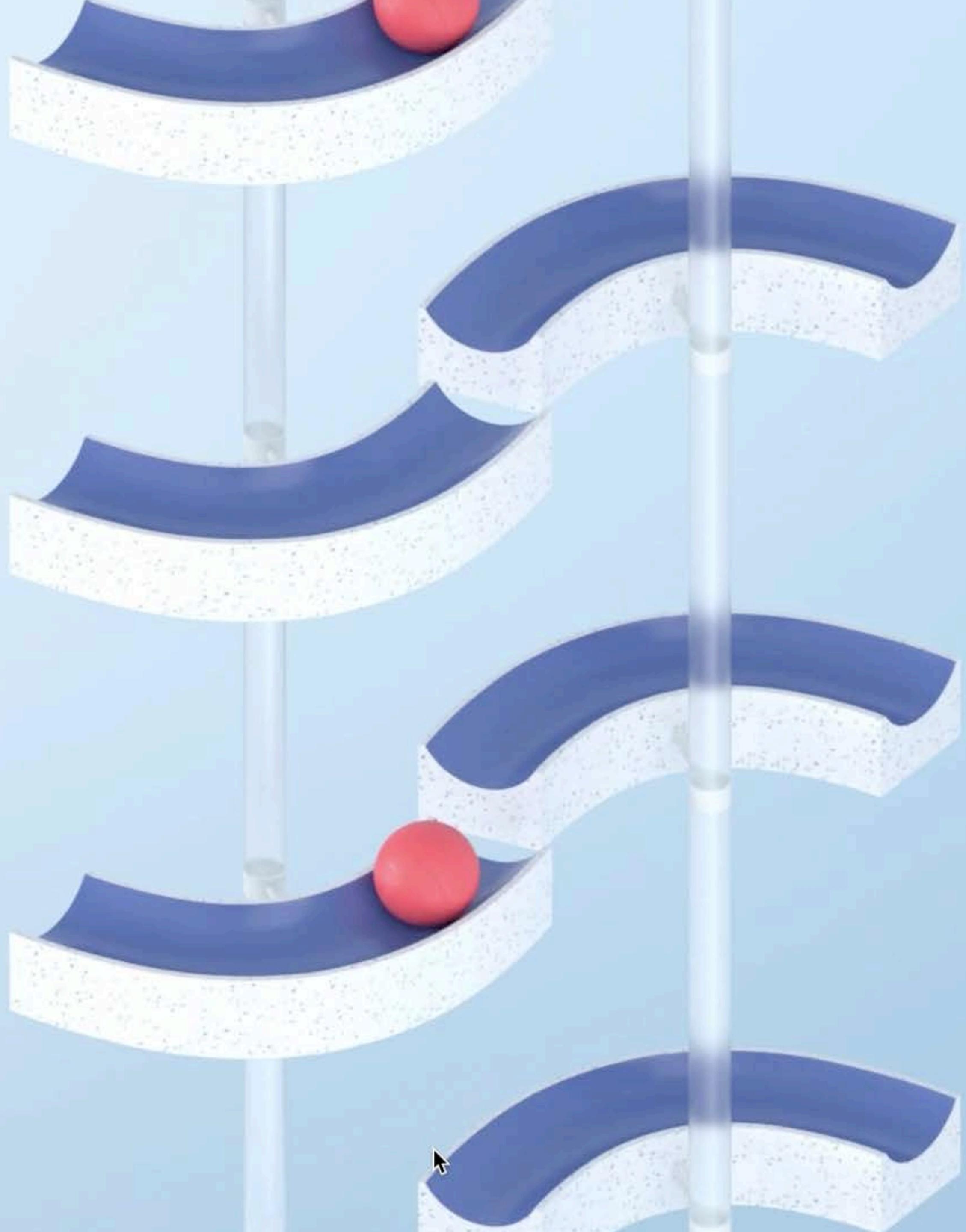


The easiest way to accept Diem payments

First connects your merchants to the global Diem economy with developer tools designed for any-size business.

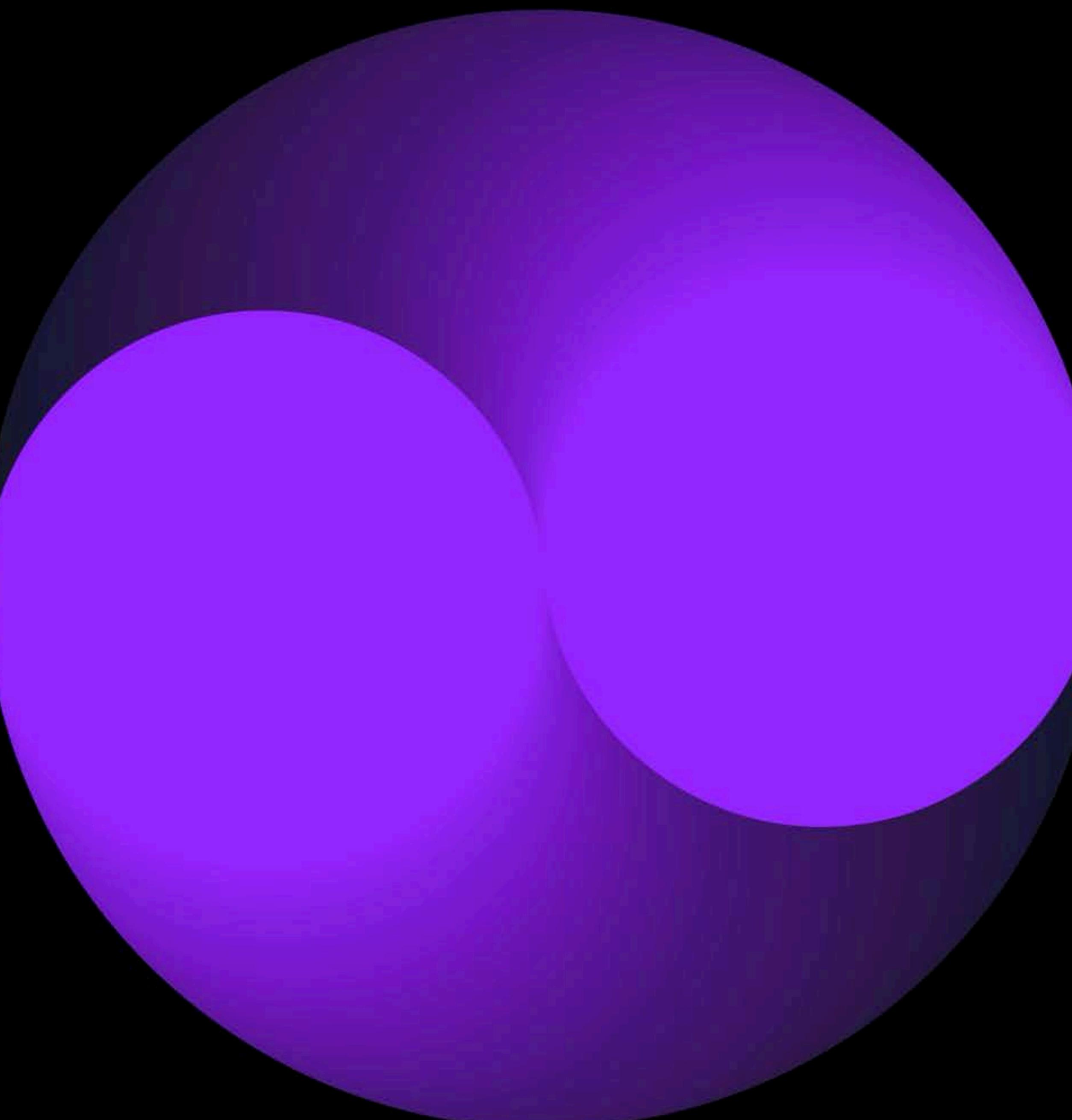
[Book a demo](#)

Your email would only be used to book a demo.



Florent Biffi
91 — 19







Platform ▾

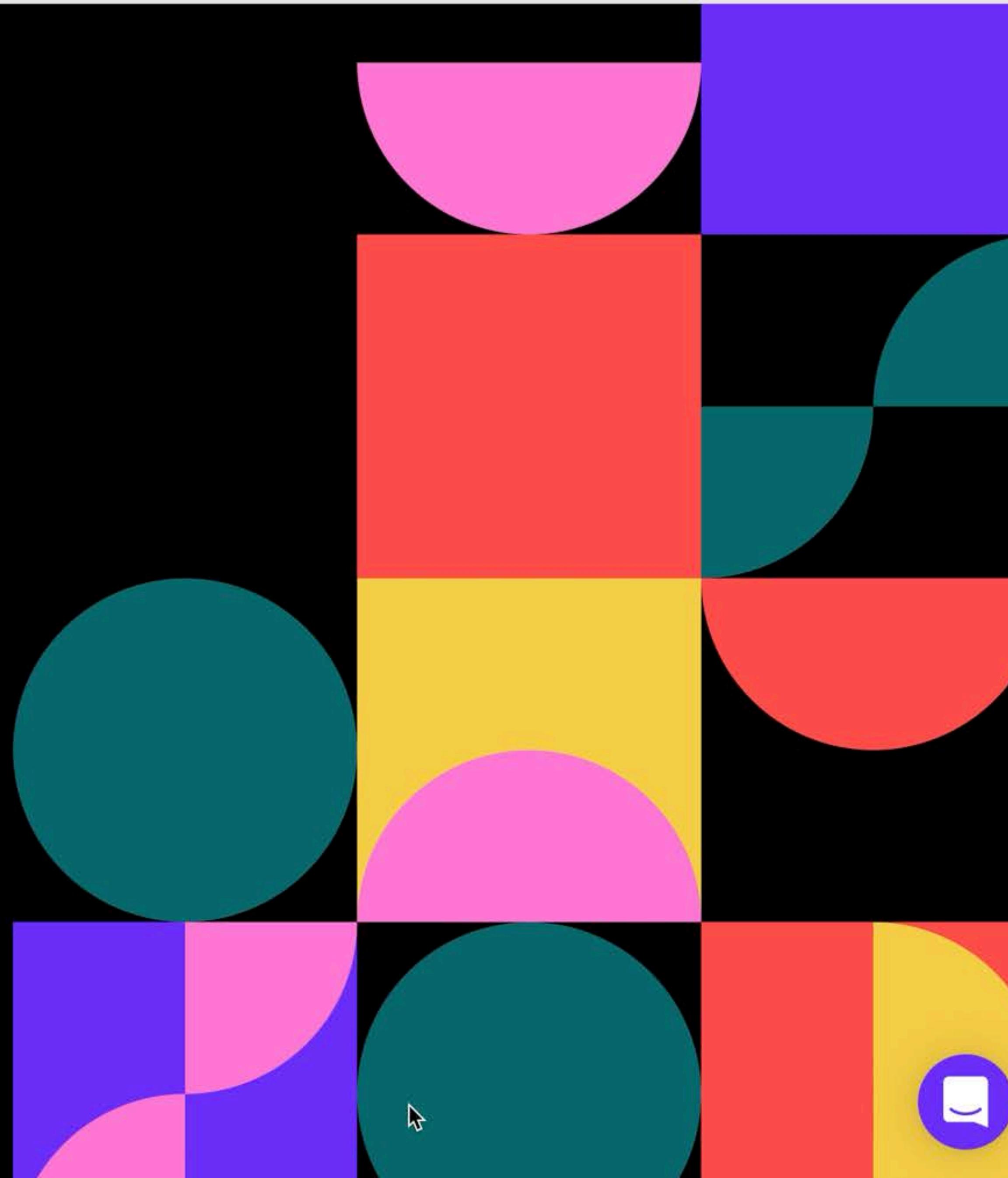
Solutions ▾

Resources ▾

Company ▾

Creating global brands with a local voice.

All-in-one marketing and brand management platform for franchise and multi-location businesses.

[Request a demo](#)



We Design, Build & Grow Digital
Flagships For Thoughtful Brands.





Página inicial •

Hoje

Seguindo

Pesquisar

99+



Ideias que você vai amar



Tendências de design gráfico



Design gráfico inspiração



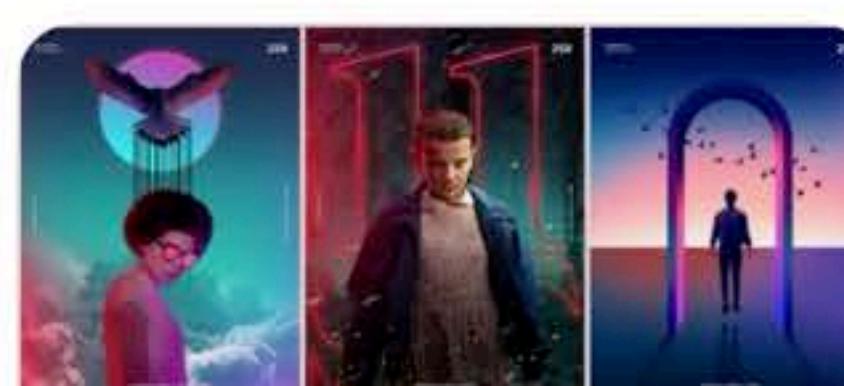
12 combinações
com azul ciano
12 combinações
com turquesa
Combinações de cores

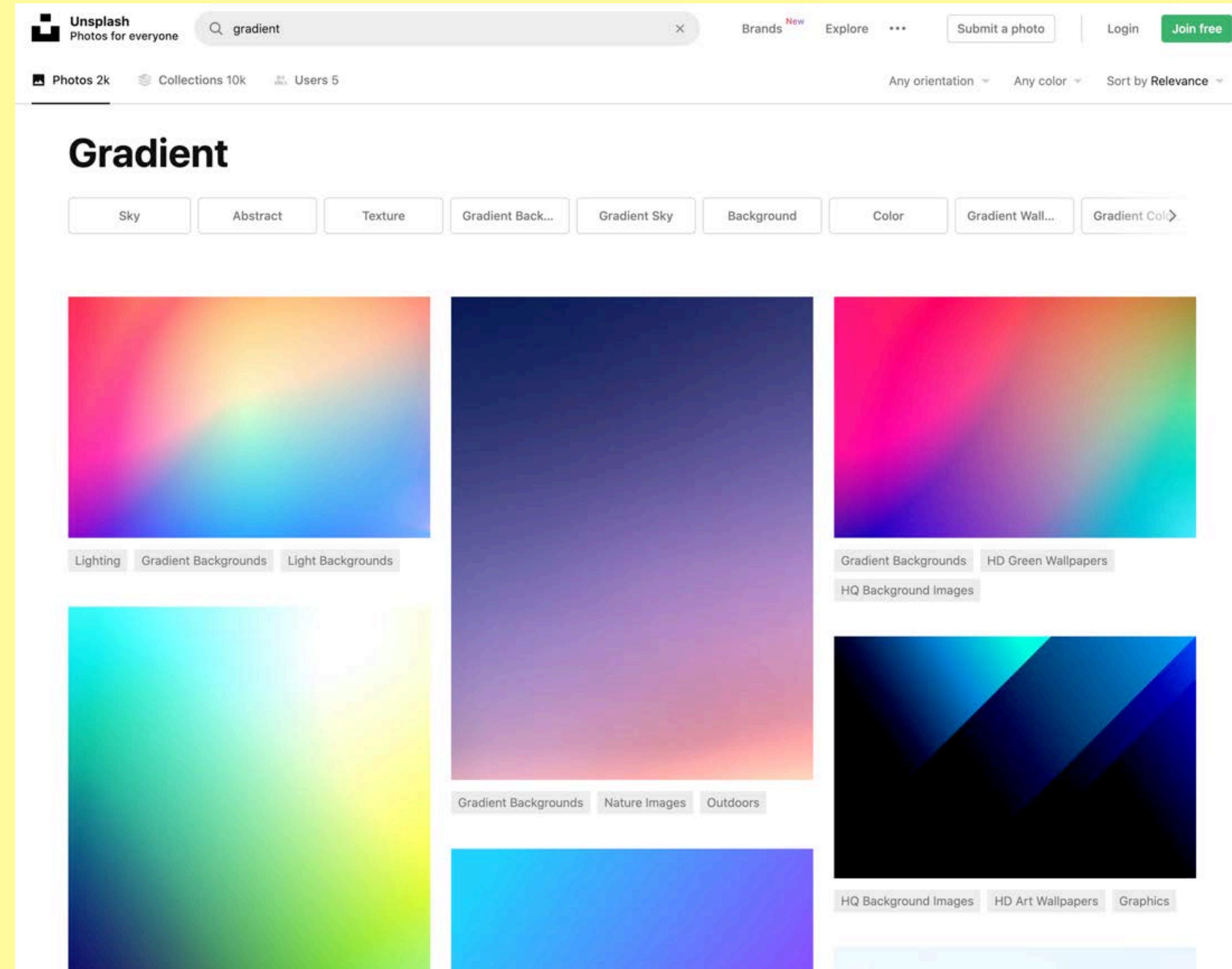


Paleta de cores



Cartazes de design gráfico





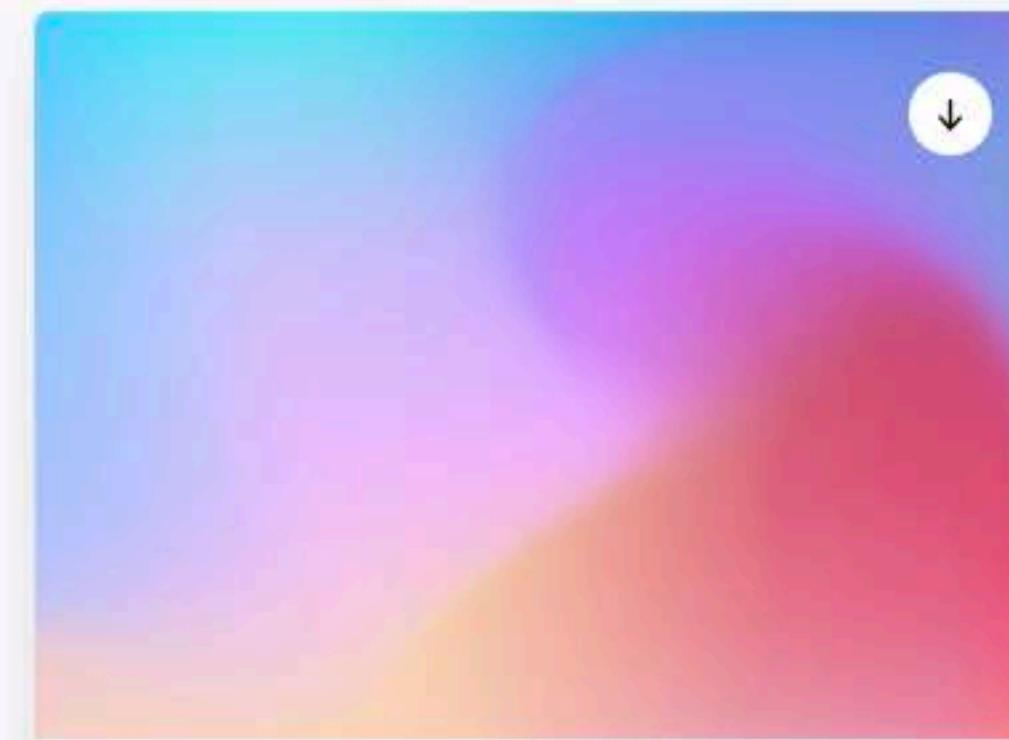
<https://unsplash.com/s/photos/gradient>

.15

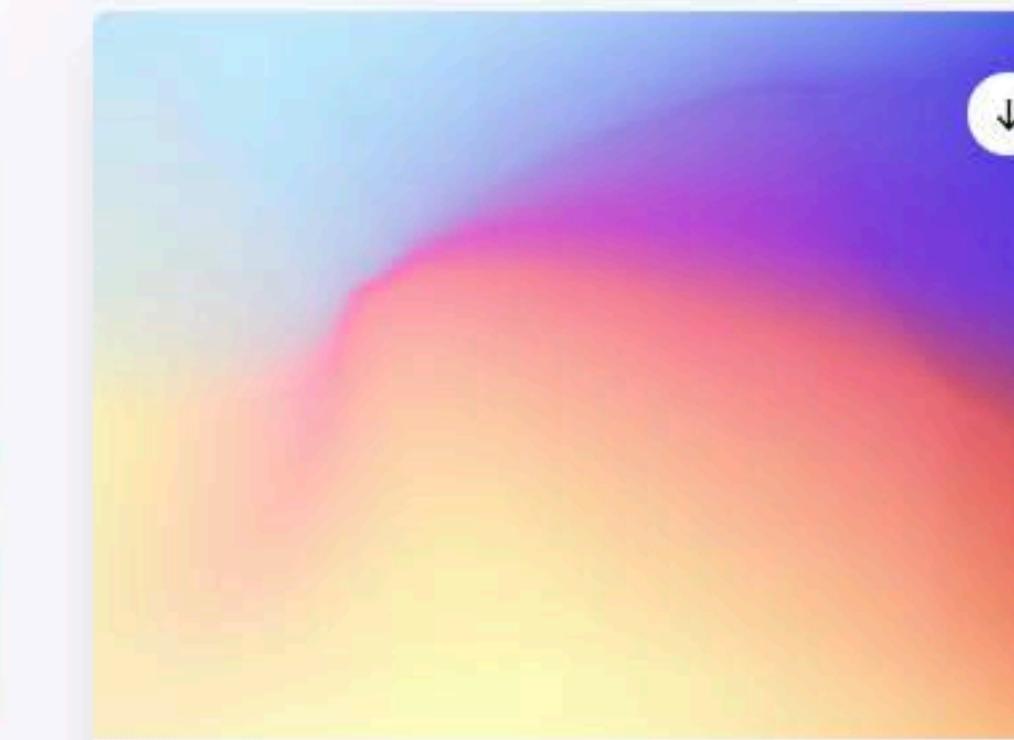
More Design Tools

100 Free Gradients

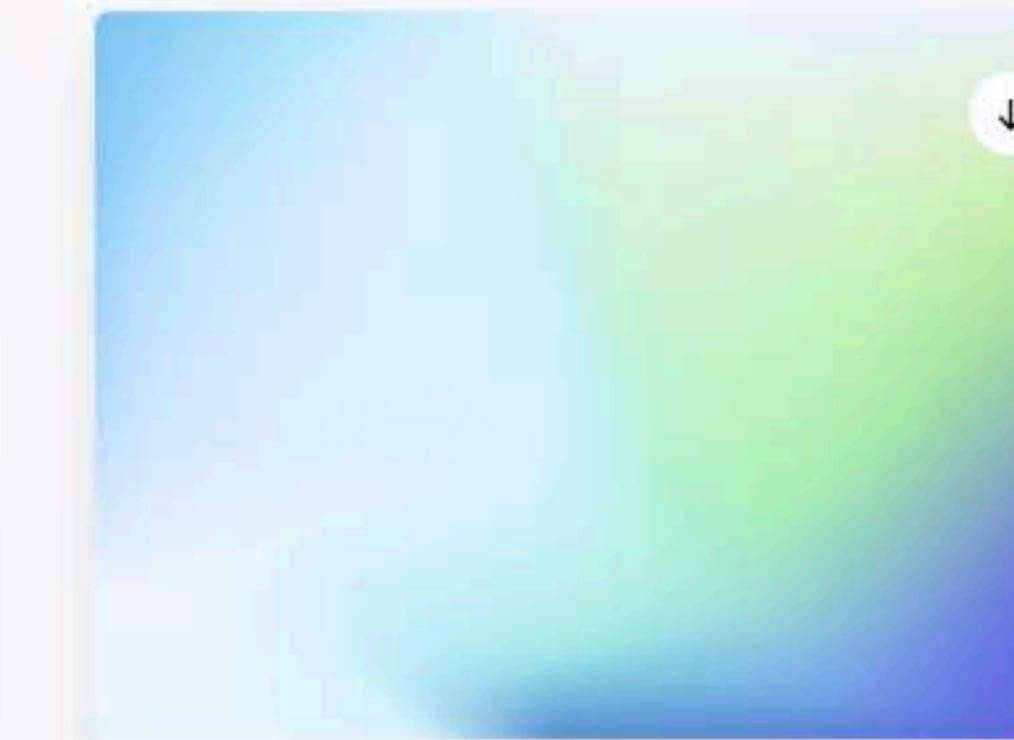
Rainbow, pastel, natural



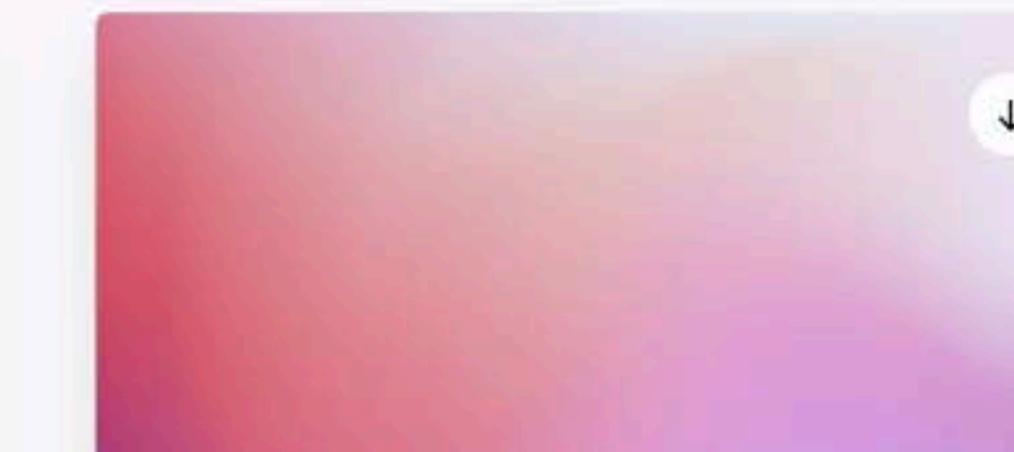
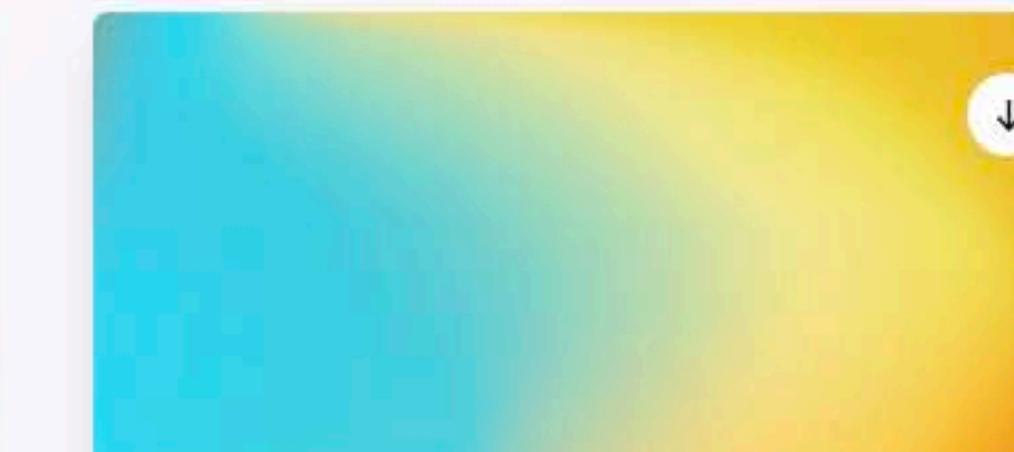
Royal Heath



Egg Sour



Snowy Mint



<https://products.ls.graphics/mesh-gradients/>

Photos 9.8k

Collections 10k

Users 24

Any orientation

Any color

Sort by Relevance

Abstract

Pastel

Dark

Texture

Pattern

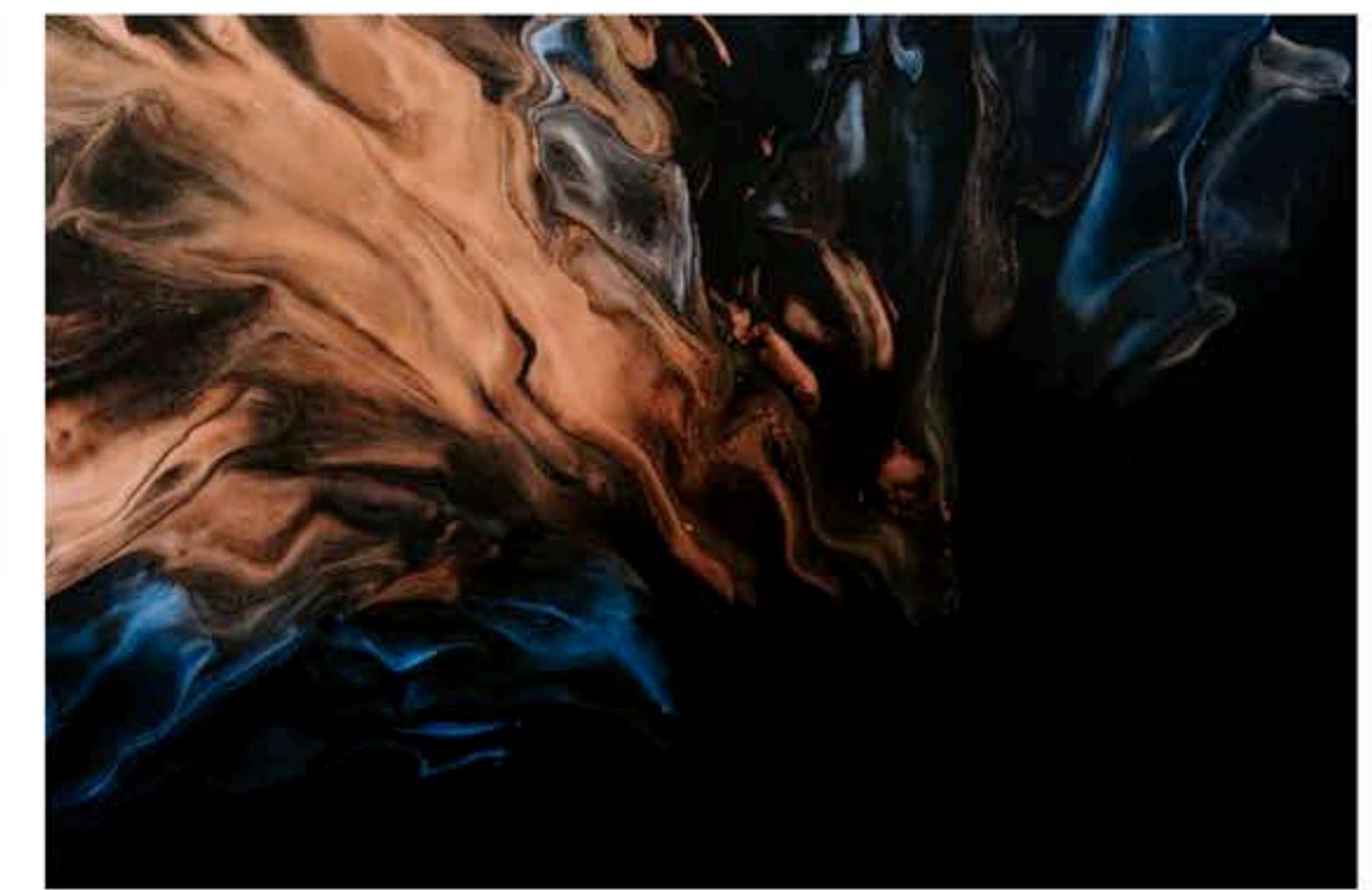
White

Background

Future

Green

Painting >



Texture Backgrounds

HD Pattern Wallpapers

HD Abstract Wallpapers

Texture Backgrounds

HD Pattern Wallpapers

HD Abstract Wallpapers

íCONES

Ícones

Pictogramas

The screenshot shows a real estate listing for an apartment in São Paulo. At the top right, there are navigation links: Comprar, Vender, Reformar, Corretores, Crédito, and Mais. Below the header is a large image of the apartment's interior. A camera icon with the number 14 indicates 14 photos are available.

The listing details:

- Category: Loft > São Paulo > Mandaqui > Imóvel RT970K
- Address: Avenida Santa Inês 150, Mandaqui
- Apartment Number: Ap 81
- Floor: 8º andar
- City: São Paulo-SP

A sidebar on the right provides additional information:

- Valor à vista: R\$ 800.000
- Na média do mercado
- Agenda
- Agende sua visita gratuita
- Parcelas a partir de
- Valor do m²
- Condomínio
- IPTU
- Ainda com dúvida?

Below the address, there is a section titled "Reforma adicional" with a blue wrench icon. It includes a button to "Entenda mais".

The listing also includes tabs for "Financiamento" (highlighted in red), "Apartamento", "Planta", "Condomínio", and "Localização".

Under "Características do apartamento", there are six icons with corresponding text:

- 121 m² (with a small info icon)
- 3 quartos
- 3 suítes
- 3 vagas
- 8º andar
- Sem mobília

At the bottom left is a button labeled "Quero mais informações".

Ícones

Pictogramas

[Comprar ▾](#)[Vender](#)[Reformar](#)[Corretores](#)[Crédito ▾](#)[Mais ▾](#)

Por que escolher a Loft?

Conheça nossos produtos e serviços e entenda como podemos te ajudar



Atendimento

Atendimento exclusivo em cada etapa da experiência. Conte com corretores parceiros e com especialistas Loft sempre à sua disposição, desde a busca de apartamentos até depois da sua mudança.



Troca

A Troca Loft é mais simples do que imagina. Você pode dar seu apartamento como forma de pagamento e assim fica fácil para você comprar e se mudar para um novo lar.



Loft Cred

Conte com a Loft Cred para achar a melhor solução de crédito para você: financiamento para comprar um imóvel ou crédito com garantia, se precisar de um recurso enquanto não vende seu bem.

[Quero financiar meu imóvel](#)

[Preciso de dinheiro rápido](#)



Refor

Com a l
custom
ganhan
Nossos
em cad
do seu j

Para vendedores

Ícones

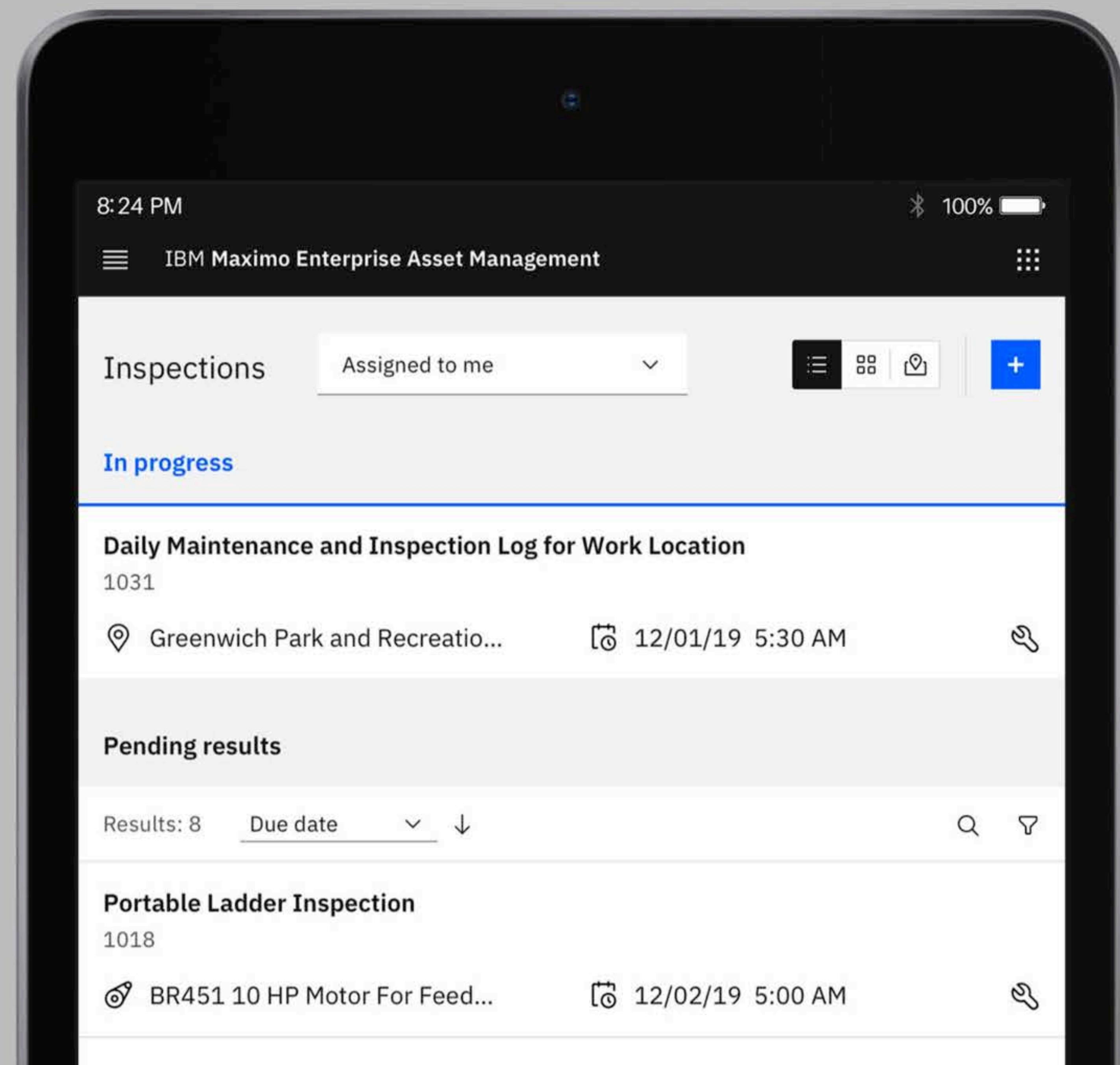
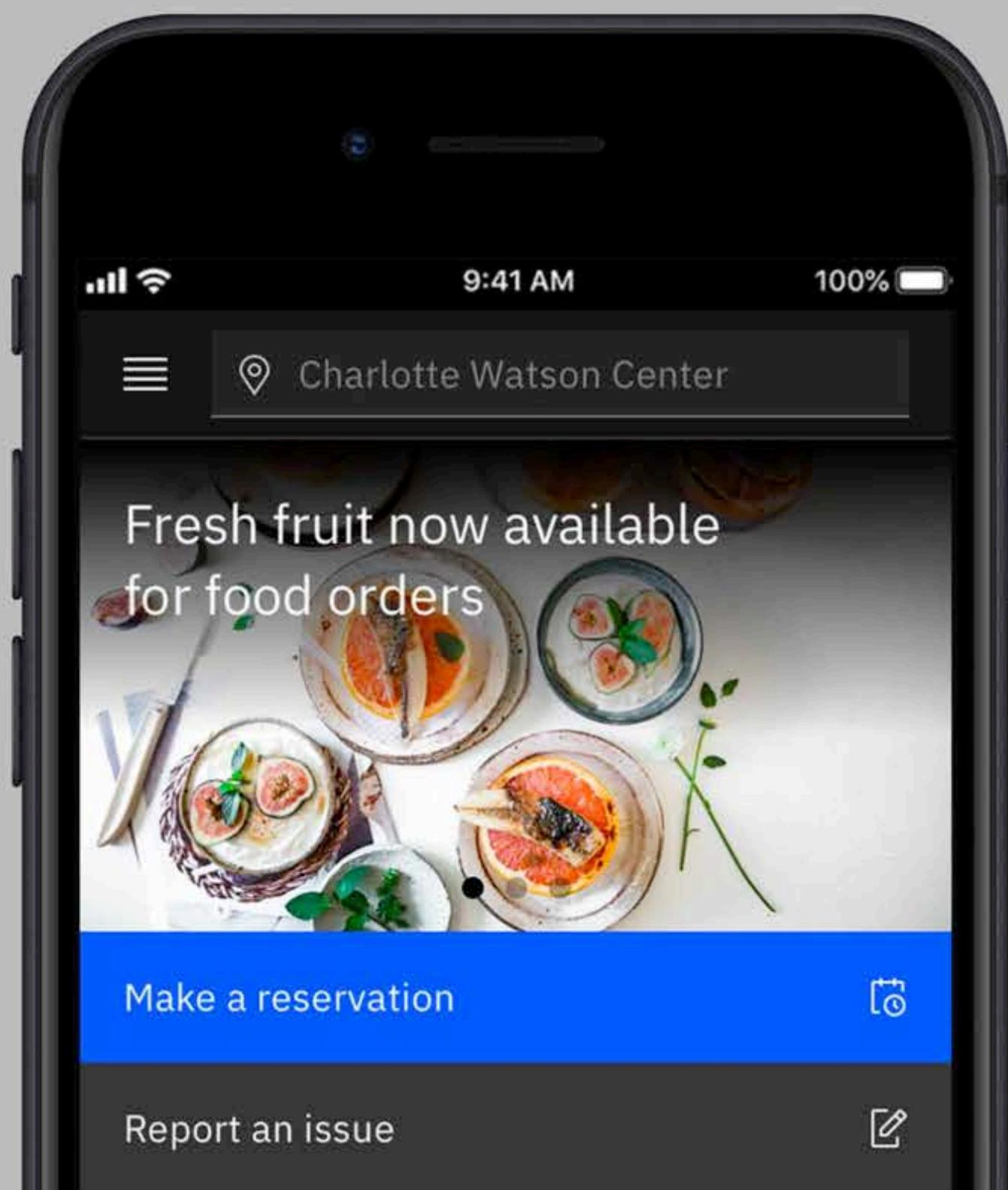
The screenshot shows the Creditas website homepage. At the top, there is a navigation bar with the Creditas logo, a dropdown menu for 'Para você', a link for 'Para empresas', and a 'Ajuda' link. Below the header, a large banner features a woman smiling and holding a smartphone. The banner has a dark green background and contains the text 'EMPRÉSTIMO COM GARANTIA', 'Você merece mais crédito.', and 'Comece 2021 com as contas em dia.' Three white callout boxes are overlaid on the banner, each containing a pictogram and text about a specific loan type:

- Veículo em garantia**: Shows a car icon with a dollar sign. Text: 'De R\$ 5 mil a R\$ 150 mil' and 'Juros a partir de 1,39% ao mês'. Link: [Simule >](#)
- Imóvel em garantia**: Shows a house icon with a dollar sign. Text: 'De R\$ 30 mil a R\$ 3 milhões' and 'Juros a partir de 0,75% ao mês'. Link: [Simule >](#)
- Consignado**: Shows a wallet icon with a dollar sign. Text: 'Exclusivo para quem tem carteira assinada em uma empresa conveniada'. Link: [Conheça >](#)

At the bottom of the page, there is a green footer bar with a shopping cart icon and the text 'Conheça a nova loja Creditas Store'.

Ícones

Ícones de ação (UI icons)



Massimo vignelli



massimo vignelli

by color

[Images](#) [Users](#)

Vignelli				
19	19	19	19	19
28	31	33	40	47
19	19	19	19	19
48-50	50s	57	57	57
19	19	19	19	19
58-60	60	60	60	64
19	19	19	19	19
60	60	66-80	64	
19	19	19	19	19
68	70s	71	76	76
19	19	19	19	19
81	84	90	90	95

Celebrating
Massimo Vignelli

Massimo Vignelli, 1931-2014. Too big for only one poster.

ABCDEFHIJKLMNOP
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz () & ?!
1234567890 .:- ' /



Thank you Massimo.

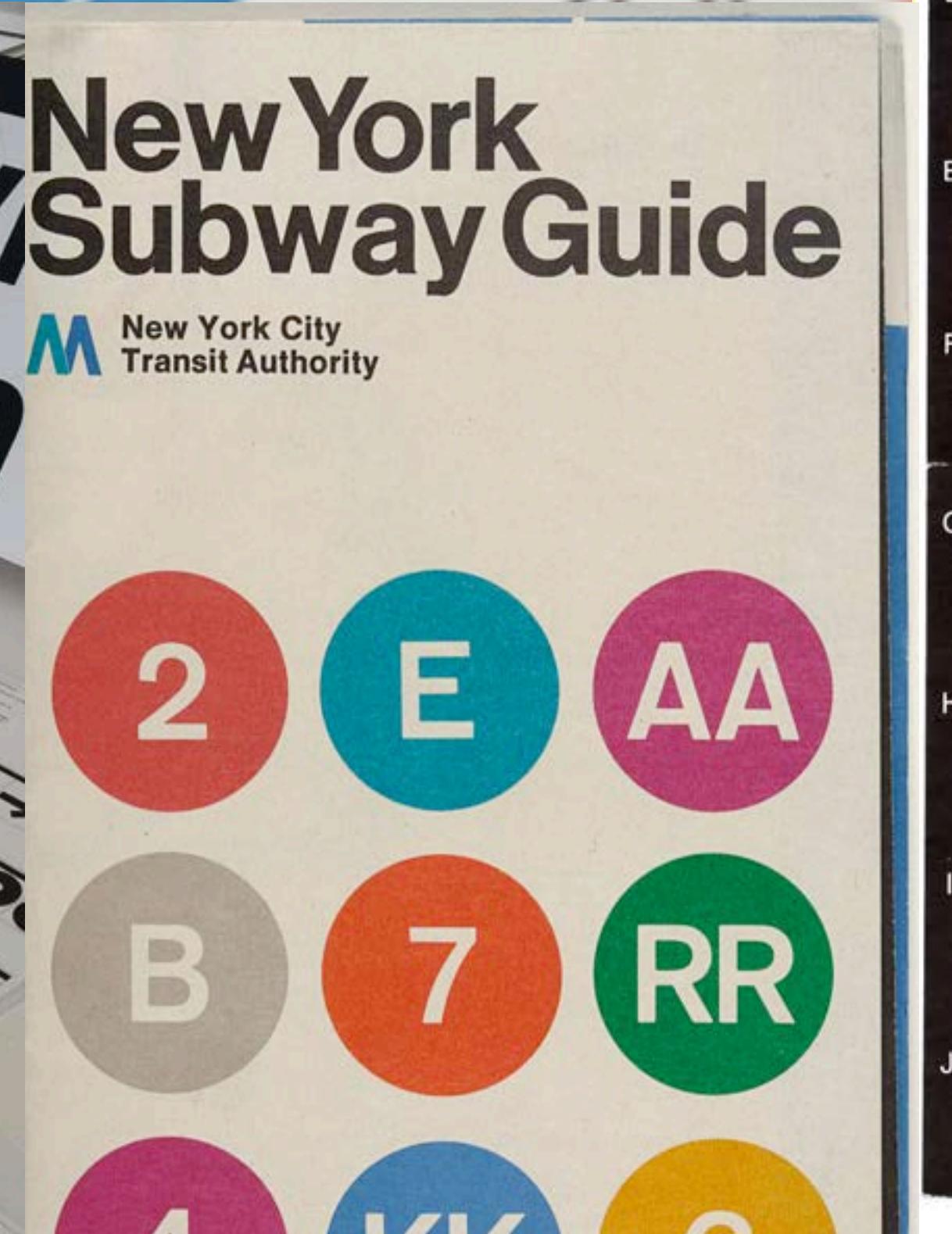
Bio:
Awards:
Quotes:
Books:
Exhibitions:
Publications:
Press:
Events:
Galleries:
Museums:
Architects:
Designers:
Artists:
Films:
Books:
Publications:
Press:
Events:
Galleries:
Museums:
Architects:
Designers:
Artists:
Films:

Massimo Vignelli, 1931-2014. Too big for only one poster.

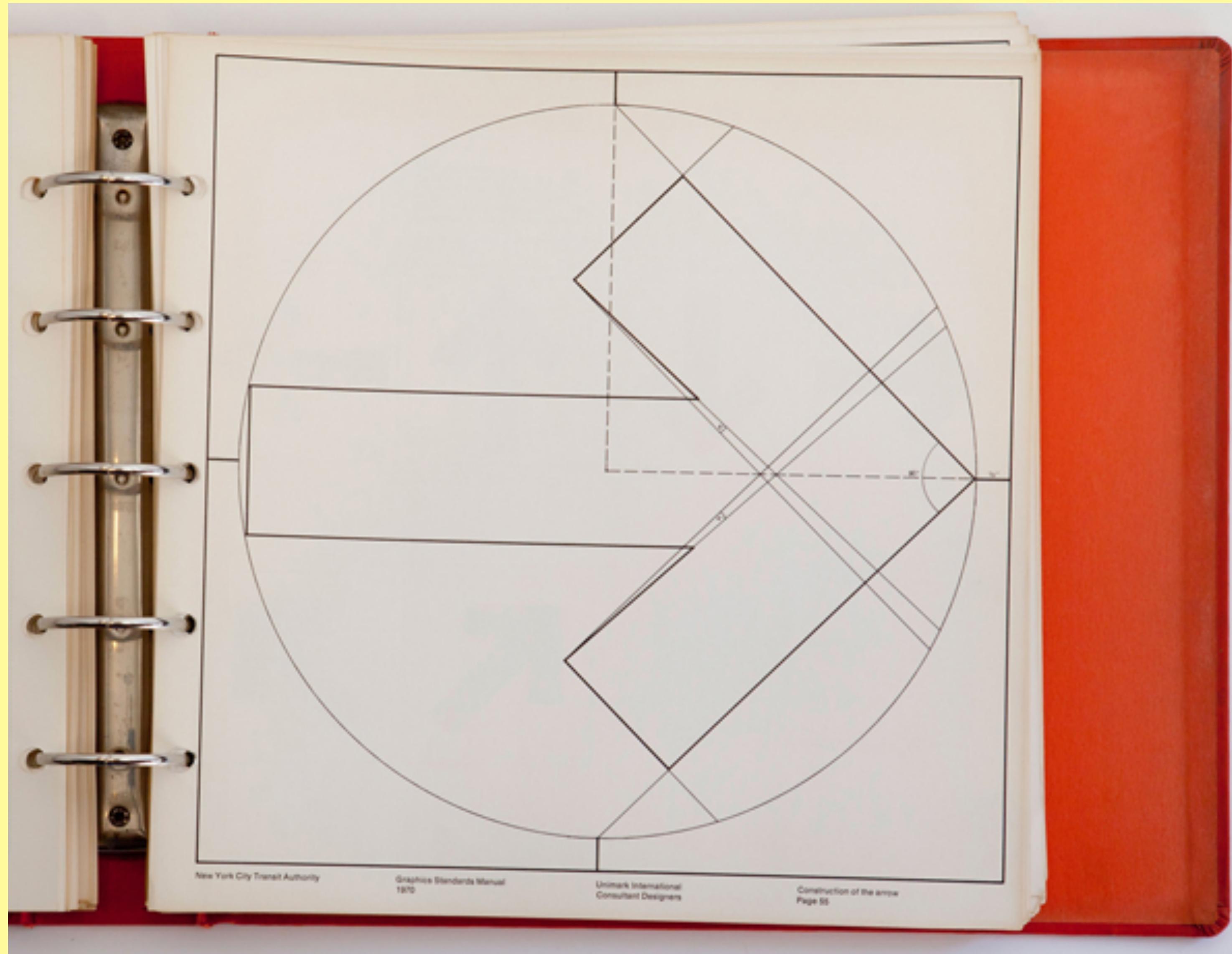
400s

400s

An abstract pattern consisting of several large, overlapping circles. The circles are filled with a solid black or white color, creating a high-contrast visual effect. The arrangement is somewhat organic, with circles of different sizes and positions overlapping each other. The background is a light gray color.





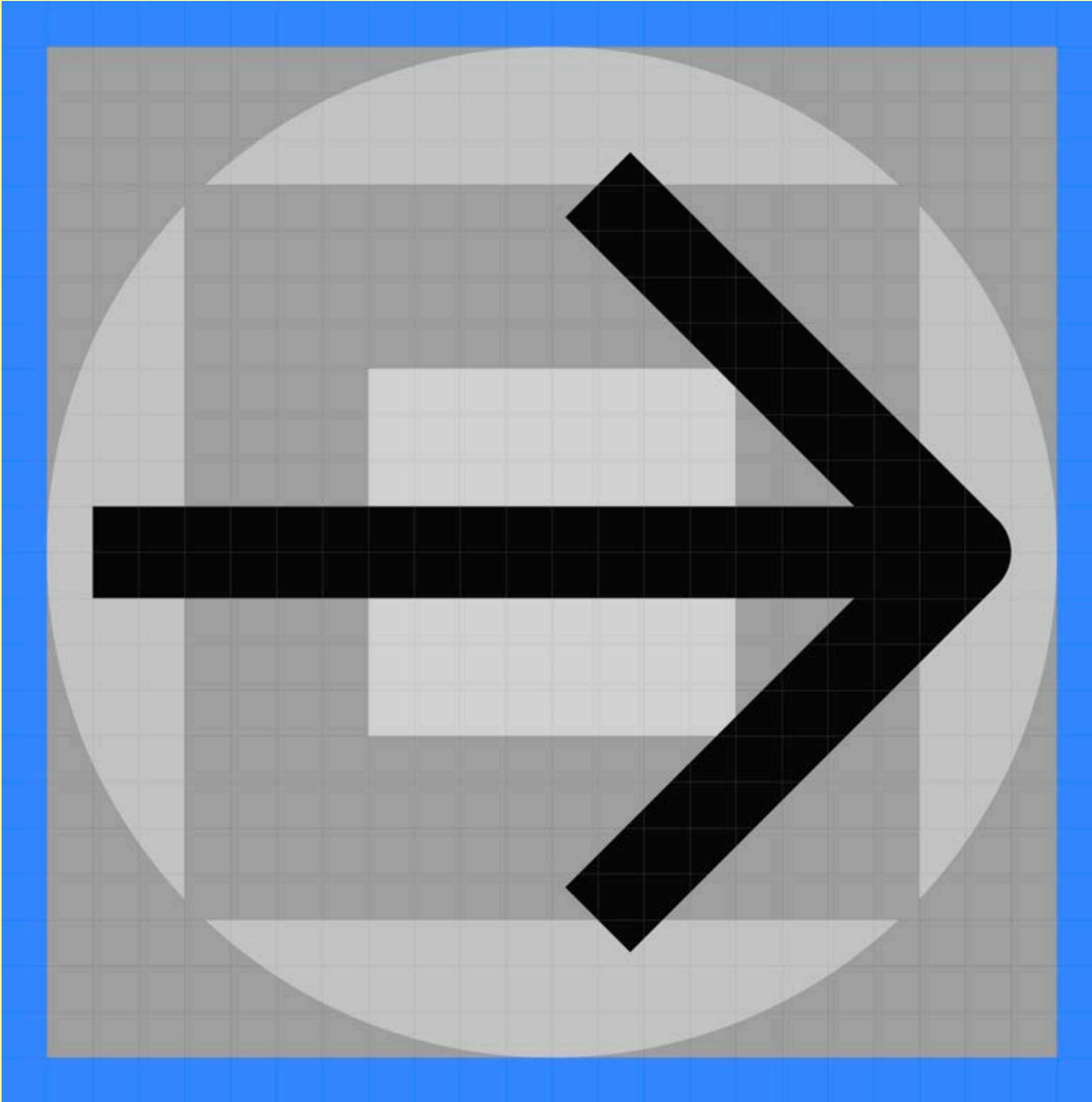


New York City Transit Authority

Graphics Standards Manual
1970

Unimark International
Consultant Designers

Construction of the arrow
Page 55





Title

09:45



Receber Pix



Escolha uma **chave Pix** para receber o pagamento via QR Code

CHAVES CADASTRADAS

(11) 98121-2222

**COMO
CONSTRUIR
ÍCONES DE UI**

Pra que servem os
ícones na interface?

1.

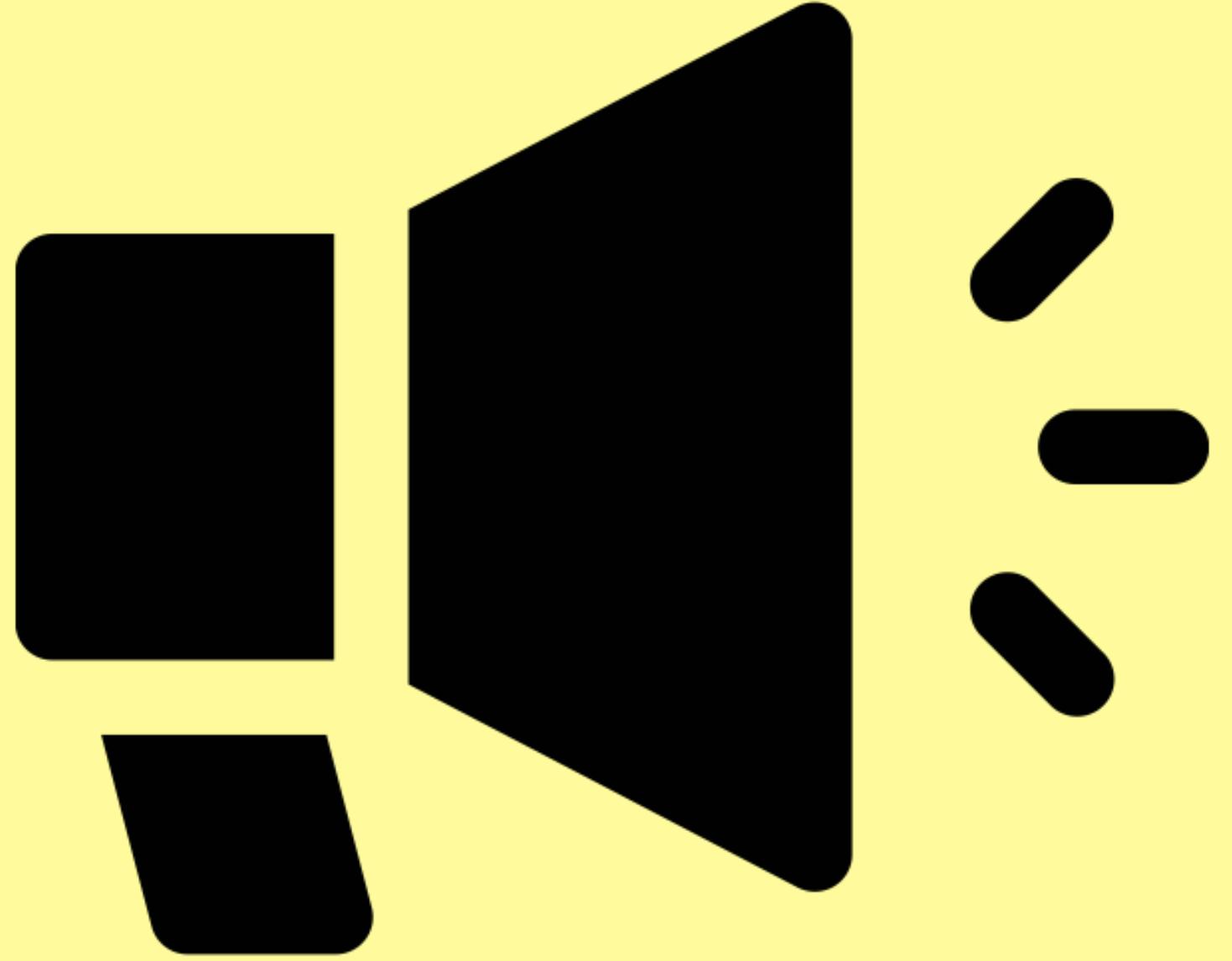
Facilitador do
entendimento e
encurtador de
caminhos



2.

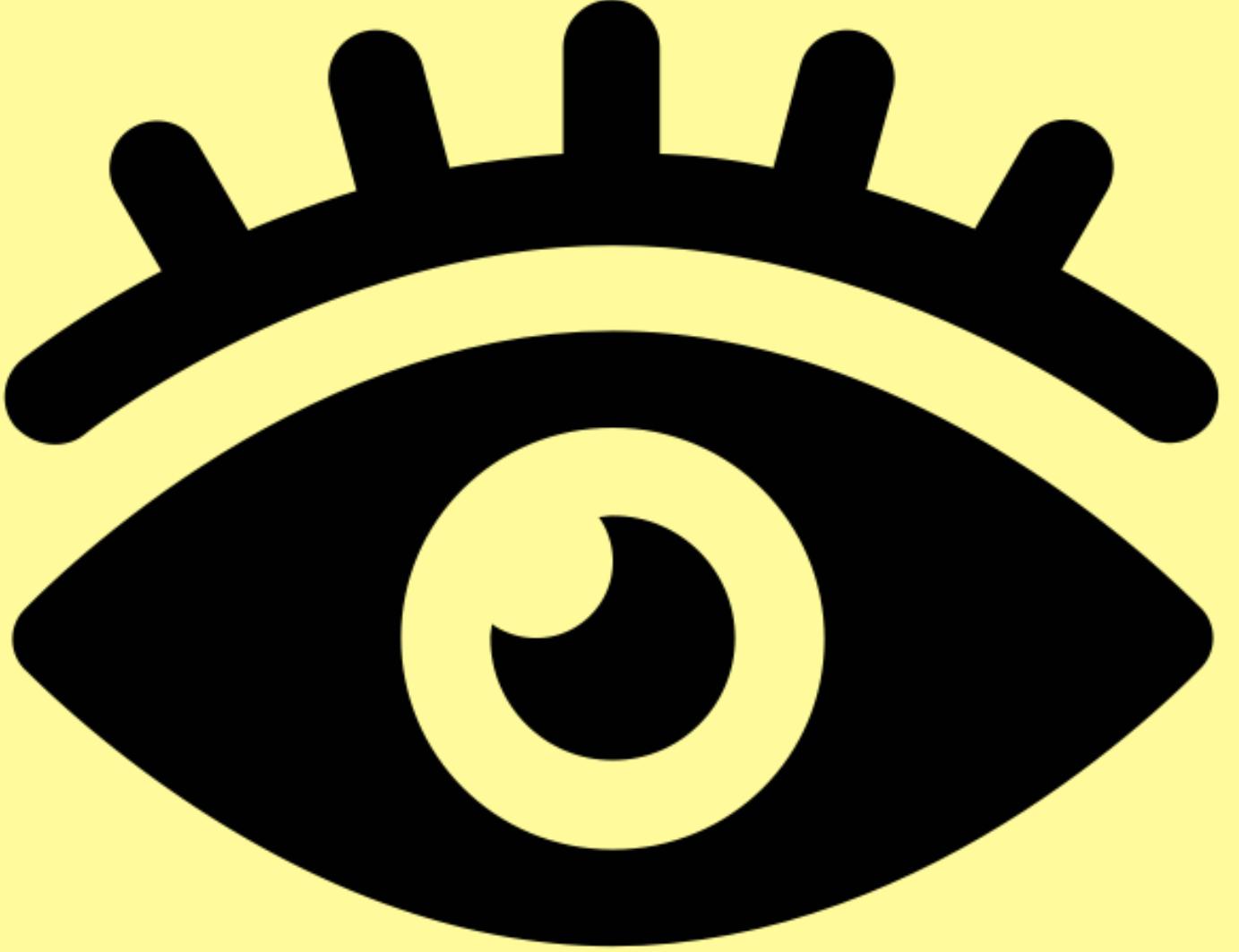
Funcionalidade
e feedback.

Comunicam uma
ideia muito rápido



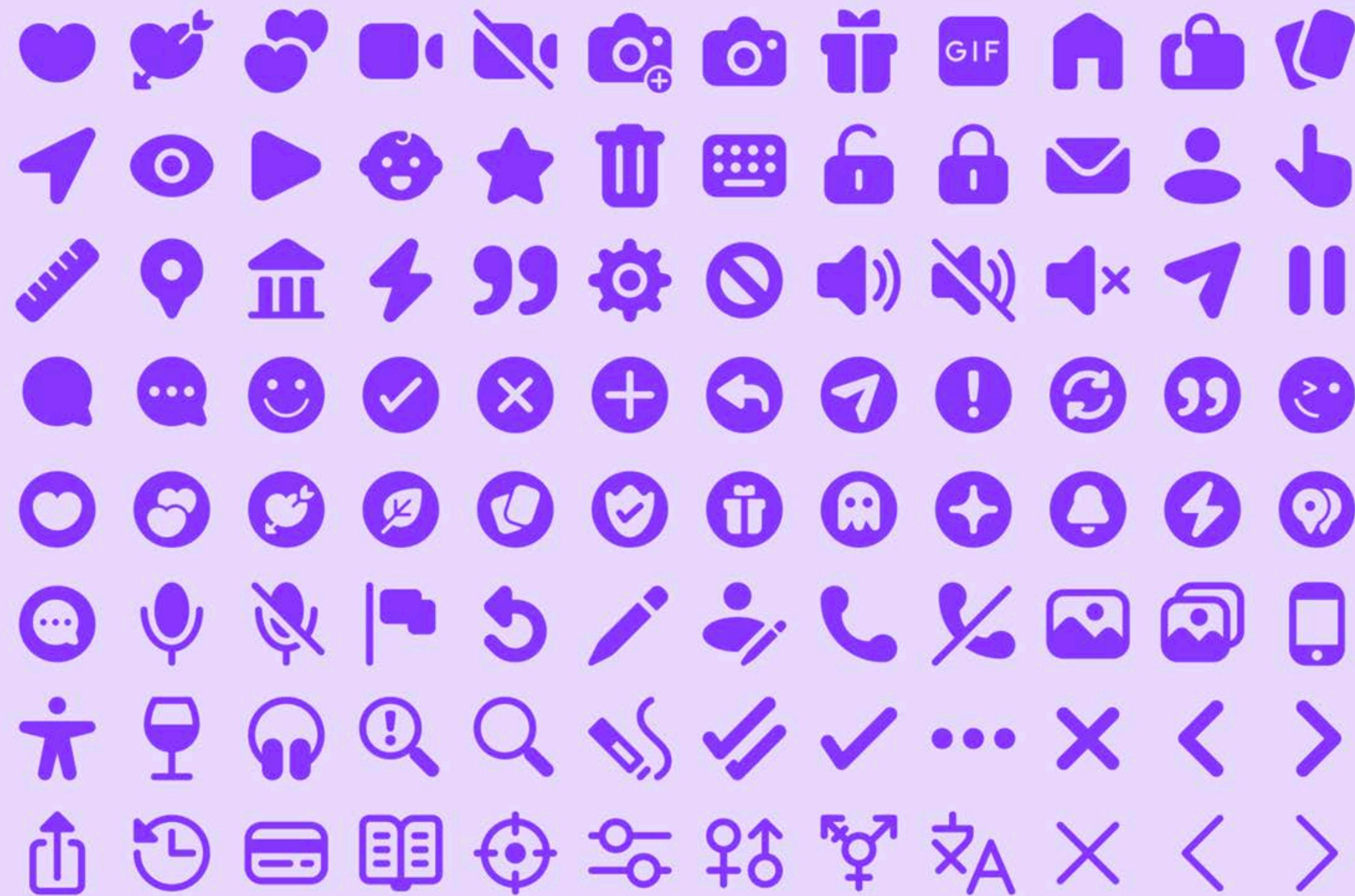
3.

Melhorar o interesse visual e captar a atenção dos usuários



Princípios

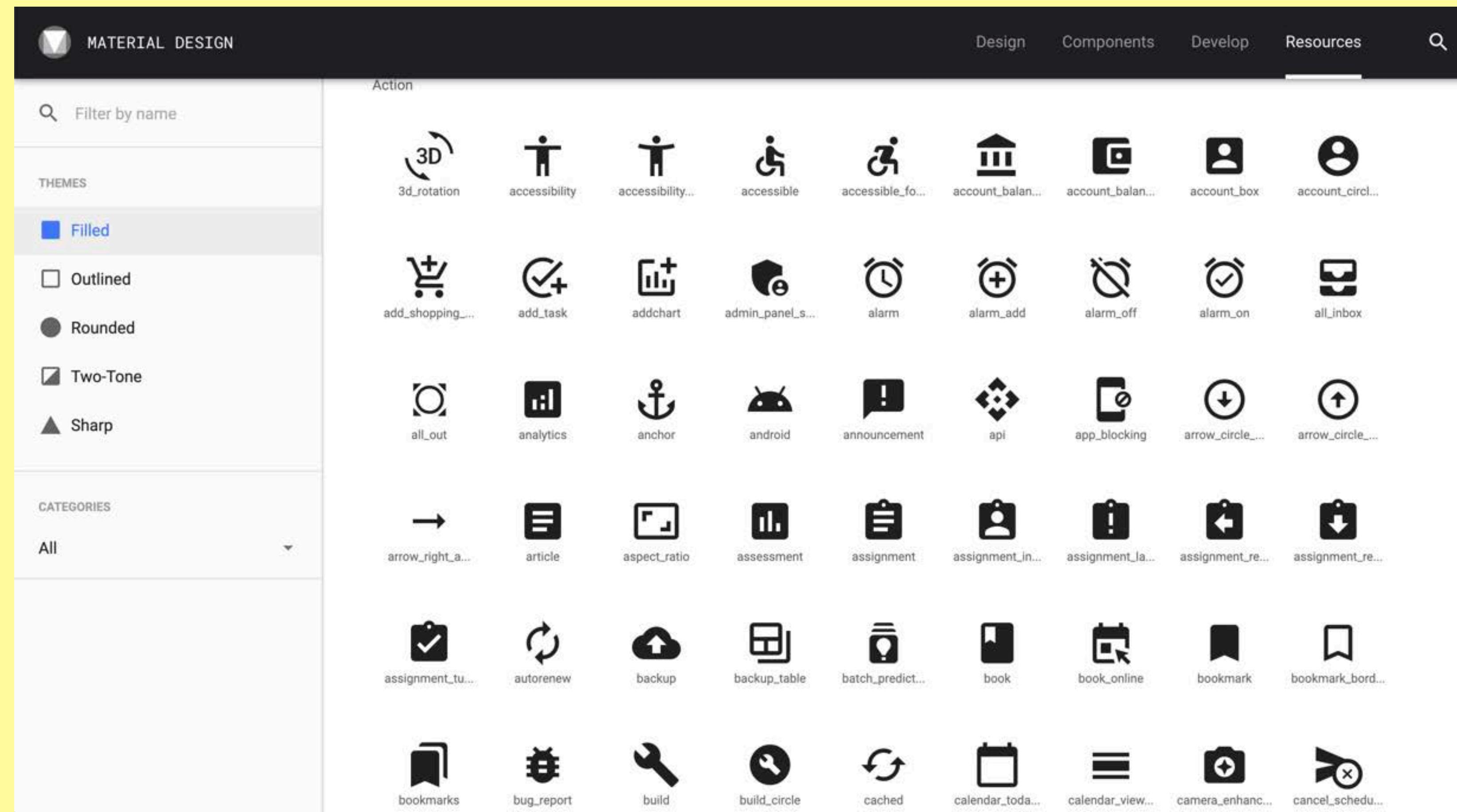
- Clareza
- Leitabilidade
- Balanceamento visual
- Simplicidade
- Consistência e uniformidade
- Personalidade
- Fácil de consumir





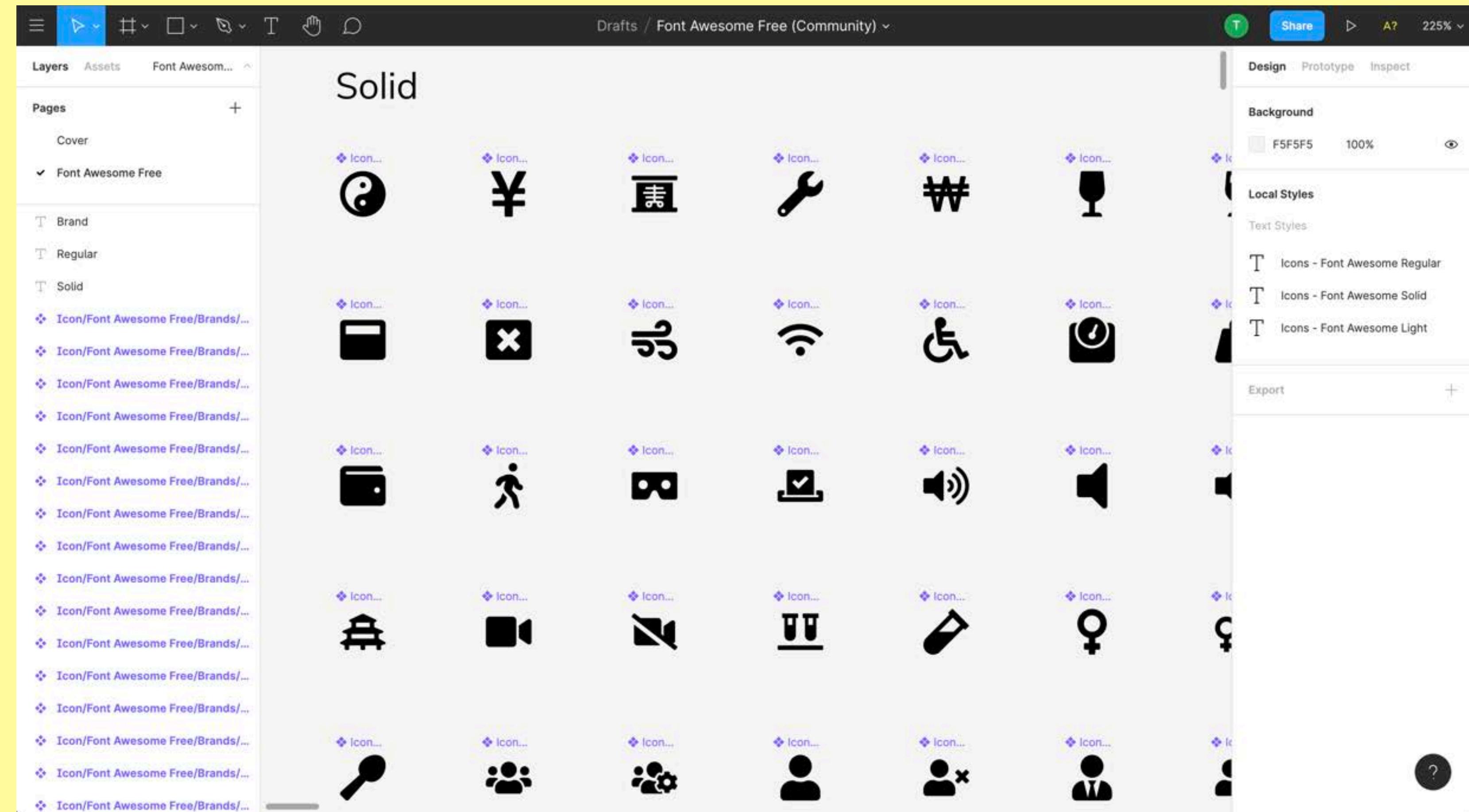
**ÍCONES
OPEN SOURCE
(GRÁTIS)**

Material Design



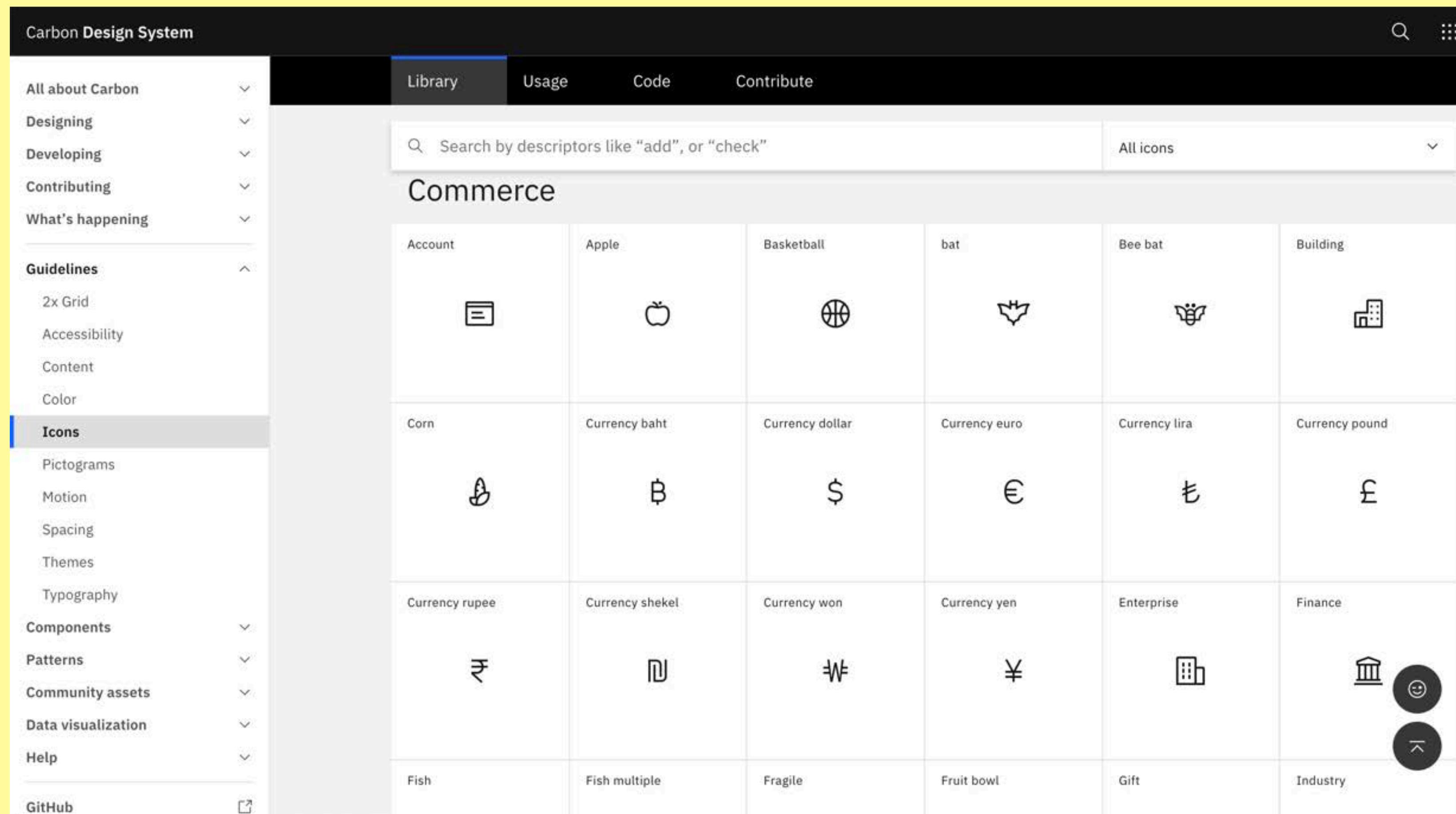
<https://material.io/resources/icons/>

Font Awesome



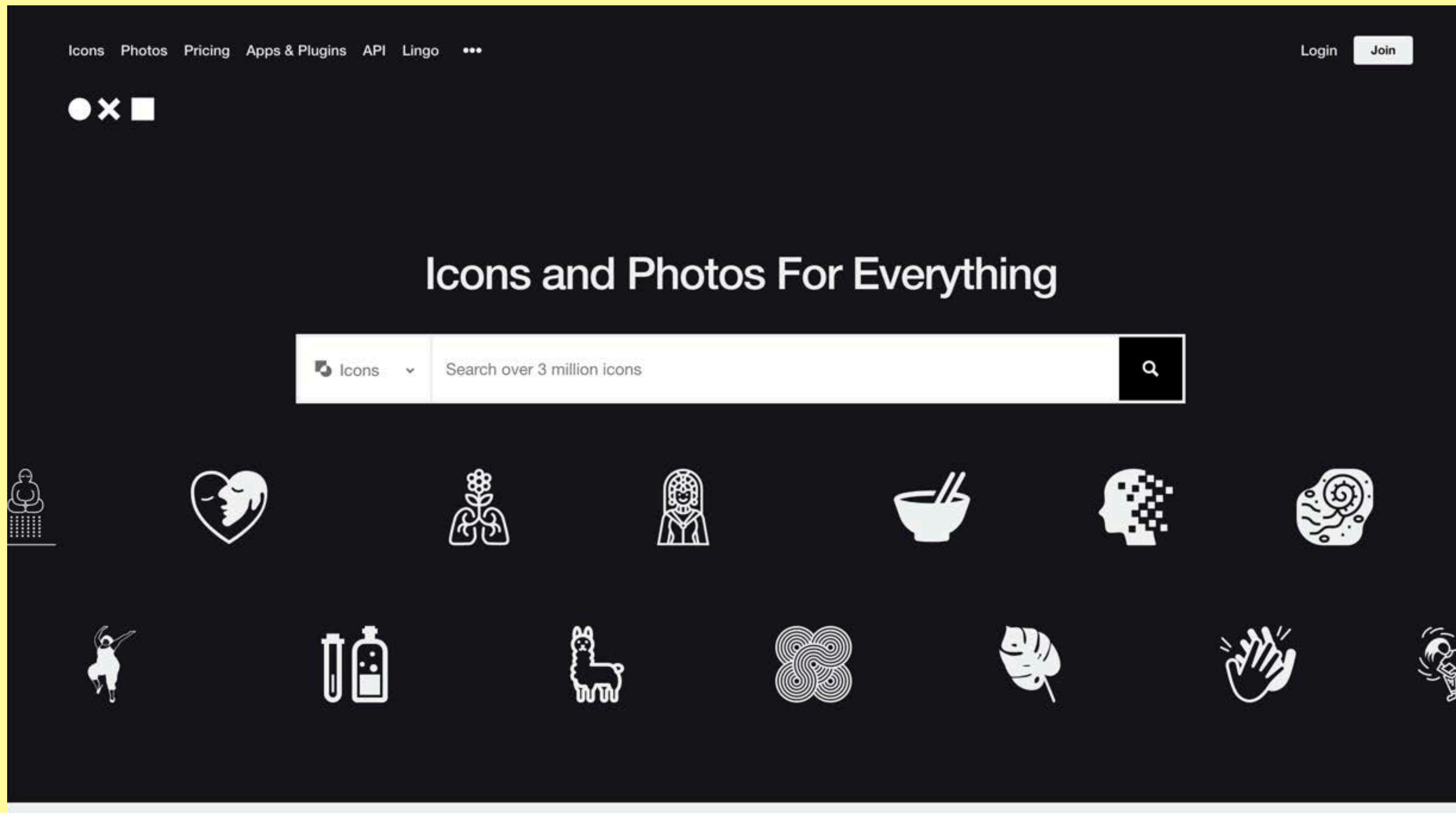
<https://fontawesome.com/>

IBM Design Language



<https://carbondesignsystem.com/guidelines/icons/library>

The Noun Project



<https://thenounproject.com/>

FIGMA

CONCEPTS

KEY VISUALS

— 05

Project page

E.S.T.

About Objects Gallery Team News

Q ru en fr

WHITE MASON



The uniqueness of the project. This is a way to stand out against the background of standard, similar buildings in the neighborhood.

Plenty. Today, as much interior space as possible is in trend; panoramic glazing helps to expand the boundaries of the interior.

Harmony. The form and content (facade decoration, interior design, site decoration) are sustained in a single stylistic concept.

Long service life, reliability, safety. All this is ensured by expensive construction and finishing materials.

4	1
bedrooms	living room
+	
2	1
bathrooms	kitchen

— 05

Link ↗

— 04

E.S.T. About Objects Gallery Team News Q ru en fr

- ALL OBJECTS 10
- HOUSES 10
- DESIGN 10
- LANDSCAPE 10

FOREST STONE



WHITE MASON

Main page

— 02

E.S.T.

About Objects Gallery Team News

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WE ARE BUILDING YOUR DREAM HOUSE

Every year more and more people want to move to their own suburban housing. If you are planning to build a private house - we help you to realize your ideas and dreams.



MINDFULPET

Search: Emma Smith

Insured

40% Insured patient 60% Uninsured patient

→ Insured over time → Claims filed over time

Recent Claims

Client	Patient	Date	Status	Claim ID	Amount
Christian Conley	Jackson	01/03/2020	Paid	00001	\$270
Silvia Chase	Buddy	01/03/2020	Paid	00002	\$400
Emma Eisen	Archie	01/04/2020	In progress	00003	\$270
Roger Bain	Duke	01/05/2020	Paid	00004	
Kevin Smith	Max	01/05/2020	Paid	00005	
Jeff Filoni	Jasper	01/06/2020	Rejected	00006	
Graig Idoine	Oreo	01/07/2020	Paid	00007	

→ Insured over time → Claims filed over time

Date: 01/03/2020 Status: Paid

Information

Patient information

Christian Conley Name: Jackson Account: 89876 Address: 600 Bohland Ave Breed: Pit bull City: Chicago Illinois: IL Zip: 60654 Gender: Male

Information

Diagnosis / Procedure

Spay occurred

Additional Notes

Did any other vet see the patient? Yes No

Claim line items

Provider	Description	Date
Michael Knight, D.V.M.	Recheck Exam	1/06/2019
Michael Knight, D.V.M.	Diphenhydramine 25mg	1/06/2019
Michael Knight, D.V.M.	Urine Test	1/06/2019
Michael Knight, D.V.M.	Initial Consult - Recheck	1/06/2019

Type Acute Chronic Recurrent

Date first occurred 1/06/2019

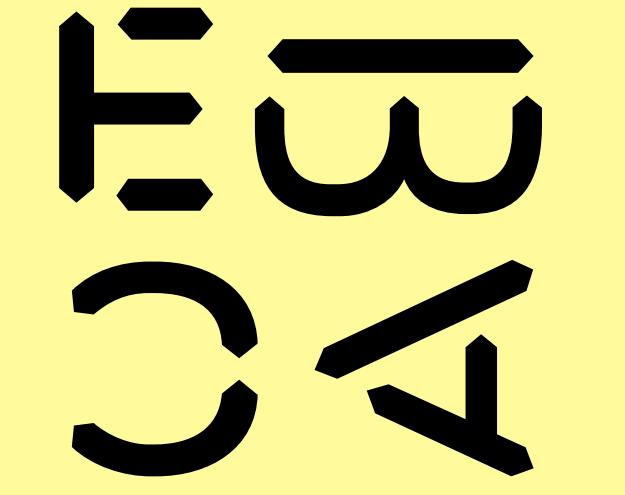
Veterinarian Dr. Emma Brown

Did any other vet see the patient? Yes No

Claim line items

Provider	Description	Date	Total
Michael Knight, D.V.M.	Recheck Exam	1/06/2019	\$26.25
Michael Knight, D.V.M.	Diphenhydramine 25mg	1/06/2019	\$17.00

Link ↗



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