



UI Tips for Web Design Enthusiasts

A Complete Guide to
Editing and Modifying
Your Website



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Intro: Design Meets Business

Having a website, whether it is for a business, an online store, or your own blog, can have many benefits. Almost everything today is done online, and missing out on the opportunity to market yourself (or your business) on the internet is a big no-no.

Not only is having an online presence important, but it is just as significant for that presence to convey itself as professional and attractive. If it isn't, your potential customers might not get past the front page and possibly miss all the amazing products, services, or content that you have to offer. With the use of color psychology, fonts, and logos, you can create an atmosphere that matches your content and attracts your target market.

You can use these strategies to redesign certain elements of your website yourself. In this book, we will focus on some of the most important aspects of user interface design that you can take into consideration when modifying your website.

Using Colors to Your Advantage

Colors are just as important as your website layout or content. Colors add tone and emotion to your site. It's the color scheme of a website that makes you instantly feel excited, calm, intrigued, or even turned off (if the color combination is poor). Taking colors into consideration when modifying your website is crucial.

Color Psychology

One powerful aspect of your website's user interface is the use of color psychology. Luckily, colors are something that you can tinker with.

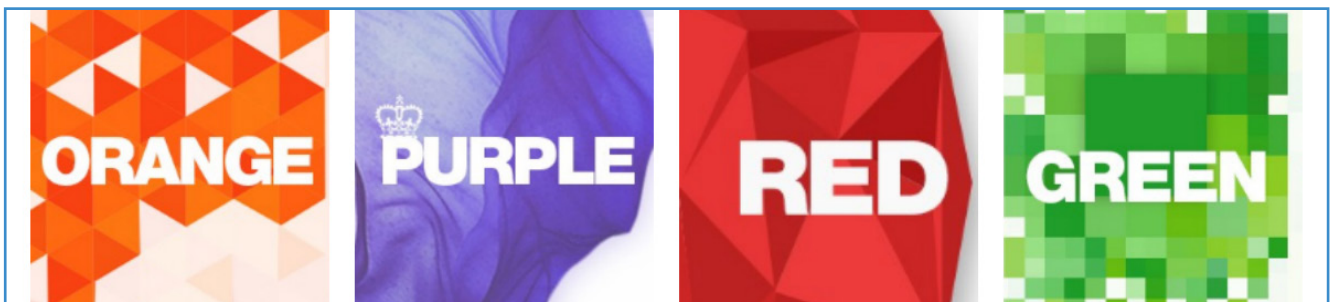
Colors have been used for years in marketing as a tool for attracting particular [customer personas](#). This has been one of the most interesting, and sometimes controversial, forms of marketing. This is because marketers have seen color psychology work, but they are not 100% sure as to why it works.

[Research has shown](#) that color psychology may stem from our cultural upbringing. It says that we associate certain colors with different things in society. For example, red is widely used by fast food restaurants in their logos because it is believed that red causes hunger in people.

Regardless of your beliefs about this marketing strategy, it is certainly worth a shot. The infographic from The Logo Company summarizes the concept of color psychology. You will find a fragment of this infographic on the next page (along with a link to its full version)

You can also use the following infographics to determine the right color for your website based on your type of content:

- Orange is best used for sport, food, hotels, and travel websites. Check out the infographic [here](#).
- [Purple](#) seems to work best when used for beauty, fashion, finance, and business websites.
- [Red](#) is best used for food, dating, cars, and design websites.
- [Green](#) is best used for agriculture, advertising, energy, and household websites.











Color Matching Tools

Obviously, you will need more than one color to complete the design of a website. Otherwise, it will look awfully bland. So once you have a color in mind, create a palette around that color.

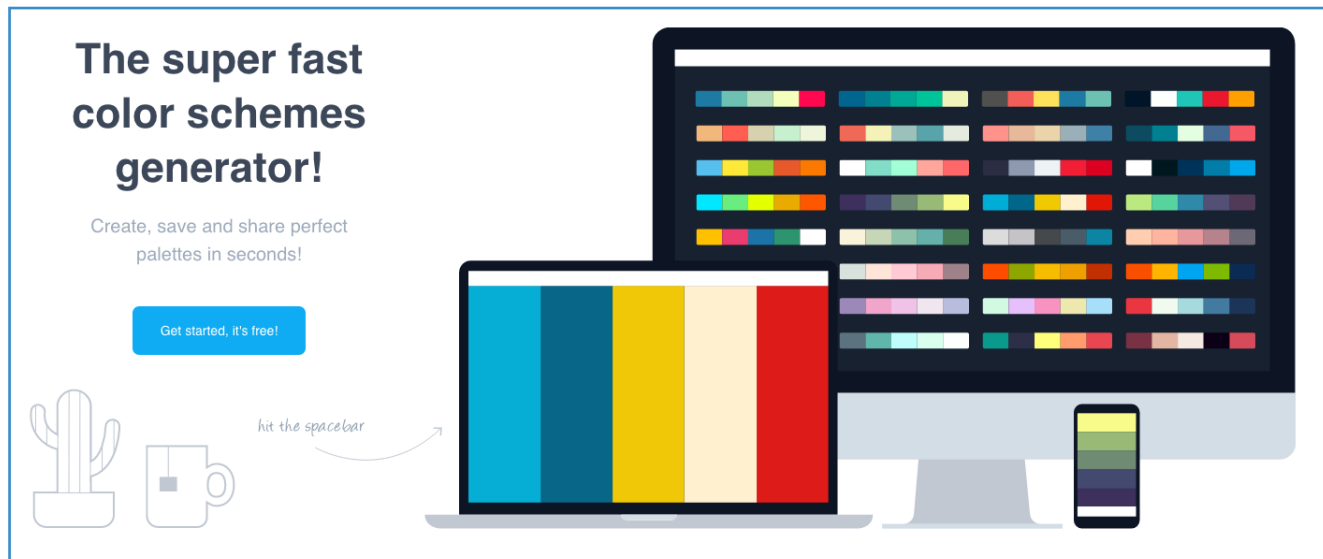


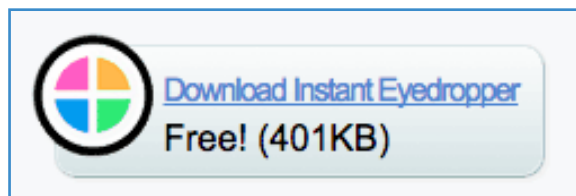
Image credit: [Coolours](#)

Color matching tools such as [Coolours](#) can help create amazing color schemes for your site. They can take the color of interest and create a palette that can be used for your background colors, tables, fonts, borders, hyperlinks, and everything else.

You will get a perfect color combination from your starting color, and take the guesswork out of the equation. This can save you plenty of time, especially if design is not your strongest skill.

Check out other awesome tools for creating color schemes [here](#).

Identifying Colors



If you've seen a color in a website, and you'd like to have it on your own site, you can use a color identifying tool. One example of a color identifier is the Instant Eyedropper. [Instant Eyedropper](#) is a handy tool that you can hover over any color,

and it will identify it with a single click. It will determine the HTML color code of any pixel and you can use it directly in your browser.

The Ten Commandments of Colors

One last thing to mention in this section is the Ten Commandments of Color Matching. If you are just starting to understand color psychology and color schemes, follow the 10 essential rules that you will find on the next page.

THE 10 COMMANDMENTS OF COLOR THEORY







































<p>1</p> <p>KNOW THE COLOR WHEEL WELL! DO YOU KNOW WHAT EACH COLOR SIGNIFIES?</p>  <p>RED LOVE, ENERGY, INTENSITY</p> <p>YELLOW JOY, INTELLIGENCE, ATTENTION</p> <p>GREEN FRESHNESS, SAFETY, GROWTH</p> <p>BLUE STABILITY, TRUST, SERENITY</p> <p>PURPLE ROYALTY, WEALTH, FEMININITY</p>	<p>2</p> <p>MATCH IT. DO NOT OVERLOOK THE AUSTERITY OF ANALOG COLORS!</p>  <p><i>Barber</i></p>  <p>Wheelchair</p>  <p>CupCake</p>  <p>Sandals</p>  <p>Television</p>	<p>3</p> <p>CAN'T MATCH IT? CLASH IT WITH COMPLEMENTARY COLORS!</p>  <p><i>Barber</i></p>  <p>Wheelchair</p>  <p>CupCake</p>  <p>Sandals</p>  <p>Television</p>	<p>4</p> <p>IS CONTRAST TOO INTENSE? THEN, SPLIT IT!</p>  <p><i>Barber</i></p>  <p>Wheelchair</p>  <p>CupCake</p>  <p>Sandals</p>  <p>Television</p>	<p>5</p> <p>NEED MORE VARIATIONS? GO DOUBLE COMPLEMENTARY!</p>  <p><i>Barber</i></p>  <p>Wheelchair</p>  <p>CupCake</p>  <p>Sandals</p>  <p>Television</p>	<p>6</p> <p>GO TRIAD WITH 3 DIFFERENT HUES... CHOOSE FROM A GREATER VARIETY!</p>  <p><i>Barber</i></p>  <p>Wheelchair</p>  <p>CupCake</p>  <p>Sandals</p>  <p>Television</p>	<p>7</p> <p>SOMETIMES, MONOCHROME IS THE WAY TO GO...</p>  <p><i>Barber</i></p>  <p>Wheelchair</p>  <p>CupCake</p>  <p>Sandals</p>  <p>Television</p>	<p>8</p> <p>OTHER TIMES, AN ACHROMATIC SCHEME SERVES BEST!</p>  <p><i>Barber</i></p>  <p>Wheelchair</p>  <p>CupCake</p>  <p>Sandals</p>  <p>Television</p>	<p>9</p> <p>KNOW YOUR HUES, TINTS, SHADES AND TONES... WHAT WORKS WHERE?</p>  <p><i>Barber</i></p>  <p>Wheelchair</p>  <p>CupCake</p>  <p>Sandals</p>  <p>Television</p>	<p>10</p> <p>AND LASTLY, RGB, CMYK AND PANTONE ARE NOT THE SAME!</p>  <p>CupCake</p>  <p>CMYK</p>  <p>RGB</p>  <p>CupCake</p>
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Image credit: [Designmantic](#)

Finding the Right Font

Just like colors, fonts can give your website a feel of what it is about. Some fonts look fun and friendly, while others look serious and professional. Using certain fonts on your site will convey different tones to your readers. Choosing the right one based on your content is important.

Font Psychology



Image credit: [Freepik](#)

There is a psychological aspect to fonts just like with colors. There are different feelings and emotions associated with each, and choosing the right one can really make a difference to your site. Today, font psychology is used in some of the biggest logos in the market.

If you opt for a fancy font for your logo or name, make sure to use something simpler and readable for the content. You want to convey a certain feeling using fonts, but you also want to make sure that the reader is able to easily read your content.

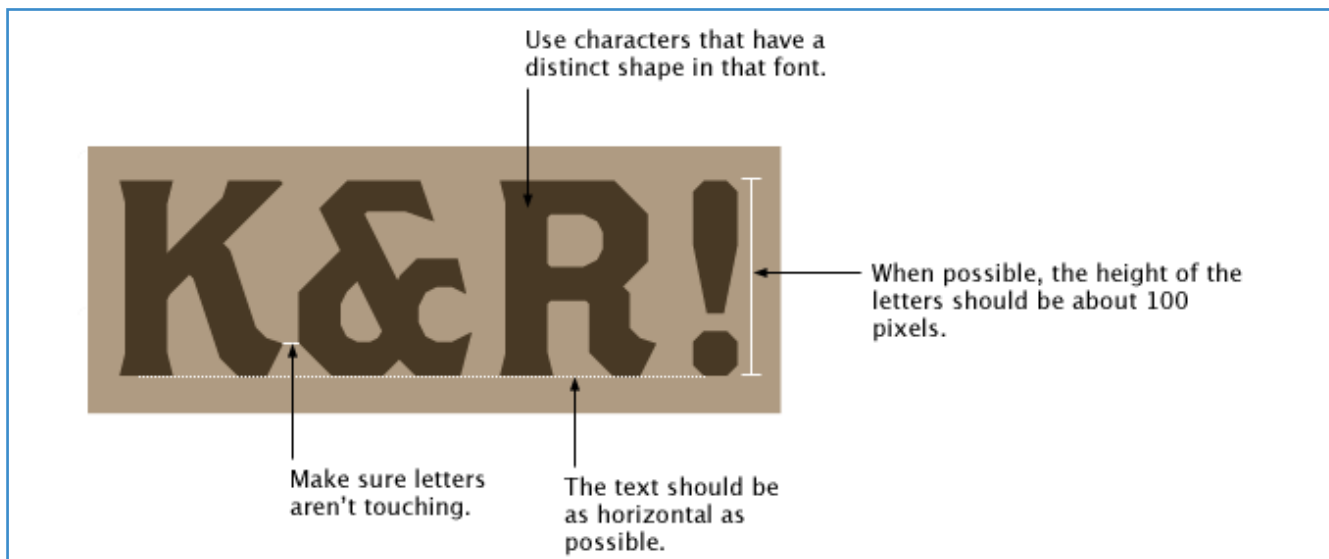


Image credit: [MyFonts](#)

Once you've figured out what font you'd like to use, use [TypeGenius](#) to find the right combination of fonts for your page. This is one of the easiest ways to put together great typography.

The Ten Commandments of Typography

Last but not least, the ten commandments of fonts is something that needs to be mentioned. Just like in the case of colors, you can follow 10 simple rules to make sure that you get the perfect font for your web page.



Image credit: [Designmantic](#)

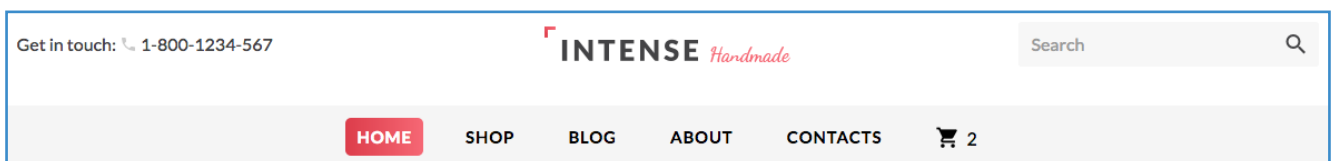
DesignMantic created another great infographic for the 10 commandments of typography. Use these steps to avoid any hurdles while coming up with the best typography for your website. This is one tool you definitely should use when modifying fonts by yourself.

Finding the Perfect Navigation Style

Imagine that you walk into a grocery store for some breakfast cereal, but the store doesn't have any signs above each aisle, and there are no store clerks to help you.

You realize that you have to walk through each aisle to find what you are looking for. If you can't find the breakfast cereal after several minutes, it's likely that you will leave and go to another store (one with signs on their aisles).

The same goes for any website.

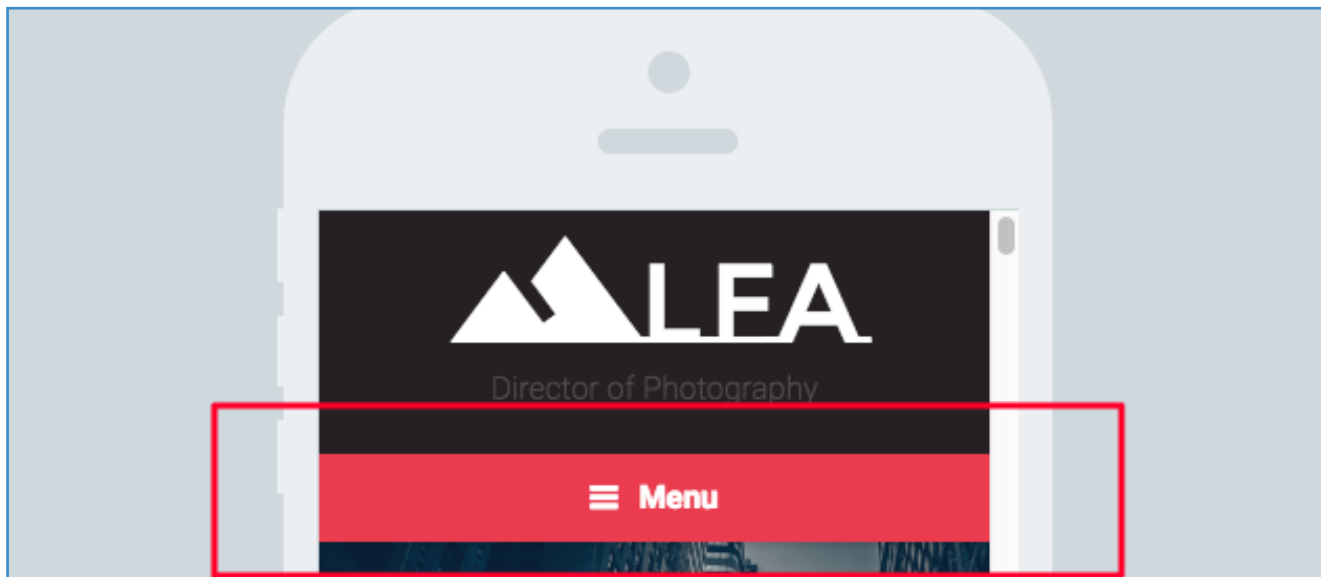


Regardless of what the content tells your readers, they will not be able to find it without proper navigation.

Navigation is what allows your customers to find information easily, without the need of a search bar. It also provides readers with an opportunity to discover new articles that they would not have otherwise looked for. This can, in itself, be a great marketing tool.

Pros and Cons of Hamburger Menus

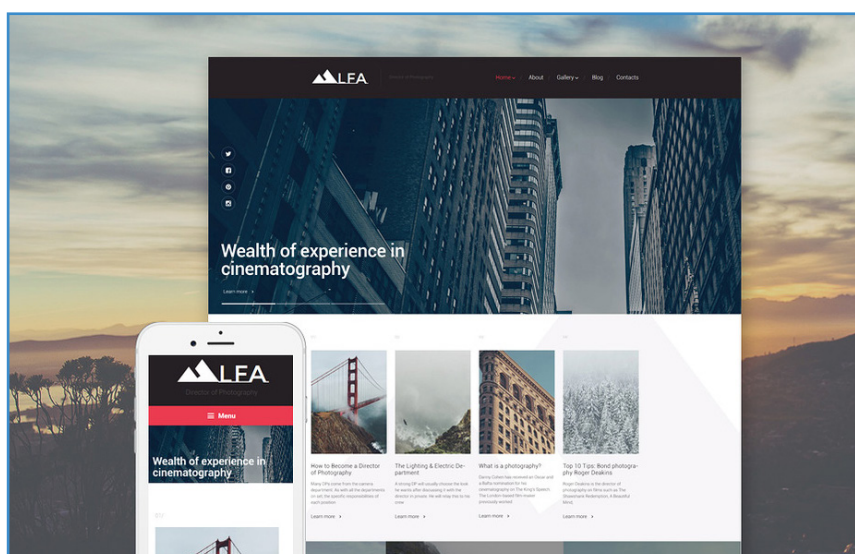
If you don't know what a hamburger menu is, it looks something like this:



You've probably seen it somewhere. It is a popular tool that is widely used to save space and hide navigation menus. This type of navigation, as with everything else, has its advantages and disadvantages.

On the one hand, hamburger menus conveniently hide several UI elements behind a neat, easily-recognizable button. On the other, Nielsen Norman Group (a research firm that studies interfaces and usability) claims that [hidden navigation may hurt the user experience](#).

Given these two points, hamburger menus make a lot more sense when used for small smartphone screens only. Have a look at how this works by clicking through the display modes of the demo of [this website template](#):



Also, check out [VTL Design](#) for a full article on hamburger menus.

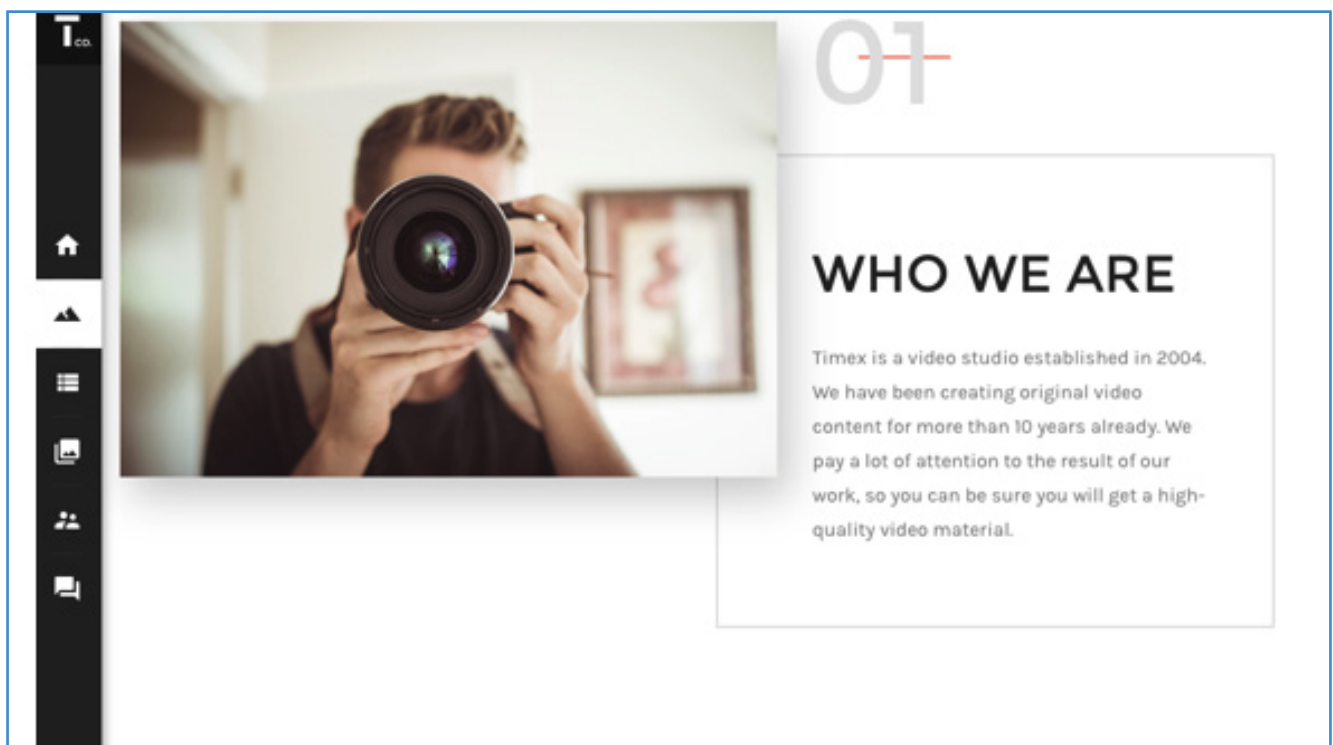
Vertical Versus Horizontal Navigation

Vertical navigation is having your menu items neatly stacked on the left or right of your page. Horizontal navigation is having them side by side on the top menu bar.

It might not seem like a big deal whether you put your menu items across the top or the side of your website. If they are the exact same menu items, why does it matter where they go? Here are some pros and cons from [Position Front Page](#)

Vertical Navigation Pros and Cons	
Pros	Cons
Vertical menus can contain more items than horizontal menus.	Unless you only display menu text on hover, menus of this sort will take up a lot of horizontal space.
With vertical menus, it's much easier to implement always-visible submenus.	Vertical menus need to be substituted by horizontal menus or hamburger icons on mobile to save space.

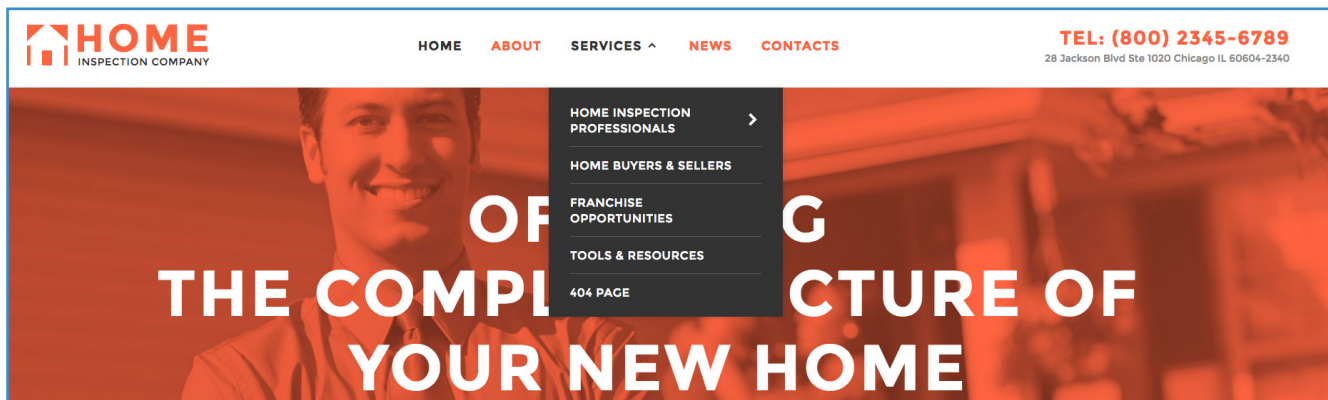
All in all, a well implemented horizontal menu can contribute to a great user interface. Here's an example of a simple and clean vertical navigation menu from [Template Monster](#). Notice how the menu gets substituted by a hamburger icon on mobile to save space:



Now that you've learned about the strengths and weaknesses of vertical menus, let's compare them to horizontal navigation:

Horizontal Navigation Pros and Cons	
Pros	Cons
Horizontal menus take up less space than vertical navigation menus.	Horizontal menus can house fewer items as compared to vertical menus.
Horizontal navigation is relatively more mobile-friendly.	Unless you have less than 3 or 4 menu categories, you will still need to combine or substitute them with hamburger icons on smartphones.
There are more UI options for submenus (like drop-down menus or two-level horizontal menus).	Drop-down menus will often cover up the content of the page when opened.

Here is an example of a well-designed horizontal menu with drop-down submenus from [Template Monster](#):



All in all, each menu item is best used for different purposes. Whatever your decision, make sure that the menu is easy to navigate, looks simple, and makes your website look good. Try not to overcrowd the menu, but also make sure that there is enough information for your readers to navigate through your site easily.

Other Creative Patterns

There are many other types of navigation that you can use. Some of the more widely known are long scrolling, the single option home page, and the full-screen navigation. Discover more about each one [by reading this article on Awwwards](#).

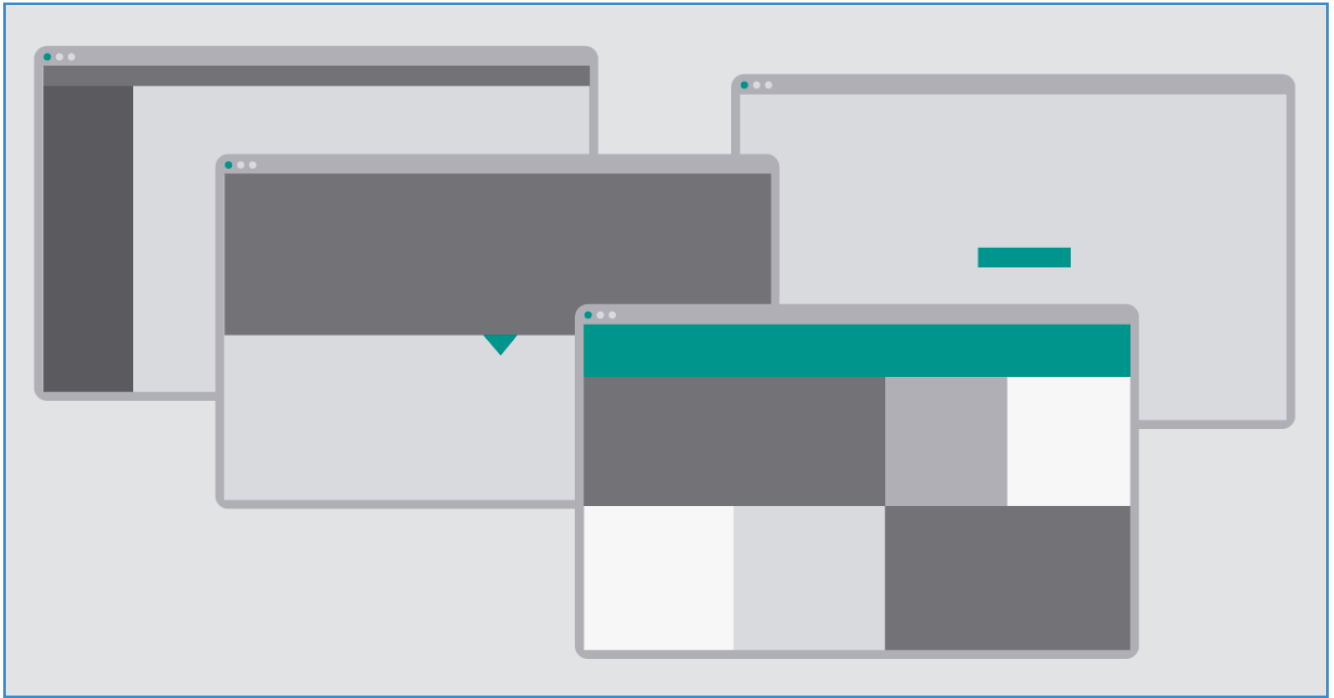


Image credit: [Awwwards](#)

Designing the Best Logo

Creating the perfect logo for your business or website can be one of the most time-consuming tasks. It is difficult to come up with a single figure that efficiently summarizes what your business is about in an attractive and unique picture. After all, it is the one picture that your clients will always associate with your business.

Getting it right from the get-go can be a stressful and time-consuming task. Especially keeping in mind that changing a logo after a business is established can get messy and confusing for your customers. So, it is important that you are happy with the logo from the moment you start.



Image credit: [Freepik](#)

This is why many web designers and business owners end up outsourcing the work to an experienced designer. Below, you will find quite a few tips and tricks to help you create the best logo for your new website.

The Psychology Behind a Logo

Just like colors and fonts, shapes create a subconscious response in people's minds. Different shapes trigger different emotions within the general population, and this is used by businesses all over the world to create the right response from their buyers. Here are three examples of simple logo shapes:



Image credit: [Creative Bloq](#)

Triangles represent stability. They have a tendency to be associated with strength, law, and religion. For this reason, triangles are often used to convey a feeling of masculinity and power.

Circles represent unity and life. They are typically associated with positive emotions, family, community, and friendship. They also tend to have feminine connotations.

The straight lines and stability of a square tend to be associated with professionalism and efficiency. The horizontal lines evoke a feeling of community and calm, while the vertical ones suggest strength.

Use logo psychology to your favor when creating a new logo. The psychology of the shapes might be subtle, but they can certainly help you achieve the result you want.

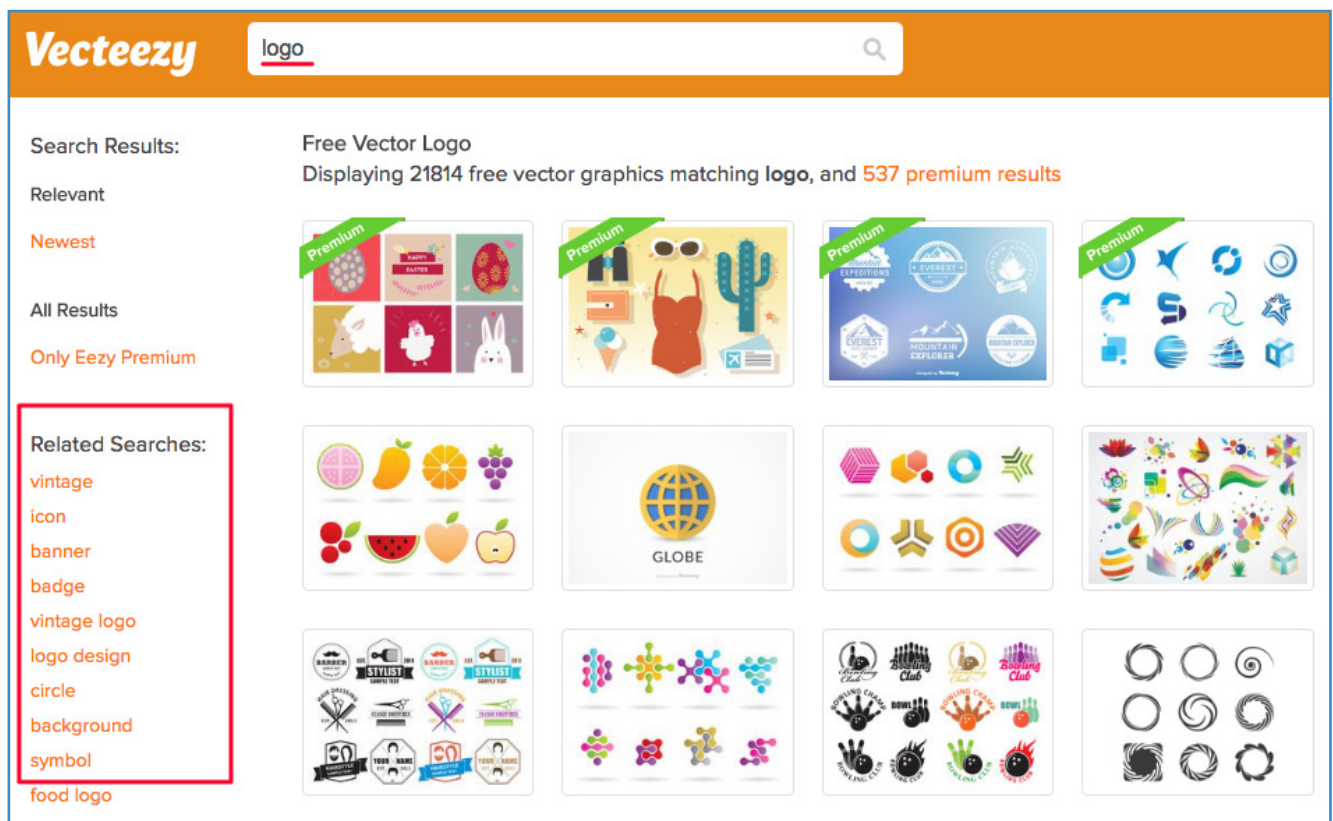
Finding Free Logo Templates

Websites such as [Vecteezy](#), [Pixel Buddha](#), and [Freepik](#), can give you plenty of great ideas for new logos:



Image credit: [Vecteezy](#), [Pixel Buddha](#), [Freepik](#).

They offer free vectors, icons, and photos that can be downloaded and used for the design of your own logo. You can find inspiration by typing in a keyword of the image you are trying to create and it will provide you with tons of ideas. Check them out if you are stuck in a rut, or just starting to look for inspiration.



UI Design Tips and Tricks

Here are some final tips and tricks from [Webflow](#) to take into consideration when designing or modifying your user interface.

Set Expectations

Setting expectations means letting the reader know exactly what they are getting into before they click on something. It's about clearly communicating to your customers what each click will do. Setting expectations can be done using design (like widely known symbols or colors) or copy (like providing clear direction or warning messages)

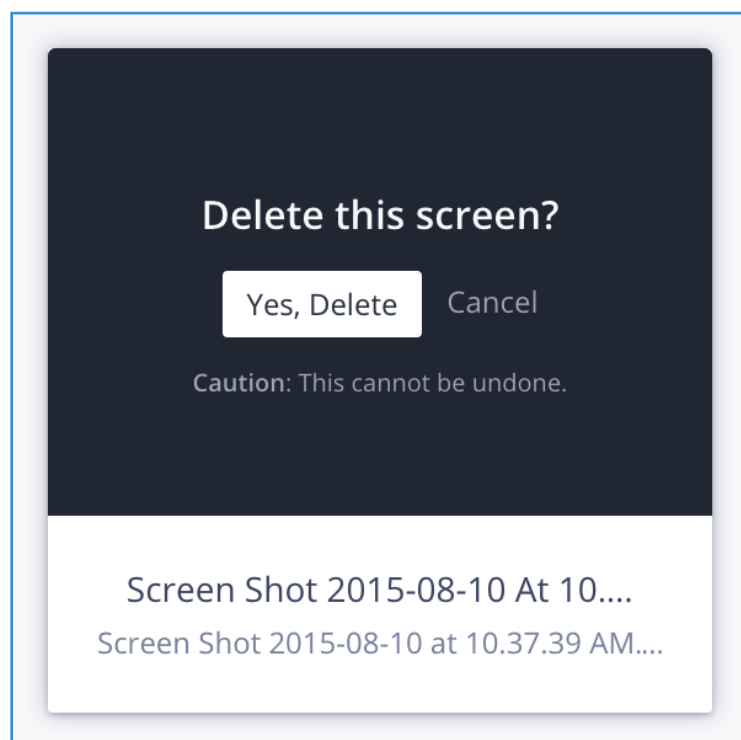


Image credit: [Webflow](#)

Fitts' Law

Fitts' law states that “the time to acquire a target is a function of the distance to and size of the target”. In other words, the bigger the icon, the more clickable it is to users. Take this into consideration when designing buttons that you want your readers to click on. Make them big enough for them to easily see and click. On the same note, make buttons that you don't want them to click on smaller.

Notice how the **+New Invoice** button is larger and placed separately in the interface sample below. Also, semantically related buttons are grouped. This way, the designer of this interface has made them more clickable by reducing the distance between them:

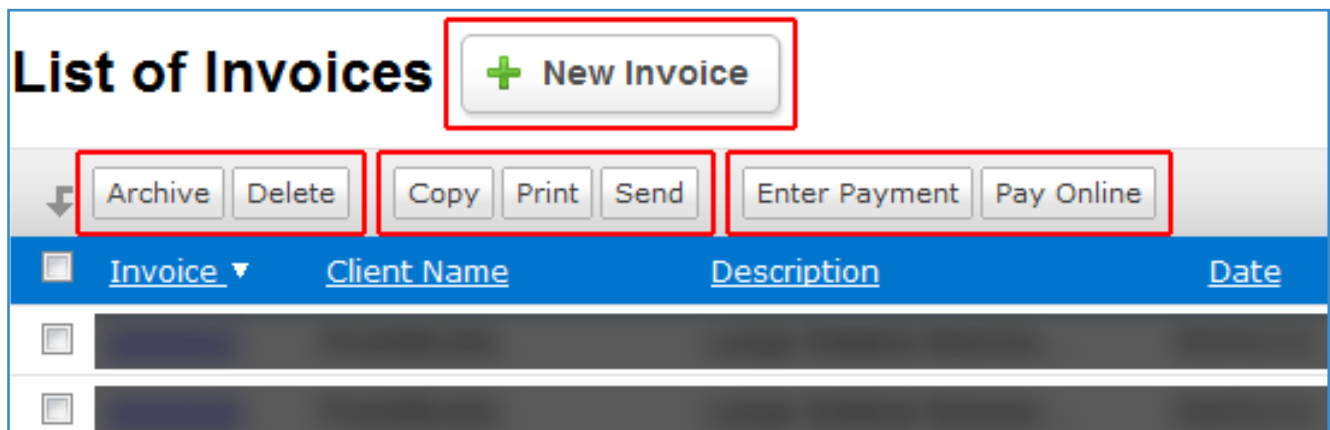
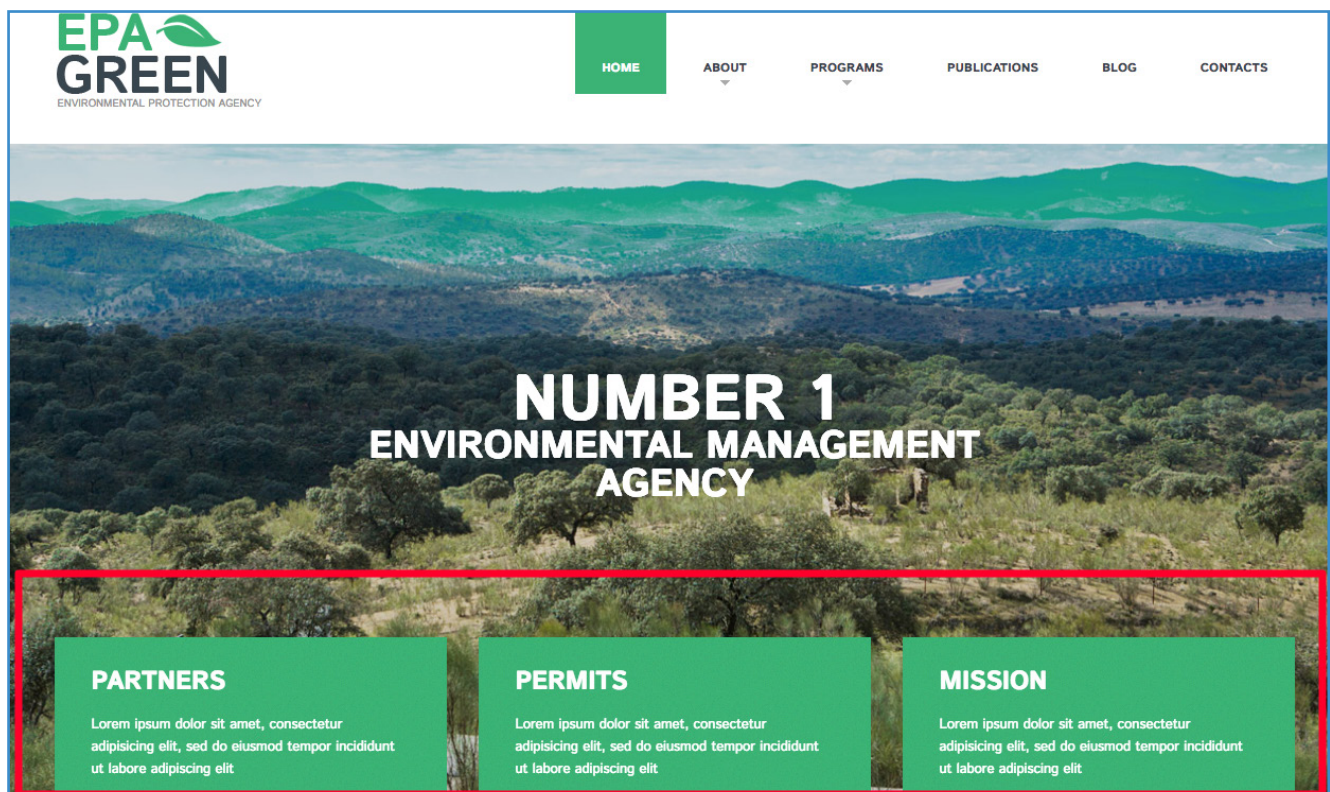


Image credit: [SixRevisions](#)

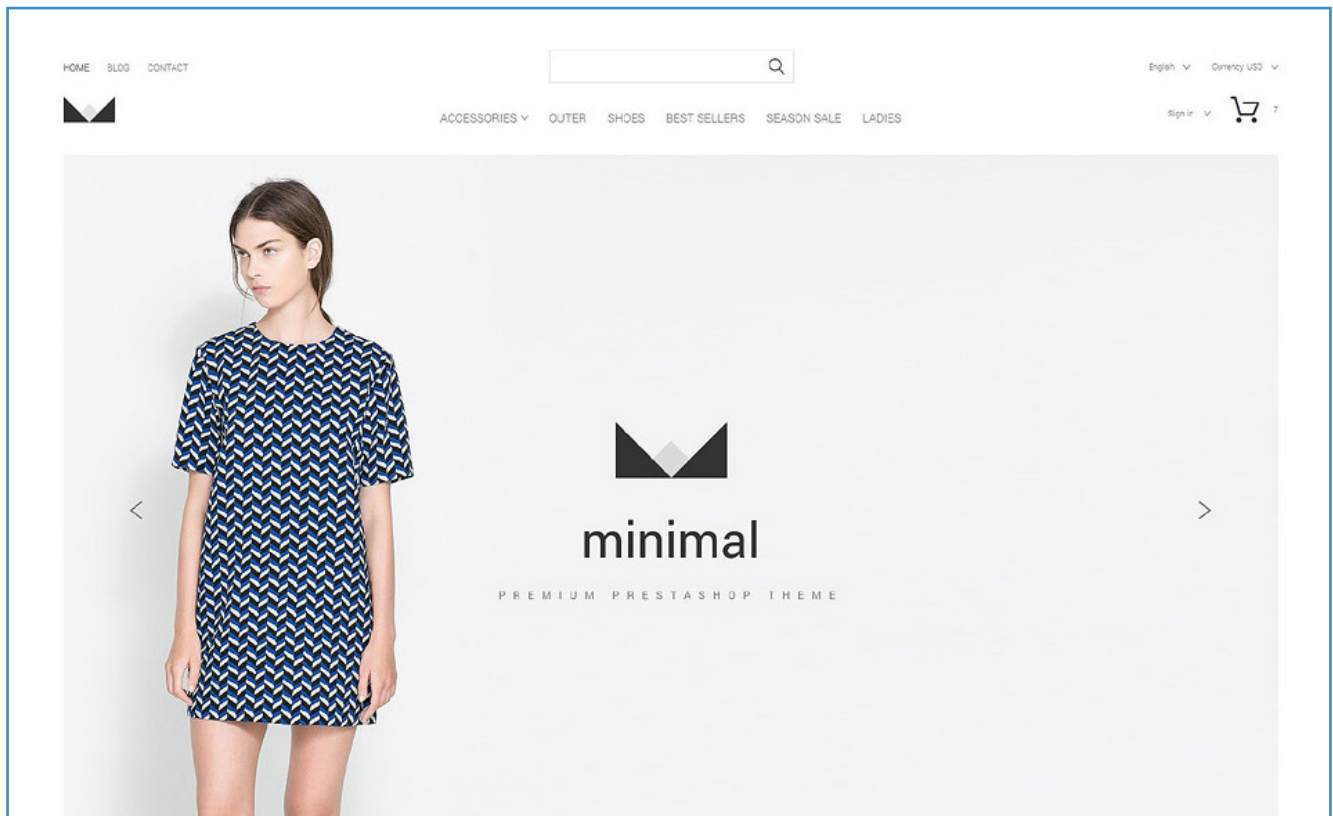
Here's another example of the Fitts' Law in action. See how the most important navigation elements in this website template are given prominence via the size of their background?



Simplicity

Simplicity is key to many things in life, including web design. Don't overdo it or overthink your design. Make your interface easy for your users to learn and use. Limit the number of things that a user needs to remember to navigate through your site. Lastly, don't give them too many options or over complicate things.

Pay attention to how this [e-commerce website template](#) prompts the users to focus on the essential elements by reducing the visual clutter to an absolute minimum:



Facilitation of Decision-Making

Don't give your user too many options. Again, keep it simple and give them a single call to action to act upon. The more options you give them at a time, the harder it is for them to make a decision. Keep this in mind when designing your landing page or newsletter pop up:

ACCESSORIES ▾ OUTER SHOES BEST SELLERS SEASON SALE LADIES

✕

subscribe to our newsletter

Enter your email address to receive all news, updates on new arrivals, special offers and other discount information.

Enter your e-mail

SUBSCRIBE

Final Words

First impressions are also important online. If your website does not create a positive impression on your audience, it is very unlikely that they will be back regardless of the content.

This is why creating a positive vibe and integrating friendly navigation for your customers is crucial. With the use of color psychology, fonts, and logos, you can create an effective and friendly user interface for your readers.

Now that you understand the essentials of UI design, use them to your advantage and improve your online presence! In case you would like to learn more about web design and other stuff related to websites, take a look at MonsterPost – the blog that revolves around design, development, and online marketing:

[Visit MonsterPost](#)

Also, in case you're going to build a new website or want to redesign your current one, check out our readymade templates at templatemonster.com. Our online catalog hosts more than 26,000 solutions crafted by professionals. Whether it is a blog, a corporate portal, a portfolio, or an e-store, or any other type of a website, we've got you covered:

[See website templates](#)

Sources and Further Reading

[How to Create Detailed Buyer Personas for Your Business \[Free Persona Template\]](#)

[Color psychology: a critical review.](#)

[Color Emotion Guide](#)

[Red Color in Web Design \[Infographic\]](#)

[Purple Color in Web Design \[Infographic\]](#)

[Orange Color in Web Design \[Infographic\]](#)

[Green Color in Web Design \[Infographic\]](#)

[The 10 Commandments of Color Theory \[Infographic\]](#)

[The 10 Commandments of Typography \[Infographic\]](#)

[A Pro Designer Shares the Psychology of Font Choices \[Infographic\]](#)

[Hamburger Menus and Hidden Navigation Hurt UX Metrics](#)

[The Genius—and Potential Dangers—of the Hamburger Icon \(Flyout Menu\)](#)

[Vertical Navigation vs Horizontal Navigation](#)

[4 Creative Navigation UI Patterns for Great UX](#)

[The psychology of logo shapes – a designer's guide](#)

[9 essential UI design tips](#)

