

60% blue

DESIGN BEAUTIFUL WEBSITES WITH THE

60/30/10 RULE OF WEB DESIGN

+ REAL-WORLD CASE STUDIES

10% orange

30% white



WP Mayor

THE 60/30/10 DESIGN RULE

“A clear framework for making design choices, streamlining the process, and reducing the likelihood of design inconsistencies.”

A simple rule that promotes a visually appealing balance in your design, creating a hierarchy that guides the visitor’s eyes.

Here are 5 ways this rule helps you design more beautiful websites:

- ✓ Enhance the aesthetic appeal of your overall design.
- ✓ Improve user experience with a clear hierarchy & visual structure.
- ✓ Reinforce your brand identity with consistent colors.
- ✓ Increase user engagement and boost conversions .
- ✓ Simplify your design decisions with a simple framework.

[Learn more →](#)

THE COLOR PALETTE

“60% for the dominant color, 30% for the secondary color, and 10% for the accent color.”

Your dominant color will be the 60%. This should be a color that represents your brand and will be used for large areas such as your background. Typically, these are white, black, or similar variations.

The secondary color will be the 30%, which compliments the dominant color. This will be used for areas such as headers and sidebars.

Lastly, the accent color is your 10%. This is what draws the visitors' eye. Think of call-to-action elements or important text

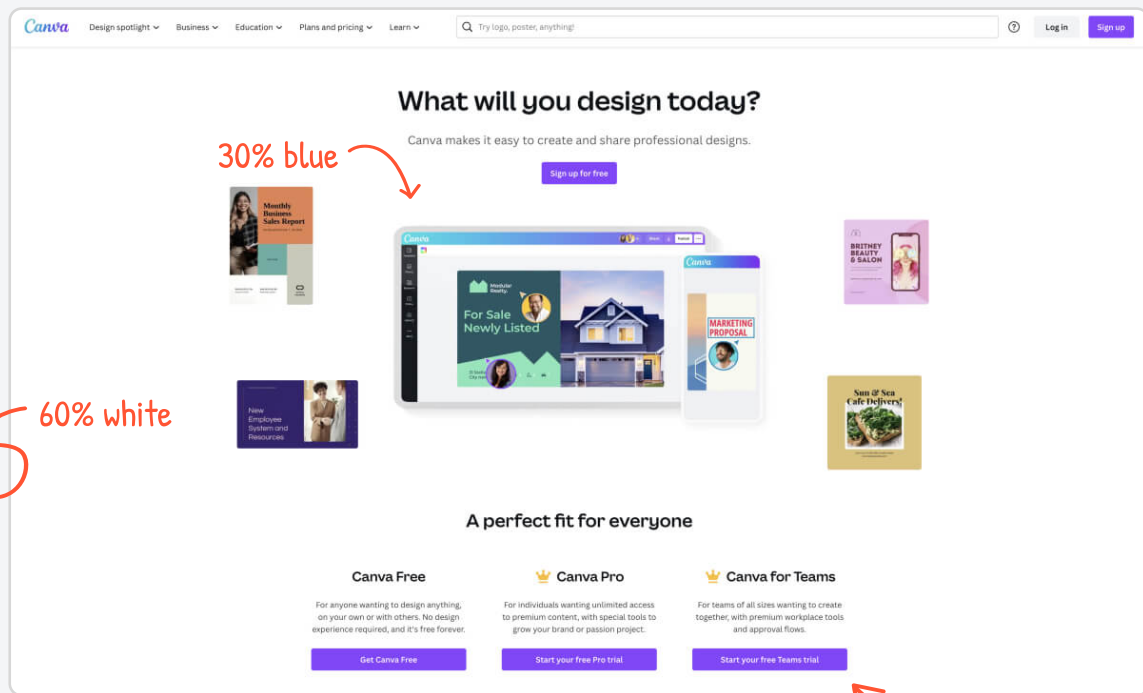
To summarize...

- ✓ **Choose the color palette and apply the 60/30/10 proportions.**
- ✓ **Test and adjust.**
- ✓ **Stay consistent.**

[Learn more](#) →

CASE-STUDY

CANVA

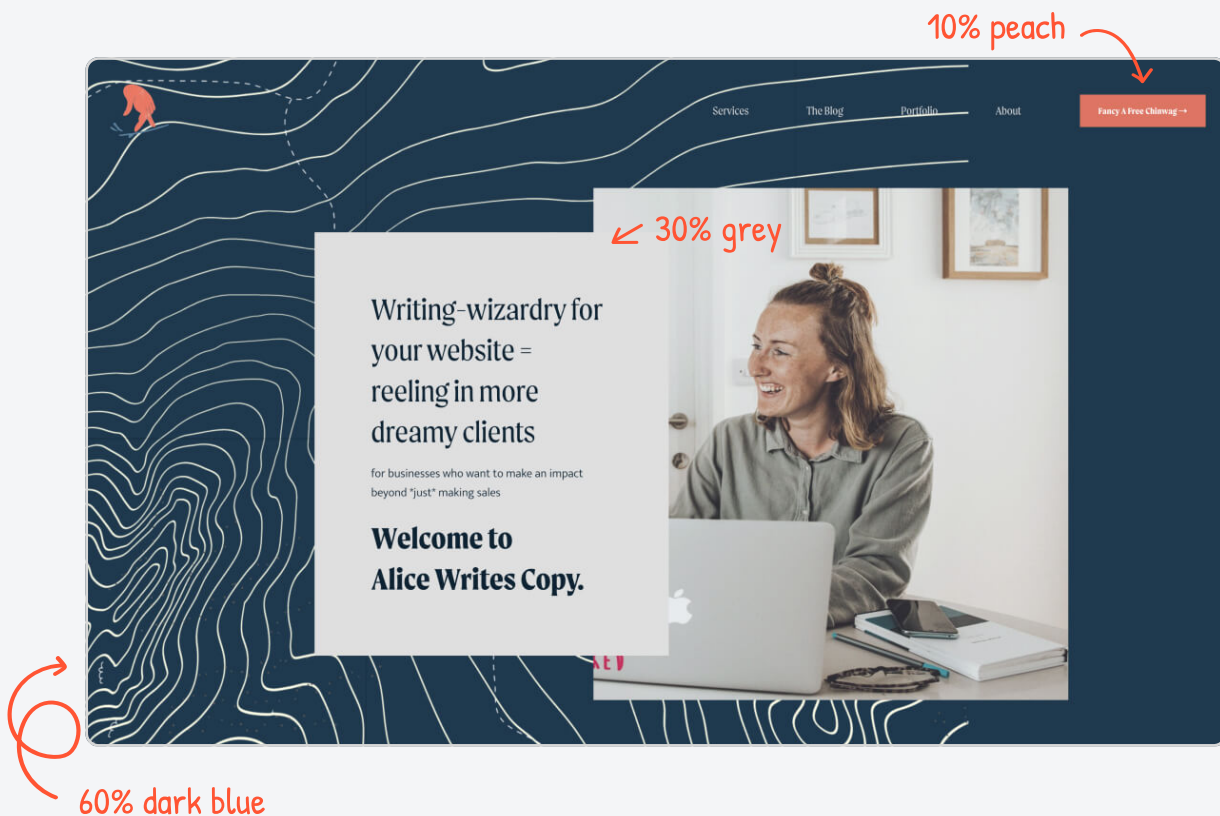


Canva applies white as the 60% dominant color and purple as the 10% accent color. The other 30% is blue, but they've used it to create depth in their designs by varying the hue of the blue on different pages and in different sections.

[Learn more](#) →

CASE-STUDY

ALICE WRITES COPY

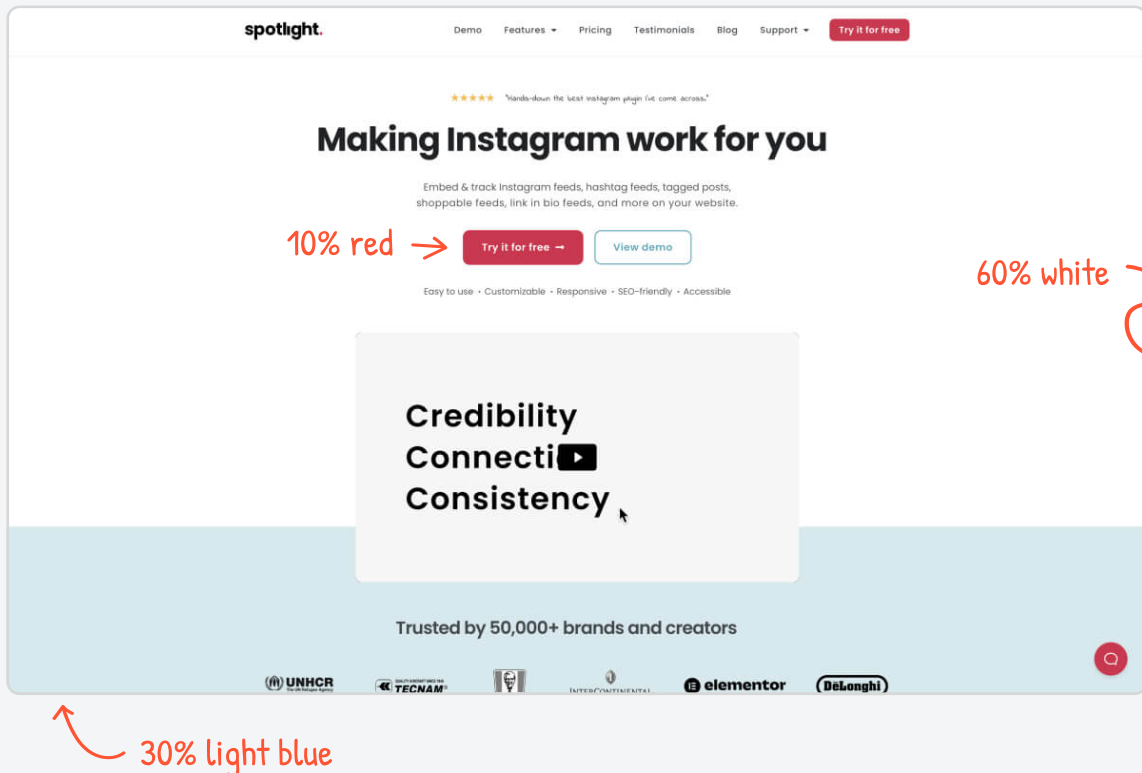


Alice Writes Copy uses a dark blue as the 60% dominant color, grey as the secondary color, and peach as the accent color.

Something worth noticing is that even though the image takes up a large part of the hero section, the design maintains color balance by using lighter, natural colors in the photo.

[Learn more](#) →

CASE-STUDY SPOTLIGHT



Spotlight utilizes a simple white as the 60% dominant color, which is one of the most popular variations given the flexibility that it provides in terms of color contrast. It then applies light blue for the 30% secondary color and red as the 10% accent color.

[Learn more](#) →

60/30/10

HOW TO APPLY THE RULE

You might be thinking that you don't want to redesign your entire **WordPress** site, which is understandable, but there are ways to apply [the 60/30/10 rule](#) to your existing design.

Using a website builder such as **Elementor**? Its [Global Colors](#) option is a great way of adjusting a color scheme without touching the layouts themselves.

The same applies to **Beaver Builder** with its [color palette](#), and to **GeneratePress** with its [Global Colors](#). The same can be said for almost all [page builders](#) and [block plugins](#).

If you're not using such plugins, you'll want to check out the powerful [CSS Hero](#).

Significantly enhance your website's visual appeal, user experience, and overall effectiveness with this one simple rule today.

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