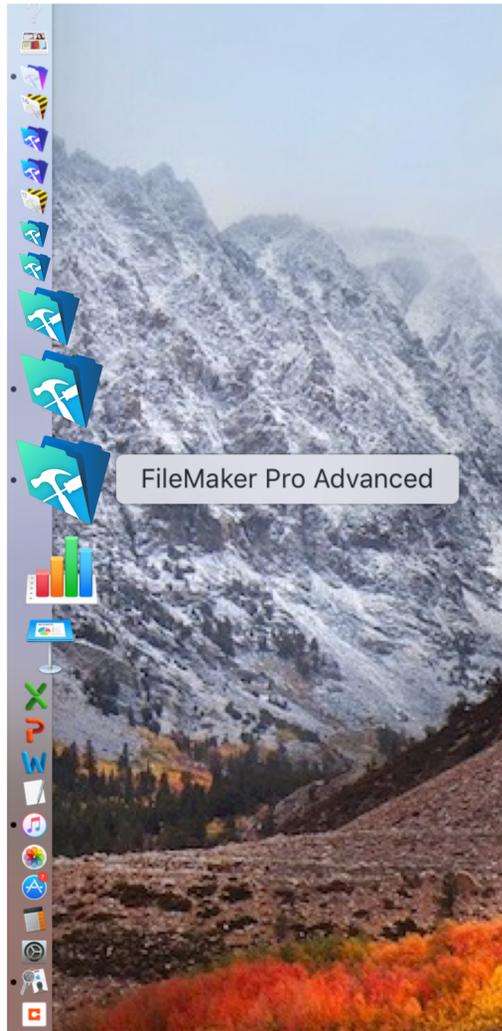
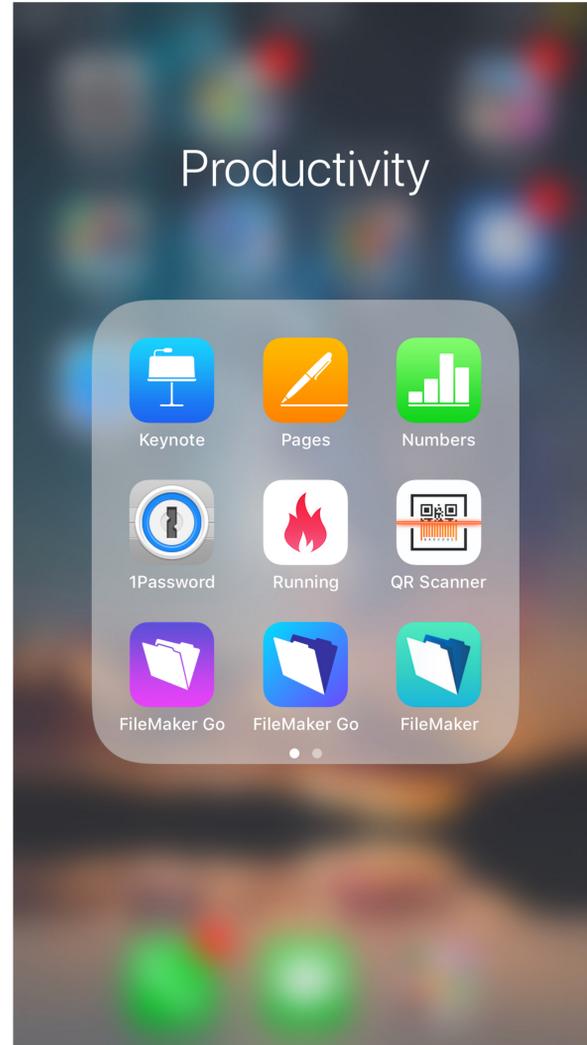


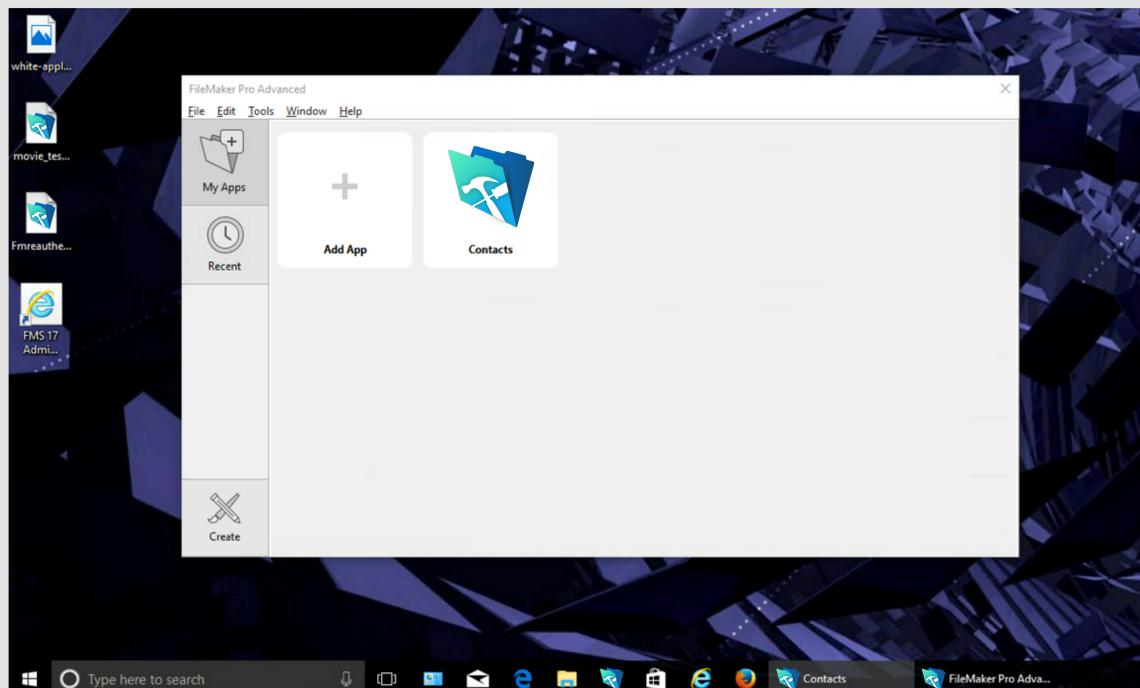
macOS



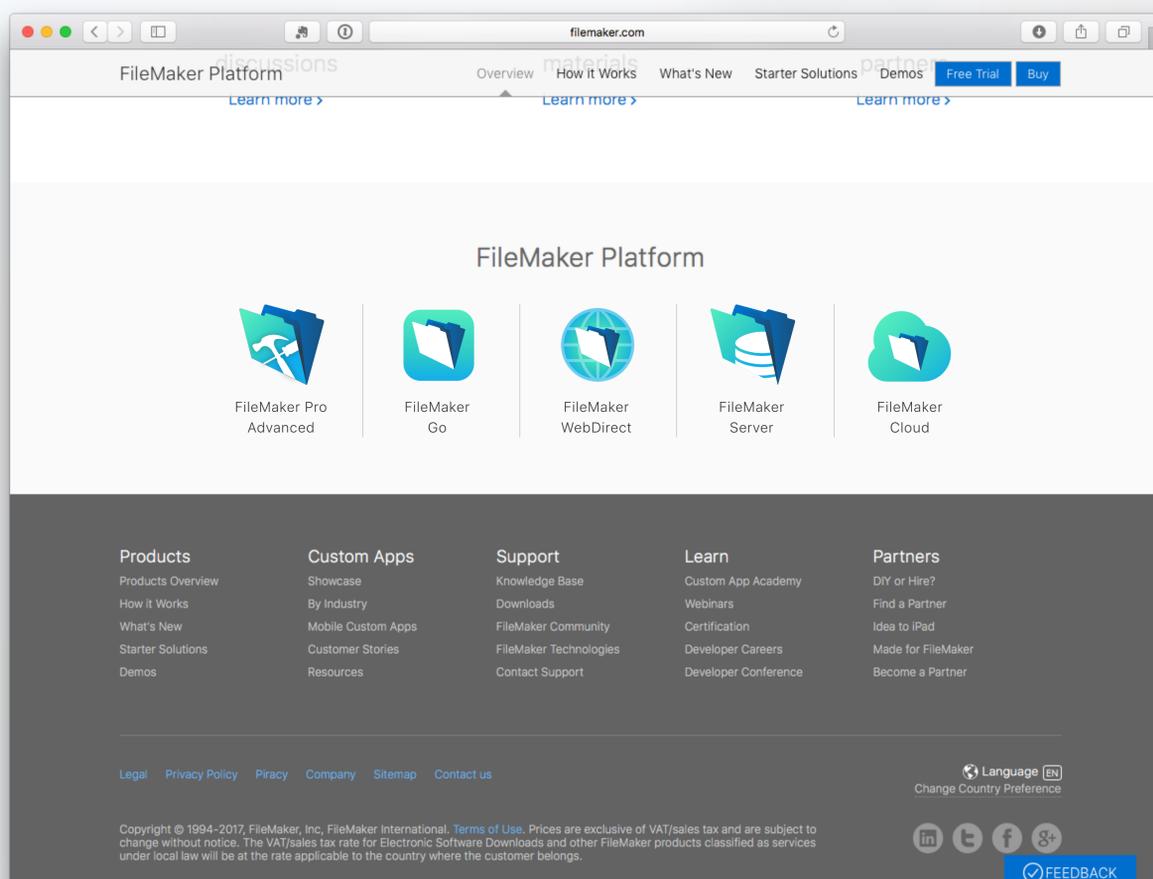
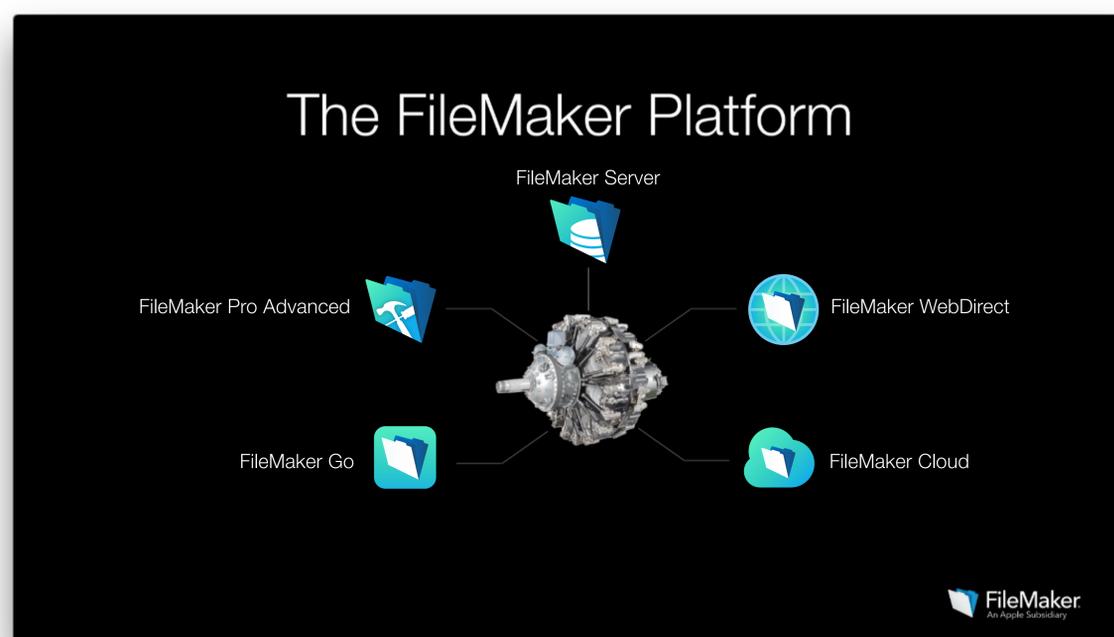
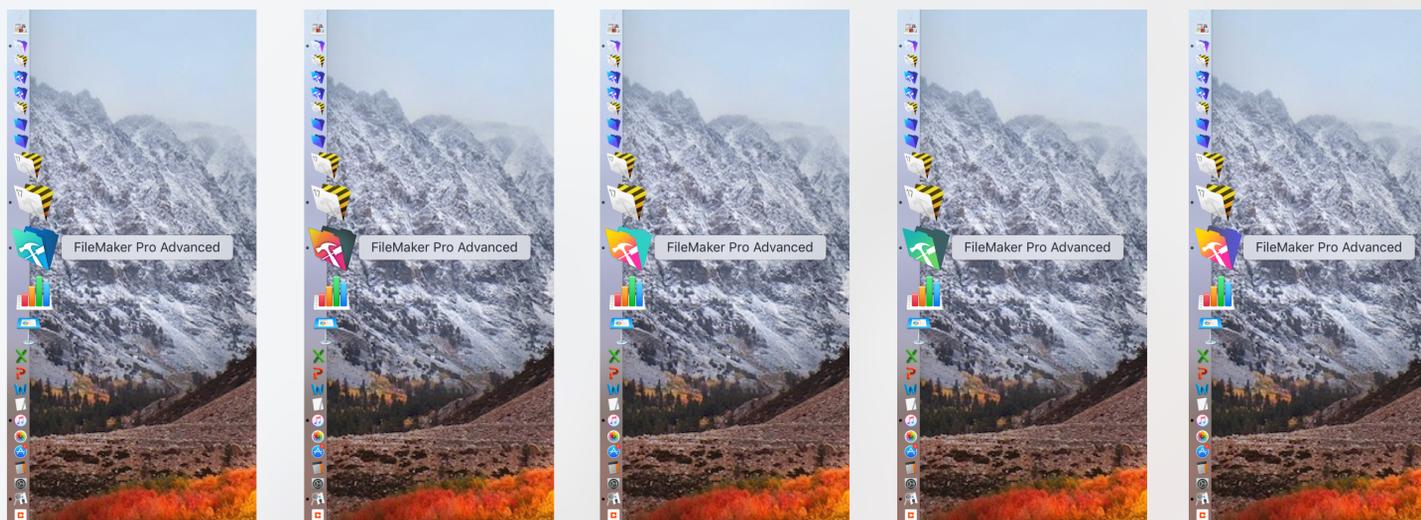
iOS



Windows



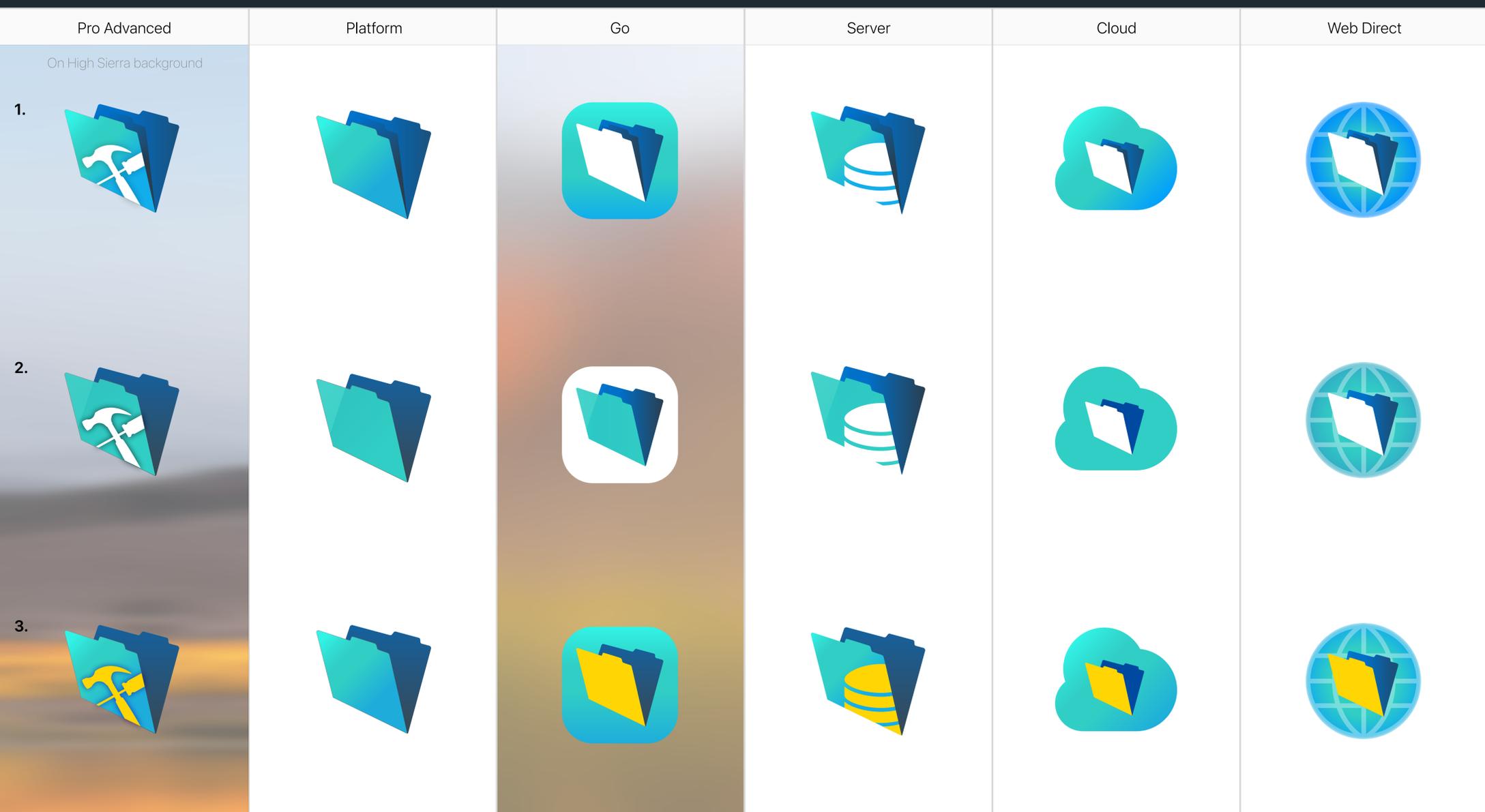
## Examples







	Pro Advanced	Platform	Go	Server	Cloud	Web Direct
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						



## Refreshing Aqua

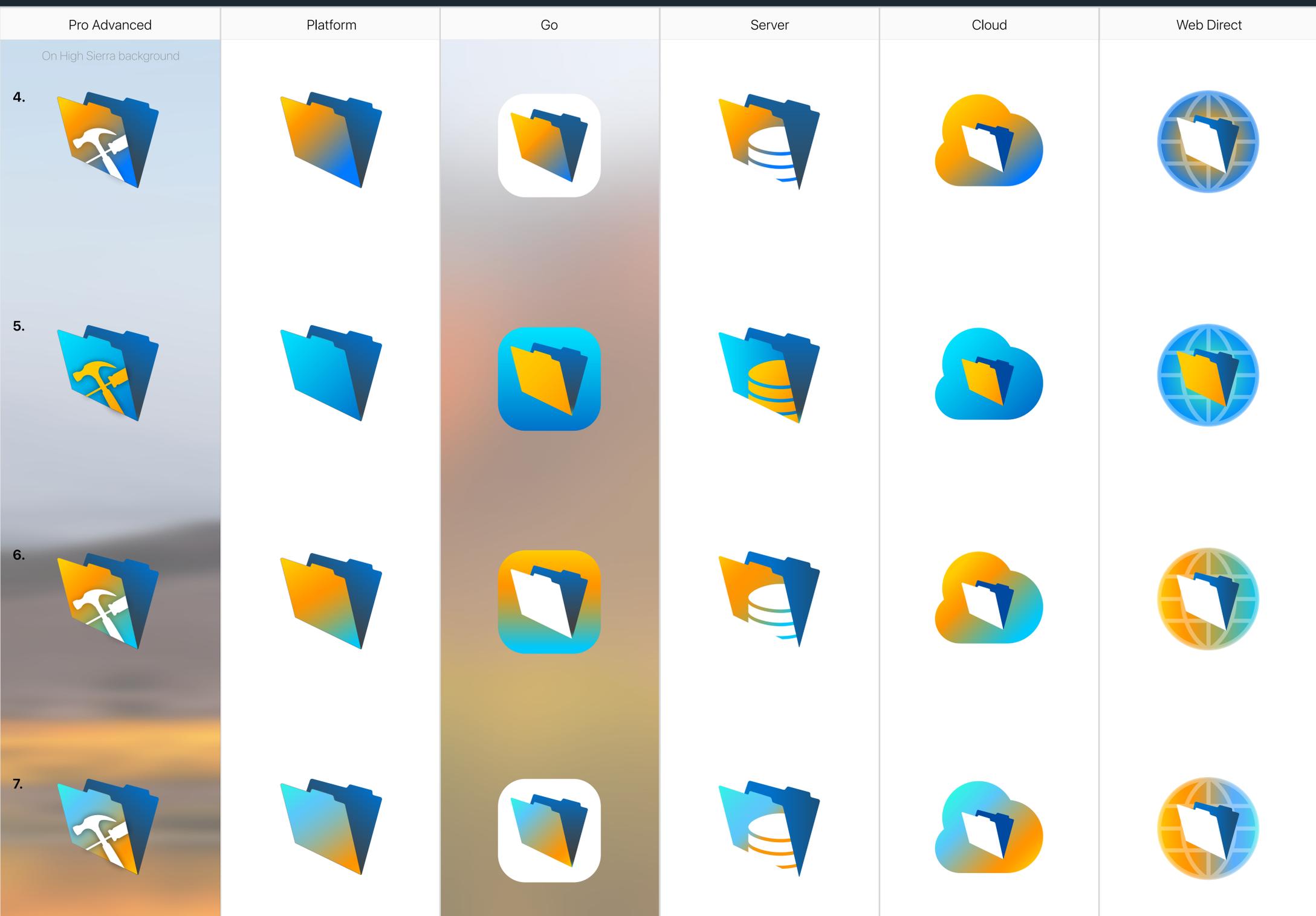
FileMaker Pro Advanced 17 is going to introduce many new features that will help users feel less intimidated and more energized to start building new apps. For example, the new Launch Center is modern and easy to get oriented. Users can quickly start building from blank or from mini apps or find apps whether they are on local or on remote servers. The new Document Workspace with docked Field Picker, Layout Objects, and Inspector simplifies the user's design environment and provides contextual tools through progressive disclosure, making it more intuitive and efficient for users to quickly start building apps.

Refreshing aqua blue colors ease stress with their connotations of the ocean and bring relaxation. Aqua is on the lighter end of the blues and is more friendly, so it will help users feel less intimidated and more at ease, making aqua a great color for the FileMaker Platform. Keeping users at ease with Aqua will certainly come in handy when they encounter challenges while building their apps. Plus, it will perfectly complement and contrast with macOS High Sierra colors.

Aqua is also an extremely popular color that both men and women find attractive and has increased sales for many brands like Tiffany's and San Jose Sharks. In the early 90s, when the Sharks first changed their brand color to Teal, their sales in NHL merchandise increased to \$150 million and accounted for 27 percent of the league's total; coming in only second to merchandise sales for the Chicago Bulls<sup>1</sup>.

Have you ever wondered why the Messages and Skype apps also use Aqua blues? Perhaps it's to keep people at ease with neutral emotion. Words are only 7% of communication, without face-to-face interaction and hearing the actual tone, the poor choice of color could change the conversation entirely.

Aqua also has a tint of green which can represent new beginnings and growth and signifies renewal and abundance. It incorporates some of the energy of yellow, making aqua warmer than just blue. We can accent the aqua with white, which conveys cleanliness and simplicity; or accent it with yellow which is warm, cheerful, energizing, and attracts attention.



## Friendly Orange and Reliable Blues

The FileMaker 17 platform will introduce many new features that help users feel less intimidated and more energized to start building new apps. The improvements in design are user friendlier and allow for higher business productivity, making FileMaker a more reliable and flexible application for developing custom business apps.

True orange is humanistic and friendly and adding a bit of yellow makes it very welcoming. Blue represents calmness and responsibility, with the lighter teal shades being refreshing and friendly to the darker shades for strength and reliability. Orange and blues are complimentary and contrasting color schemes that will make FileMaker look the strongest. Have you ever wondered why movies and games tend to use amber orange and teal blue themes? Humans are orange in hue and the best contrast is blue.

Many of the Apple apps like GarageBand, iBooks, and Pages also utilize the different shades of orange to convey ease of use and learnability while financial apps tend to use blues for reliability, trust, integrity, and efficiency. Since FileMaker 17 will be a bit more expensive, the use of blue might be fitting because, historically before digitalization, blue was an extremely expensive pigment to use in paintings, coming second only to gold as it was obtainable only from crushed lapis lazuli imported from Afghanistan<sup>2</sup>.

	Pro Advanced	Platform	Go	Server	Cloud	Web Direct
8.						
9.						
10.						

## macOS High Sierra Colors

The FileMaker 17 platform will launch when macOS High Sierra is available with a color scheme that is natural, with deep forest greens, and intense, with bright copper reds. There is also rumor of a copper or “Blush Gold” iPhone 7 that is coming out soon. Perhaps, it might make sense to go with similar color families for FileMaker as well.

The High Sierra colors are warm and inviting. Yellow is the brightest and most energizing of the warm colors, it’s associated with happiness and cheerfulness. With the addition of reds and oranges, these are the colors of fire, fall leaves, and sunsets and sunrises, which are energizing, passionate, and positive<sup>3</sup>. But we need to be careful and stay away from true reds because those should be designated for error messaging and warning notifications. Orange, on the other hand, is friendly, inviting, creative, and, on High Sierra, represents change and movement.



FileMaker 17 App Icons (Original color studies - All)

Pro Advanced

Platform

Go

Server

Cloud

Web Direct

On High Sierra background

1.



2.



3.



4.



5.



6.



7.



8.



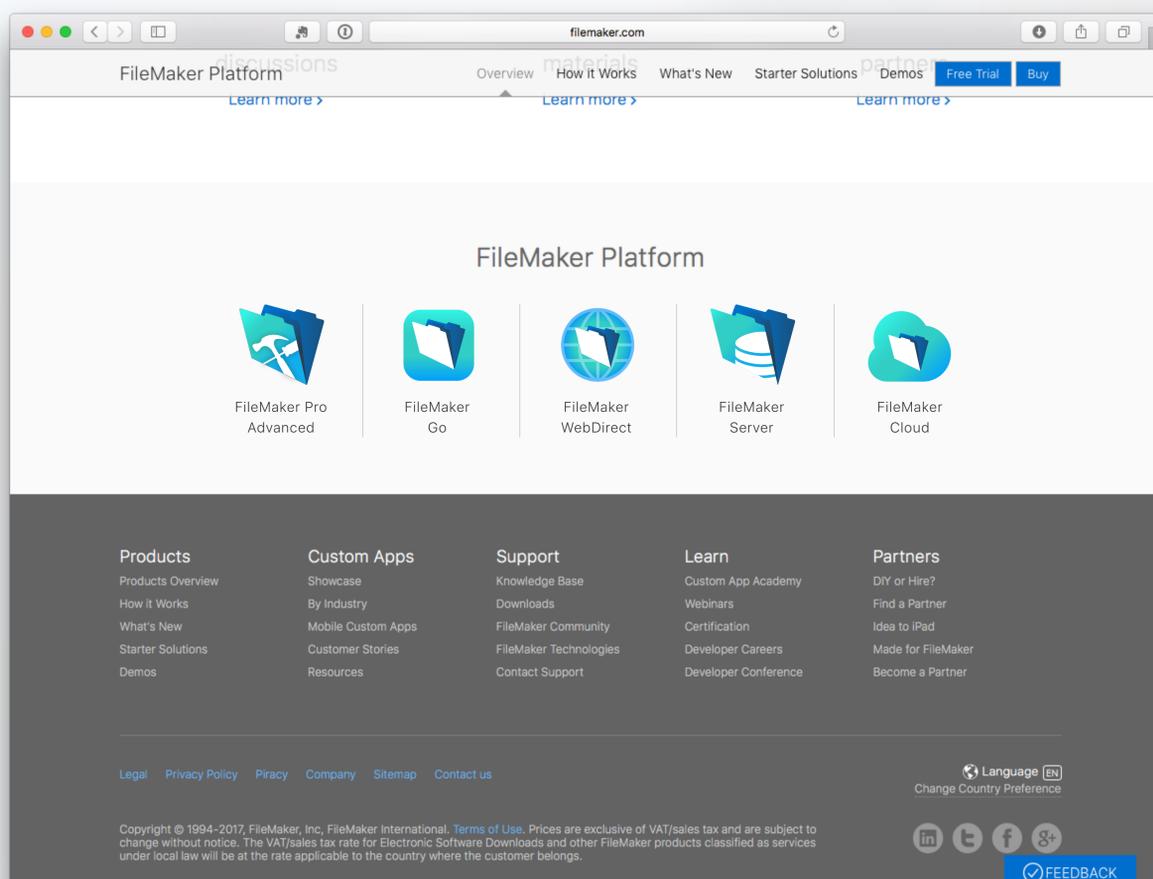
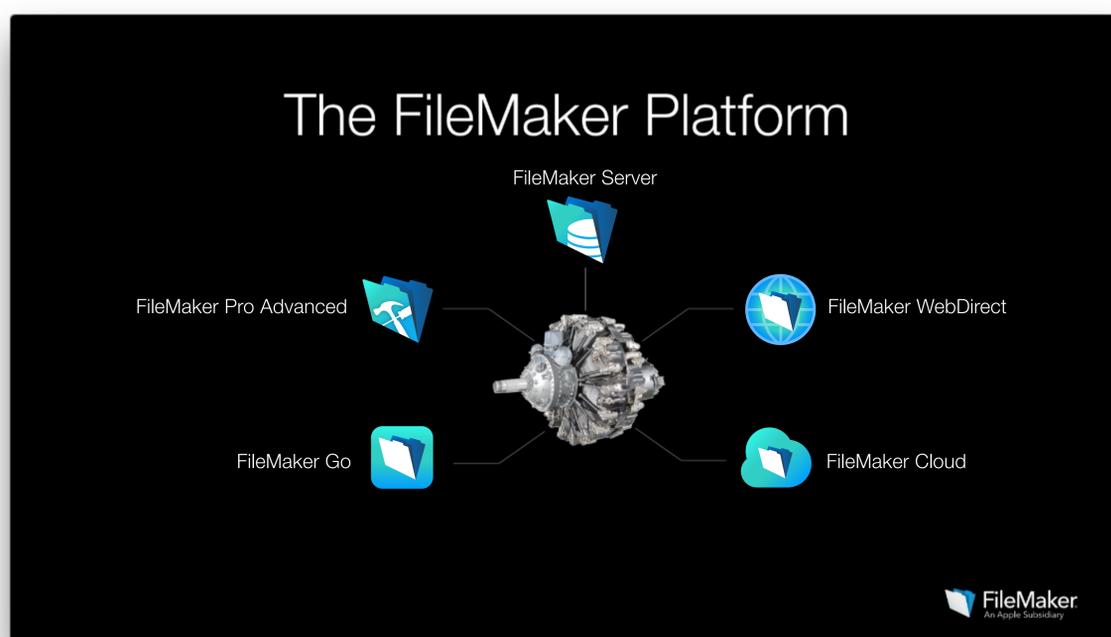
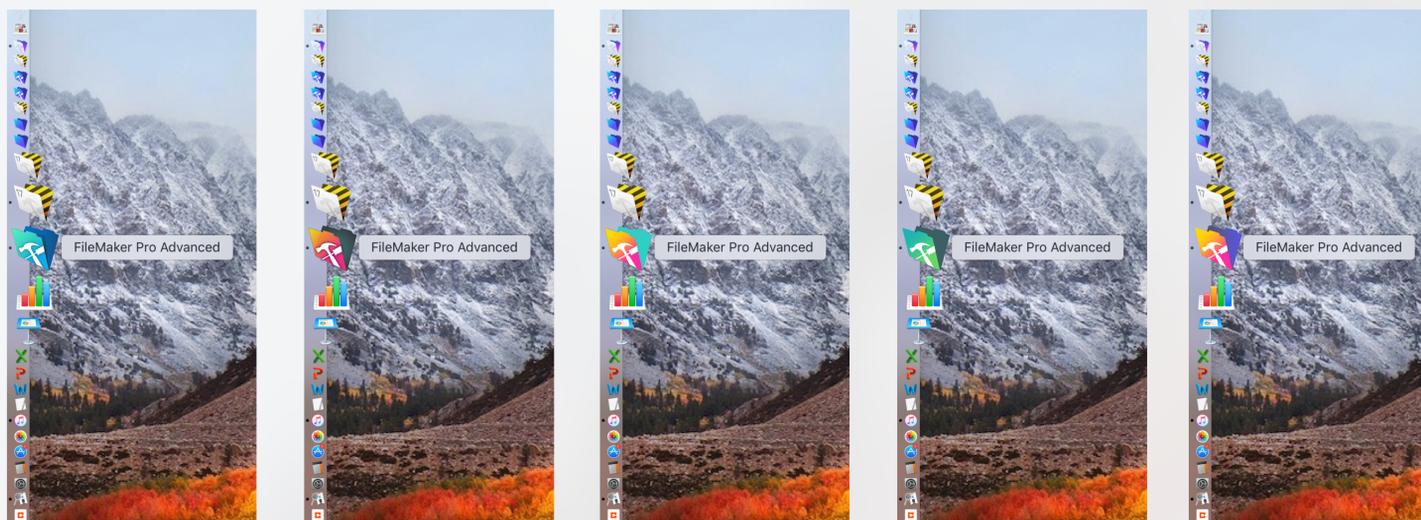
9.



10.



## Examples



<https://standards.apple.com/system-library/#pattern-swatches>

Standards
Overview Systems Elements Templates Contact Resources

Color swatches for text, backgrounds, and/or visual elements (such as icons) on light or dark backgrounds.

[Design Guidelines](#) | [PSD](#) | [Dev Docs](#) | [Source Code](#)

**Background Content**

- page #fff
- background #fafafa
- backgroundfooter #f2f2f2
- framing #e3e3e3
- keyline #d6d6d6
- backgroundimage #ccc

**Limited Use: Apple Values**

- cream #f6f6ee
- seagreen #76cab4
- teal #548c8c
- deepteal #3b5f62
- wheat #af9308
- kellygreen #79a21c
- green #78a061
- gradient-tealgreen-start #31cec5
- gradient-tealgreen-end #28a33f

**Foreground Content**

- title #333
- copy #333
- caption #666
- icon #888
- blue #0070c9
- orange #e85d00

**Limited Use: Product-inspired Text**

- gold #a48e75
- rosegold #bd837d
- productred #af1e2d

**Sosumi (Legal)**

- small #888
- smallcta #555

**Forms**

- formerror #ee0000
- formvalid #339900
- formicon #b8b8b8

<https://developer.apple.com/ios/human-interface-guidelines/visual-design/color/>

Developer
Discover Design Develop Distribute Support Account

## Human Interface Guidelines

iOS

- Overview
- User Interaction
- System Capabilities
- Visual Design**
- Animation
- Branding
- Color**
- Layout
- Typography
- Icons and Images
- Bars
- Views
- Controls
- Extensions
- Technologies
- Resources

# Color

Color is a great way to impart vitality, provide visual continuity, communicate status information, give feedback in response to user actions, and help people visualize data. Look to the system's color scheme for guidance when picking app tint colors that look great individually and in combination, on both light and dark backgrounds.

R 255  
G 59  
B 48  
Red

R 255  
G 149  
B 0  
Orange

R 255  
G 204  
B 0  
Yellow

R 76  
G 217  
B 100  
Green

R 90  
G 200  
B 250  
Teal Blue

R 0  
G 122  
B 255  
Blue

R 88  
G 86  
B 214  
Purple

R 255  
G 45  
B 85  
Pink

**Use color judiciously for communication.** The power of color to call attention to important information is heightened when used sparingly. For example, a red triangle that warns people of a critical problem becomes less effective when red is used elsewhere in an app for noncritical reasons.

**Use complementary colors throughout your app.** The colors in your app should work well together, not conflict or distract. If pastels are essential to your app's style, for example, use a coordinating set of pastels.

**In general, choose a limited color palette that coordinates with your app logo.** Subtle use of color is a great way to communicate your brand.

**Consider choosing a key color to indicate interactivity throughout your app.** In Notes, interactive elements are yellow. In Calendar, interactive elements are red. If you define a key color that denotes interactivity, make sure other colors don't compete with it.

<https://developer.apple.com/macos/human-interface-guidelines/visual-design/color/>

Human Interface Guidelines
macOS beta

- Visual Design**
- Animation
- Color**
- Translucency
- Typography
- Icons and Images
- Windows and Views
- Menus
- Buttons
- Fields and Labels
- Selectors
- Indicators
- Touch Bar
- Extensions

# System Colors

macOS offers a range of standard system colors that automatically adapt to vibrancy (see [Translucency](#)) and changes in accessibility settings like *Increase contrast* and *Reduce transparency*. Use these colors when choosing app tint colors that look great individually and in combination, on both light and dark backgrounds.

**Don't hard code system color values in your app.** The color values provided below are intended for reference during your app design process. The actual color values will fluctuate from release to release and based on a variety of environmental variables. Always use the API to apply system colors.

For developer guidance, see [NSColor](#).

Color	Name	API
R 27 G 173 B 248	Blue	<a href="#">systemBlueColor</a>
R 162 G 132 B 94	Brown	<a href="#">systemBrownColor</a>
R 142 G 142 B 145	Gray	<a href="#">systemGrayColor</a>
R 99 G 218 B 56	Green	<a href="#">systemGreenColor</a>
R 255 G 149 B 0	Orange	<a href="#">systemOrangeColor</a>
R 255 G 41 B 104	Pink	<a href="#">systemPinkColor</a>
R 204 G 115 B 225	Purple	<a href="#">systemPurpleColor</a>
R 255 G 59 B 48	Red	<a href="#">systemRedColor</a>
R 255 G 204 B 0	Yellow	<a href="#">systemYellowColor</a>