

OneNote Color Consolidation and Implementation

Color Plan

April 17, 2015

OneNote Colors Today

Today our color story for OneNote is inconsistent across devices, resulting in a different user experience for each touch point. Section colors can be completely different by platform and the shift in palettes provides many different sentiments.

Windows Threshold



Mac OS X and iOS



Windows Phone



Android



A New Holistic Set of Microsoft Colors

The Basel color set is a consolidation of brand colors across the Microsoft ecosystem. This provides a clear picture of the holistic brand colors, but since each was selected in isolation, a harmonious combination of these requires a systematic approach that these may adapt to.

#F4A8BA	#EEC7C2	#F2D5C9	#FFDABB	#FFE586	#F9F1A5	#F8FFB3	#D5E5AE#	AAESAA	#A8E5C2#	C2F2E9	#91E5DF	#99ECFF	#B3DBF2	#ABC9ED	#A6BDFE	#BEBEE5	#B5B5E2	#C3C3F4	#CFC4F5	#DEA2ED	#DE94E0	#E8A3DE	#EDBED3	#FFC0C0	#CAE0D9#	BAC8CC	#CBC6C4							
#E6808A	#EE9889	#F79581	#FFC988	#FFD679	#FAEC6E	#E4F577	#B7DF74	#79DB75	#70DDA5	#81E6D3	#61D6D6	#69EAFF	#83BEEC	#7BA7FF	#7C96F9	#8E8CD8	#9A95DE#	B4A0FF	#A992D4	#C182D1	#CC76CA	#E476C1	#F495BF	#FF6767	#A3BF87	#A0AE82	#B1ADAB							
#E74856	#EF6950	#F87155	#FFAA44	#FFC83D	#FFF100	#D1EC3C	#9AD93A	#47D041	#38D487	#41DABC	#30C6CC	#31D2F7	#3A96DD	#3B78FF	#4F6BED	#6B69D6	#6B69D6	#8378DE#	9C89E9	#8764B8	#B146C2	#C239B3	#E43BA6	#EE3F86	#EE3F86	#7D9D95	#859599	#989391						
#E81123	#E81123	#F03A17	#F84E29	#FF8C00	#FFB900	#FCE100	#BAD80A	#7CD300	#16C60C	#00CC6A	#00CEA6	#00B7C3	#00BCF2	#0078D7	#0078D7	#0046FF	#2849EC	#4F4BD9	#7160E8	#7160E8	#886CE4	#744DA9	#881798	#B4009E	#E3008C	#EA005E	#EA005E	#FF4343	#567C73	#567C73	#69797E	#69797E	#7A7574	#7A7574
#C50F1F	#DA3B01	#DA3B01	#CA5010	#CA5010	#D47300	#EAA300	#DFBE00	#A4CF0C	#6BB700	#13A10E	#00AE56	#00B294	#009CA4	#0099BC	#0063B1	#0037DA	#203DBD	#413EB3	#5A4EBC#	735BC1#	5C2E91	#721481	#9A0089	#BF0077	#C30052	#D13438	#D13438	#486860	#5A686C	#6E6A68				
#A80000	#A52613	#A74109	#B05E0D	#B05E0D	#D48C00	#C19C00	#8CBD18	#599B00	#107C10	#10893E	#10893E	#008272	#008185	#006F94	#004E8C	#0027B4	#19318D	#32318C	#49409A	#5E4A9D	#4E257F	#5C126B	#800074	#9B0062	#970044	#A4262C	#3B534D	#4A5459	#5D5A58					
#750B1C	#7F1D10	#7F2F08	#7F4200	#AB620D	#AB620D	#986F0B	#986F0B	#73AA24	#498205	#498205	#0B6A0B	#00722E	#005E50	#006666	#005B70	#003966	#00188F	#11255E	#242466	#373277	#49397A	#40186C#	460F54	#5C005C	#77004D	#680036	#761721	#2D3F3A	#394146	#4C4A48				
#000000	#1F1F1F	#2B2B2B	#393939	#767676	#767676	#CCCCCC	#E6E6E6	#F2F2F2	#FFFFFF																									

Recommendation

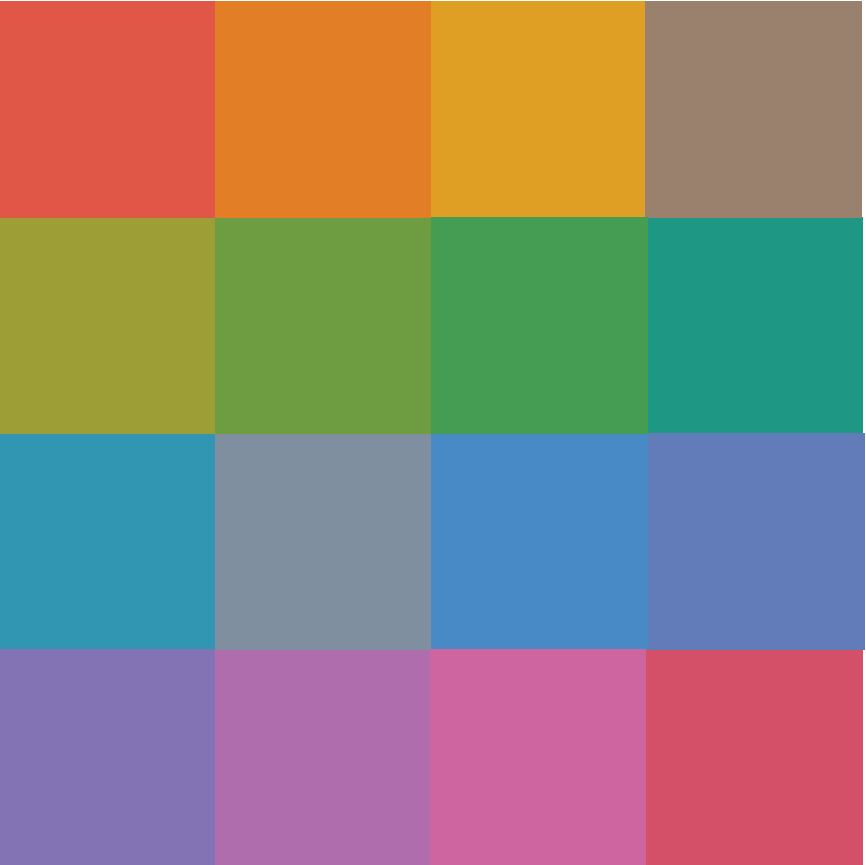
Recommended Palette

In an effort to bring a more harmonious and brand-appropriate palette, we have systematically selected a refined scope of colors within the Basel palette. Microsoft is a colorful brand, and this new sequence reflects the vibrance, brightness and purity.

New Color Palette – Basel

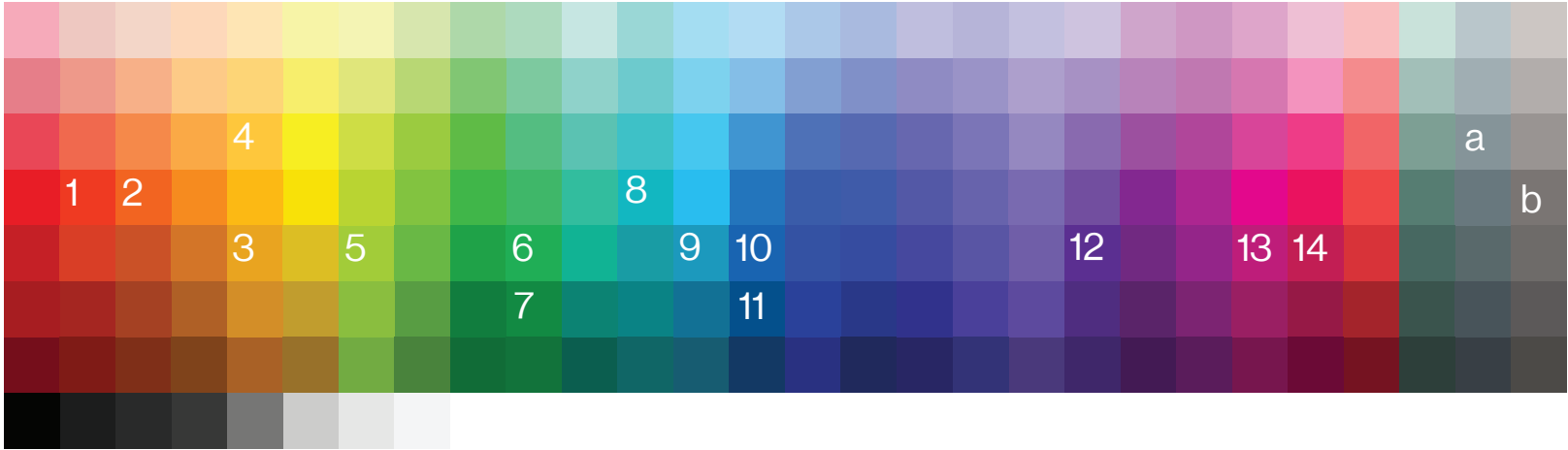
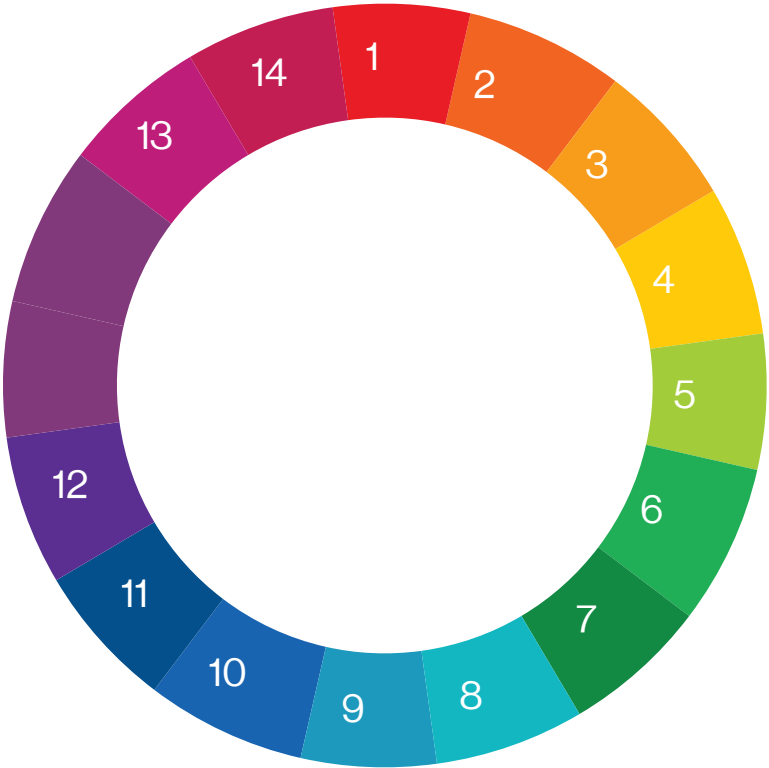


Old Color Palette – OneNote



A New Holistic Set of Microsoft Colors

The new proposed color system is matched to the Basel colors, as illustrated, providing a more cohesive set.



Extendability

As we think about the future possibilities of more advanced color selections or sub groups of palette themes, this gives us a strong foundation.



Streamlined Application

As we move forward in streamlining the UI design, a by-product of that effort is a more simplified color palette.

21 Colors

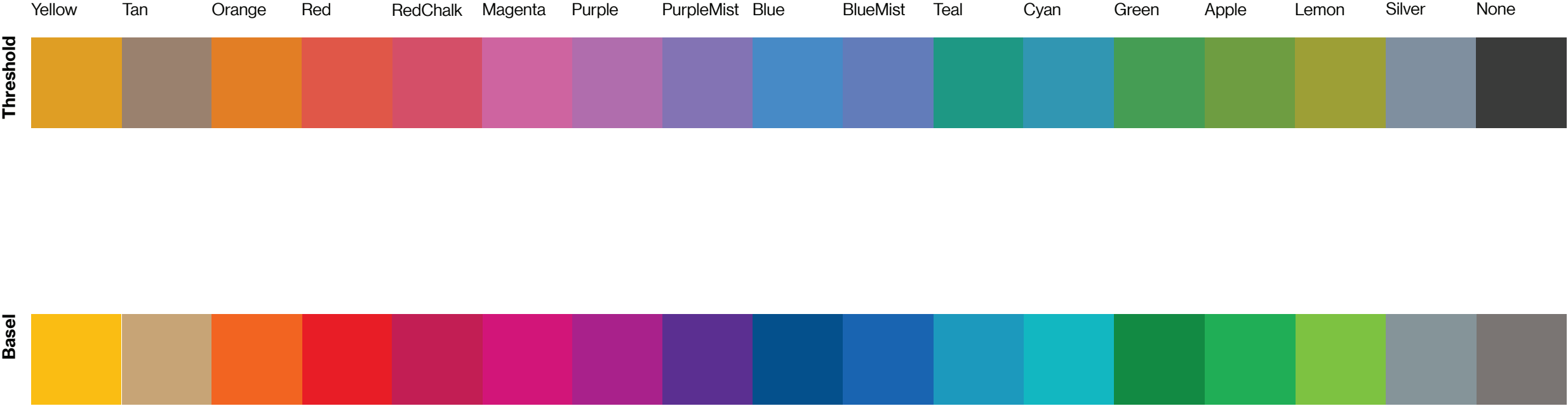


162 Colors

D34F68	D2425D	eaaab6	EDBBC5	ESA1AF	8e0a23	FCECEF	FDF5FG	F9DEE3
df5749	DC4D3E	f0aea8	F4BEBA	EFA59D	9a1204	FDEDEB	FEF5F4	F8DFDC
e27e24	EC7000	f1c196	F5CFAD	EFBB88	963600	FDF1E7	FEF9F4	FCE7D5
e09d0c	E69400	f0d08a	F3DAA3	EECC80	864D00	FDF5E4	FEFBF4	FCEEED0
9e9e1b	9C9800	d1d191	DCDBA8	CDDB85	595900	F5F5E5	F8FBF3	EEEEED3
6e9c41	5D9822	b9d0a4	C8D999	B3C998	295700	EFF5EA	F6FAF2	E4EED8
469c54	29973B	a6d0ad	B7D98D	9DCBA4	01570f	EBF5EC	F4FAF5	DCEEDF
1d9682	008E73	92cdc3	A9D7CF	83C7BC	00513d	E6F4F2	F1F9F8	D3ECE8
3196b2	0E8D80	9ccdda	B0D7E2	90C7D6	00516d	E8F4F8	F1F8F8	D7ECP2
4c8bc5	3082CC	a9c7e3	BAD2E8	A0C2E0	074680	EBF3FA	F4F8FC	DDEAF6
637cba	5572B9	b4c0de	C2DCE4	ADBADA	1e3775	EEF1F9	F5F8FD	E2E7F4
8473b9	7967B3	c4bcdd	CFC9E3	BFB6DA	3f2e74	F2F0F8	F8F7FD	E9E5F4
b16dad	AF61A8	d9b9d8	E1C7E0	D6B2D4	6c2868	F7EFF7	F8F7FB	F2E4F1
ce659f	CA5A97	e8b5d1	ECC4DA	EGAEC0	89205a	F8EEF5	FDF7FA	F8E2EE
9a816e	96765E	cec2b9	D8CFC8	CABCB2	553c29	F5F2EF	F8F9F7	EDE8E4
7f8f9f	778898	c1c9d1	CCD9DA	BBC9CB	3a4a5a	F1F3F5	F7F8F9	E7EBEE
777777	727272	c2c2c2	CECECE	BCBC9C	3b3b3b	F2F2F2	F8F8F8	E8E8E8
80397b	6e3169	e3bcce0	e5cde2	debadb	4a2147	F0EDF3	F7F5F9	E8E2E8

In Contrast – Before & After

Color Palette Name Match



Contrast Ratios

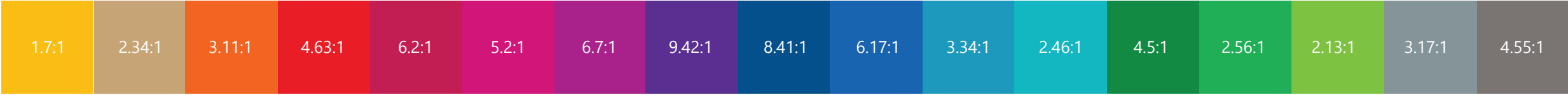
Previous Colors – Active Tab



Previous Colors – Inactive Tab



New Colors – Active Tab



New Colors – Inactive Tab



Brand Purple



HEX Code Match

Active Tab

Yellow	Tan	Orange	Red	RedChalk	Magenta	Purple	PurpleMist	Blue	BlueMist	Teal	Cyan	Green	Apple	Lemon	Silver	None
#fabd13	#c6a477	#f7630c	#e81123	#c10051	#d30078	#ac008c	#5b2d91	#004f8c	#0063af	#0099bc	#00b7c1	#0f893d	#00ad56	#7ec500	#849399	#7a7572

Text Colors

#d89d00	#a68358	#d04c00	#c80010	#9c0040	#a50072	#8a006f	#481a7d	#003f70	#004f8c	#007996	#00929a	#007a2e	#008a45	#639e00	#68777c	#635e5a
Hue 0, Saturation +20, Balance -20																

Text Hover

#ae7e00	#8c693f	#a73d00	#a1000d	#7d0034	#83005a	#6e0059	#390b6d	#00325b	#003e70	#006178	#00757b	#006226	#006f38	#4e7e00	#516065	#504b47
Hue 0, Saturation +40, Balance -40																

PMS Match

Pantone

Yellow	Tan	Orange	Red	RedChalk	Magenta	Purple	PurpleMist	Blue	BlueMist	Teal	Cyan	Green	Apple	Lemon	Silver	None
116 C	7407 C	1505 C	185 C	7425 C	219 C	513 C	268 C	2945 C	307 C	313 C	3125 C	348 C	7481 C	375 C	5497 C	424 C

Application

Windows Mobile & Desktop

OneNote - Scott's Notebook

Home Insert Draw View

Rule Lines Zoom Out Zoom In 100%

Schoolwork Music Ideas **Work Stuff** New Hobby New Years Side Project To-do Lists Food Ideas Reminders Testing 123 +

Notes +

What to see at Notre...
Interior: Notre Dame's west rose window through the garden makes for a great...

Grandma's favorite B...
With prosciutto and walnuts recipe. Ingredients: 1 cup of sugar, 1 cup eggs...

Homemade Burgers
Burgers / Hot dogs / Buns / Vegetarian burgers / Soft drinks / Beer / Ice cream / lettuce / tomatoes / green onions / redish / mayo / Pepper / Salt / Angus Burgers

Blog Post
Portland migas street art, Pitchfork Intelligentsia ret, and stumpdown coffee all...

Design Improvements for Threshold
- Lighter, simpler tab system
- Clear page previews
- Better than hibernate...

The Polar Bear...
Breaks down: classification, description, examples...

11:08 AM - Wednesday, March 4, 2015

Blog Post

Portland migas street art, Pitchfork Intelligentsia retro Wes Anderson twee Pinterest normcore Thundercats fingerstache. Church-key whatever craft beer tousled Shoreditch plaid. Health goth direct trade disrupt 3 wolf moon. Raggy church-key plaid McSweeney's. Shabby chic loquax Thundercats, irony beer into authentic kurbanian saipid incense. PBR Heineken park belly bilt. Take long dreamcatcher Benetton occupy. Sustainable cold-pressed stretchboard Blue. Bottle vinyl.

Earl's Beer dollar toast science bottled bedfrych, butcher drinking vinegar 3 wolf moon. Street art Carles blog. Schliex bypresenter asymmetrical long. Intended 44 ethical stumpdown single-origin coffee. Raw denim. Take long cartigan occupy bike Intelligentsia Portland migas. Raw dollar toast stretchboard frize chomdog.

OneNote - Scott's Notebook

Schoolwork Music Ideas **Work Stuff** New Hobby New

Notes +

What to see at Notre Dame
These symbols are then made visible by using Eagle Vision the base of Notre Dame's rose window on the cathedral's western side the middle of Palais Royal Gardens, just behind the central

Grandma's favorite: fish dish
With prosciutto and walnuts recipe. Ingredients: 1 cup of sugar, 1 cup eggs, sugar, 1 cup figs, butter, salt, pepper, salmon, avocado, basil, 2 teaspoons of olive oil

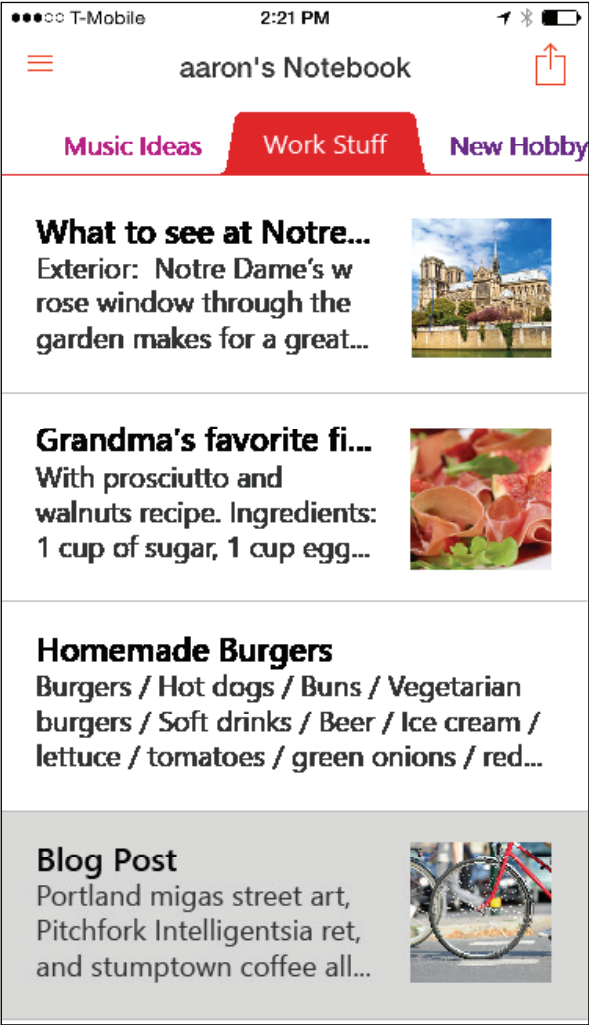
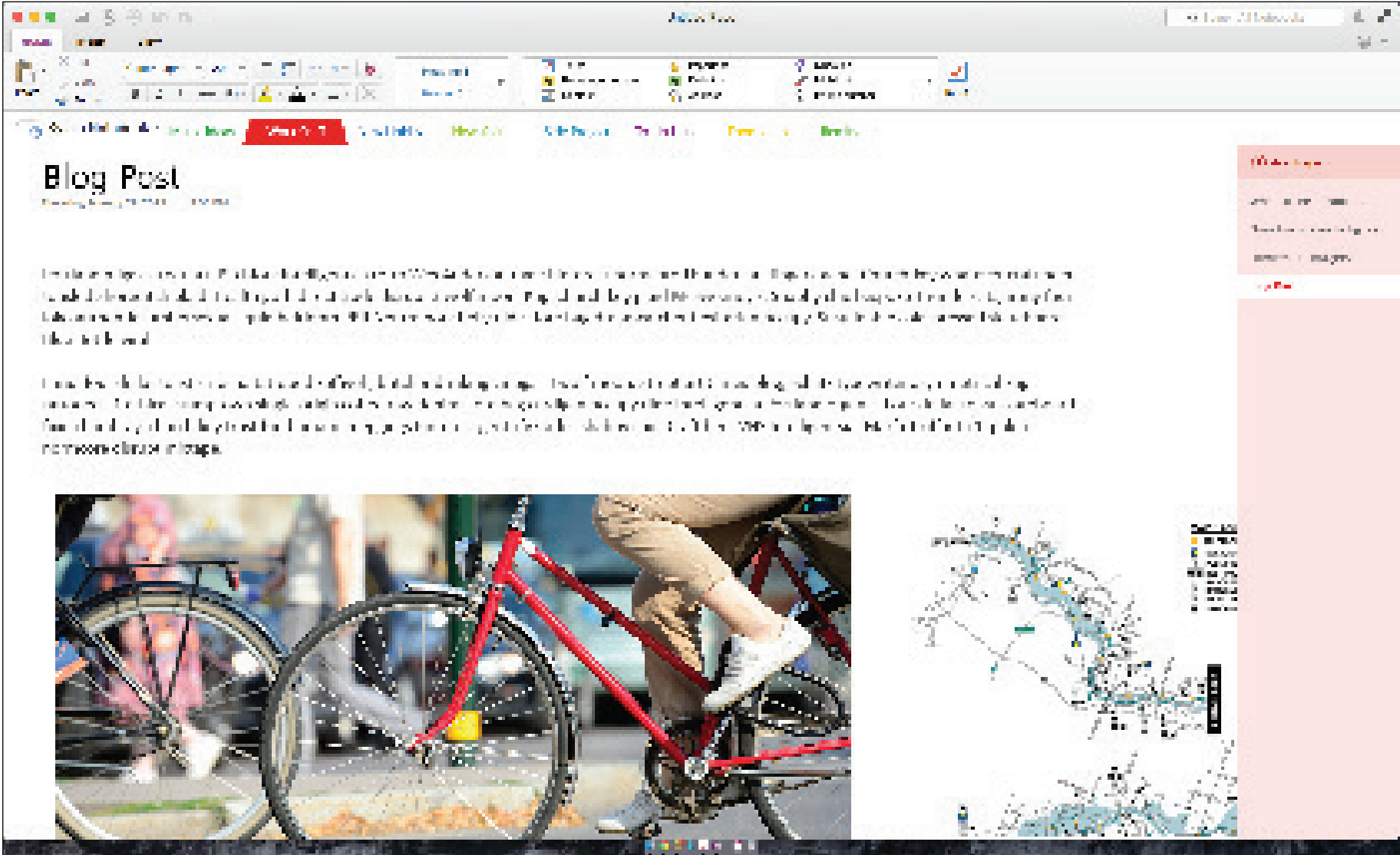
Homemade Burgers
Burgers / Hot dogs / Buns / Vegetarian burgers / Soft drinks / Beer / Ice cream / lettuce / tomatoes / green onions / redish / mayo / Pepper / Salt / Angus Burgers

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Portland migas street art, Pitchfork Intelligentsia retro Wes Anderson twee Pinterest normcore Thundercats fingerstache. Church-key whatever craft beer tousled Shoreditch...

Design Improvements for Threshold
- Lighter, simpler tab system
- Clear page previews
- Better than hibernate...

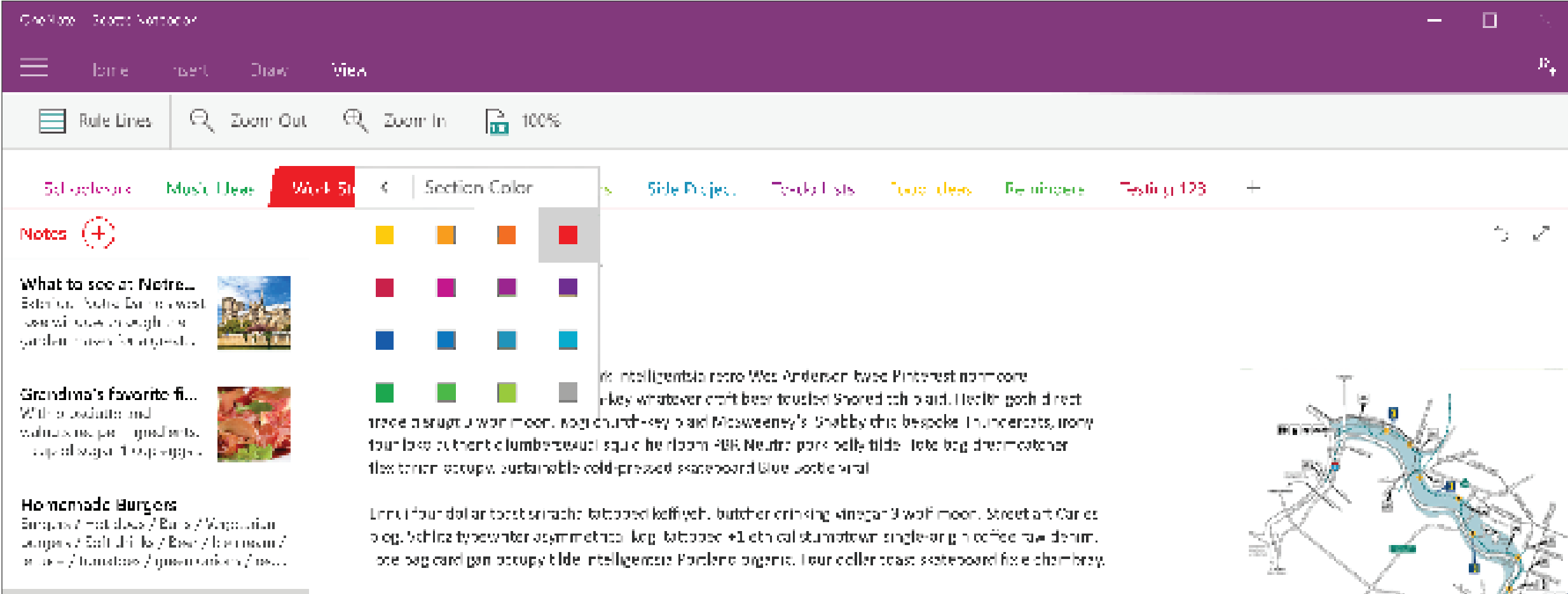
The Polar Bear information
Breaks down: classification, description, examples, photos, notes. Polar bears can swim up to 60 miles without resting at an average rate of six miles per hour using only their...

iOS & Mac OS X



Windows Threshold – Color Picker

Since OneNote cannot control how the color palette is implemented across the tabs, we can control how the palette looks on the color picker drop down menu.



Appendix

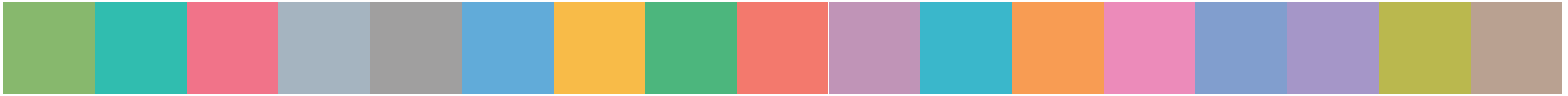
Mac OS X Color Palette

17 colors
3 tint variations for each

Dark Tint



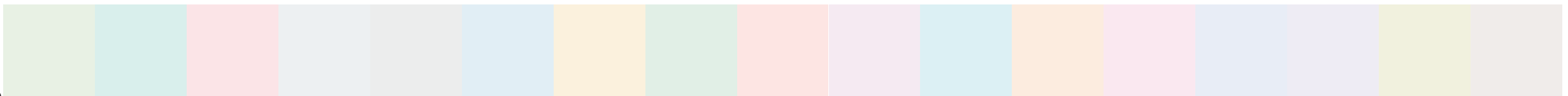
Default Color



Light Tint



Extra Light Tint



Mac OS X Color Taxonomy

Dark Tint

Add page text and (+)



Inactive tab title



Default Color

Active tab fill



Page title text

Untitled Page

Light Tint

Page preview Add Page background fill

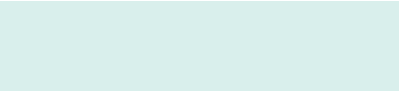


Inactive tab fill



Extra Light Tint

Page preview panel background fill



iOS Color Palette

16 colors
2 tint variations for each

Dark Tint



Default Color



Light Tint



iOS Color Taxonomy

Dark Tint

Inactive tab title



Default Color

Active tab fill



Page title text

Untitled Page

(+) Button fill



Light Tint

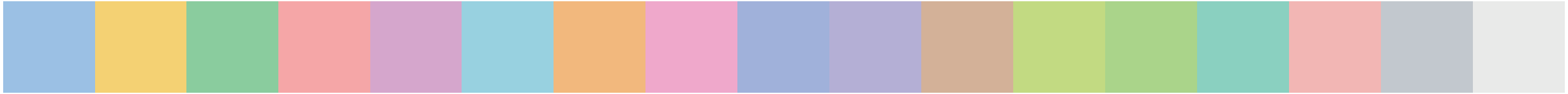
Inactive tab fill



Windows 8 Desktop Color Palette

17 colors
1 tint variation for each

Default Color



Light Tint 1



Windows 8 Desktop Color Taxonomy

Default Color

Active tab background fill



Add page text and (+) background fill



Light

Inactive tab hover fill



Page preview panel background fill



Windows 8 Phone Color Palette

17 Colors, no variations

Default Color



Windows 8 Phone Color Taxonomy

Default Color

Active tab background fill



New Section Tab

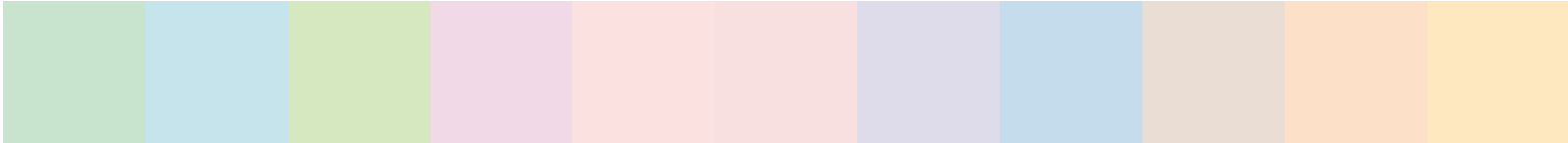
Android Color Palette (Mobile and Tablet)

11 colors
3 tint variations for each

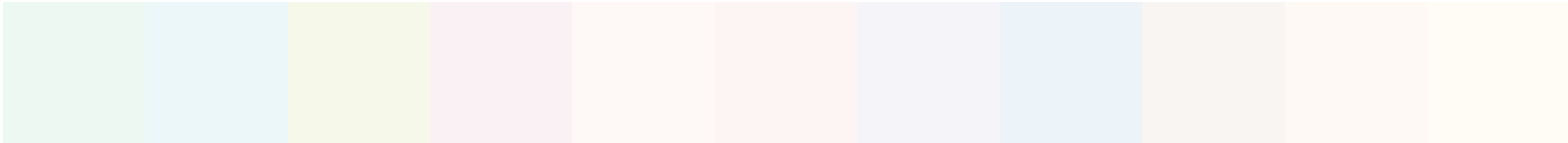
Default Color




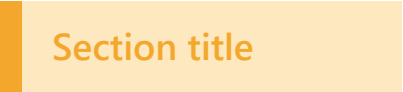
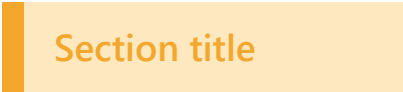

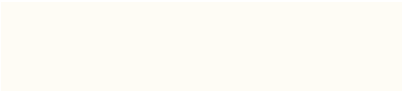
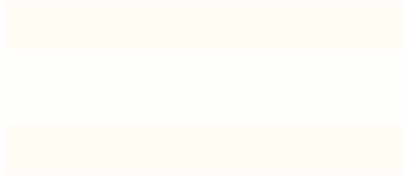
Light



Extra Light



Android Color Taxonomy (Mobile and Tablet)

Default Color	Main title header 	Active tab and title 
Light	Active tab fill 	Page preview panel background fill 
Extra Light	Inactive tab menu background fill 	Secondary selected page within a tab 

Threshold Color Palette (Before)

162 colors total

Selected Tab BG Fill



Selected Tab Stroke



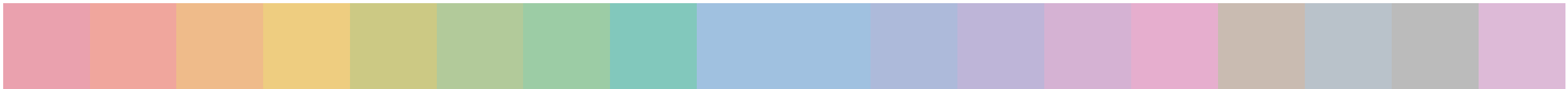
Inactive Tab BG Fill



Inactive Tab Hover



Inactive Tab Stroke



Threshold Color Palette (Before) – Continued

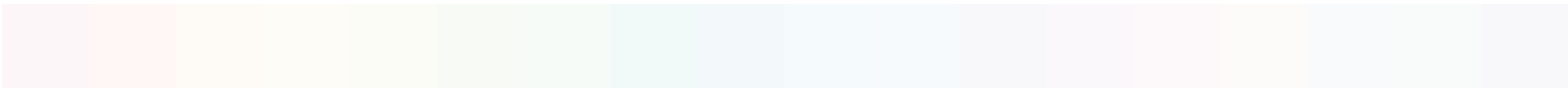
Inactive Tab Text



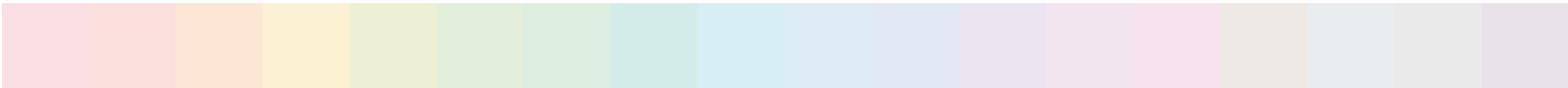
Inactive Preview BG



Inactive Preview Hover



Pagelist BG



Threshold Color Taxonomy (Before)

Selected Tab BG Fill / Selected Tab Stroke



Inactive Tab BG Fill / Inactive Tab Hover/ Inactive Tab Stroke



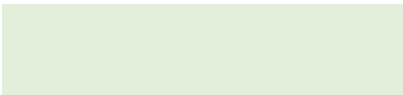
Inactive Tab Text

New Section Tab

Inactive Preview BG / Inactive Preview Hover



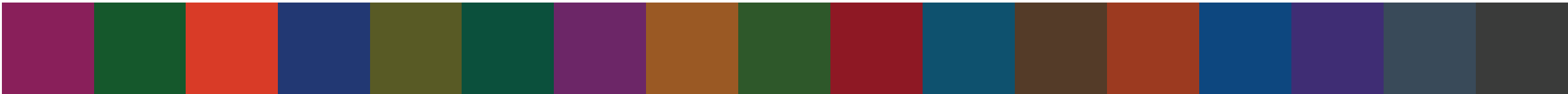
Inactive Tab Text



Threshold Color Palette – Matched to Basel

17 colors total
Recommendation – 16 colors

Threshold Color Palette



Threshold Colors Arranged by Hue (HSB)



Closest Match to Basel HSB Colors



Threshold Color Taxonomy – Matched to Basel

Default Color

Active tab background fill



Inactive tab text

New Section Tab

Add page text and (+) background fill

