

Web Color and Taglines

Color Schemes

Monochromatic

www.intel.com

Complementary

www.amazon.com

Analogous

www.fidelity.com

Triadic

www.coca-cola.com

Split

www.cnn.com

Taglines

A website tagline is **NOT** a slogan or motto. It's a short sentence (50 characters or less), which communicates:

- 1) The primary focus of the site (when not obvious from the URL)
- 2) What makes the site unique among competitors

Taglines work best if located near the company logo

Asking a few questions can help you assess if it's a tagline or slogan/motto:

- 1) Does it summarize the primary focus of the site in a few words? If the answer is yes, it's a tagline.
- 2) Does it state the site's competitive advantage? If the answer is yes, it's a tagline.
- 3) Would it work just as well for competitors? If the answer is yes, it's a slogan/motto.
- 4) Would any company ever claim the opposite? If the answer is no, it's a slogan/motto.

Here are some examples of well-crafted taglines

wikihow.com	the how to manual you can edit
myfonts.com	The world's largest collection of fonts
forvo.com	All the words of the world. Pronounced.
abookapart.com	Brief books for people who make websites
layersmagazine.com	The How-to Magazine for Everything Adobe

Often books have better "taglines" than websites. Here are some good examples:

Don't Make Me Think:	A Common Sense Approach to Web Usability
Measuring the User Experience:	Collecting, Analyzing and Presenting Usability Metrics
Learning Web Design:	A Beginner's Guide to (X)HTML, Stylesheets and Web Graphics