

What do different colours mean to a Website?

“Colours used wisely are priceless just look at nature.”

So what do different colours convey and how should you combine them?

Warm Colors

Red: A very striking colour that attracts attention and can motivate a visitor to carry out an action. Sometimes it can be seen as being negative. Psychologically it can raise blood pressure and create strong feelings. **Pink:** Conveys a softer, more subtle and gentle side of red and is linked with romance and feminine.

Orange: A warm colour that can exude healthy feelings.

Yellow: Yellow is naturally linked to the sunshine and warmth. However it can be seen also as weak and has been linked with cowardice.

Cool Colors

Green: Green represents health and growth as seen in nature.

Blue: Blue is a calming colour which is considered safe and conveys trust.

Purple: Purple can be spiritual, mysterious, intriguing and suggesting creativity. The deeper the purples can be quite rich while the lighter such as lavender is associated with romance and nostalgia.

Neutral Colours

Black: Black can be very dramatic and is useful as a contrast. It can represent death and evil. **Grey:** Grey can be is the combination of black and white. It is a conservative color. Grey can symbolize security, maturity and reliability, but it can also signify gloominess and sadness.

White: White represents cleanliness and purity.

Brown: Brown can be seen as a natural (earthy) colour which is seen as homely and stable.