

## Website Colour Scheme

**“First impressions count when your competitor is one click away”**

Combining colours can create very effective designs and yet if wrongly put together they can be very off-putting. Certain colours will combine with others whether in pairs or triadic (three colours) or tetrad (four colours). Different colour schemes are as follows:

Monochromatic colour schemes use a single color. By using differing values of the chosen colour a variety of shades can be created giving the feel of different colours. Monochromatic colour schemes are harmonious but can be a bit bland and uninspiring.

Analogous colour combinations use colours that are related, but not the same, to create visually appealing schemes. For example, a selection of blues and purples or reds and oranges. Sometimes one colour is used more as the dominant colour with the other colour providing greater impact by being used less.

Contrasting colours are complimentary and pleasing to the eye. For example yellow and purple or blue and orange are contrasting colours. Contrasting colour schemes generally combine a warm colour and a cool colour. It is important to remember when using contrasting colours to be very careful if one is used as text and the other as background as this can be difficult to read.

A triadic colour combination can create attractive sites especially where one or more of the colours are toned down into a lighter shade to create a greater depth subtle to the colour combination.

However you decide to use your colours on your website, think very carefully what impression you're trying to create and the mood/emotion you want your visitor to have. Inspiration is all around and not just on websites. For the best source you can do no better than look to the various colour combinations in nature. Remember whilst text may sell and “pictures can say a 1000 words” it is colour that will create that vital first impression.