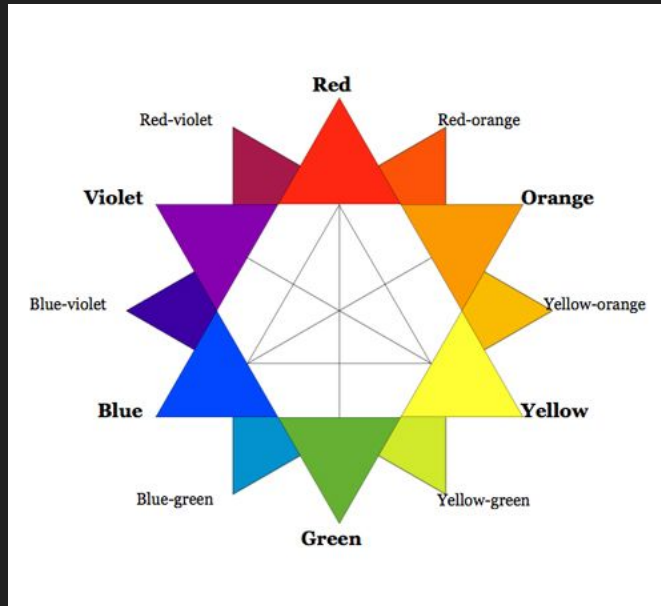
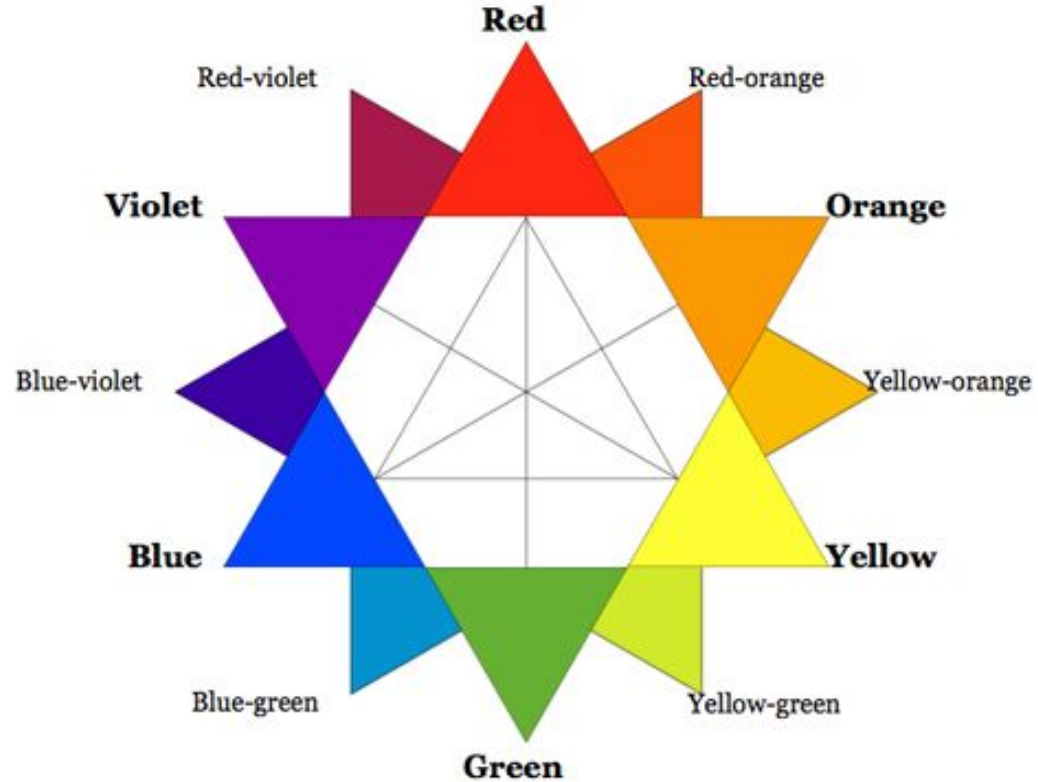


The Meaning of Color



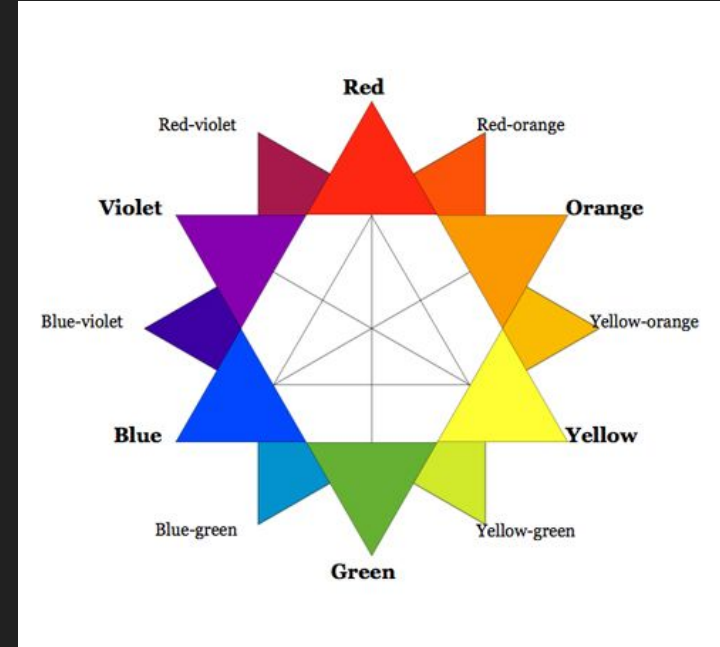
Extracted From: [The Meaning of Color](#)

The color wheel



How does color affect us?

- Color has an effect on people
- A color that evokes one reaction in somebody may evoke the opposite reaction in another, due to culture, preference, etc...
- For instance: a color that means happiness in one country may mean sadness in another



Classification of Colors

- Warm Colors:
 - Red, Orange, Yellow
- Cool Colors:
 - Green, Blue, Purple
- Neutral colors:
 - Black, White, Gray, Brown

Warm Colors

- Warm colors are red, orange, and yellow
- Warm colors generally express energy and passion
- Red and yellow are **primary colors** in the **Color Wheel**
- Orange is a **secondary color** (Red + Yellow)



Red (Primary Color)

- Red is associated with:
 - Fire, violence, warfare, love
 - Importance or Danger (Traffic lights)
- Red can have a physical effect on people:
 - Raising blood pressure
 - Breathing rate

Red

- Red can have a different perception in different Countries
 - In the East, red is the color of prosperity and happiness.
 - In South Africa, however, red is the color of mourning
- In design, red can be a powerful accent color
- Bright Red -> energetic Dark red -> elegant



[20 Famous Logos that use Red](#)

Red

- Bright red to give the page energy: [Nacache Design](#)'s home site



Red

- [Bureau of Works](#) home page uses a dark red



Orange (Secondary Color)

- Orange is a very vibrant and energetic color
- Associated to change, movement (traffic lights) or creativity and health
- It commands the attention of the user but less than red
- Often used as an accent color

Orange

- [Bitter Renter's](#) bright orange homepage -> Energy, Movement



Orange

- [We Are Not Sisters](#): Orange to create impact of vitality, etc.

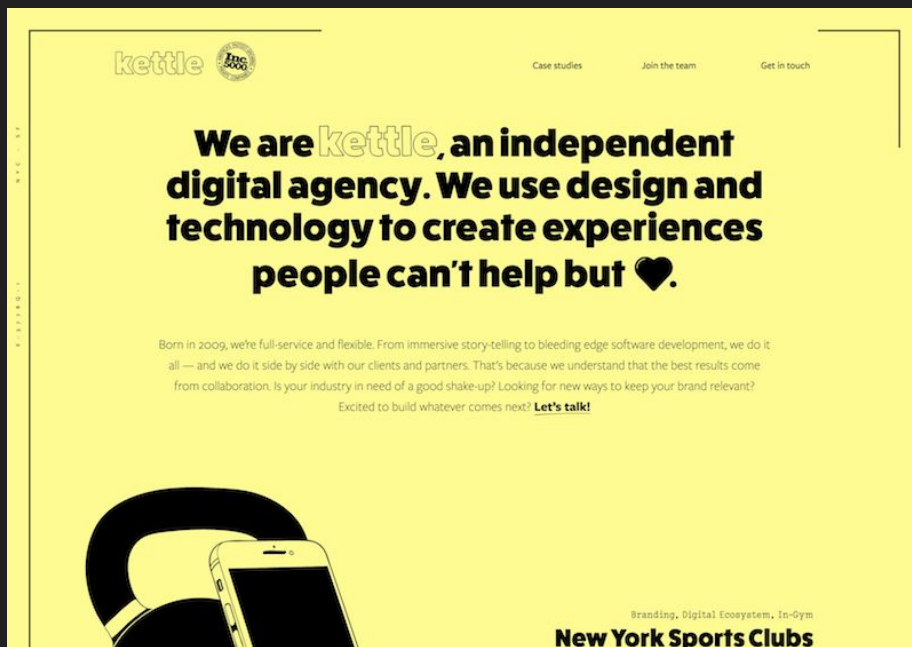


Yellow (Primary Color)

- Yellow is the brightest and most energizing of warm colors.
- Associated with: Sunshine, happiness
- Yellow is also associated with:
 - Hope, in some countries is used by families who have loved ones at war.
 - Danger: Yellow is also associated with danger, though not as strongly as red

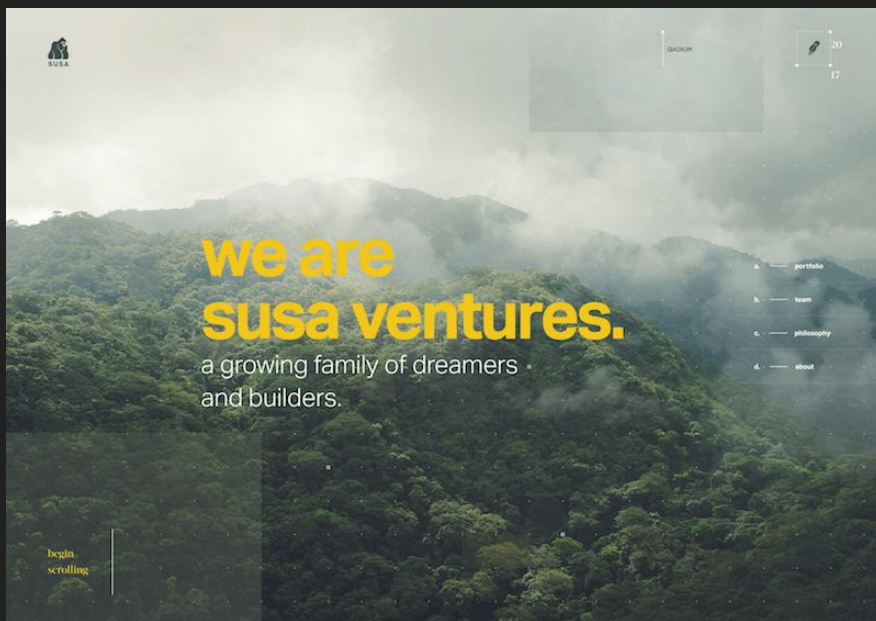
Yellow

- [Kettle's](#) uses a soft yellow, that is lively but not too overwhelming



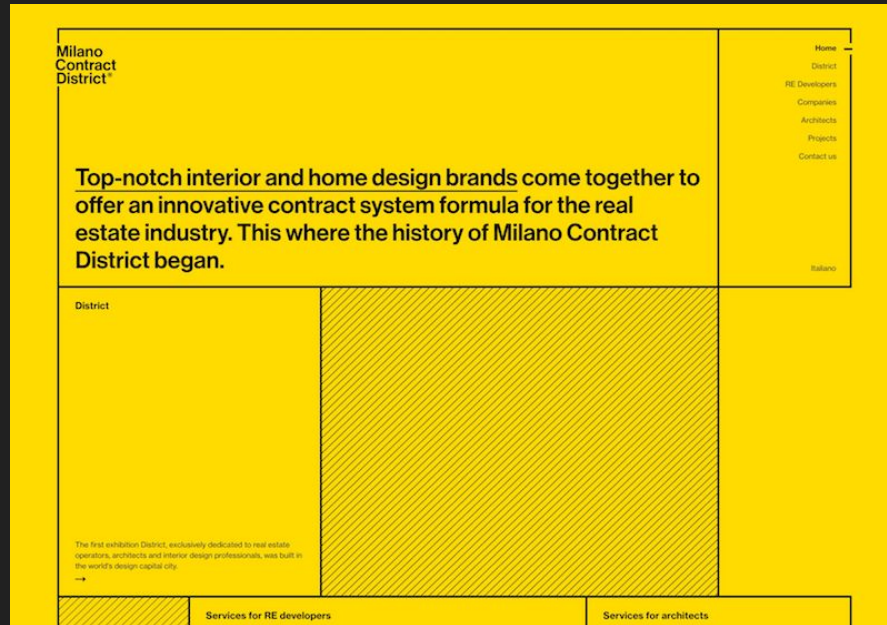
Yellow

- [Susa Ventures](#) uses a golden yellow as an accent color



Yellow

- [Milano Contract District](#)'s uses yellow and minimalist design no impact



Cool Colors

- Green, Blue, Purple
- These are the colors of: nature, water, night
- These colors are calming, relaxing and even reserved
- Blue is a primary color
- Green and purple are secondary colors, created by combining blue with a warm colors (yellow for green and red for purple)

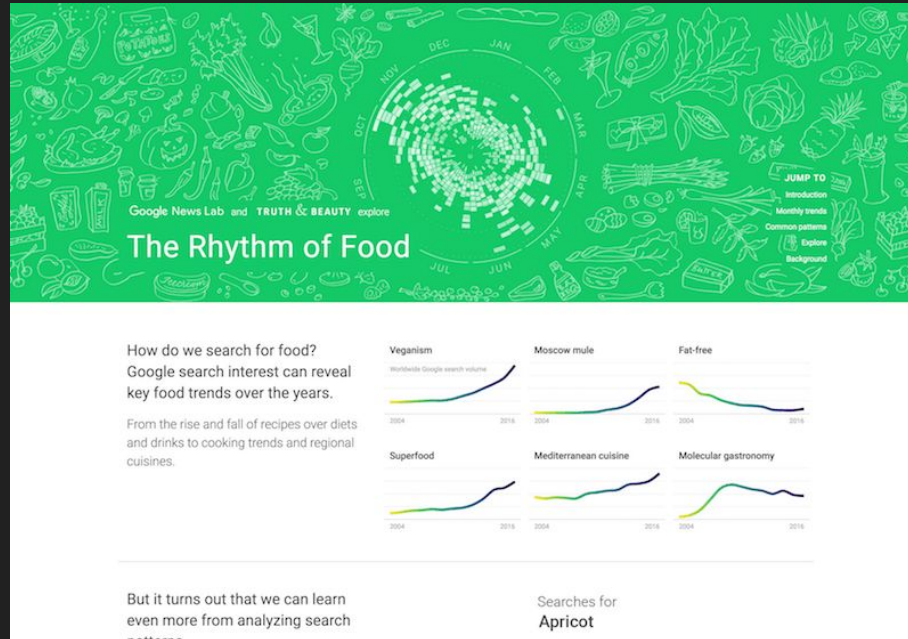


Green (Secondary Color)

- Green represents Earth, beginnings, Growth
- Also renewal, abundance or envy , inexperience.
- It's appropriate for designs related to wealth, stability, renewal, and nature
- Brighter greens are energizing and vibrant
- Olive greens (Dark greens) represent Nature

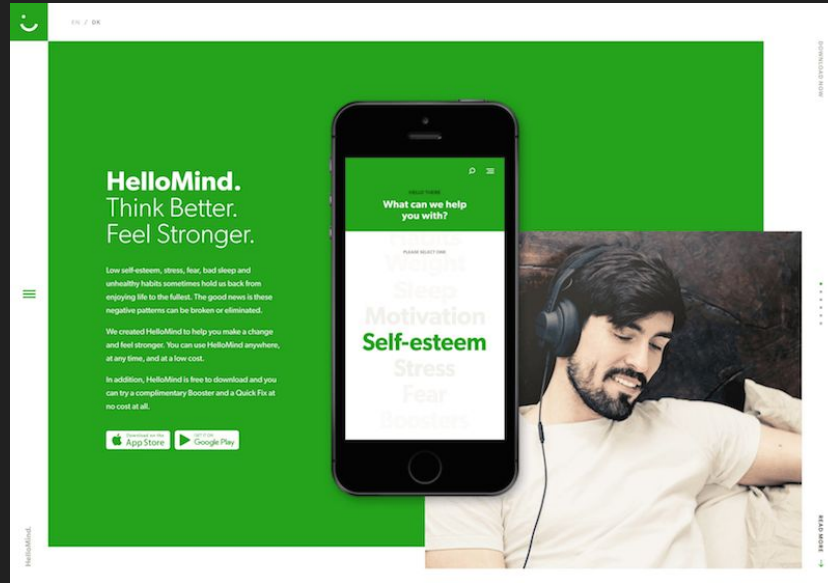
Green

- [The Rhythm of Food](#)'s site uses a bright green



Green

- [HelloMind](#)'s bright green expresses growth, good vibes and confidence

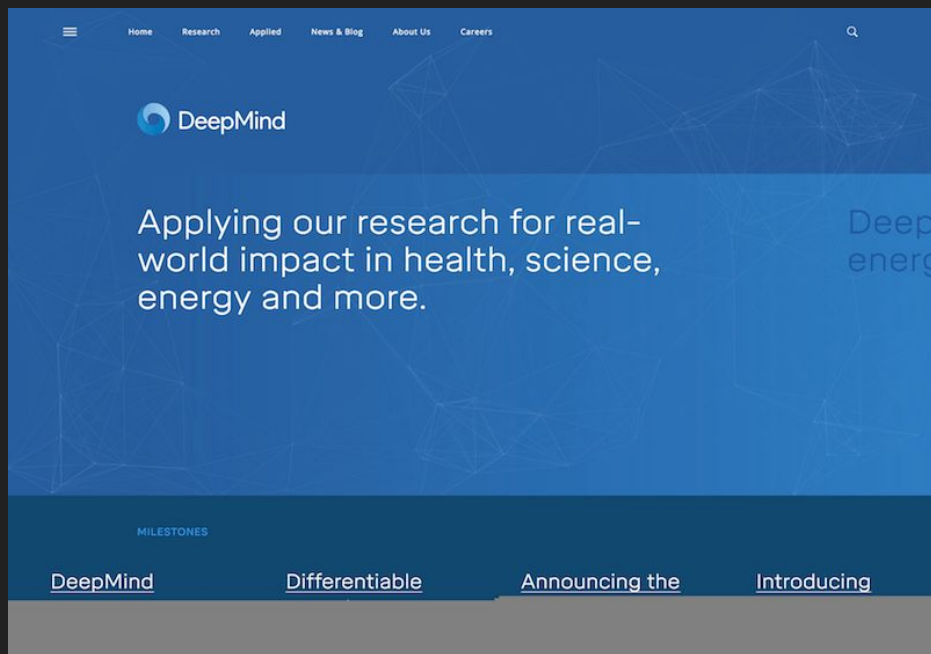


Blue (Primary Color)

- Blue is associated with:
 - Calmness and responsibility.
 - Sadness in English language
- Light blues are often relaxed and calming.
- Bright blues can be energizing and refreshing.
- Dark blues, like navy, are used in corporate sites that want to mean:
strength, reliability

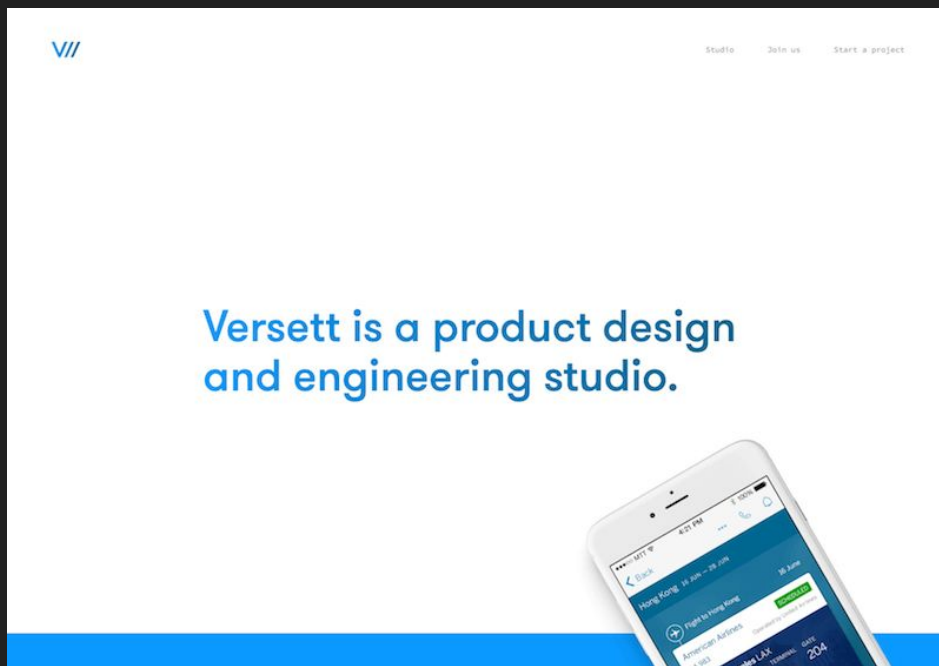
Blue

- Deep Mind's website uses different blues



Blue

- [Versett](#) uses a bright blue as the primary color and other blue hues.

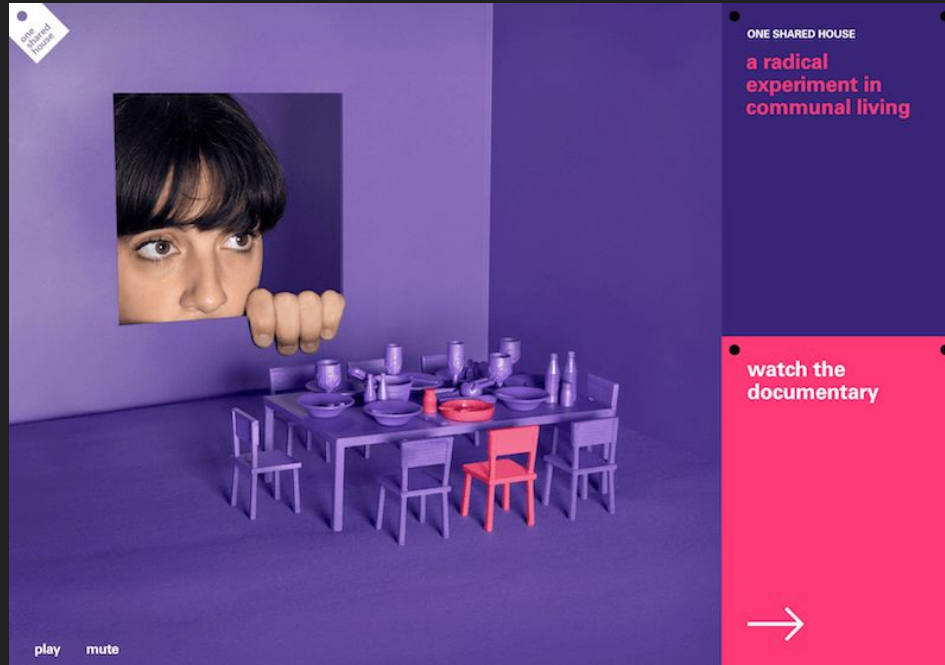


Purple (Secondary Color)

- Associated sometimes with wealth, because In ancient times, the dyes used for creating purple hues were expensive
- Also means: creativity, imagination
- Dark purples are commonly associated to wealth and royalty
- Light purples are softer and are associated with spring and romance

Purple

- [One Shared House](#) uses various purples to mean: energy, creativity



Neutral Colors

- Neutral colors often serve as the backdrop in design
- They're usually combined with bright accent colors
- The effect of the neutral colors depend on the other colors used (warm, cool)
- You can also use a neutral color as the main color of a design

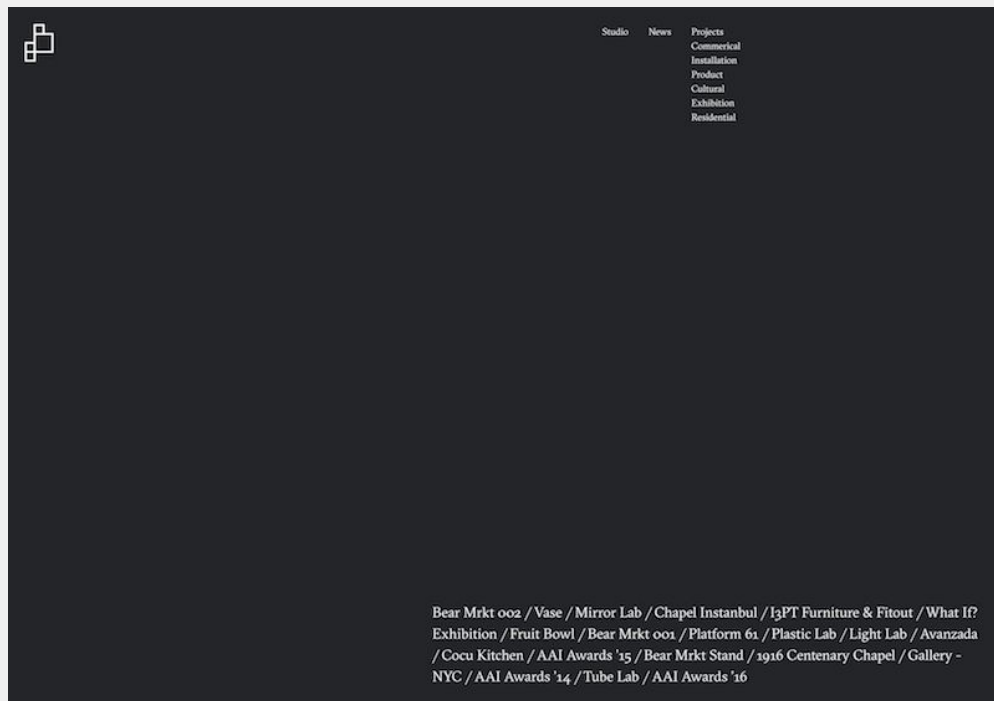


Black

- Is the strongest of the neutral colors.
- Black can mean:
 - Power, Elegance, Formality
 - But also: Death and Mourning, Mystery, Evil
- Use use normally black in typography and other functional parts, because it is very neutral

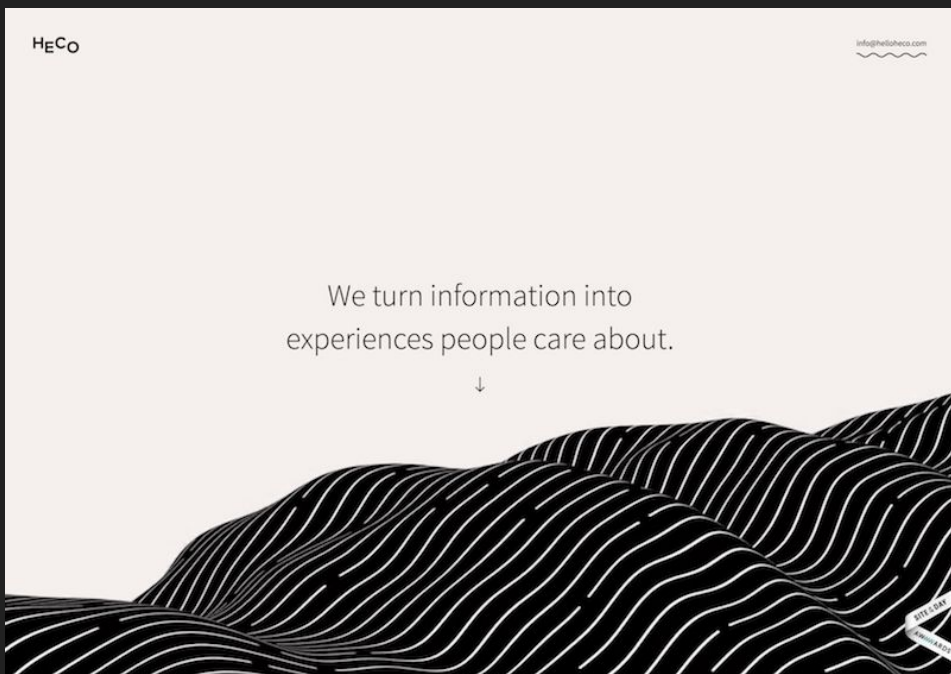
Black

- DUA website uses Black for a minimalistic and elegant effect



Black

- This website of [Heco](https://info@heloheco.com) uses Black as a powerful accent color

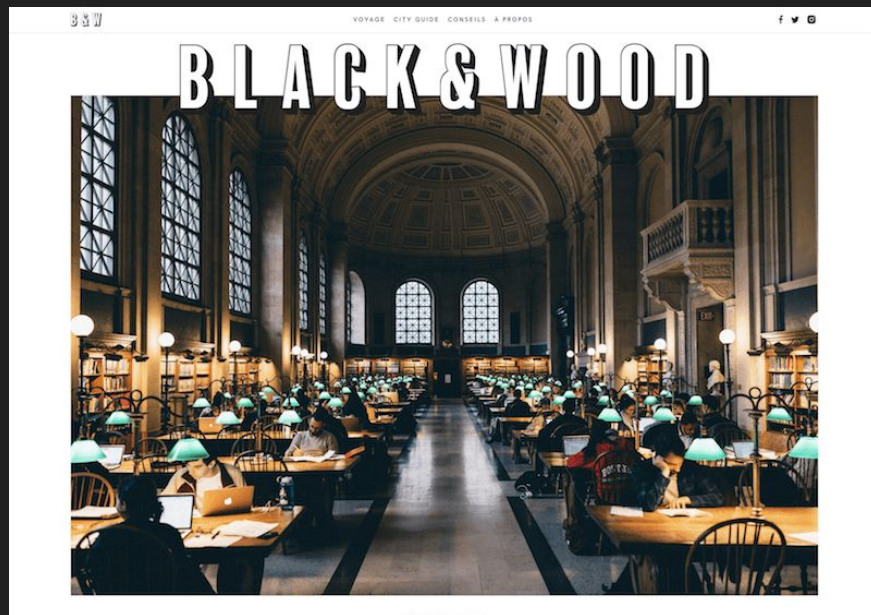


White

- White is the opposite of black
- White is often associated with:
 - Simplicity
 - Purity, cleanliness, and virtue
 - Healthcare industry, doctors, nurses
- White lets the other colors have more significance in a design

White

- [Black & Wood](#) uses white as both a background and an accent color in the typography

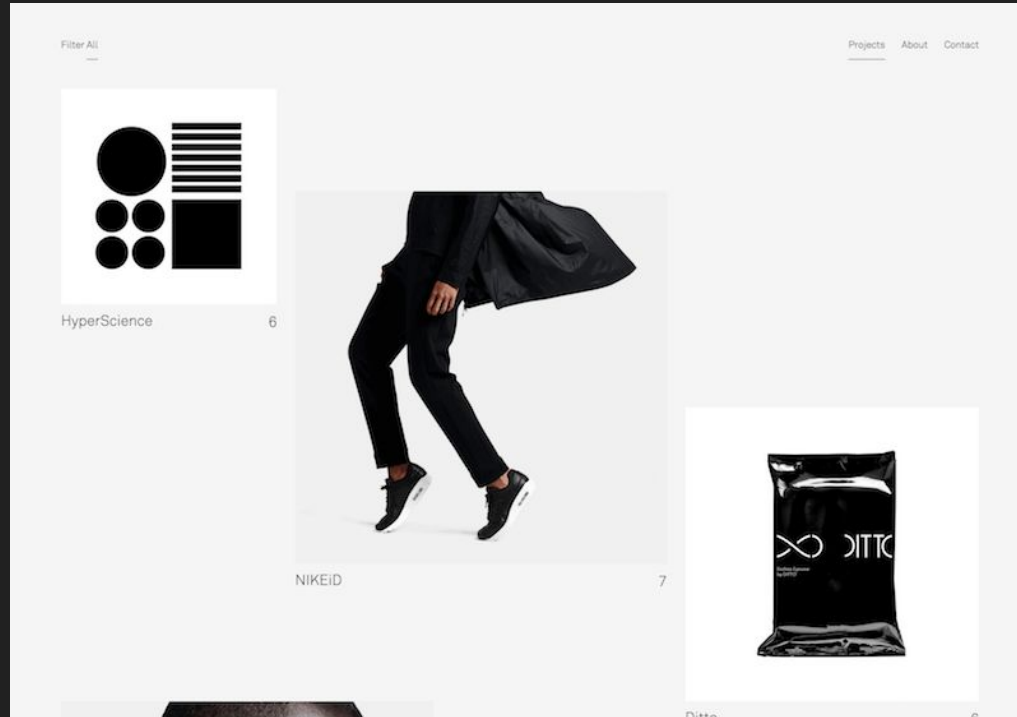


Gray

- It can sometimes be considered moody or depressing.
- Light grays can be used in place of white in some designs
- Dark grays can be used in place of black.
- Gray can mean conservative and formal, but also modern
- Commonly used in corporate designs, to show formality and professionalism or sophistication.

Gray

- When mixed with modern typography, gray takes on a modern feel.



Brown

- Brown is associated with:
 - Earth, wood, and stone
 - Reliability, Earth, etc.
- In design, brown is commonly used as a background color.
- Also seen in wood textures and sometimes in stone textures.
- It's sometimes used in its darkest forms as a replacement for black

Brown

