

Theme Colors

- Using coolers.co

Generated a bunch of different themes for people to check out.

Preamble

Pubmed Research / Color Research

- Lots of research done on this, but the tl;dr is blue may be better for focus on complicated tasks, red is better for focus on simpler tasks, blue may also increase creativity.
- <https://pmc.ncbi.nlm.nih.gov/articles/PMC4880552/>
- Something to think about when coming up with the theme.

Color Research for Marketing

- Importance, ultimately the goal of SD is to SELL a product to a group of judges, so we can utilize psychology to our advantage here.
 - https://en.wikipedia.org/wiki/Color_psychology
- Red is generally associated with a better deal/discounts, and is often associated with lesser value
 - <https://pubmed.ncbi.nlm.nih.gov/36467187/>
- Couldn't access the study it's behind a pay wall, but here is the reference overview from chatgpt, it had the link to the study, but wasn't able to confirm, but given some

6 Warm vs Cool color schemes

Studies show:

Warm (red/orange/yellow)

Exciting

Impulse-friendly

Attention grabbing

Risk-taking

Cool (blue/green/purple)

Trustworthy

Secure

Professional

Stable

Best commercial strategy:

- Use cool base colors for trust
- Use warm accent colors for CTAs

1 Color influences purchase decisions (in general)

 Singh (2006)

Impact of color on marketing

Journal of Management Decision

- Consumers form judgments about products within **90 seconds**
- **Up to 62–90% of that assessment is based on color alone**
- Color strongly influences brand perception and purchase likelihood

This is one of the most frequently cited foundational papers in color marketing.

2 Blue = trust & competence (financial, tech, SaaS)

 Labrecque & Milne (2012)

Exciting Red and Competent Blue: The Importance of Color in Marketing

Findings:

- **Blue → competence, trust, reliability**
- **Red → excitement, urgency**
- Brand-color congruence improves purchase intent

This is why:

- Banks
- Tech companies
- SaaS products
use blue heavily.

To back up the claims of color lets look at some sites here!



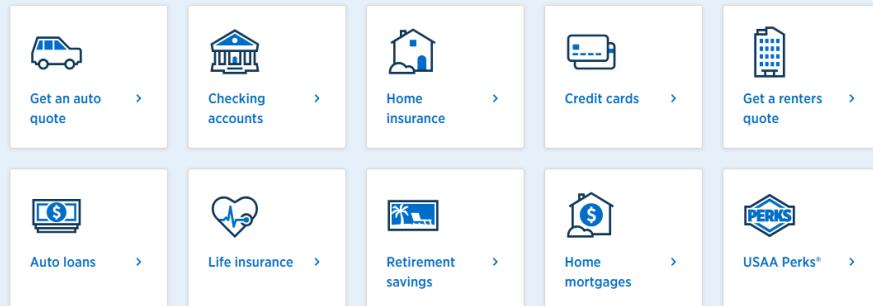
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Get auto ID Pay bills Claims

Insurance, banking and retirement solutions backed by exceptional service

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Search

Checking ▾ Savings & CDs ▾ Credit Cards ▾ Home Loans ▾ Auto Loans ▾ Merrill Investing ▾ Better Money Habits® ▾

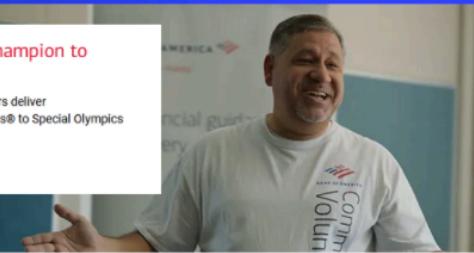
Choose the card that works for you

User ID <input type="text"/> Log in with a different user ID	6% cash back offer No annual fee. Customized Cash Rewards \$200 online bonus offer	2% cash back offer No annual fee. Unlimited Cash Rewards \$200 online bonus offer	1.5 points for every \$1 No annual fee. Travel Rewards 25,000 online bonus points offer	0% intro APR offer No annual fee. BankAmericard® Intro APR offer for 21 billing cycles
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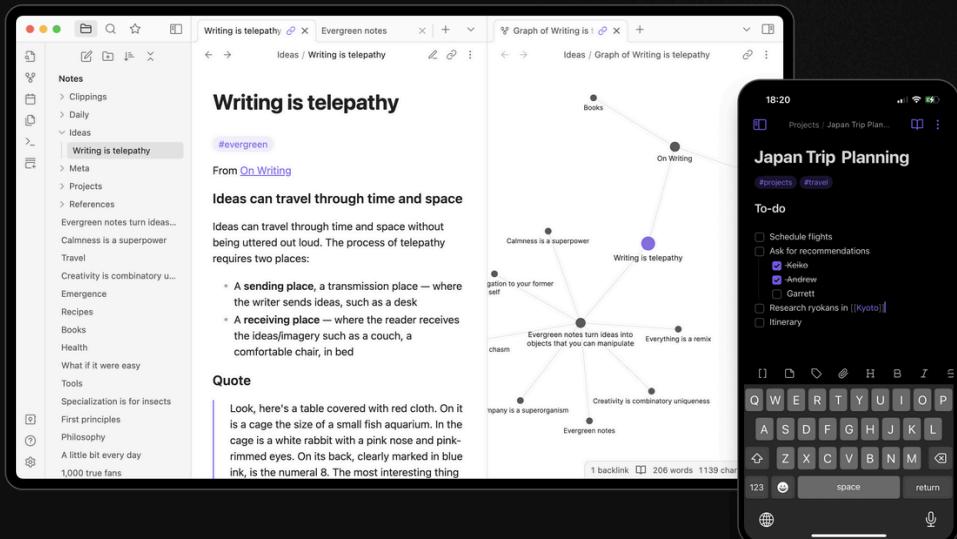
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Themes

1

2

The screenshot shows a color palette interface. On the left, there are five vertical color swatches with their corresponding hex codes below them: "272727" (Shadow Grey), "D4AA7D" (Sandy Clay), "EFD09E" (Apricot Cream), "D2D8B3" (Beige), and "90A9B7" (Cool Steel). To the right of the swatches is a vertical column of ten icons: a magnifying glass, a palette, a color wheel, a square, a heart, a double arrow, a circular arrow, a circle with a dot, and a square with a diagonal line. The background of the page features a large, abstract graphic composed of overlapping geometric shapes in various colors.

3

Please use the generator to generate color palettes.

Dark Spruce

Shamrock

Tropical Teal

Turquoise

26532B

399E5A

5ABC9B

63E2C6

Visualize colors

All designs

DesignAcademy

Unleash Your Creativity with Top Design Courses

300+ items 50+ experiences 1000+ user reviews

Design Studio

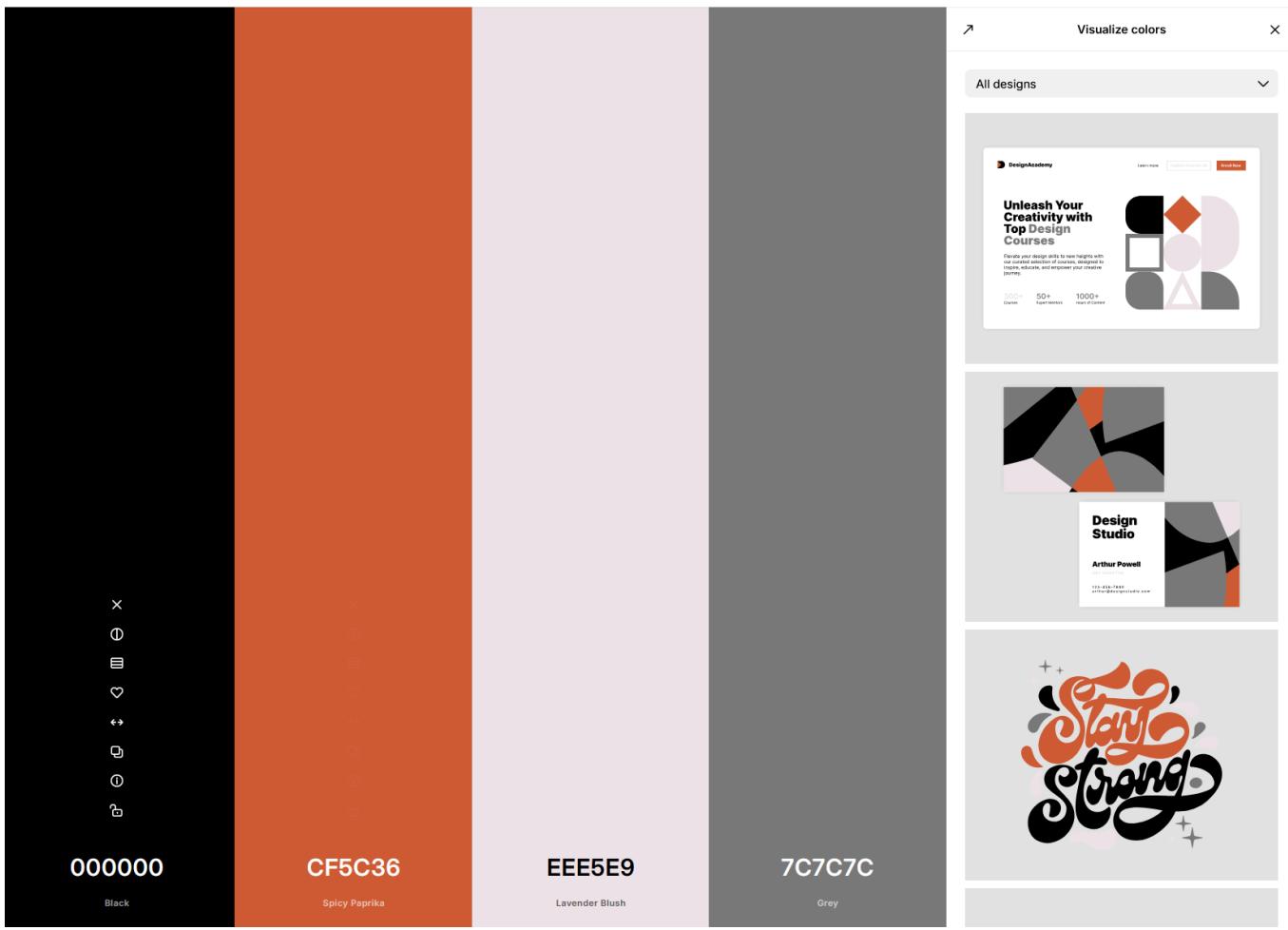
Arthur Powell

Art Director

123-456-7890 arthurd@designstudio.com

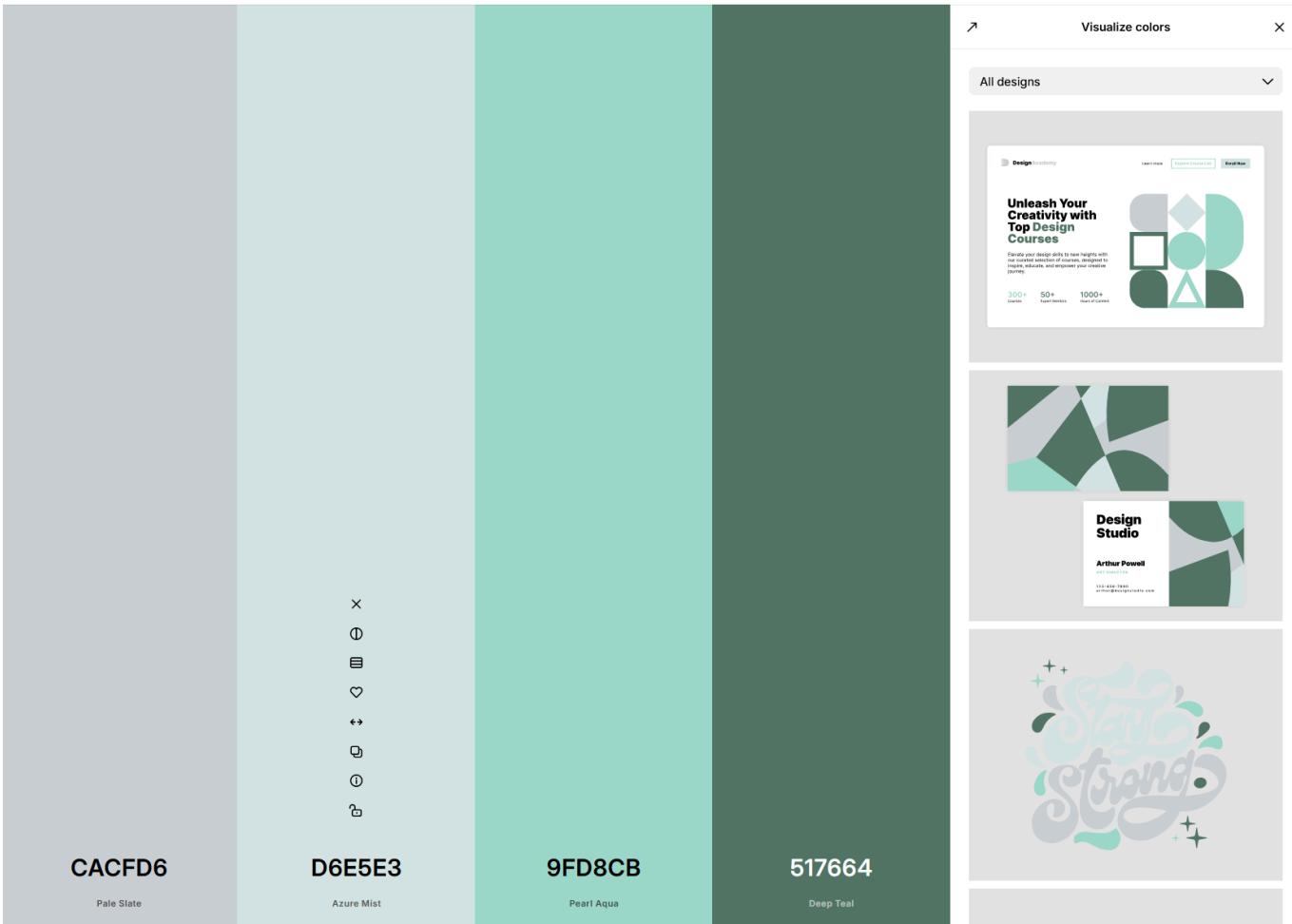
Stand Strong

4

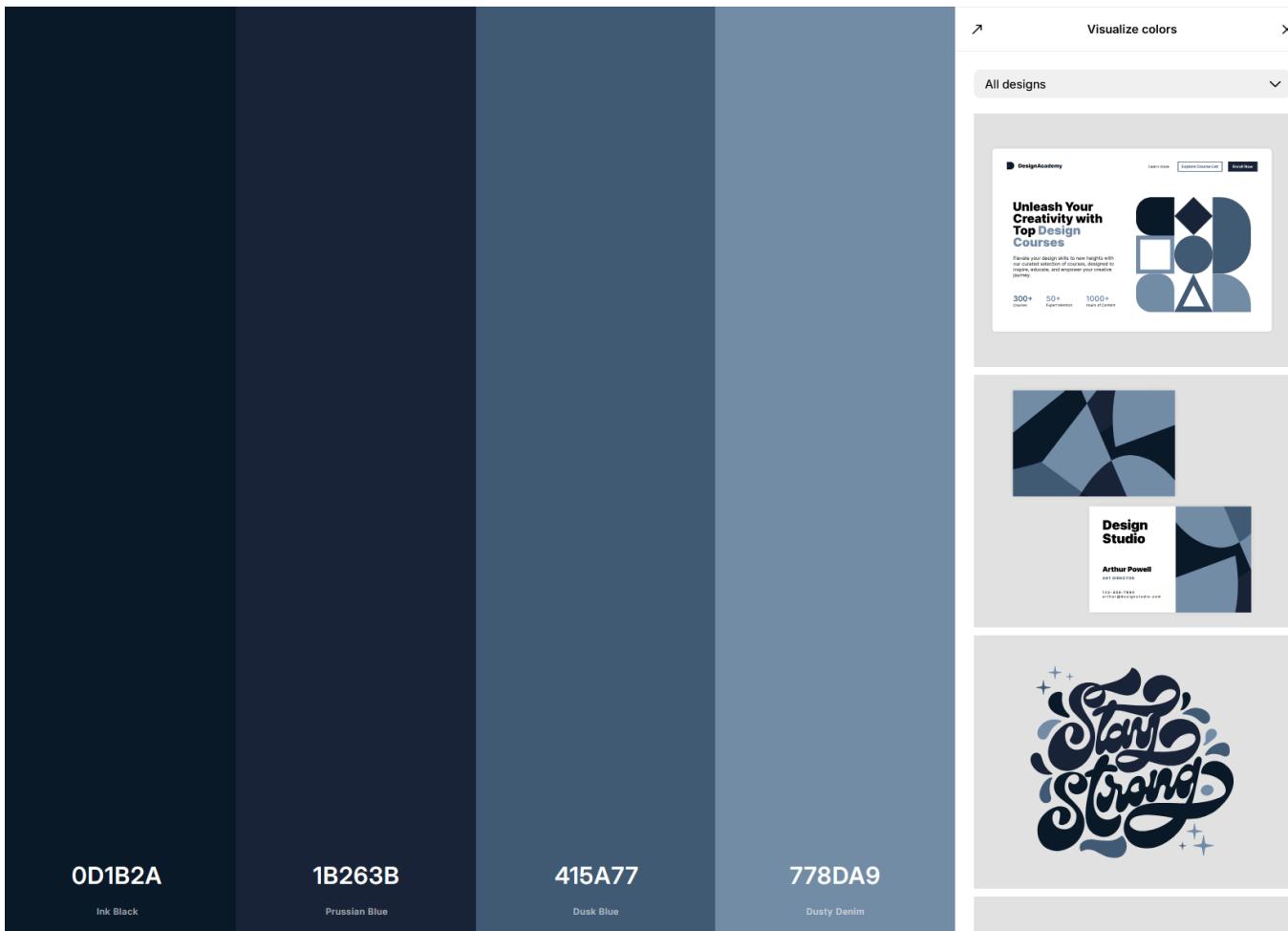


5

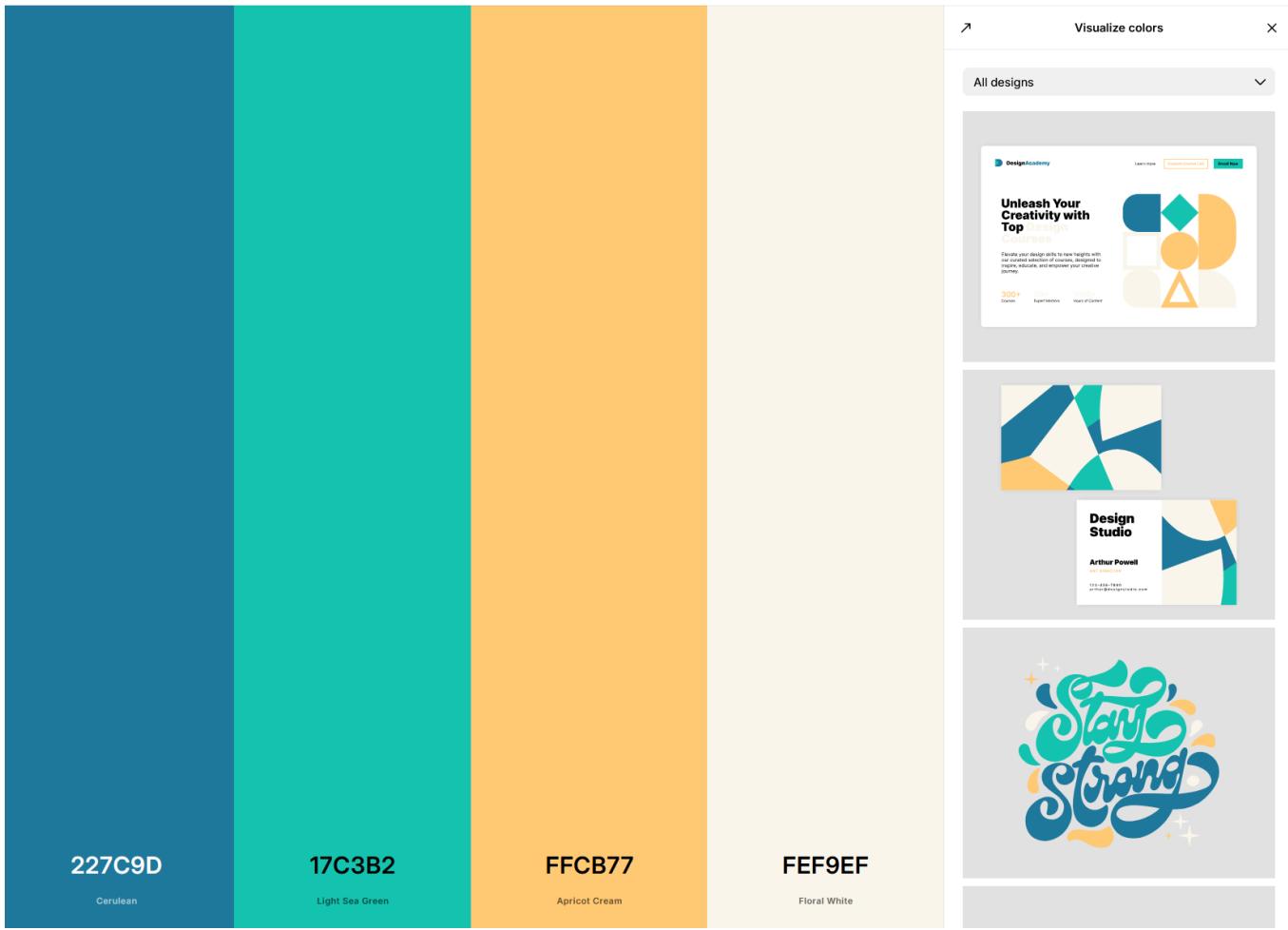
Press the spacebar to generate color palettes!



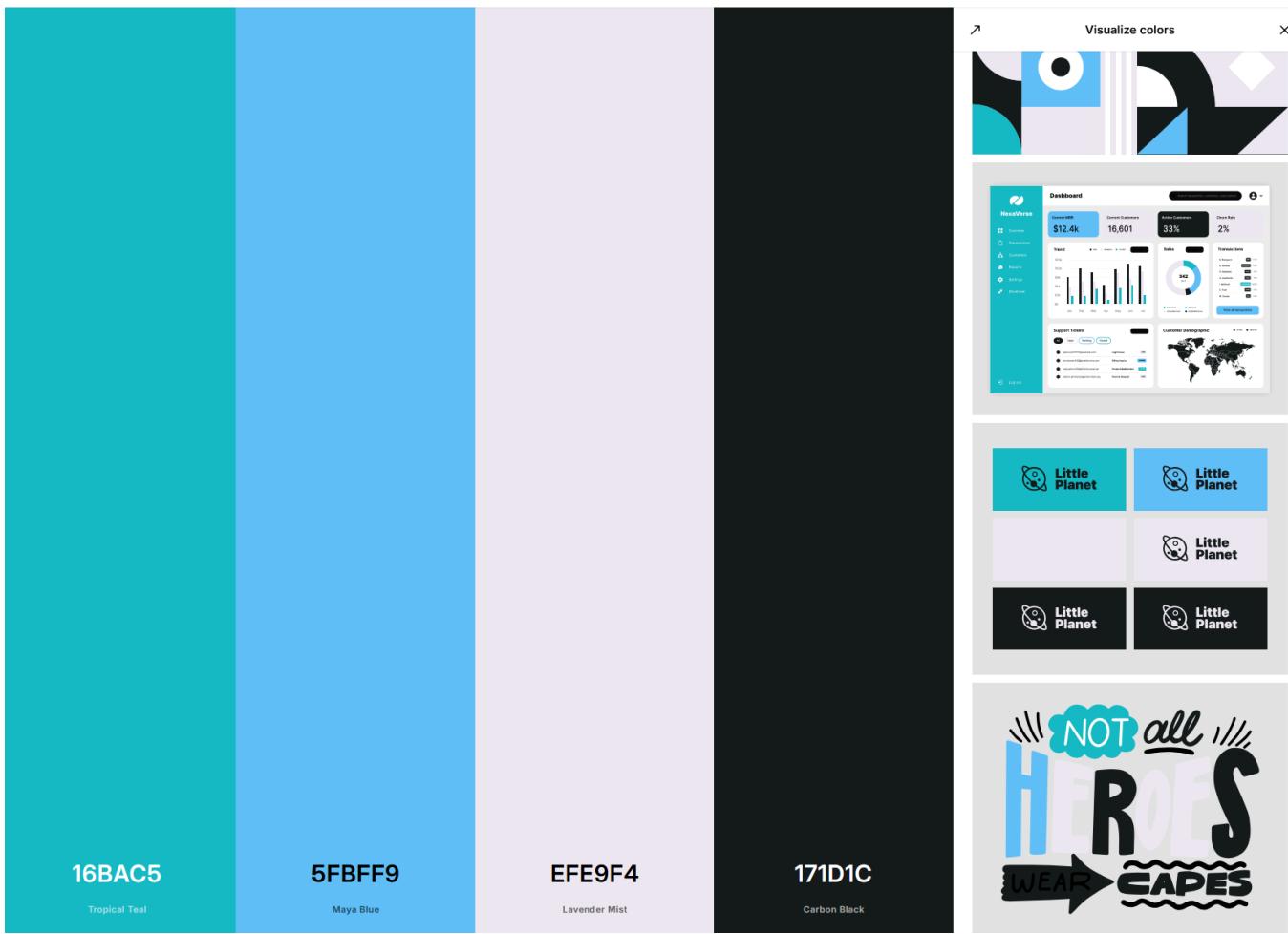
6



7



Press the spacebar to generate color palettes!



16BAC5

5FBFF9

Maya Blue

EFE9F4

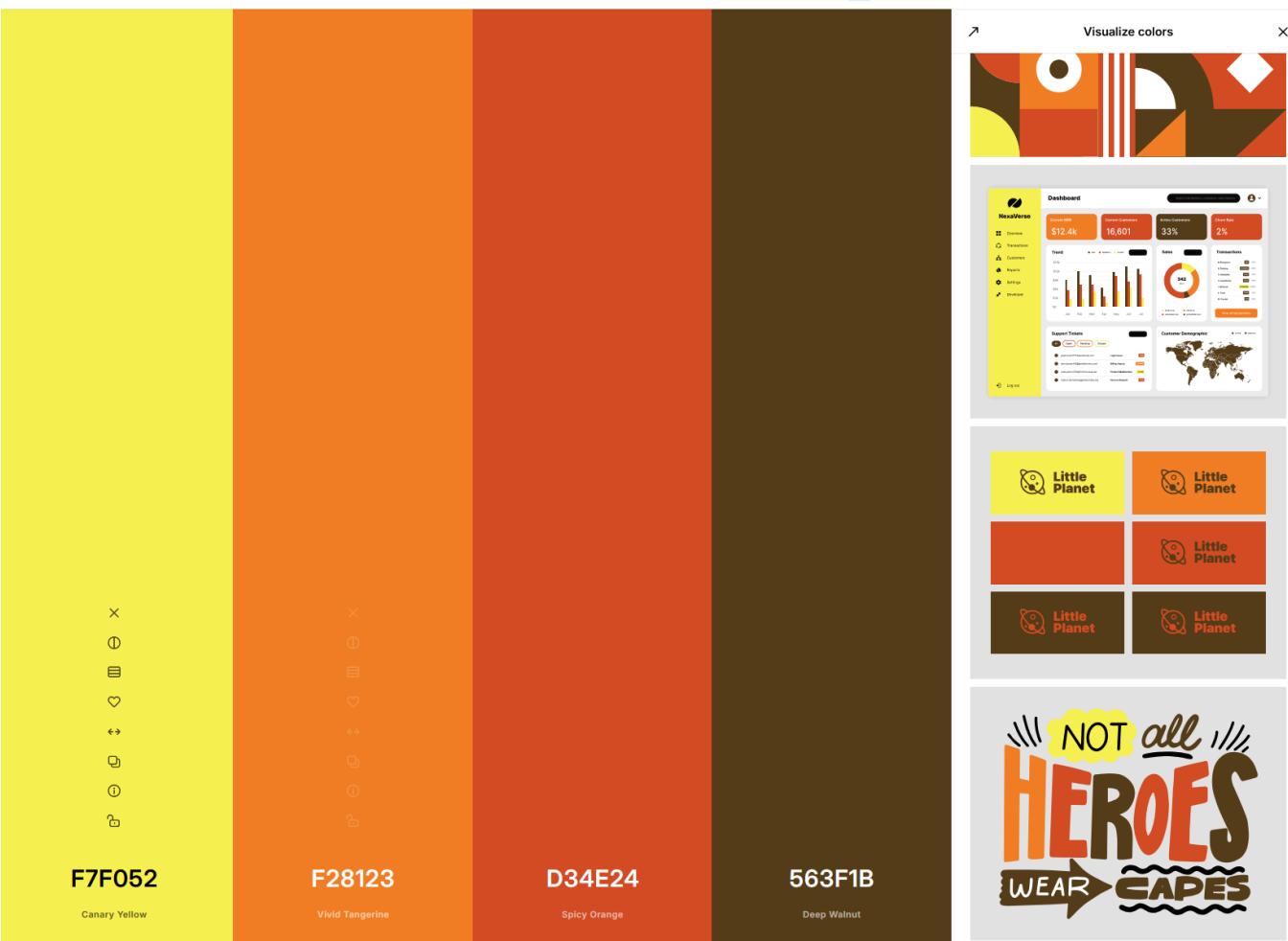
Lavender Mist

171D1C

Carbon Black

9

Press the spacebar to generate color palettes!



10

Press the spacebar to generate color palettes!

E1D89F
Vanilla Custard

CD8B76
Dusty Rose

C45BAA
Petal Pink

7D387D
Grape Soda

11

Press the spacebar to generate color palettes!

272727
Shadow Grey

D4AA7D
Sandy Clay

EFD09E
Apricot Cream

D2D8B3
Beige

90A9B7
Cool Steel

12

The screenshot shows the Coolors web application interface. At the top left is the 'coolors' logo. Top right features navigation links: 'Tools' with a dropdown arrow, 'Go Pro', 'Sign in', and a 'Sign up' button. Below the header is a message: 'Press the spacebar to generate color palettes!'. The main area displays a vertical color palette with five swatches: 'Dark Khaki' (#463F1A), 'Brown Bark' (#60492C), 'Linen' (#F9EBEO), 'Bondi Blue' (#208AAE), and 'Prussian Blue' (#0D2149). Each swatch has its hex code and name below it. To the right of the palette is a toolbar with icons for delete, reset, save, and other tools. On the far right is a 'Visualize colors' panel showing a graphic design featuring the words 'Stay Strong' in a stylized font with a color palette overlay.

13

The screenshot shows the Coolors interface with a 5-color palette. The colors are: Dry Sage (C9CBA3), Soft Peach (FFE1A8), Vibrant Coral (E26D5C), Wine Plum (723D46), and Deep Mocha (472D30). Below each color swatch is its name. To the right, there's a 'Visualize colors' section featuring a logo with the words 'Stay Strong' and a scene with four stylized figures.

14

The screenshot shows the Coolors interface with a 5-color palette. The colors are: Turquoise (hex 41D3BD), Ivory (hex FFFFFF), Royal Orchid (hex 791E94), Burnt Peach (hex DE6449), and Cerulean (hex 407899). Below each color swatch is its hex code and name. To the right, there's a 'Visualize colors' section featuring a colorful graphic with the words 'Stay Strong' and a scene with stylized figures.

15

16

coolrs

Press the spacebar to generate color palettes!

Tools ▾ Go Pro Sign in Sign up

...

...

View Export Save

Visualize colors

Stay Strong

Olive Leaf

Black Forest

Cornsilk

Sunlit Clay

Copperwood

606C38

283618

FEFAE0

DDA15E

BC6C25

17

The screenshot shows a color palette generation interface. On the left, five vertical color swatches are displayed with their corresponding hex codes below them: B8D8D8 (Light Blue), 7A9E9F (Cool Steel), 4F6367 (Blue Slate), EEF5DB (Beige), and FE5F55 (Vibrant Coral). The background of the interface is white. At the top, there is a navigation bar with links for 'Tools', 'Go Pro', 'Sign in', and 'Sign up'. Below the navigation bar is a message: 'Press the spacebar to generate color palettes!'. To the right of the color swatches is a 'Visualize colors' section containing two cards. The top card is for 'Design Academy' and features a circular graphic with geometric shapes (triangles, circles, diamonds) in various colors (blue, green, red, grey). It includes statistics: 300+ Courses, 50+ Super Models, and 1000+ Hours of Content. The bottom card is for 'Design Studio' and shows a smaller version of the same geometric graphic. Below these cards is a large, abstract graphic composed of overlapping triangles in shades of blue, red, and yellow.

18

The screenshot shows a color palette with five vertical swatches: Laser Blue (hex 2B59C3), Regal Navy (hex 253C78), Blush Rose (hex D36582), Papaya Whip (hex FFEECF), and Tan (hex C9A690). Below each swatch is its name and hex code. The interface includes a toolbar at the top with various icons for selection, zoom, and export, and a sidebar on the right titled "Visualize colors" showing a preview of the colors used in a design template for "Design Academy".

19

The screenshot shows the Coolors website interface. At the top left is the logo "coolors". On the right are navigation links: "Tools", "Go Pro", "Sign in", and "Sign up". Below the header, a message says "Press the spacebar to generate color palettes!". The main area features a large color palette with five vertical swatches: Sand (BFB48F), Taupe Grey (564E58), Burnt Rose (904E55), Parchment (F2EFE9), and Carbon Black (252627). Each swatch has its hex code below it. To the right of the palette is a sidebar titled "Visualize colors" which displays two cards: one for "Design Academy" and another for "Design Studio".

20

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Work Space

TypeScript

- Essentially Javascript, but strongly typed
 - Used commonly for most web development, can be used front/back end.
 - This is what we will use with the front end

React

- React Library
 - uses JSX (Also similar to TypeScript)
 - This essentially just allows us to interact with HTML/DOM objects in a clean and refined way

Tailwind CSS

- Essentially just a library of pre-made CSS stuff we can essentially "LEGO" our website together with this library, lots of nice functionality, easy to pick up.