DESIGN CONSIDERATIONS

My favourite colours would have to be royal blue and orange as indicated by my bicycle which I love 😍😍

So I immediately decided to use orange as a secondary colour in my new logo and a primary web colour.

PATRICK BARRY *Photography*

However a quick google of colour psychology immediately dissuades me of this decision.

See article on right from Kiss Metrics which indicates that neither men nor women will be overly attracted to an orange colour online.

Therefore to promote a positive emotional response and try to get off on the right foot, I will change the secondary logo colour and primary web colour to an Aquamarine, a mix of blue and green which both sexes like.

PATRICK BARRY *Photography*

Aqua	#00b6be
Dark Grey	#444444
Light Grey	#bbbbbb

https://blog.kissmetrics.com/psychology-of-color-and-conversions/

Color Tips that Will Improve Your Conversions

1. Women don't like gray, orange, and brown. They like blue, purple, and green.

The sociological differences between color preferences is a whole branch of study unto itself. Patel got it right when he cited the colors preferred, and disliked, by the two genders.

Image from: https://blog.kissmetrics.com/how-colors-affect-conversions/

In a survey on color and gender, 35% of women said blue was their favorite color, followed by purple (23%) and green (14%). 33% of women confessed that orange was their least favorite color, followed by brown (33%) and gray (17%).

Other studies have corroborated these findings, revealing a female aversion to earthy tones, and a preference for primary colors with tints. Look at how this is played out. Visit nearly any e-commerce site whose target audience is female, and you'll find these female color preferences affirmed.