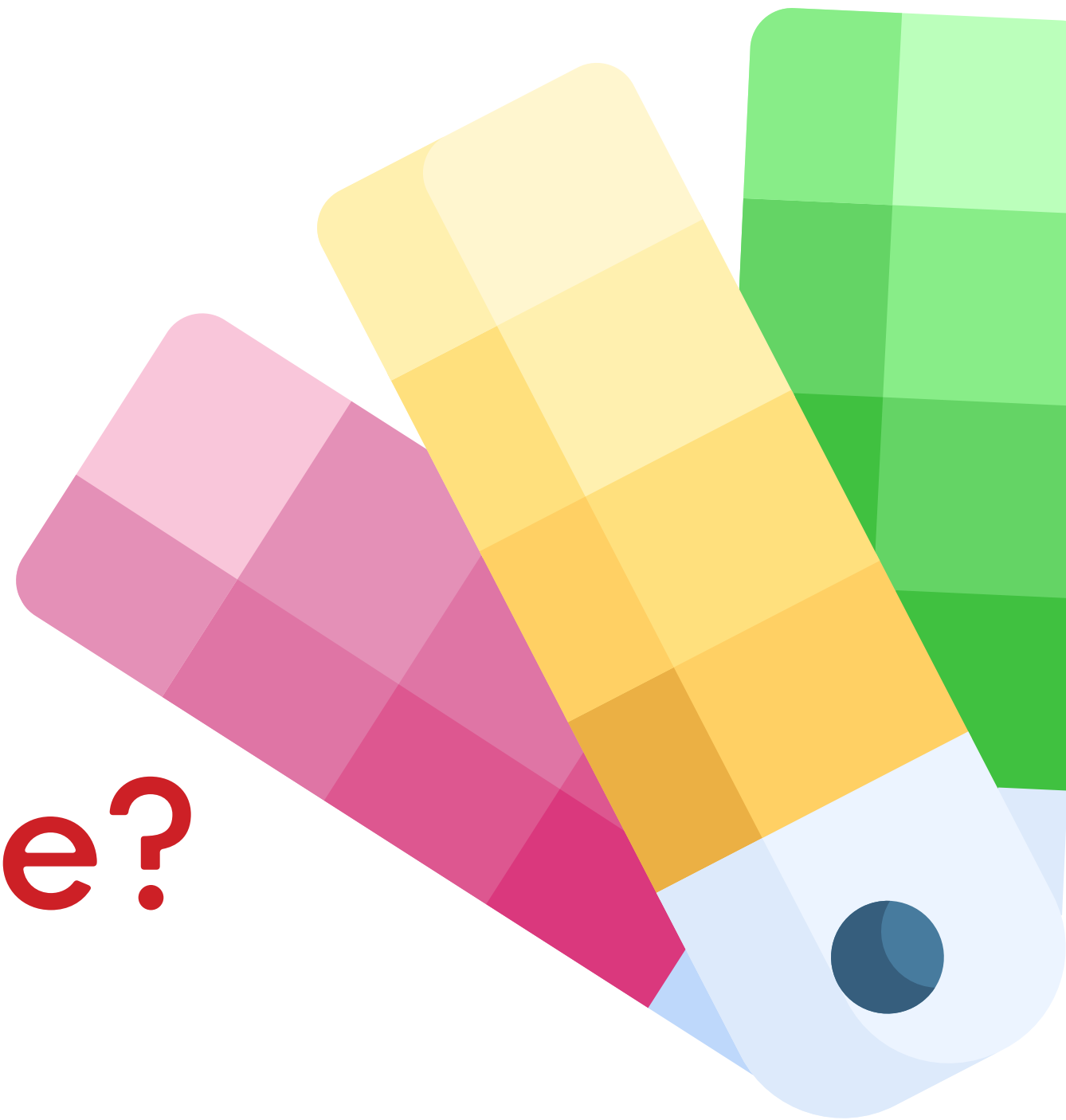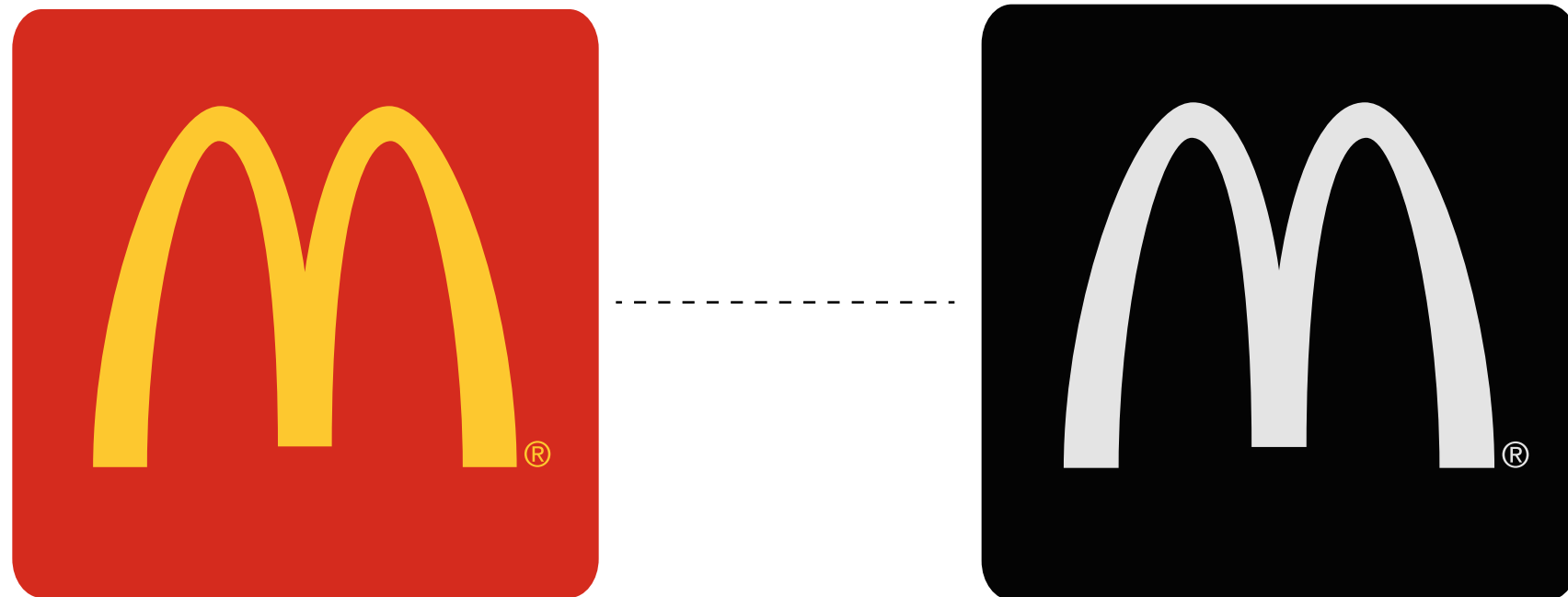**Designerrs**

UX Design 101

How to Choose a Color Palette?

@designerrslab

If Mcdonald's uses grey and black instead of yellow and red, would you still have a **appetite?**

Color can set the **mood** of the user and **perception** of a brand or a product

Red is a very powerful, dynamic color that reflects our physical needs

Orange is a color of motivation, lends a positive attitude, enthusiasm for life

Yellow is the epitome of joy, happiness, cheerfulness, optimism

Blue depicts trust, reliability, responsibility, and mentally soothing

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How do you choose your **Color Palette?**

Share your tips below!

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