

My website is the website of a company called AromaExperiences. It is a store where you can go in and experience different aromas - basically smell cool things. Therefore I wanted to use colors that evoked serenity and the senses. Blue is a very cool, natural colour so I thought that was appropriate and the beige is also very natural, calm, and laid back. I used just two colours, a blue and a beige, because a third colour made the design less simple and clean. I also tried having a dark background at first but it was really hard to choose accent colours that made the dark colour seem sleek. So I went for a lighter background. Notice also that the blue as an accent color draws the eye to things like the title and the nav bars, while the more subtle, warmer beige indicates that a tab has been clicked/selected.