**Kids Toy Brand Website**

These five colors working in a triad of colors are a good choice for a toy brand website. This is because the green explains growth and that is what most parents are trying to help their children with. The blues represent more of beginning here because a child is the beginning of a person’s life. Also blue is a safe color so it adds a little more comfort into it. Why else would hospitals use it. The final color orange is supposed to represent joy. Why else would a parent be looking for a toy? They need something for their child that makes them happy. I was also thinking of adding pink into this mix cause of barbies and other girly toys, but it doesn’t seam like it would be to pleasing to the eye. So, I went with these colors that aren’t so bright it blinds you but isn’t so dark it pushes people away.

It will help potential consumers by this product by using a gender-neutral setting of color. To go with that is will mess with people emotional reactions to color by making them feel comfortable, safe and happy. I tried to stay away from yellow because a lot of people including my professor don’t seam to fond of it. If I could run a personal survey with people on children websites it would be a little more exact but I’m using the inform from the presentation from class.

### Heavy Metal Band Website

For this category I wanted to use dark colors. Most heavy metal bands use these types of colors. The first two color I was looking for was red and black. After putting these to together I tried to see what would go with them. Using these two specific colors states power. That’s what most people think when listening to heavy metal. It the power of the deafening music turned up so loud. With that I also used gray that keeps the darkness and adding a little variation into this. Another color popped up which was an orange. Orange represents a joy and I know a lot of people have joy with heavy metal. Also, one music that comes into my head is eye of the tiger. It’s on the heavy metal side, so I know it can also be a strong color. The final color adding a mix into this is purple. It’s a darker color and shows people that this is a luxury so enjoy it. Also by the two colors orange and purple go together to make a Halloween color. So it gives off a spooky vibe which seams to fit in with the whole theme of heavy rock.

This will attract it’s intended audience by stating its heavy metal by keeping it dark color. The orange color with make people feel happy but it’s the keeping the indication that it’s powerful music. The popularity of the eye of the tiger music is still known today. The purple will then indicate that this is a luxury that we play for you but its not so overly bright saying that the band is to expensive for you to afford. By adding a little difference like the purple and orange makes it unique and gives people someone to remember. To go with the band music, it adds an image in a person’s head to remember them by.