

orange elements pop out to the user to click

more blue than orange on logo which signifies trust, professionalism, etc just like banks

✓ good choice of background pic as plain white throughout entire page can look boring

white backdrop that provides a blank and non-intrusive canvas

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blue/orange dot pattern that looks clean design but also shows off company colours

current page gets colored orange while rest are blue

✓ menu toggle puts a translucent orange filter on the background image to signify that it is in the background

Only colours used are blue/orange/white with dark grey sub heading text. Within these colours, saturation and brightness is altered to differentiate the design

Example is a real estate company called GM Properties' website (<https://gmpropertiesinc.com>)

- From the colour wheel, this website chose a primary colour (blue) and a secondary colour (orange) which comes from yellow and red as its main colours
- Colour Schemes
 - Uses Complementary Colours as blue and orange exist on opposite sides of the colour wheel
 - Chose a white backdrop so these colours would be the main talking point and also the fact that white acts as a blank canvas for all other colours
 - It makes sense for this to be the case as they chose a primary and secondary colour for the design
 - Allows the orange to pop out against the blue elements and gives the entire UI a vivid, high contrast, and visually intense look
- Colour Meaning and How It Affects Branding
 - Warm Colours
 - Orange allows the design to be more vibrant but does not overpower the site due to the blue in contrast
 - The orange tone gives off a mix between fearful with red and cheerful with yellow
 - Cool Colours
 - Since blue is used a lot among brands, it makes sure that the design does not look out of place
 - Because it is used a lot, pairing it with a warmer hue such as orange allows the design to differentiate among the rest
- Colour and Cultural Design Considerations
 - Since this is company based in Southern California, their target audience is also from this region and thus tunnelled into the Western culture interpretation
 - Orange is associated with warmth but also to signify royalty which may be beneficial to a top real estate company trying to make money
 - Blue is very popular among banks because it represents trust and authority which can be said for this company as well - wanting to signify those same attributes
 - Logo uses more blue than orange to signify this even more
 - White is used as an indication of clean and sterile which come across well in this context because it shows that the company follows these attributes
- Hue
 - 224 degrees (blue) and 26 degrees (orange) was used
 - They did not use the normal 230 and 30 degree values because colour variation allows a design to look different than the rest and also less boring
- Saturation
 - After getting the RGB values of the website, the orange seems to have 78% saturation while the blue has 40% saturation - allows the colours to not be too harsh combined with the white backdrop
 - Because the orange elements are mainly used for menus and certain call to action buttons, they used a higher saturation for it to let it pop out more to the user while headings and text were using the lower saturated blue to blend in more
- Brightness
 - After getting the RGB values of the website, orange has a perceived brightness of 63% while the blue in the main heading has a brightness of 35% - because the backdrop is white, it wouldn't be ideal to use a brightness value close to 100% as it would be hard to read/see for the user