Colour Scheme Selection

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|  | Colour Scheme 1 | Colour Scheme 2 | Colour Scheme 3 |
| Background |  |  |  |
| Buttons |  |  |  |
| Text |  |  |  |
| Icons |  |  |  |
| Analysis | This colour scheme would work well but it doesn’t fit Brisbane very well. This is due to the fact that Brisbane’s colours are predominately blue and yellow. For this reason this colour scheme is not the chosen colour scheme for the smart city website. | This colour scheme fits well because blue and yellow is the colour scheme for Brisbane. It can be seen in most of the Brisbane City logos. The Buttons and text are simple colours that will complement the blue and yellow well. This is the chosen colour scheme for the smart city website. | This colour scheme fits Brisbane’s colours well because it includes blue and yellow as key parts of the website design. However, having a white background might make for too much white space and make the website seem empty. For this reason this colour scheme is not the chosen colour scheme for the smart city project. |