We tend to remember familiar associative colours to object over repeated exposure to them (e.g., yellow banana). These associative colours are formed over repeated exposure to objects. It is an open question if this phenomenon extends to digital devices. Living in a digital world, we are always exposed to screens. Different screens on different devices render their colours in distinct ways – however, we don’t always notice these subtle differences between the colours represented on a screen vs colours that are present in reality. This study would allow us to understand how colours are perceived on screens and if there is any difference between the colours we see in real life vs the colours represented on screens. This would inform us about the visual system’s ability to rapidly adjust to images present in the surroundings while also conferring practical benefits to industries that use complex hardware and software to create digital displays.