

## Design with Colour

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# Colour Facts



- people make a subconscious judgement about a product within 90 seconds of viewing & the majority base that decision on colour alone
- 85% cite colour as a reason for buying a particular product
- over 50% of shoppers say they do not return to a store because of aesthetics
- ads in colour are read over 40% more often than the same ad in black & white
- colour increases brand recognition by 80%
- Facts about Colour  
<http://www.ucreative.com/articles/22-intriguing-facts-about-colors-that-you-need-to-know/>



# Colour

- colour is extremely subjective and is used to create ambience, appeal to emotions, denote importance & unify branding
- colour terms:
  - hue: pure colour
  - shade: when we add black to a hue to create a shade
  - tint: we add white to a hue to create a tint
- when choosing colour consider the following:
  - colour meaning
  - colour wheel

# + The Meaning of Colour

- be mindful that when choosing colour cultural differences may need to be taken into account

- Red: love, energy, intensity, danger
- Yellow: joy, optimistic, attention
- Green: freshness, safety, growth
- Blue: stability, trust, serenity
- Purple: royalty, wealth
- Black: prestige, value, timelessness



Meaning of Colour: <https://neilpatel.com/blog/website-color-scheme/>

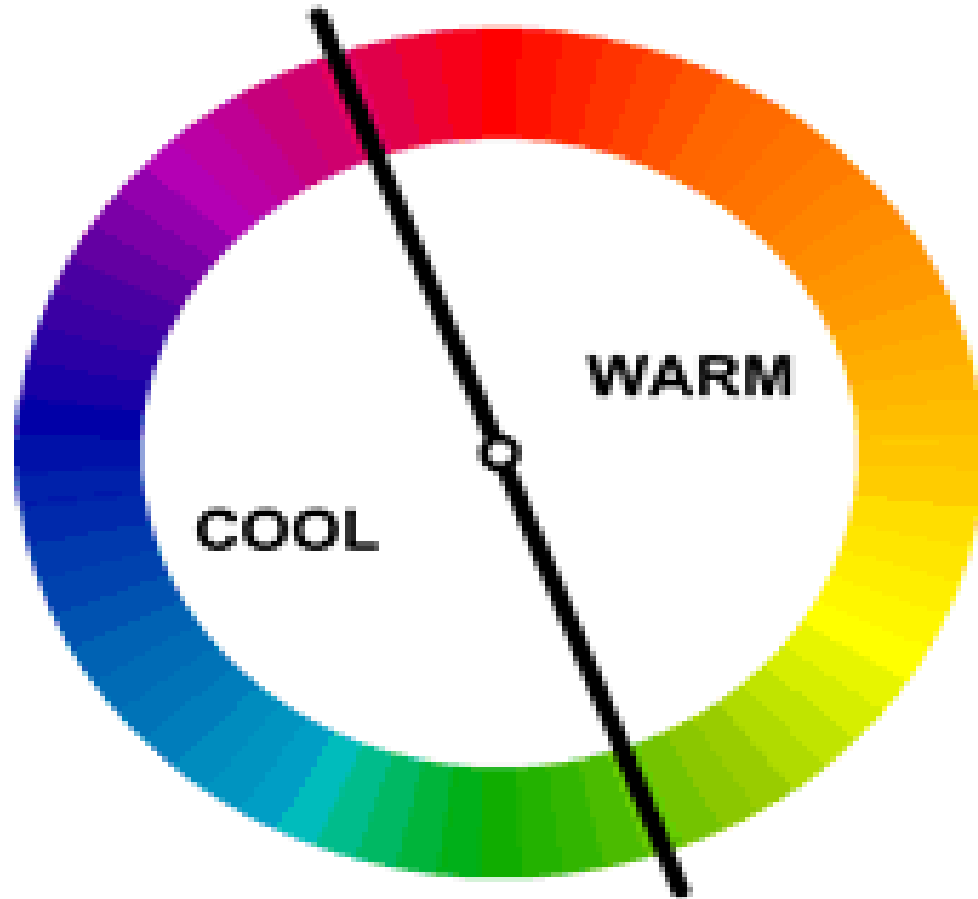
Colour Psychology: Does it Affect how you Feel <https://www.verywellmind.com/color-psychology-2795824>

# + The Meaning of Colour

	Asia	Europe	Africa	Americas
Red	Good luck / bride / long life (China), purity, fertility, power (India), earth (aboriginal), life (Japan), sacrifice (Hebrew)	Communism (Russia), danger, love, Christmas	Mourning (South Africa), chiefs (Nigeria)	Success triumph (Cherokee)
Orange	Sacred (Hindu), happiness	Religion (Ireland), Halloween		Halloween
Yellow	Nourishing, royalty (China), courage (Japan), wisdom (Buddhism), sacred (yellow), mourning (Burma)	Cowardice, hope, hazards (with black), Royals (Netherlands)	Mourning (Egypt), prosperity (Middle East), highest ranked people (Africa)	
Green	Adultery (China), hope (India), new life, fertility (China/ Far East), eternal life (Japan)	Irish, spring, Christmas, good luck, jealousy	Corruption, drug culture (North Africa), hope (Egypt), strength/fertility (Middle East), prestige (Saudi Arabia)	Death (South Am), money (USA)
Blue	Mourning (Iran, Korea), immortality (China), Krishna, sport (India)	Depression, right wing (UK), tradition, authority, calm, Christ, Virgin Mary	Protection (M East), mourning / spirituality (Iran)	Trouble (Cherokee), mourning (Mexico), liberalism (USA)
Purple	Mourning, misfortune (Thailand, Korea, China), wealth (Japan), sorrow (India)	Royalty, mourning	Mourning (Middle East)	Mourning (Brazil)
White	Death (China, Japan), funerals, unhappiness (India)	Weddings, angels, doctors, peace		
Black	Wealth, health (Far East), evil / ward off evil (India), bad luck (Thailand)	Death (Japan), funerals	Funerals, death, evil (Middle East), wisdom (Africa)	
Brown	The land (Aboriginals), mourning (India)	Dependable, wholesome		Disapproval (Nicaragua)



# Colours Tend to be Warm/Cool





# Colour Schemes

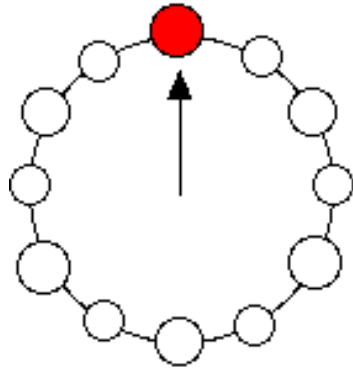
- use the colour wheel to make informed choices
  - monochrome (one hue with any number of corresponding tints & shades)
  - analogous
  - complementary
  - triad



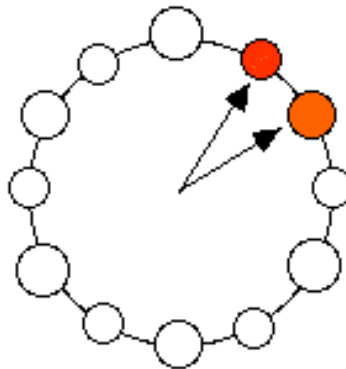


# Colour Schemes

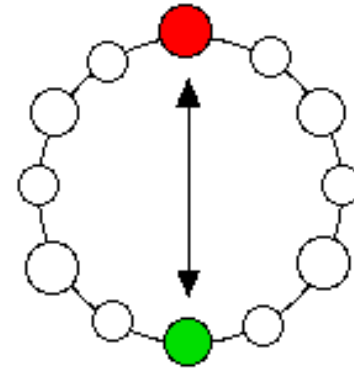
**Monochrome**



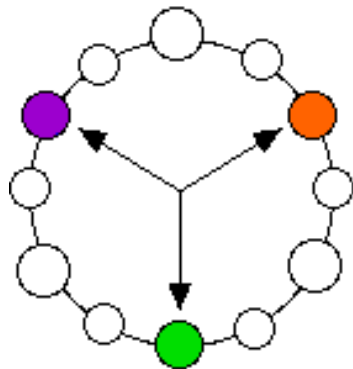
**Adjacent = Analogous**



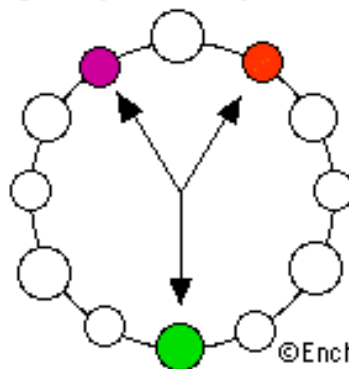
**Complementary Colors**



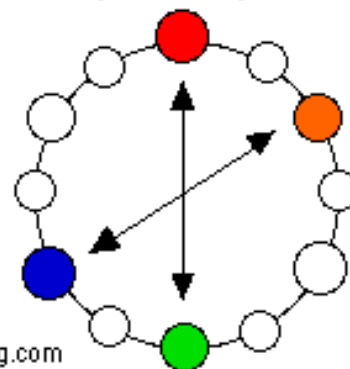
**Triad**



**Single Split Complementary**



**Double Split Complementary**



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# Colour Schemes

- Tutorial: <https://www.youtube.com/watch?v= 2LLXnUdUlc>
- Colour tool: <http://paletton.com/#uid=1000u0klIIlaFw0g0qFqFg0w0aF>
- Colour tool: <https://color.adobe.com/create/color-wheel/>
- Art Therapy: <http://www.arttherapyblog.com/online/color-psychology-psychologica-effects-of-colors/#.YfBT -rP1PZ>



# Colour Tips for your Website

- it may feel a bit daunting deciding where to begin:
  - ask yourself what type of project you are creating : for example, if a seasonal project use reds/yellows for summer, cool blues for winter, shades of brown/orange for autumn & greens for spring
  - also begin to critically look at colour schemes for certain themes, for example in food/ nutrition websites is there any particular colour scheme
  - what kind of feeling you wish to convey: colours tend to be either warm (some red/yellow in them) or cool (some blue)
  - consider your target audience/ demographic
  - another idea is to look at what graphics you are using in your project & using an image editing package such as Adobe Photoshop use the colour picker to select a specific colour/ colour scheme
  - word of caution: don't over use colour (monochrome colour schemes work very well (used in 51% of branding & websites))



# Resources

- Logo Maker: <https://www.tailorbrands.com/newlogo>
- Colour Combinations from Logo Maker:  
<https://www.tailorbrands.com/blog/logo-color-combinations>
- Choosing Good Colour Combinations:  
<https://www.websitebuilderexpert.com/designing-websites/how-to-choose-color-for-your-website/>
- For Fun: Colour Idioms: <https://www.sensationalcolor.com/color-idioms/#.VjZsuNLhDq4>
- Culture & Colour: <https://www.empower-yourself-with-color-psychology.com/cultural-color.html>



# Other Resources

- W3Schools Colour Picker:  
[https://www.w3schools.com/colors/colors\\_picker.asp](https://www.w3schools.com/colors/colors_picker.asp)
- Colour Blindness: <https://www.colourblindawareness.org/>
- Colour Blindness: <https://www.uefa.com/insideuefa/about-uefa/news/0261-104b5e9d9732-b5f8bd160fe0-1000--uefa-national-associations-clubs-and-players-unite-to-promote-c/>
- Eye Colour Theory: How we See different Wavelengths, Rods & Cones in our eyes <https://www.youtube.com/watch?v=VCKUF8pBjPo>