**Colour Functions**

**Colour that invokes Emotion:**

<https://www.pizzahut.ca/>

Makes me feel hungry because of the red colour

<http://www.wildwaterplumbing.com.au/>

Makes me feel calm and willing to trust this company because of the blue and white colours.

<http://posthotel.com/>

Makes me comfortable and willing to stay at this place, because of the neutral and green colours.

**Colour that Attracts the Eye:**

<http://www.naointendo.com.br/>

The top banner has lots of vibrant colours and is filled with movement.

<http://www.rdio.com/home/en-ca/>

The background of the banners are always filled with a vibrant colour.

<http://www.apple.com/ca/>

The banner colour contrasts with the main colours of the site (gray, black and white)

**Colour that Organizes:**

<http://vancouver.craigslist.ca/>

Pretty straight forward, white background, black text and blue links.

<https://www.superplayer.fm/>

Each station has its own colour.

<http://www.microsoft.com/en-ca/default.aspx>

Each category has its own colour, making it more pleasant for the user to see.