

# Practicum Week 02: IDEABORD

## 1. Kleuren

Gebruik van natuurlijke kleuren die het doelpubliek associëren met natuur en rust.



## 2. Inspiraties elementen

Zoekfuncties

Menu ▾



Bestemming, natuurgebied of natuurhuisje-ID

frankrijk, normandie

Departementen...

Wanneer

Aankomst Vertrek

☒ Flexibel zoeken (+/- 1 dag) Wis datums

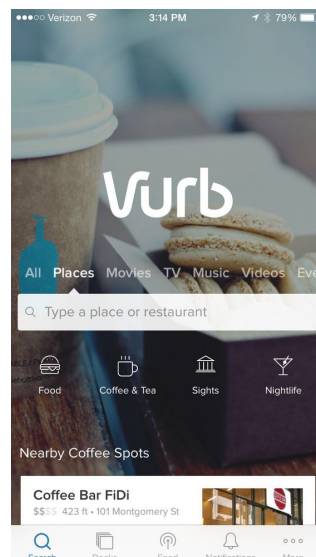
Reisgezelschap

Selecteer het aantal personen ▾

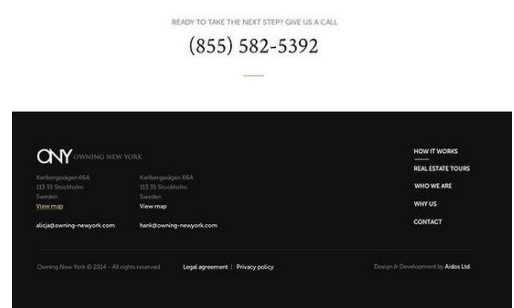
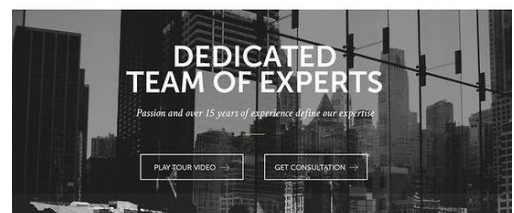
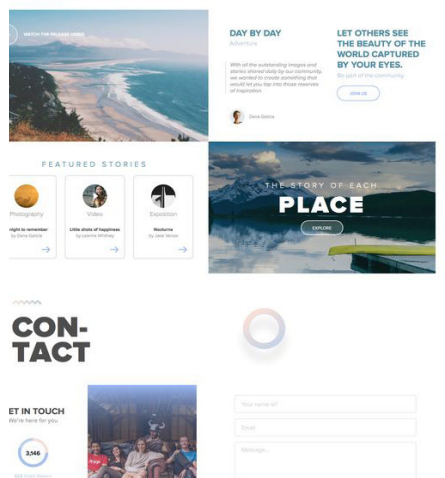
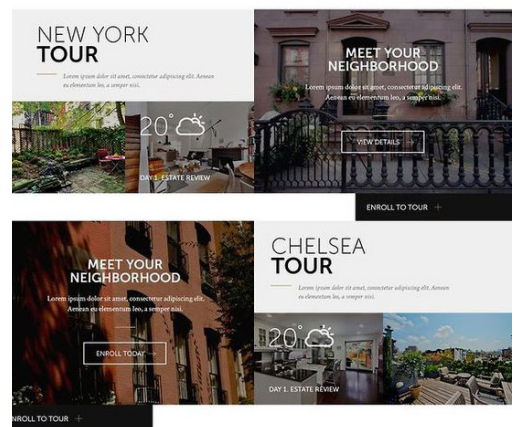
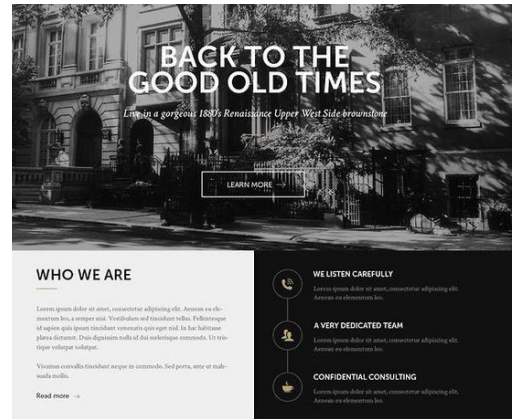
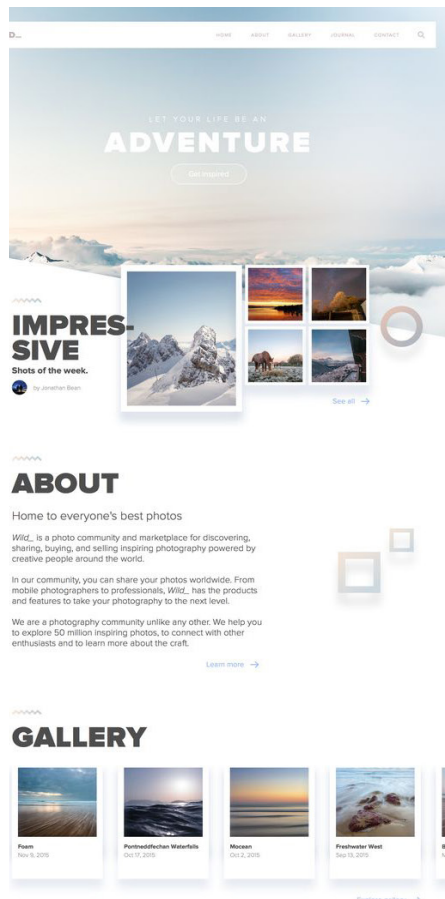
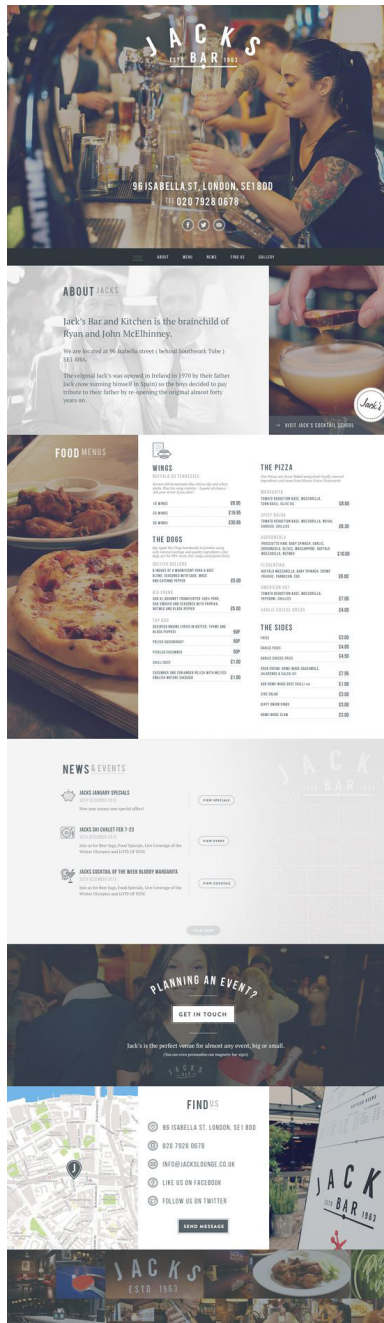
Slaapkamers (min)

Selecteer het aantal slaapkamers ▾

Zoeken



Menu, opmaak, lay-out (veel gebruik van afbeeldingen om te bezoekers te triggeren).



### 3. Tekst

Gebruik van fonts en kleuren die het avontuurlijke versterken

Adventure (Comfortaa 26pt)

Nature (Caviar Dreams 26pt)

RUST (Orator Std 26pt)

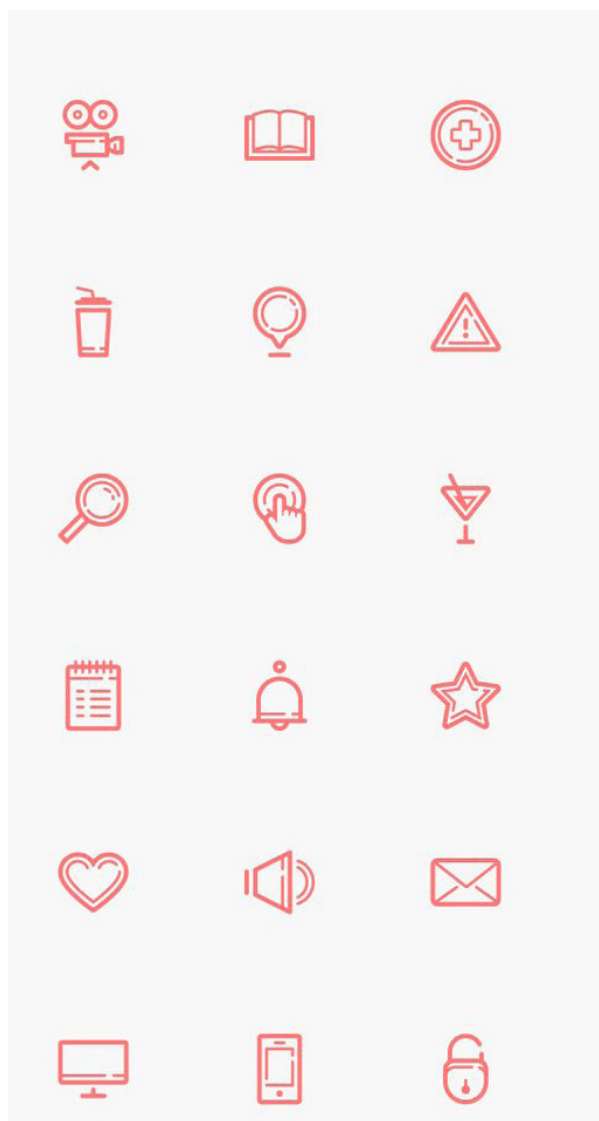
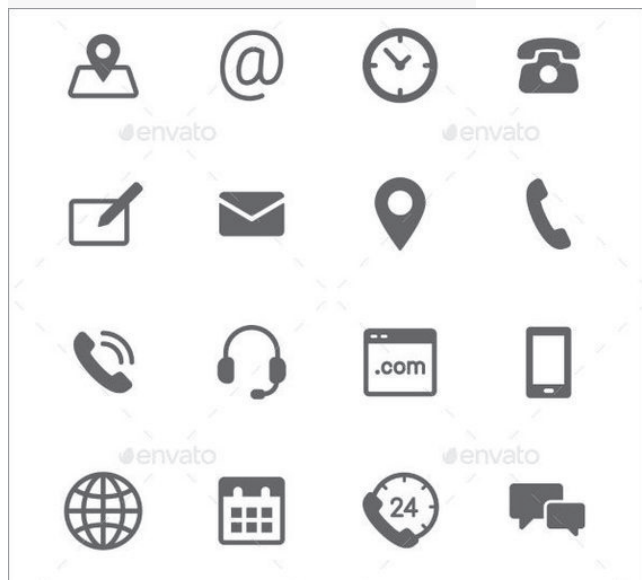
Relax (Prestige Elite Std 26pt)

Adventure (Sinhala MN 26pt)

Adventure (Hiragino Sans 26pt)

### 4. Symbolen

Moderne symbolen gebruiken, waardoor er minder tekst moet worden weergegeven.





# The Psychology of Colors in MARKETING

Color has long been understood to be something which appeals greatly to our visual senses, and it is frequently a tool utilized in marketing. Countless studies have found that particular colors have their own effects on consumers, with some colors stimulating areas of the brain in ways which will either promote excitement or tranquility. In this manner, corporations and big name brands are easily able to influence their target market simply by choosing the right combination of colors.

How are you incorporating color into your website design?

## How colors INFLUENCE PEOPLE

### Red



Encourages appetite; often used by fast-food chains

Creates a sense of urgency

Is frequently used for clearance sales



Associated with movement, excitement and passion

Is high in energy and immediately pulls focus



Physically stimulates the human body, affecting nerve impulses, raising blood pressure and heart rate

### Blue



Preferred by men

Associated with peace, water and reliability

Provides a sense of security and promotes trust in a brand



Curbs appetite and stimulates productivity

Most common color used for offices and conservative corporate brands



Calming mind, providing a sense of tranquility and space

Young people associate blue with maturity

### Green

Associated with health, tranquility and nature

Also associated with money and wealthy people or brands

Used in stores to relax customers



Frequently used for promoting environmental issues

Green stimulates harmony in the brain and encourage balance between body and emotions, leading to decisiveness

### Purple



Associated with royalty, wisdom and respect

Stimulates the problem solving area of the brain as well as creativity



Frequently used for beauty and anti-aging products

Represents a creative, wise and imaginative brand, service or product

### Orange & Yellow



Increases cheerfulness and optimism

Yellow makes babies cry, while orange can show caution

Used to draw in impulsive buyers and window shoppers



Stimulates logic centre of the brain and promotes enthusiasm

If used too frequently, can create a sense of anxiety

### Black



Associated with authority, power, stability and strength

Often is a symbol of intelligence

Frequently used to trim down appearance of sizes on items



Can often overwhelm people if it is used too frequently

### Grey



Symbolize feelings of practicality, timelessness and solidarity in life

Too much gray often leads to feelings of nothingness

Though gray is nice to have, it can draw in emotions of old age, death and depression



### White



Associated with feelings of purity, cleanliness and safety

White can be used to project the absence of color or neutrality

Using white can spark a sense of creativity since it acts as a clean slate



## Properly USING COLOR THEORY



## 5. Algemene look

Tekst vs. afbeelding, tabellen, texturen, om zoveel mogelijk het avontuurlijke te onderstrepen.

