Robert McDonell WDV151

Color palette Assignment

Analogous color schemes

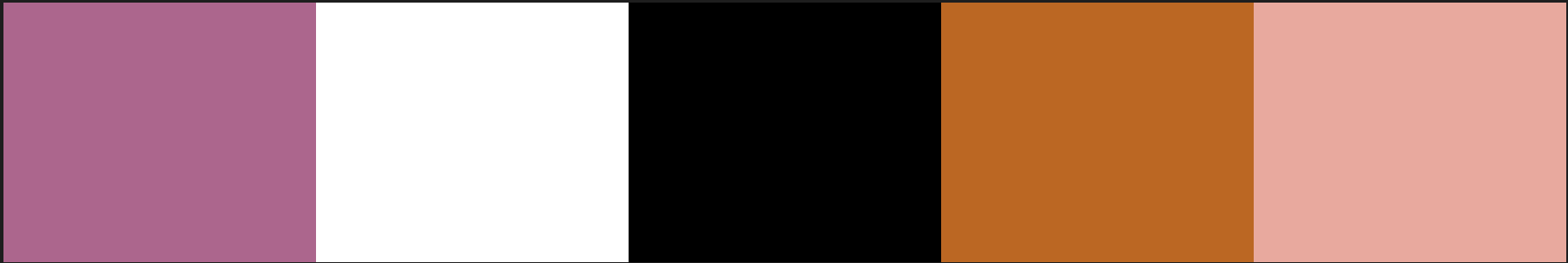
Bright, colorful, cheery, refined



Deep, dark, moody, earthy



Multicolored, light pastel and earthy dark colors



monochromatic

Bright, muted, colorful, deep and fresh



#9EB565 #6D8F37 #739C3D #5E8227 #D5E082

The client is looking for a fresh food plan that is energetic, natural, yummy and delicious. I chose a monochromatic color scheme in the green color spectrum to create a standard for the entire website to look crisp, clean and happy. Green symbolizes nature and natural. This is especially important to the idea of a healthy food plan. Green also encompasses growth as in starting a new diet, exercise and lifestyle. In addition green is very earthy and easy on the eyes. Psychologically this will look like an easy, natural benefit for the customers.