Website Color

顏色是人們在你的網站上注意到的第一個項目

有92.6%的人認為視覺將影響他們的購物決策

而人們的潛意識在90秒內便會透過顏色判讀他們是否要購買商品





- OPTIMISTIC AND YOUTHFUL OFTEN USED TO GRAB ATTENTION OF WINDOW SHOPPERS
- Buy
- ORANGE
- AGGRESSIVE CREATES A CALL TO ACTION: SUBSCRIBE, BUY, OR SELL





ENERGY INCREASES HEART RATE **CREATES URGENCY** OFTEN SEEN IN CLEARANCE SALES

Buy



PINK

ROMANTIC AND FEMININE **USED TO MARKET PRODUCTS** TO WOMEN AND YOUNG GIRLS



- **►** BLACK
- > POWERFUL AND SLEEK USED TO MARKET LUXURY PRODUCTS



BLUE

Buy

- > CREATES THE SENSATION OF TRUST AND SECURITY OFTEN SEEN WITH BANKS AND BUSINESSES
- > ASSOCIATED WITH WEALTH THE EASIEST COLOR FOR THE EYES TO PROCESS USED IN STORES TO RELAX



▶ PURPLE

> USED TO SOOTHE AND CALM OFTEN SEEN IN BEAUTY OR ANTI-AGING PRODUCTS

- 黃色:樂觀、年輕,常被使用在獲取window shopper的注意力
- 紅色:充滿活力、心跳加速、創造急迫性,常出現在清倉大拍賣
- 藍色:建立信任感和安全感,常出現在銀行和企業
- 綠色:跟健康有關,對眼睛來說最舒服的顏色,通常會使用在實體店家,可傳遞放鬆的感覺
- 橘色:積極、創造行動呼籲,以帶動訂閱、購買或銷售
- 粉紅色:浪漫和女性主義,通常會女性的和年輕女性的產品市場出現
- 黑色:強而有力,通常出現在奢華的商品上
- 紫色:放鬆和冷靜,常被用在常美妝和抗老化的產品

COLOR EMOTION GUIDE



常見電商配色參考

