

Design of Steady Sobriety - Color

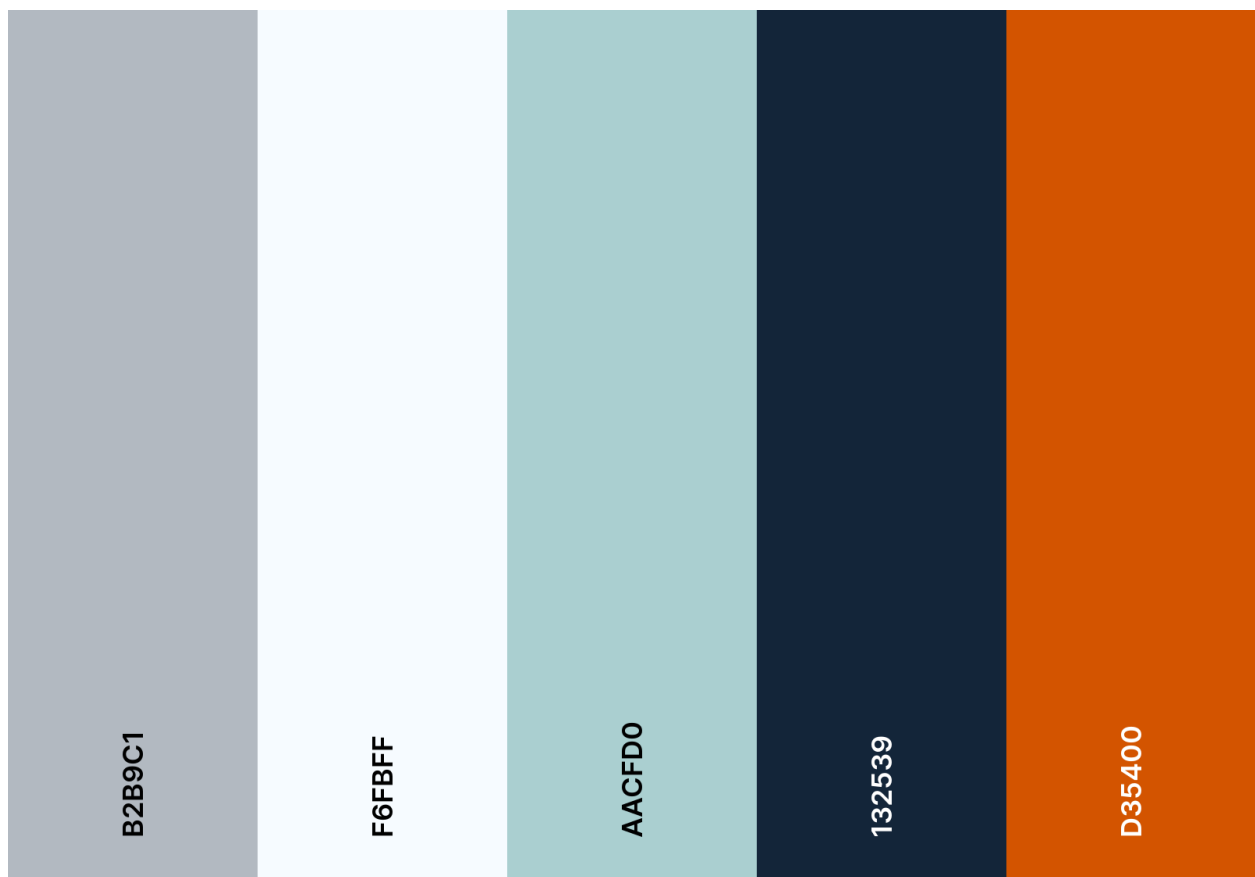
Aims

The Steady Sobriety App aims to help people with alcohol issues quit drinking and stay sober. Therefore, we want to design the color of our web application to align with these purposes.

Color Palette

We picked the base color as a calming blue, symbolizing trust, stability, and tranquility. This color choice aims to create a comforting and supportive environment for users navigating through their journey towards sobriety. Complemented by soft, inviting tones and gentle contrasts, our design aims to provide a visually appealing and serene interface, fostering a sense of hope and motivation.

Based on the above considerations, we generated the following color palette with Coolers. The orange is there strategically to draw attention or create emphasis while maintaining a harmonious balance with the calming blue tones.



color palette steady sobriety