

HOW TO CHOOSE A BEST COLOR FOR YOUR APP

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Plan

- **Choose the right dominant color for your website and brand.**
- **Combine complementary colors to create your perfect color scheme.**
- **Choose a background color that works for you.**
- **Use color in the correct places on your website – like a pro.**

How color can improve your website and brand identity



Did you know the decision of Coca-Cola to use red as their brand color was not accidental?

The color red serves two critical purposes:

- **#1** The fire engine red allows Coca-Cola to stand out from their competitors on store shelves;
- **#2** Every color has different feelings or emotions attached to it. When people see the color red, it triggers emotional responses like excitement, boldness, love, and passion. These are precisely the feelings that Coca-Cola wants you to associate with its soda.

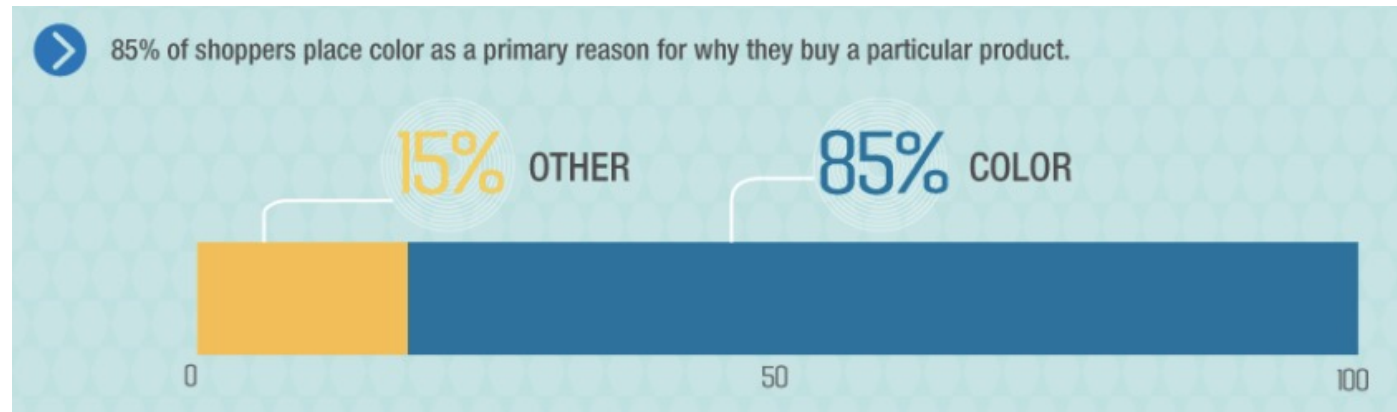
Source: www.coca-colacompany.com

<https://www.websitebuilderexpert.com/designing-websites/how-to-choose-color-for-your-website/>

Some statistics...

When you pick the right color for your website, you are doing *so much more* than just make it look appealing — **You are creating a *memorable brand*.**

- **85%** of shoppers place color as a primary reason for why they buy a particular product.



- **80%** increases in brand recognition when using color. Brand recognition directly links to consumer confidence.

Source: [Kissmetrics](#)

3 steps to using color on your website – the right way

There are 3 main colors you need to consider when you are designing your website:

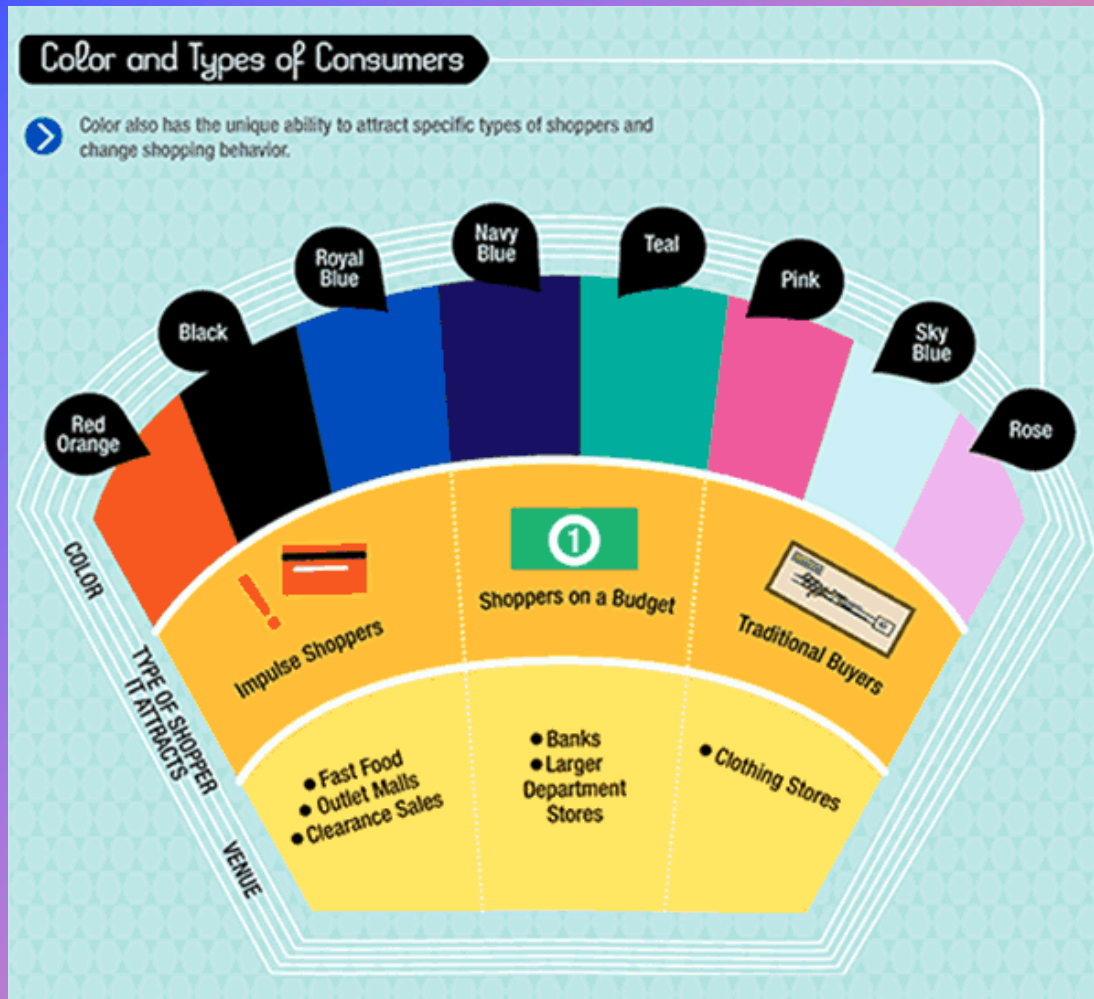
- 1. Choosing a dominant color as your brand color**
- 2. Choosing 1 to 2 accent colors to create a color scheme for your website**
- 3. Choosing a background color to complete your design**

1. Choose your Dominant Color

- The dominant color is your brand color – like the fire engine red for Coca-Cola.
- This color will help bring out certain emotions or feelings when people arrive on your website – just like passion, excitement, boldness and love for Coke.
- This is the color that you want your audience to remember when they think of you.
- If you already have a logo, make sure one of the primary colors of your logo is using your dominant color
- However, if you don't have a dominant brand color in mind yet, go to the next slide to pick one

Meaning of Colors: How to choose the right color for you

Different colors have the abilities to attract specific types of shoppers, and can even alter consumer behaviors.



PERSONALITY of COLOR

What color should you choose
for your website?



GREEN Represents wealth, health, tranquility, and nature.

The easiest color for the eye to process, so it has relaxation effects.
Green is the No.2 most preferred color by both men and women.



bp



Tropicana



YELLOW Represents youthfulness, optimism & cheerfulness.

Often used to grab the attention of the audience. Yellow can put strain on the eyes, so you want to use it sparingly.



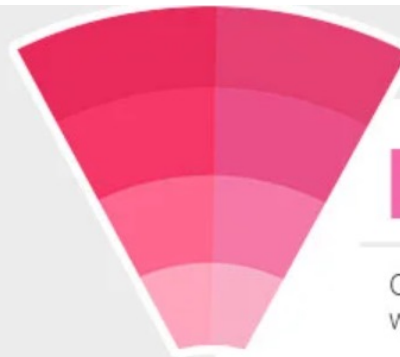
RED Represents passion, energy, urgency, excitement, vibrancy & danger.

Often used to create urgency for people to buy. Effective in triggering strong emotional reactions. Restaurants use it to stimulate appetite.



ORANGE Represents friendliness, enthusiasm & creativity.

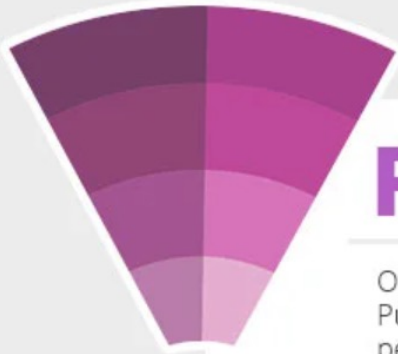
Promotes people to take action: Buy & Subscribe. Orange attracts impulse shoppers.



PINK Represents feminine, sweetness, innocence, fertility & romance.

Often used to market services and products to women and young girls.





PURPLE

Represents royalty, wealth, success & wisdom.

Often used in beauty or anti-aging products. Purple has a soothing and calming effect on people.



GRAY

Represents neutral, simplicity, calm, futuristic & logic.

It lacks emotion and is associated with technology, industry, precision, control, competence and even sophistication.



BLUE

Represents trust, security, stability, peace & calmness.

Often used in businesses and banks to create sense of security & trust in the brand. Blue is the No.1 preferred color by both men & women .



BLACK

Represents power, luxury, sophistication & elegance.

Often used to market luxury brands to evoke professionalism, strength & precision.



Source:
<http://www.webpagefx.com/blog/web-design/psychology-of-color-infographic/>
<https://blog.kissmetrics.com/color-psychology/>
<https://www.supermoney.com/2014/08/colors/>
<https://www.helpscout.net/blog/psychology-of-color/>
<https://thelogocompany.net/blog/infographics/psychology-color-logo-design/>

Infographic created by
**WEBSITE BUILDER
EXPERT**

Understand how color affects emotion



COLOR EMOTION GUIDE





RED

PRIMARY COLOR

PERSONALITY/EMOTIONS

- Evokes strong emotions
- Encourages appetite
- Increases passion and intensity
- Red roses symbolize love



POLITICS

- Represents Communist or Socialist parties worldwide
- Used for Republicans in the USA



COMPANIES



MARKETING

- Increases heart rate
- Used by restaurants to stimulate appetite
- Creates urgency often seen in clearance sales
- Used for impulsive shoppers



CHAKRA

Root chakra

- Located at base of the spine
- Related to survival, safety, physical self



YELLOW

PRIMARY COLOR

PERSONALITY/EMOTIONS

- Increases cheerfulness, warmth
- Causes fatigue and strain on the eyes.
- Makes babies cry
- Stimulates mental processes
- Stimulates nervous system
- Encourages communication



POLITICS

- Represents Liberalism



COMPANIES



MARKETING

- Represents optimism, youthfulness
- Used to grab attention of window shoppers
- Shows clarity



CHAKRA

Solar Plexus chakra

- Located in upper abdomen between navel and sternum
- Related to personal power, will, self esteem





BLUE

PRIMARY COLOR

PERSONALITY/EMOTIONS

- Associated with water, peace
- Most preferred by men
- Represent calmness or serenity
- Curbs appetite
- Known as a "cold" color
- Perceived as constant in human life due to sky and ocean being blue
- Increases productivity
- Most used color for offices



MARKETING

- Often used in corporate business because it's productive and non-invasive
- Creates sense of security and trust in a brand



POLITICS

- Represents Conservative parties worldwide
- Used for Democrats in the USA



CHAKRA

- Throat chakra
- Base of throat
- Related to communication, truth, self-expression



COMPANIES



ORANGE

SECONDARY COLOR

PERSONALITY/EMOTIONS

- Reflects excitement, enthusiasm
- Shows warmth
- Warns of caution



MARKETING

- Signifies aggression
- Creates call to action: Buy, Sell, Subscribe
- Found in impulsive shoppers
- Represent a friendly, cheerful, confident brand



POLITICS

- Orange is the national color of the Netherlands and its royal family



CHAKRA

- The Sacral chakra
- Located around lower back and reproductive organs
- Related to sexuality, creativity, pleasure



COMPANIES





GREEN

SECONDARY COLOR

PERSONALITY/EMOTIONS



- Constitutes health, tranquility
- Symbolizes money
- Denotes nature
- Alleviates depression
- Workers in a green environment have fewer stomach aches
- Green is used in night vision goggles because the human eye is most sensitive to and able to discern the most shades of it
- Represents new growth



POLITICS

- Connected to Environmentalists



COMPANIES



MARKETING



- Used to relax in stores
- Associated with wealthy
- Green M&M's are said to send a sexual message
- Has long been a symbol of fertility
- Was once the preferred color choice for wedding gowns in the 15th century

CHAKRA

Heart chakra

- Center of body, heart level
- Related to unconditional love, healing



PURPLE

SECONDARY COLOR

PERSONALITY/EMOTIONS



- Showed royalty, wealth, success, wisdom



- Many kings wore purple robes

POLITICS

- Used for royalty, but hardly used in modern politics



COMPANIES



MARKETING



- Used often in beauty or anti-aging products
- Used to soothe or calm
- Represent a creative, imaginative, wise brand

CHAKRA

The Crown chakra

- Top of the head
- Related to spiritual life and experience, connection to the divine, pure consciousness, transcendence



Sources:

- <http://www.the-energy-healing-site.com/chakra-colors.html>
- http://www.academia.edu/814203/Colour_Colour_Everywhere...
- <http://visual.ly/color-guide-designers>
- <http://nowsourcing.com/blog/wp-content/uploads/2012/01/louisville-painter.html>
- <http://blog.kissmetrics.com/color-psychology/>
- <http://www.wvu.edu/id/media/documents/Morris-ColorinDrevH.pdf>
- <http://www.rochester.edu/news/show.php?id=3268>
- <http://www.colorcom.com/research/why-color-matters>

Brought to you by:



If you're not quite sure yet

That just means you should take some time to reflect on your brand and the type of customers you want to attract.

- Are you trying to attract younger, more energetic customers?
- Or sophisticated individuals with more disposable income?
- Are your products / services catered to male or female?
- Are they more suitable for a certain age group?

Not all colors are right for your business. For example, if you are selling yoga mats, using purple (wealth, royalty) or black (power, luxury) might not be the best choices. You might want to consider using green (health, tranquility), gray (simplicity, calm), blue (peace, calm) or even red (passion, energy).

The Differences Between Guys & Girls – Their Color Preferences

Bright vs. Soft Colors

.....
In the experiment, both men and women had the same general preference when it came to light and dark colors. However, the experiment showed that women gravitate toward soft colors, while men like bright ones.



Achromatic

.....
As a general rule, men tolerate achromatic colors more than women. Achromatic colors are those which have no hue—like black, white and shades of gray.



Tints vs. Shades

.....
A McInnis and Shearer experiment found that women preferred tints more than shades. It's often proposed that the reason is due to their higher consciousness of specific colors. A "tint" is simply any color with white added. A color scheme using tints is soft, youthful and soothing. A "shade" is simply any color with black added. Shades are deep, powerful and mysterious.



- Source: [Infographic: How Colors Affect Conversions & Gender and Color](#)

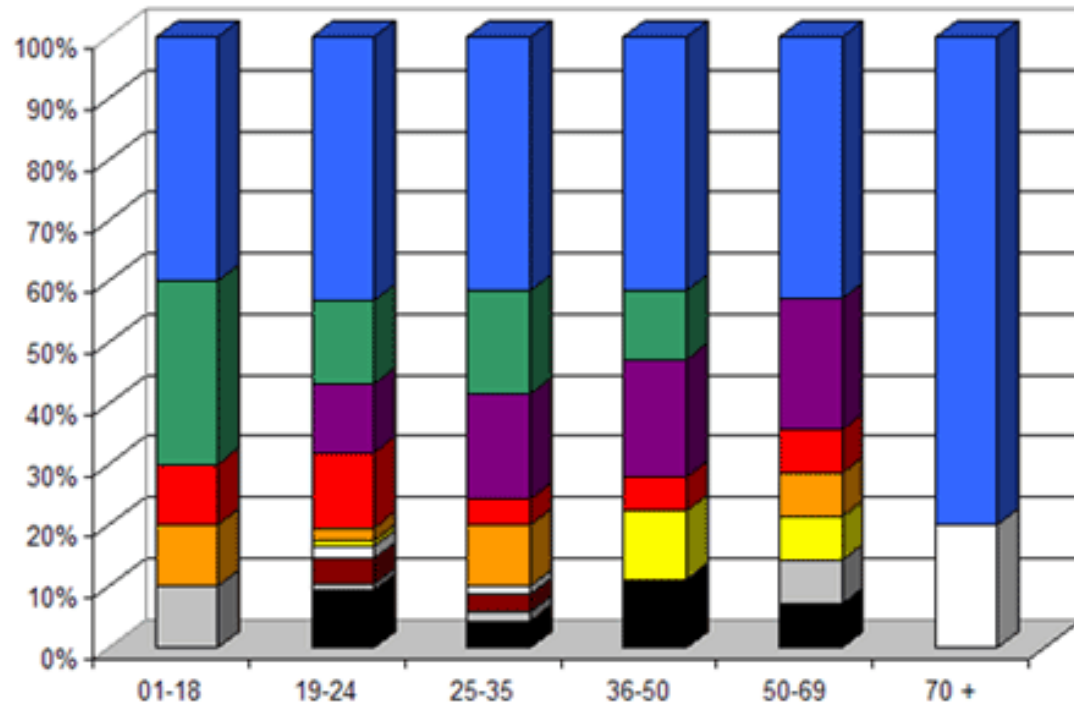
The Differences Between Guys & Girls – Their Color Preferences



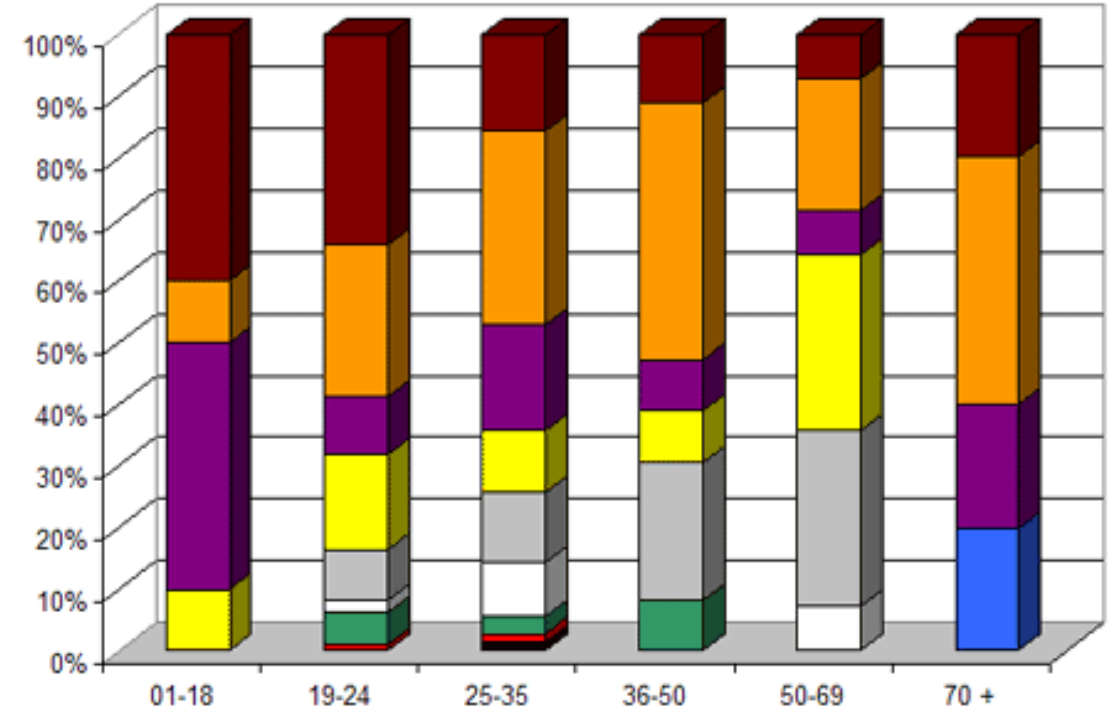
- Source: [Infographic: How Colors Affect Conversions & Gender and Color](#)

Consider age group

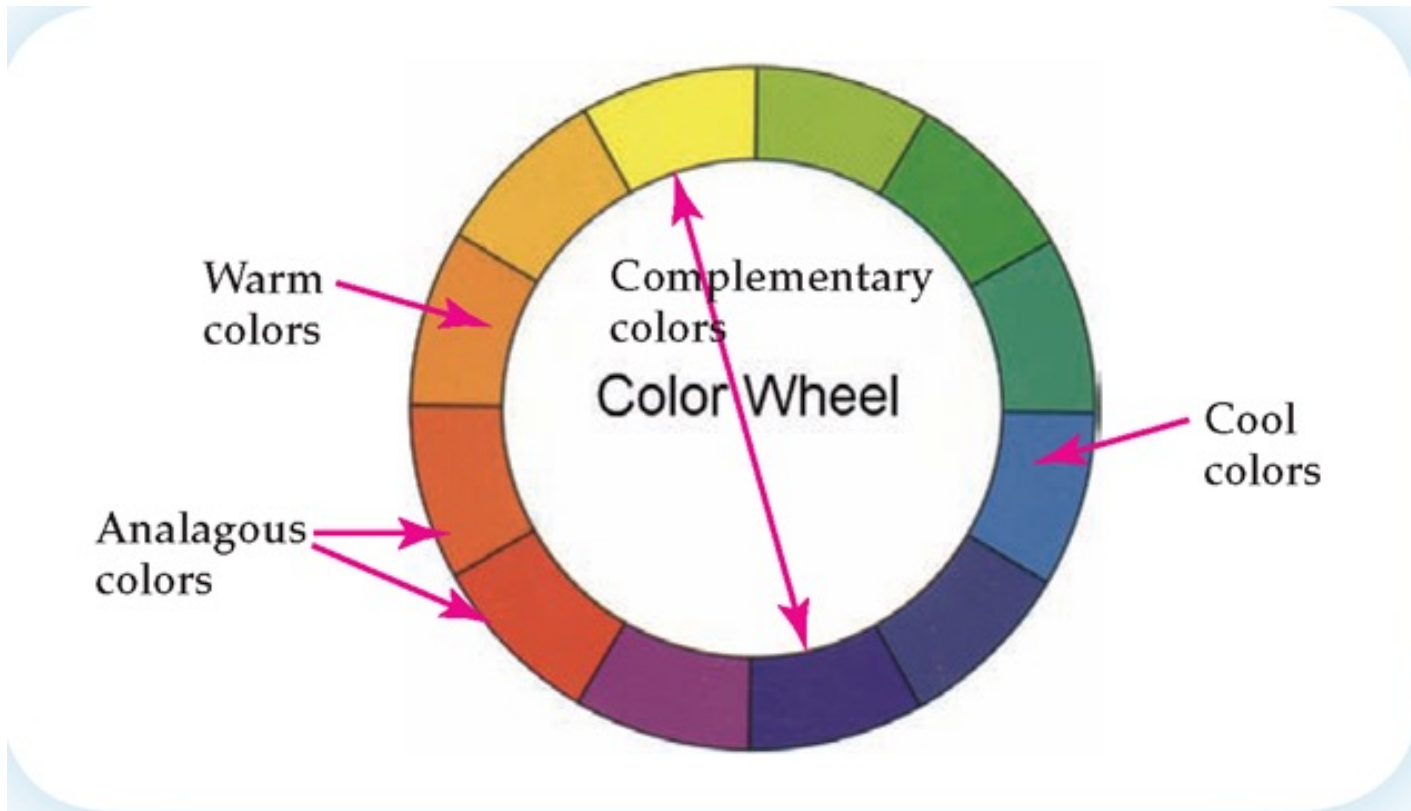
Favorite Color by Age Group



Least Favorite Color by Age Group



Consult the color wheel



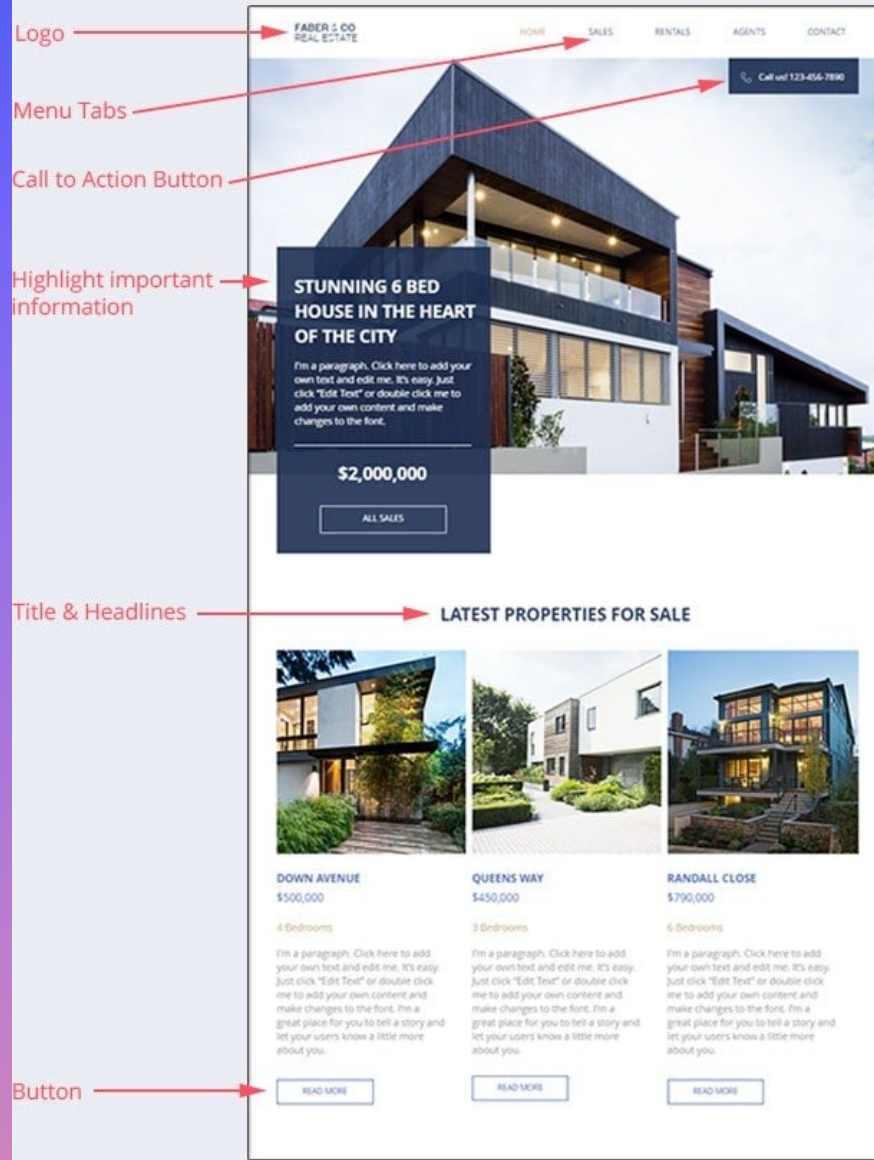
- <https://neilpatel.com/blog/website-color-scheme/>



How you use color for your brand or products / services, can also be influenced by what emotions your target audience is drawn to.

- If you want to attract people who identify with nature and tranquility, use green.
- If you want to attract those who want to be seen as youthful or optimistic, try yellow.
- If your target audience wants to be seen as powerful or luxurious, try black.

Where to use dominant color in your website



How to use your dominant color on your website

Only use your dominant color in a limited number of places where you want your website visitors to pay attention to, or if you want your visitors to take certain actions

Source: Wix.com

2. Choose your accent colors



How to use a color matching tool to help you select your accent colors

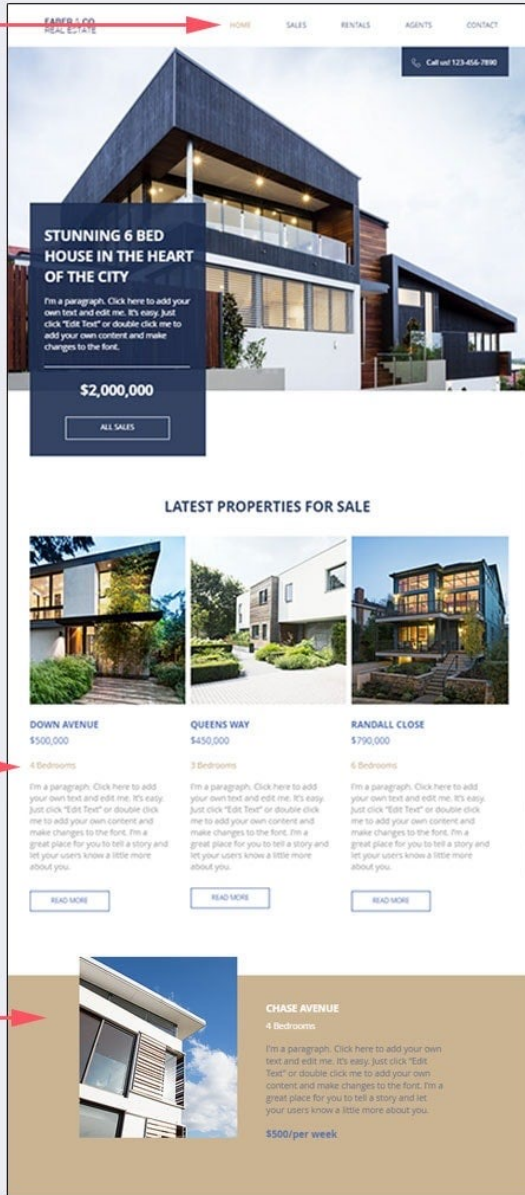
- Once you have your dominant color, it's *really easy* to find your accent colors by using color matching tools like [Adobe Color CC tool](#).



Adobe Color CC

Where to use accent color in your website

Current Menu Tab



Subtitle

Highlight secondary information

How to use your accent colors on your website

Source: Wix.com

3. Choose your website background color

In a very similar way, the background color of your website depends on what you want your visitors to focus on.

Type #1 – Content Intensive Information Websites & eCommerce Websites

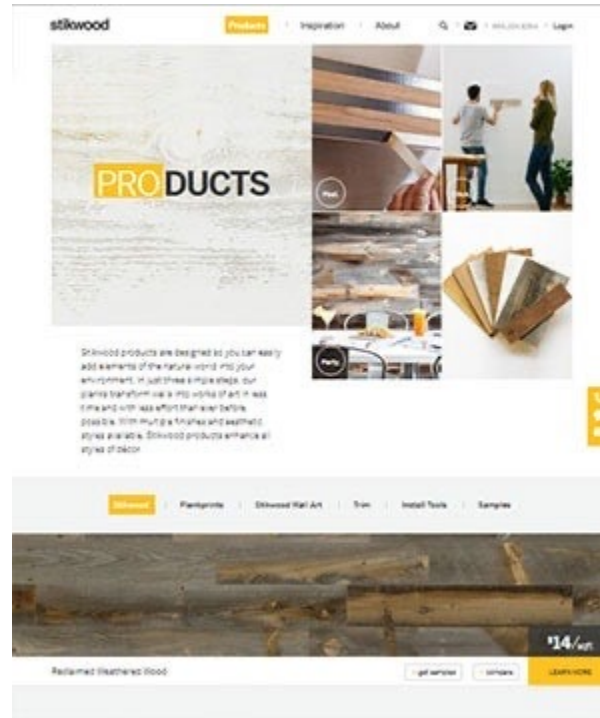
Type #2 – Corporate / Business Websites

Type #3 – Stylish & Creative Websites that are Graphic Intensive

Type #1 – Content Intensive Information Websites & eCommerce Websites



eCommerce Website
(drinksoma.com)



eCommerce Website
(stikwood.com)



Food Blog (pinchofyum.com)

The focus is on the content or products, rather than the design of the website. The background color is only a backdrop to help make the content more visible and readable.

Type #2 – Corporate / Business Websites

Promoting a Brand

sbjdanebury.com

CALL 01264 783 143

SB JOINERY
ESTABLISHED 1989

QUALITY BESPOKE JOINERY FOR THE FINEST HOMES

The joinery manufacturer of choice for the high end residential market.

WINDOWS & DOORS | STAIRCASES | CABINETRY | STOCKBRIDGE | AUTOGRAPH

ESTABLISHED 1989

We're a family firm that has been producing high quality bespoke joinery since 1989. We have a commitment to quality and style combining traditional craftsmanship with new technology.

MORE ABOUT US

LUXURY INTERIORS PACKAGE, LONDON

NEW BUILD, WINCHESTER

SB Joinery were instructed to carry out the complete interior joinery package at this luxury property in London, N2. Uniquely designed dressing rooms, furniture and cabinetry all designed and manufactured to top specifications. The end results were stunning.

VIEW PROJECT

SB Joinery has just finished a complete joinery package to this stunning new build in Winchester. SB Joinery supplied the handwood sliding sash windows, casement windows, external doors, two magnificent staircases and the internal doors to this project.

VIEW PROJECT

NEWS

RECENT 'BEAUTIFULLY BRITISH' STAIRCASES FROM SB JOINERY

SB JOINERY COMPLETES STUNNING JOINERY PROJECT IN SURREY

OUR NEW WEBSITE, FEATURES ON THEBESTDESIGNS.COM

SB JOINERY DONATE TO WINCHESTER NIGHTSHELTER

RECENTLY

READY TO CREATE YOUR NEXT PROJECT?

GET STARTED

WINDOWS & DOORS | STAIRCASES | CABINETRY | STOCKBRIDGE | AUTOGRAPH

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JUSTACTIONS
DOING GOOD

The power to accelerate progress to a more just world rapidly, sustainably and irreversibly...

ABOUT US | 10 JUST ACTIONS

WHO WE ARE

At JustActions we believe that it is possible the world's most talented people and organisations around a diverse set of activities will make the most difference in the poorest parts of the world. It's for the most disadvantaged people just what they need to get on, or get ahead, or improve, or even flourish. The best mutually supporting organisations in the world will accelerate global progress to a more just world rapidly, sustainably and irreversibly. That's the JustActions way. You have your 100%.

LEARN MORE

CAMPAIGNS

#KNOWHERNAME

LEARN MORE

ARTICLES

HOW CAN INNOVATION TRANSFORM WOMEN'S AND CHILDREN'S HEALTH?

CONTINUE READING

TEN JUSTACTIONS

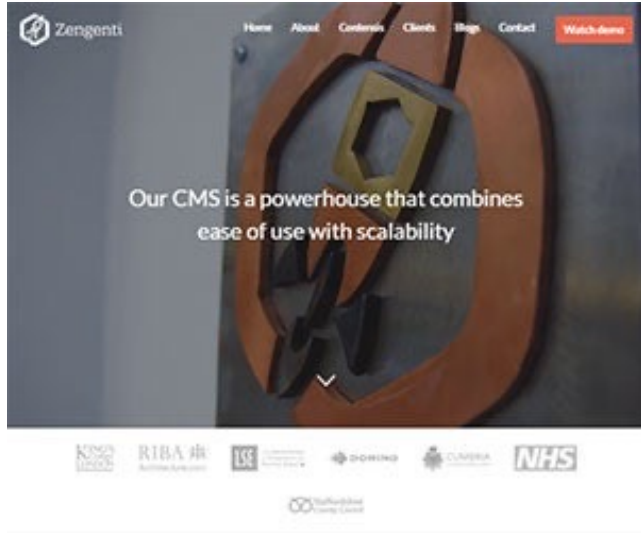
1 INCREASE WOMEN'S INCOMES

LEARN MORE

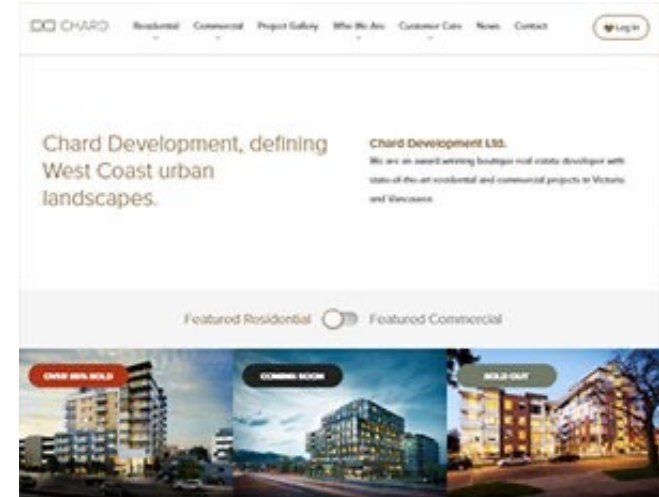
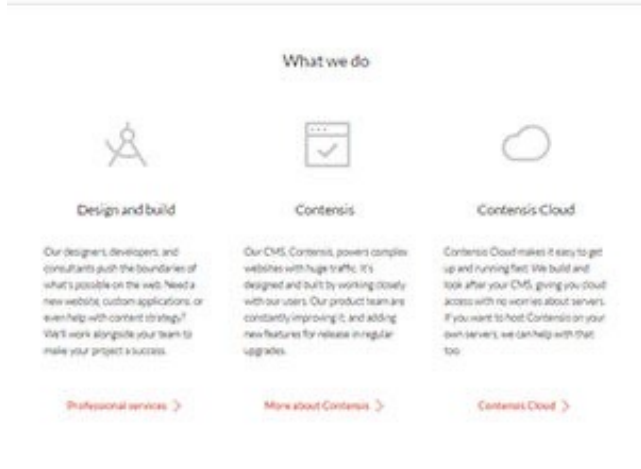
JUSTACTIONS
DOING GOOD

Type #2 – Corporate / Business Websites

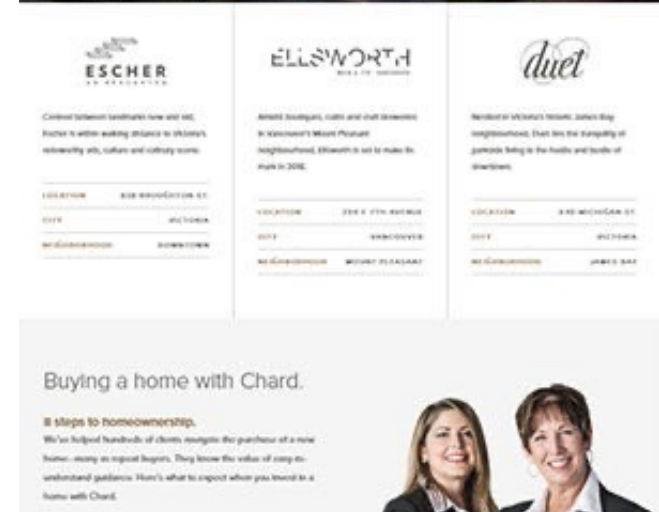
Promoting a Service



zengenti.com



charddevelopment.com



Type #3 – Stylish & Creative Websites that are Graphic Intensive



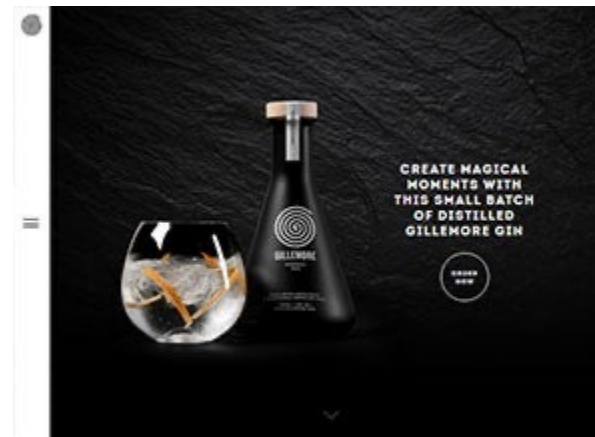
theeddynyc.com



cafe-frida.ca



studiolovelock.com



gillemore.com

Palette outline: The 60-30-10 ratio



Main color

The main color will be used about 60% throughout the design. Choose one that is neutral and is easy on the eyes.



Secondary color

The secondary color will be used in 30% of the design. It should contrast with the main color to create visual interest.

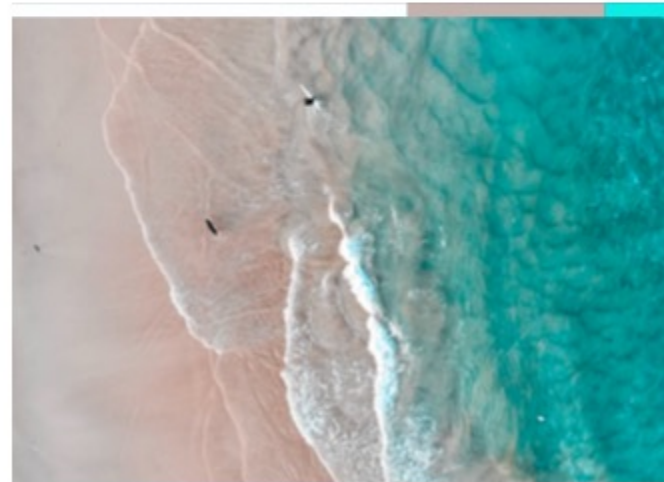
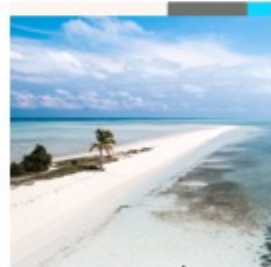
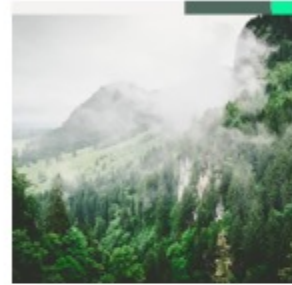
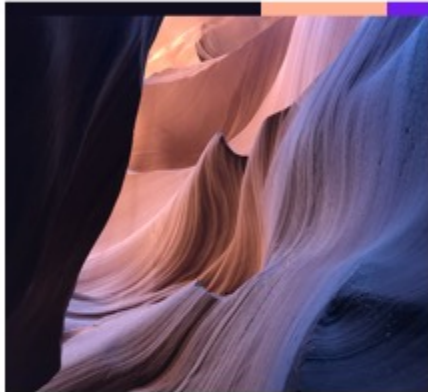


Accent color

The accent color will be used in 10% of the design, and should contrast well with the other colors.

- <https://dribbble.com/stories/2018/12/19/choosing-colors-for-web-design-a-practical-ui-color-application-guide>

Color inspiration



- <https://dribbble.com/stories/2018/12/19/choosing-colors-for-web-design-a-practical-ui-color-application-guide>

Some related materials

- <https://www.youtube.com/watch?v=ojqC5hW1zO0>
- https://www.youtube.com/watch?v=_2LLXnUdUlc
- <https://www.youtube.com/watch?v=sByzHoiYFX0>
- <https://www.websitebuilderexpert.com/designing-websites/criteria-to-choosing-website-template-design/>
- <https://neilpatel.com/blog/how-colors-affect-conversions/>



End of Lecture