

COLOUR MATTERS

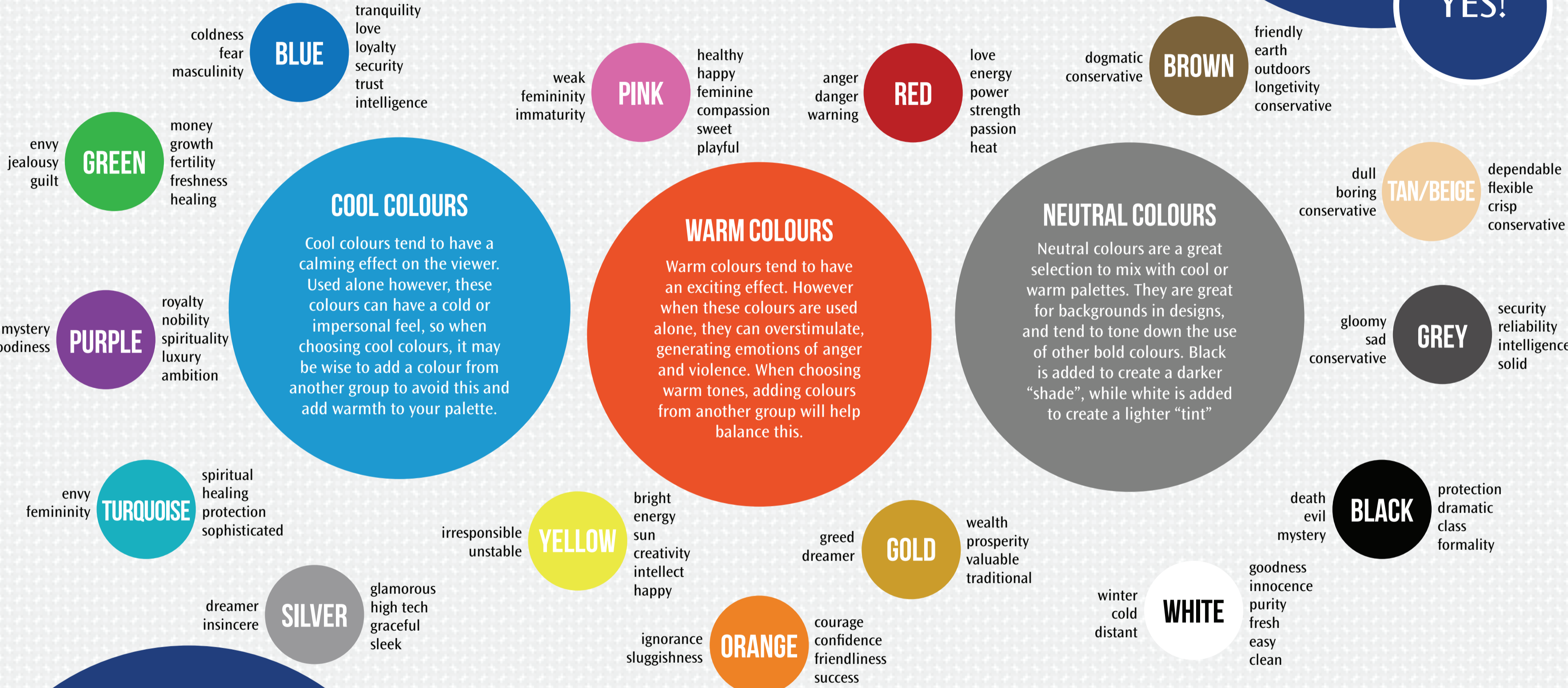
BUT WHAT DOES COLOUR MEAN?

All colours fit into three categories; cool, warm and neutral. While you can select all your colours from the same group, it is often possible to achieve a more powerful effect by introducing a colour from one of the other groups.

COLOUR INCREASES BRAND RECOGNITION BY 80%

Is the choice of colours for your brand more than just personal preference?
Does it really matter what colour choices you make for your logo and brand?
Will your audience really feel differently because of the colour combination?

YES!



SO HOW DO YOU CHOOSE YOUR COLOURS?

While there is no absolute "right" colour for your website, you need to understand your target audience, and consider their response to colours, not your own. If your end goal is for them to choose your company or product, then your colour palette must appeal to them. There are overall factors that indicate what your audience may or may not like.

AGE CLASS GENDER TRENDS

Choosing colour is more than just picking what feels good to you, it is about creating a response from the viewer. by knowing your target audience and the effect that different colours can have, you gain a greater ability to determine what colours will work best for your audience.