



**Age plays a role in color preferences.**

**Young people may prefer colors with longer wavelengths (red and orange).**

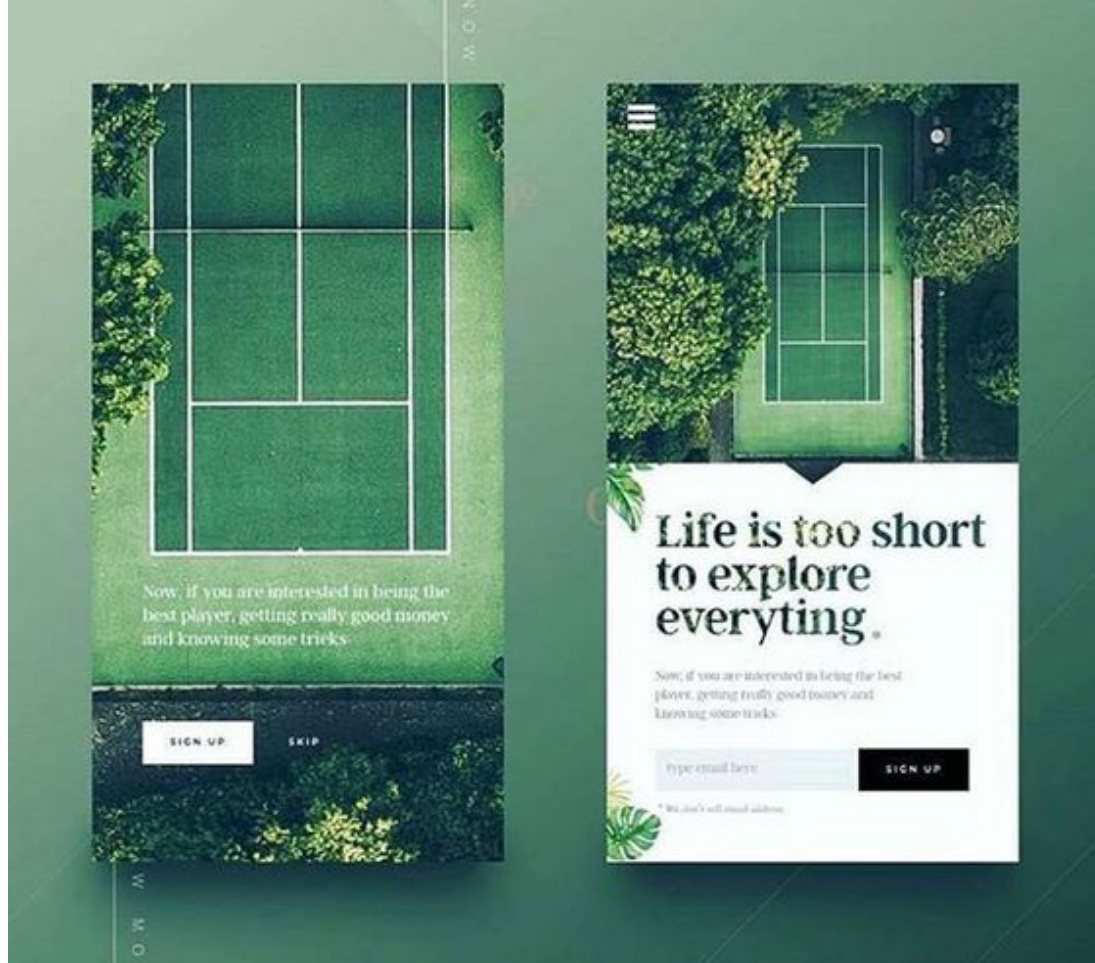
**Older people may like colors with shorter wavelengths (blue).**

**Many age groups prefer purple.**

## COLOR

**Blue is the most popular color for all genders.**

**Orange, brown, and yellow are the most unpopular colors for all genders.**





**Vibrant colors are great for creating an energetic vibe and are a good choice for companies that want to present themselves in a non-traditional manner.**

**However, a scheme assembled around nothing but highly saturated colors overwhelms the eye.**





Soft colors blend in with the design and help convey a sense of calm that helps users feel at ease.

When designers create this mild level of contrast, they apply high contrasting colors only for elements that are supposed to stand out—such as call-to-actions.



## COLOR

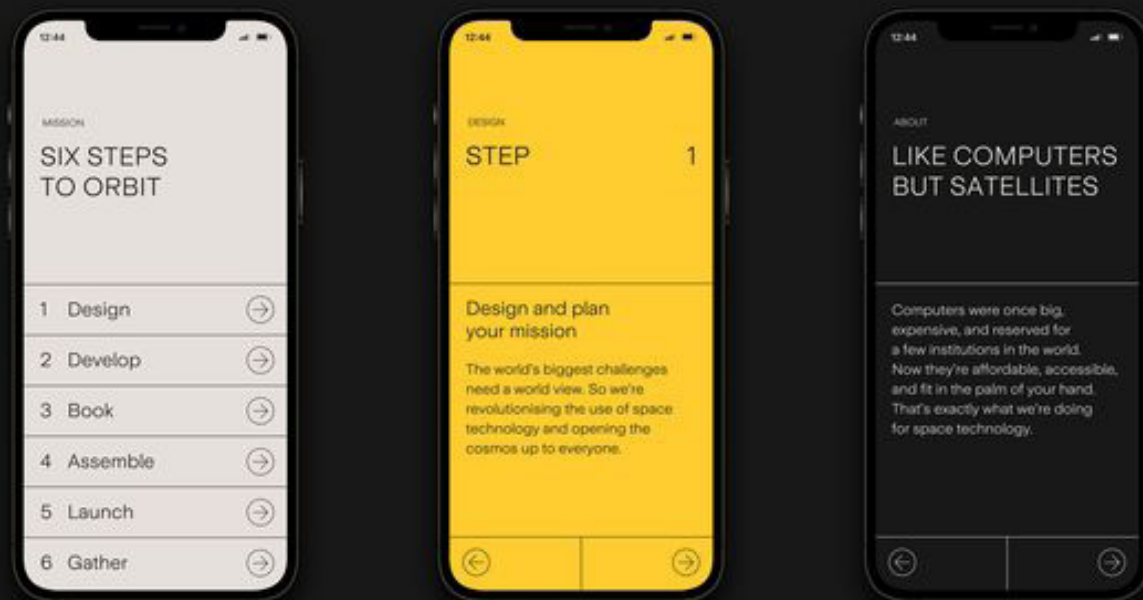
Create focal points using color

Good scannability is essential for web design.

Visitors should be able to find the information they need at a glance.

The colors you use can support this, as they can help guide the user's eye.





**Design should be accessible to people with abilities like vision deficiency.**

**Never use only color to communicate the meaning. Use multiple visual cues.**

**Add a visible signs (such as an asterisk) to say, *Required fields are in red and marked with an \**.**

***The Web Content Accessibility Guidelines recommend the background-to-text contrast ratio is at least 4.5:1 (use Color Contrast Checker for this).***

**Avoid low contrast between text and background.**

**Don't use complementary colors for text and background, especially when the colors are of similar brightness.**

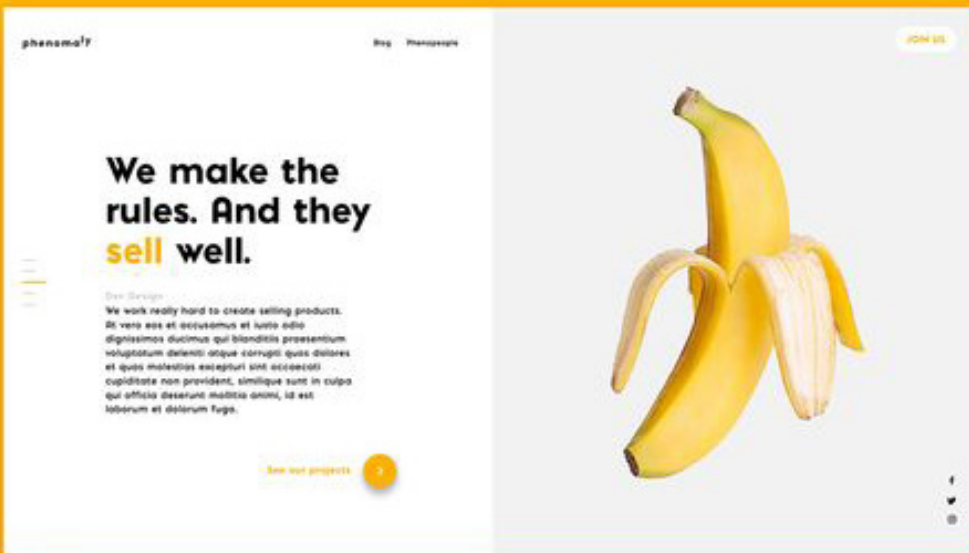
**Black and dark gray texts are the easiest to read, bright colors are more difficult.**



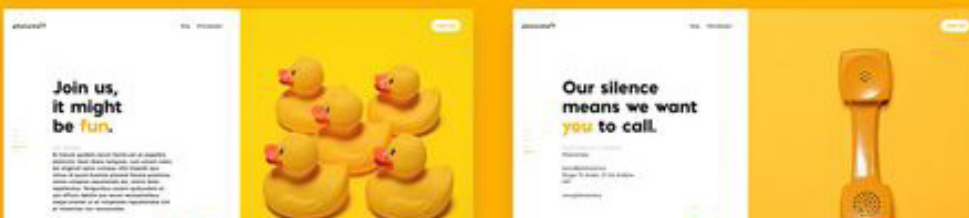




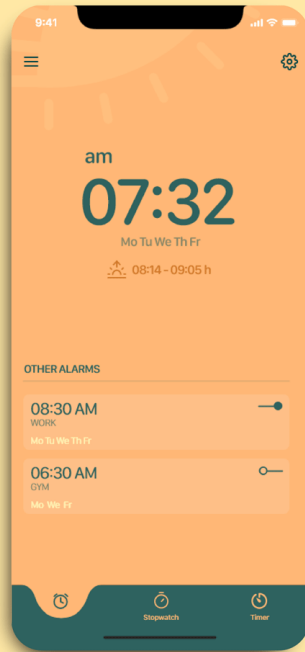
Color schemes are often used to place emphasis on particular aspects of a design or to evoke a desired mood or emotion.



Designers use color selectively to create harmony, balance, and consistency.







## The 60-30-10 Rule

A simple theory for creating balanced color palettes.

## Neutral Color

60% of the palette.

## Complementary Color

30% of the palette.

## Accent Color

10% of the palette.

**Balance is the harmony of colors, the tone of the visual texture, and the use of space. It provides stability and structure.**

**Red:** passion, love, happy, luck, danger, anger, adventure.  
*(mourning—S. Africa)*

**Orange:** creativity, enthusiasm, warmth, motivation, fun.

**Yellow:** joy, happiness, youth, playfulness, sunshine.  
*(royal, power—China)*

**Green:** nature, growth, calm, money, health, success.

**Blue:** loyalty, authority, trust, sadness, calm, confidence.

**Purple:** royalty, luxury, wealth, mystery, spiritual, death.  
*(love—China)*

**Black:** sophistication, sorrow, evil, wisdom, strength, mystery, seriousness.

**White:** purity, innocence, health.  
*(death, bad luck—China)*

**Gray:** conservative, dull, moody.

**Brown:** grounded, nature, dirty.