

## How to Pick the Perfect Color

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ALLOFE | SOLUTIONS



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## How to Pick the Perfect Color

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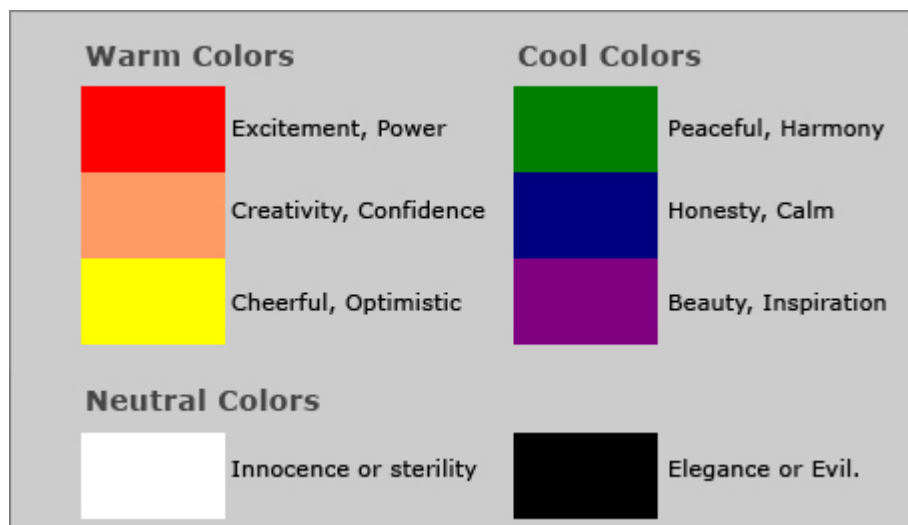
### Abstract

Color is one of the most important visual elements because of its affect on a viewer. Color grabs attention, creates ideas, conveys messages, invokes feelings, and stimulates your brain. But how do we know we are picking the right colors? The key thing to remember is that color is a powerful aid, it is generally the first thing we notice and the last thing we remember. Website designers should treat the association of color as seriously as the design of graphics and layout.

### Psychology of Color

Colors often have different meanings in various cultures. Some colors invoke similar reactions from a majority of people –the overall difference being in the shade or tones used. Colors determine the psychological effect on viewers.


Below is a sample of most common effects caused by these primary colors.



White, black, gray, and colors containing significant amounts of gray are all considered as Neutral Colors.



**Warm colors**  
These are warm colors--pinks, salmons, sepias, browns. The warmer colors make the image look softer and more feminine. These colors would be good for a cosmetic message or a caring message.



**Cool colors**  
The cool colors--blues, mainly--make for a more serious, businesslike relationship and convey a direct, to-the-point message.

## Choosing Colors

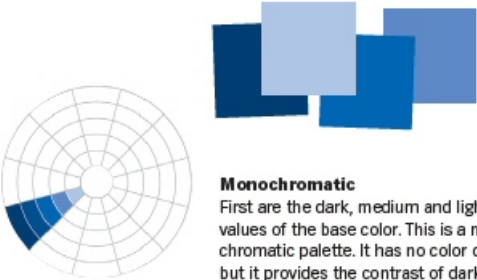
Color is one of the primary keys to good web design. Because they affect the mood of the viewers, it is important to choose colors wisely. Colors must be chosen to suit the website, the company, and its viewers.

Just because you like a color does not mean that it is suitable for your website. Your favorite colors all mixed together will not achieve a pleasant atmosphere for others to view. Achieving color harmony is a science, and knowing how to arrange colors is an art.

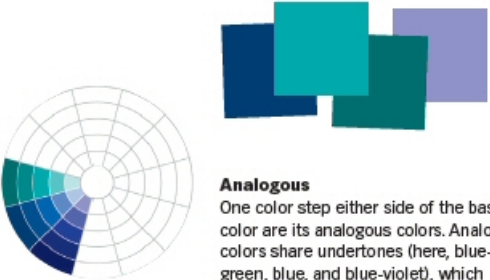


Once you have chosen your base color, you can now start creating an exciting range of coordinated color palettes to choose which will best represent your website.

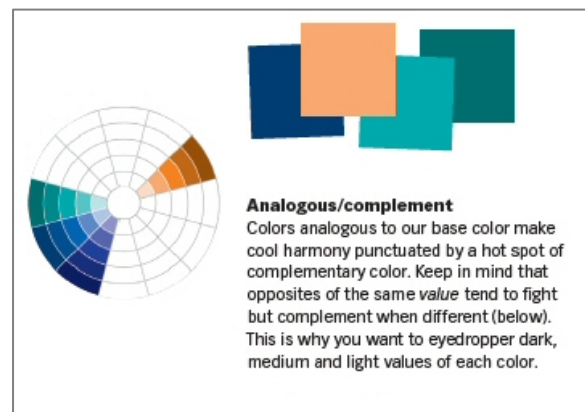
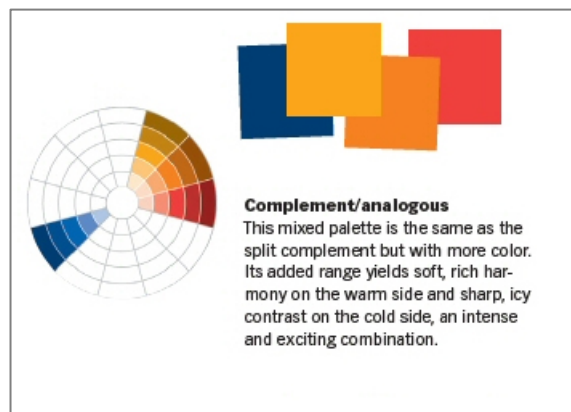
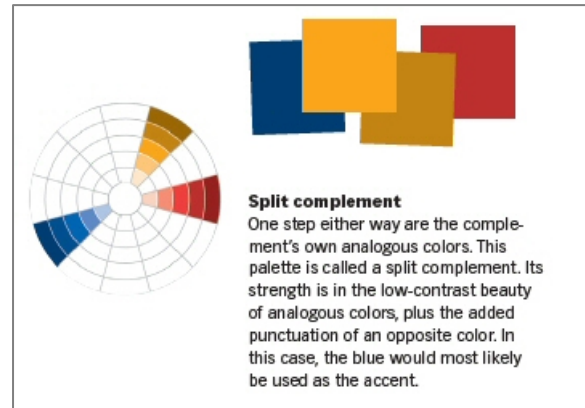
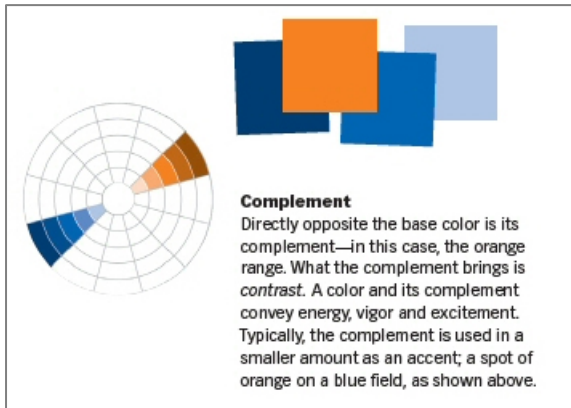
**See examples below:**



**Monochromatic**  
First are the dark, medium and light values of the base color. This is a monochromatic palette. It has no color depth, but it provides the contrast of dark, medium and light that's so important to good design.



**Analogous**  
One color step either side of the base color are its analogous colors. Analogous colors share undertones (here, blue-green, blue, and blue-violet), which create beautiful, low-contrast harmony. Analogous palettes are rich and always easy to work with.



Images Provided by Graphics.com

## Browser-Safe Palette

The browser-safe palette, which includes 216 different color choices, is best for MacOS, UNIX, and Windows platforms to ensure consistency on all computers. If you think your website will be viewed from an 8-bit computer system then you should stick to the browser-safe palette color system. The key concept to remember here is to know how to combine colors in pleasing and effective ways.

Limiting your website's color palette to 2 or 3 major colors, including shade variations, is most effective, which can also enhance faster loading.

## Edit, Design, & Apply

Once you have an idea of colors, design your page(s), and then plug the color(s) you have chosen into the design. What colors should you pick? The key goal is to think message. Weigh each against the original purpose by asking, *which colors meet the goal?*

## Conclusion

Color choice for websites and graphics are very important in conveying a message to the viewer. The same two sites done in different colors will yield very different results. So it is necessary to give serious thought to color selection.

## About AllofE

AllofE ([www.allofe.com](http://www.allofe.com)) is a technology firm specializing in Enterprise Web products and custom applications across a number of vertical markets and industry segments that include Education, HealthCare, Financial, Transportation, Corporate, Construction & Engineering, Sports & Athletics, Printing & Publishing and Telecommunications.

AllofE's broad industry expertise extends to functional areas such as:

- Content Management
- Asset Tracking and Management
- Auction Management
- Scheduling and Resource Management
- Online Training and Certification Systems
- e-Procurement and e-Commerce
- Customer Relationship Management
- Job Costing and Tracking
- Project Management

In the academic sector, AllofE specializes in the areas of Web Content Management, Curriculum Management, Online Assessments/Testing, HR Applicant Tracking, Academic Calendars/Scheduling and Staff Development.

Allofe invests very heavily in R&D to keep pace with the latest trends in web technology and constantly trying to find the most efficient, cost-effective and high quality enterprise-wide solutions. Current research areas include:

- Rich Web Applications including effective UI design and AJAX
- Data Mining and Analysis
- Cross Platform Applications
- Search algorithms and crawling, optimization strategies
- Data Mining and Warehousing
- Security at Functional and Object Level for Web based Applications
- Backend Systems Integration design for interoperability and scalability
- Component based Application Server architecture

For more information about AllofE please visit:

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