

Color and Your Website

Written by Judi Singleton
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I have been surfing the net, which I often do, and have come across some pages that you either need sunglasses on to look at, or are so dark with tiny fonts that these eyes, at least, can't read them. Do you know the kind of site I mean? I think the one that bugs me personally the most is the black page with the dark red font. Recently I visited a site like this. The woman wrote beautiful poetry, but one couldn't read it unless you ran your mouse across it. I gave up and surfed off into the world wide web.

Or, what about a page where colors seem to fade into each other making text impossible to read? Why on earth would anyone present themselves in this way? One's first impression when visiting a website is a lasting one; your web site is your presence to the world wide web. Remember: if your site is not pleasing to the visitor, they only have to click away to another site.

Big business has been aware of color and its effects on people for a long time. Fast food restaurants often use red to hurry the people through. Colors are closely connected with emotion and quite often your visitors will have an immediate emotional reaction to your site which will decide whether or not they stay and look around for a while or quickly click away. Since colors are so closely connected with emotions, you can use them to your advantage in advertising and when you create your site.

We all already know a lot about color whether we realize it or not. I saw red! Instant anger. Some shades of red also convey passion. I saw green! What do you mean by that? Were you envious? Other shades of green give one a feeling of growth, nature. Blue is usually considered a cool color, but certain shades are very calming and reassuring. Yellow is usually a happy color, very warm. Black denotes fear and depression; white, purity and innocence.

Now that you realize how much you know about color, why not use it to your advantage when creating a website? Think about what you are saying to your visitors with the colors you use. At least for your website, image *is* everything. That first impression matters more than anything else on your site. For if a visitor does not linger long enough to read your fantastic offer, you can't make the sale.

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I wrote an article a couple of weeks ago about color and your website. If you didn't get a chance to read it then email color_article@sendfree.com for a copy.

Today I am trying to get you to pay attention to your color schemes on your website. With so much going on in the world wide web this may not be your priority, but it may determine the fate of your website in the future.

White is a good choice. It makes for easy readability and its symbolism is purity. Uprightness this is the main aesthetic value of using white on your website.

Red is often used to symbolize intense energy and excitement, and to move people from one spot to another quickly. However, as I noted in the last article it can be associated with anger and passion and is best used for warnings or important updates.

Pink is a virgin color. The color of teenagers, it can denote young ideas, and enthusiasm.

Studies show that peach is the most soothing color for consumers. It denotes openness and a friendly atmosphere.

Brown is a stable color, even though perhaps too stable for the business site as it may bring feelings of earthiness or not

being flexible. But then again it can signify endurance and simplicity.

Black is most often associated with death and mourning. However, black can also be used to convey a secretive or mysterious atmosphere.

Purple is another choice for mystery and royalty.

These are only some guidelines to color. Considering your target audience is always a must. For example, if you are selling astrology readings the use of black, purple, or gold, would be very appropriate. Or if your targeted base is feminine then you might want to use soft pinks, lavenders, or peach. If you are in a global market colors and their meaning vary a great deal between cultures so you might want to study up on the different meanings of color in other countries. You may be offending someone from Japan, for instance, with your use of color.

Since color and emotion are so closely tied, you have about 45 seconds after your page downloads to impress your visitor with your color scheme. If it appeals emotionally to them they will stay and look around. If it does not appeal to them you have made a lasting statement about you and your site. Choose wisely when designing a business website if you want your visitors to stay and buy your great products.

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