

WEBSITE DESIGN COLOR PSYCHOLOGY

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RED

Energy, Scarcity, Sale, Urgency, Passion, Danger

Use Red when seeking attention, promoting a sale or selling a product. Do not use with downloads or software as people will associate this with virus and danger.

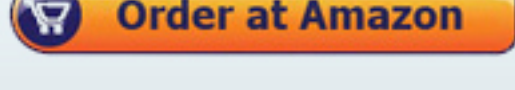


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ORANGE

Balanced Aggression, Action, Firm, Bold, Driven

Use Orange for call to actions. This is an excellent color for subscriptions, sign-ups and "buy now" buttons.



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YELLOW

Fresh, Happy, Warm, Stimulating, Optimistic

Yellow is a great attention grabber. It sticks out in an unalarming way and should be used for opt-ins, form submissions and free email signups.

YES! Let Me In!

Register Now

Get Instant Access!

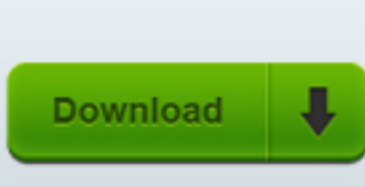
Get Access Now!

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GREEN

Stability, Relaxation, Calm, Organic, Money, Altruistic

Green is an excellent color to use to calm people down. It's used in hospitals for patients. It's great for communicating safety and a call to action simultaneously. Use green for downloads, donations and to invoke relaxation.



\$25



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TEAL

Sophisticated, Budget, Savvy, Comforting, Luxury

Teal is an excellent color to implement if you're going after early adopter markets, budget-minded females and sophisticated audiences. It's a great color for attracting bargain hunters and those looking for timeless treasures.



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BLUE

Traditional, Reliable, Secure, Trustworthy, Standard

Blue represents dependability. Many banks use blue and it's often used in uniforms. It may also be used for call to actions that involve monetary transactions because it calms the user.



Goldman Sachs

Buy It Now



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PURPLE

Royalty, Soothe, Calm, Abundance, Creativity

Purple represents abundance, royalty and creativity. Purple is a good color to use when selling high-end products, but if used too much it can appear "stuffy".



Scottrade

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PINK

Young, Feminine, Sweet, Female, Girlish

Pink is an excellent choice when targeting the female audience. It's typically used to target the younger age demographic but a softer pink can be used for all ages.



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BLACK

Luxury, Esteemed, Power, Sleek, Bold

Black stands as a great choice when marketing high-end products such as luxury cars or technology. Black is an excellent choice when intending to make a bold statement or impression.



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BROWN

Grounded, Earthy, Reliable, Fundamentals

Brown is great for promoting a sense of reliability. It expresses a grounded nature that gives the viewer a sense of humbleness.



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