

Colors Combination

COLORS COMBINATION

STEPS TO CREATE OWN COLOR SCHEME

1. Find your primary color

There is always a one dominating color in each website which reminds brand which you can pick from logo if you donot have any reference you can always take reference from websites like <https://dribbble.com/> or <https://www.behance.net/> else you can pick colors from known color palletes such as from this website <https://brandcolors.net/>

2. Decide on the no. of colors

Once you have decided about primary color which is dominant you choose other colors to mix it up. A [triadic color scheme](#), which comprises three colors spaced out evenly around the color wheel, is a good starting point. A triadic palette can be quite dramatic if it features three primary vibrant colors, so designers often opt for a combination of secondary tones.

3. Use Secondary Colors when needed

Sometimes a design will require more than just a few primary colors. This is especially true for websites that are packed with content and landing pages – products, enablement materials, downloadable assets, etc., You can use <https://mycolor.space/> for selecting secondary color

4. Don't Forget Neutral Colors (White, Black and Gray)

You will need neutral colors for text, to create contrast for important elements, or as background colors.

The function of neutral color in modern web design is much like that of white space – to give users a break and allow them time to better digest and prioritize information on the page.

It's a good idea to have one dark and one light neutral color for different use cases. The most common neutral colors are white, black, and gray. You can also use shades of your dominant colors as neutrals, although that's a little trickier to harmonize.

Example for neutral colors

Graphical user interface applicationDescription automatically generated

5. Add Primary, Secondary and Neutral Colors in the following places

How do you go about applying the website color scheme? Which colors go where, and why?

PRIMARY COLORS go to the “hot spots” on your web page. You should use these bold, vibrant colors to attract users’ attention and prompt them to take action. CTA buttons, headlines, benefits icons, download forms, and other important information should be highlighted using primary colors.

SECONDARY COLORS are used to highlight the less important information on the website, such as secondary buttons, subheadings, active menu items, backgrounds, or supporting content like FAQs and testimonials.

NEUTRAL COLORS will most likely be used for text and background but could come in handy in particularly colorful sections of the site, just to help tone it down and refocus the eye.

6. Below links will help in choosing color scheme according to requirements

1. <https://mycolor.space/>
2. <https://color.adobe.com/create>
3. <https://paletton.com/#uid=1000u0kllllaFw0g0qFqFg0w0aF>

4. <https://coolors.co/>
5. <https://www.colorspire.com/>
6. <https://www.canva.com/colors/color-wheel/>

Revision #1

Created 29 March 2023 09:38:38 by Dipti Mulay

Updated 29 March 2023 09:39:02 by Dipti Mulay