

**Framework of 6  
Question to DEFINE and  
DECIDE The COLOUR &  
FONT of Your WEBSITE**

## **Why website colours are important?**

Colours can trigger certain feelings on sight. There is a lot behind colour psychology – you can check out the infographic on this page for some interesting unpacking of different brands and the colours they use, as well as the feelings they inspire.

## **How to choose a colour scheme for your website?**

Asking a few questions can help to make the task a bit easier for you.

### **1. What is your website about? Do you like dogs, New York, or Pac-Man?**

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### **2. Can the Visitors Read the Text Properly?**

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**3. What information are you presenting on the subject? Write a title and a few paragraphs and think of an image you'd like to show on your page.**

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**4. What does your website look like, in simple high-level terms?**

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**5. What's the background colour?**

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**6. What kind of font is appropriate: formal, cartoony, bold and loud, subtle?**

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## So how do you find one that works for you?

Now you know how important colours are for your website's branding and experience, let's have a look at what you should do to decide on what colours you should pick.

### Choose a Primary Colour

The best way to decide on a primary colour is to think about the vibe of your product or service and peruse colours that fit that vibe to find one you like. Here are some examples:

**Red:** Coca-Cola or Nintendo – Implies excitement or happiness

**Orange:** Nickelodeon or Fanta – Implies a friendly, fun time is ahead

**Yellow:** Nikon or McDonalds – Implies optimism and happiness

**Green:** Whole Foods or Animal Planet – Implies freshness and nature

**Blue:** Walmart or American Express – Implies dependability and reassurance

**Purple:** Hallmark or Cadbury – Implies a distinguished brand that has a history of quality

**Brown:** Nespresso or UPS – Implies a reliable product that can be used by anyone

**Black:** Chanel or Adidas – Implies luxury or elegance

**White:** Apple or Nike – Implies sleek, user-friendly products

If you already have a coloured logo, it makes sense to have a primary colour that matches your existing branding.

**That's why there are specialized tools to help you settle on a colour scheme for your website.**

<https://coolors.co/>

**There's also Colour Safe, another website that lets you generate and browse colours by type, allowing you to find that perfect red or green.**

<http://colorsafe.co/>

### **How to Choose a Colour for Your Website:**

Here are the steps you will want to take when picking colours for your website:

**Choose a primary colour:** Pick a colour that suits the energy of your product or service.

**Choose your additional colours:** Pick one or two additional colours that complement your primary colour, ideally colours that make your primary colour “pop.”

**Choose a background colour:** Choose a colour for the background of your website – possibly less “aggressive” than your primary colour.

**Choose a typeface colour:** Choose a colour for the text that is going to be on your website – remember that a solid black typeface is rare and not recommended.

**Set up style sheets:** Whether you are designing for the Web or print, which speeds up the flow of ideas because they are easy to swap out. You could also use Web Font Specimen for this purpose.

<http://webfontspecimen.com/>

We hope this helps you.