



Understanding Color Theory Why Designers Should Care Part 6

[Freelance Web Designer Singapore](#)

Understanding the basics of color and the influence it has on people is important for any [freelance web designer Singapore](#) or [logo designer in Singapore](#). Brands built over understanding colors wins, colors may help to boost your brand or it can also cause a negative impact on your brand. Colors do not have a consistent reaction on every person, a color which creates an impact on a certain set of people may not cause any reaction in another group of people. Color science is subjective in general.

Usage of colors is an art, not every designer can achieve the best results with the colors. Humans perceive colors differently, the mix of colors and creating a different shades of contrasting colors are of designers' expertise. Colors are of 3 categories, normally identified as primary colors, secondary colors and tertiary colors.

Websites are built for conversion and generating leads, likewise logos are designed for brand awareness and creating a long lasting impression among customers. When the purpose of design is to create emotional influence on visitors isn't it necessary to pay attention to the colors which would help in targeting your potential customers. A recent study shows choosing the colors and adjusting according to the audience needs helps to increase conversion. Hiring a best [freelance web designer in Singapore](#).

Color Psychology, What is it?

Color psychology, as the term suggests is the science of how colors influence humans. Colors are powerful in creating behavioural factors of how people feel or react. The topic of color psychology is too broad to be discussed as a web designer, hence let's stop here by giving a brief definition of color psychology. There is no specific definition for a winning color, it is the mix and match of the colors that determines the output.

Using Colors in the right way

Colors are tricky to use, usage of colors requires much understanding and an artistic eye. Combination of colors can either create a positive impact or a negative impact on your business. What is considered as the right way of using colors. A red color usage in the organic products website or a brown or shades of green in a women cosmetics website may not be appropriate. Websites which concentrate on selling women products must focus on the colors which women feel appealing for example a shade of pink, purple works and helps to grab attention. Analyse the purpose, audience, to use the colors in the right way. [Hiring a freelance web developer in Singapore.](#)

Colors that helps in conversion

If you have not noticed the colors of the most popular websites which you visit often then revisit the famous social networking websites, you can find all are developed in blue. Website designs or popular networking websites which have blue themes have some influence on the visitors, that doesn't mean only the color blue helps in conversion and it is only the preferred choice for designing your website. The colors used in the website should be an added advantage to your website and should not turn against your website motive. The psychological usage of colors and the preferences are a vast subject and we are not going in depth in this blog article.

As colors influence your customers it is important to avoid too sentimental colors in your website. As said in the above, as a [freelance web designer Singapore](#) it is important to use the colors in the right way and at the right place. But if your company already has a branding color which you feel is not associated with your business then I suggest you revisit the colors that could help reflect your business. But if the colors for your logo are chosen on purpose when you started the business, you are now not more associated with the color brands but with a restriction that you cannot change the colors now then you could introduce some neutral colors for your website or introduce some colors for your new campaigns. Usage of strategic color themes for your promotional ad designs, print materials also helps. Before you do all these changes, you must speak to a freelance web designer or a professional logo designer for understanding the colors that could complement your existing logo colors. Your logo designer or web designer helps to provide color options after testing several color schemes and would suggest the website color schemes which help to win hearts over the web. You can also read more about [minimalist web design](#) in my previous article.

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