

# Color and Your Website, Part 2 of 2

By Judi Singleton

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Judi Singleton  
editor@jassmine.com

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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 [mailto:color\\_article@sendfree.com](mailto: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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Judi Singleton is the webmistress of Jassmine.com

<http://www.jassmine.com>

and the editor of Jassmine's Journal

<http://www.gotojassminesitenow.com/journal/>

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