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Using Color for Effective Website Branding by Stella Richard

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As a web design specialist, you want to create a website that is impactful and memorable in the minds of the visitors. It is important that your website creates a robust brand identity and stands out among your competitors. The color scheme of your website is vital to creating a personality for your website that is a true representative of your brand and is also appealing to internet users.

While picking out a color scheme for your website, you would want to make sure you avoid these common errors:

1. Use of more colors that necessary

2. Not using the colors right or using them at the wrong places

3. Inconsistency in color.

Web design specialists are expected to exhibit more than just acumen in coding and programming. Putting your design and aesthetic sense to test is about having fun and giving the client a website that will work to his benefit.

Before you close on a color scheme, understand what colors you can actually use for your web design. This should help you decide-

a. The primary point of reference to your color scheme should be none other than the Logo of the brand or company you are designing for.

b. Incorporating the colors of the logo on the website is a simple way to create a brand association for your users and helping them make sure that they have come to the right place.

c. If you end up using a completely different pallet of colors, not only are you risking confusing your visitors but also taking the chance of them leaving your website because they may tend to assume they have reached the wrong place.

d. As a designer, you have the freedom to play with the brightness and the saturation of the colors to suit the aesthetics and legibility of the website in general.

e. Blacks and whites are considered neutral colors hence they are unlikely to clash with the color scheme of your website. Make effective use of the neutral shades to balance out your website.

f. Using too many colors can turn into a design catastrophe for any website. Think less is good, and limit yourself to only colors that compliment your website. If you wish to stick to only one color, balance it off with a white or a black and use shades of the same color to add a bit of variety.

Vancouver Web design experts are constantly propagating the importance of effective color scheming to effectively brand oneâ€™s website. In addition to this, as a designer, understand exactly on which aspects of your website do the colors you intend to apply work best and also importantly consider your target audience and their likings. A good color scheme can go a very long way in helping you build a brand.

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