

50 Shades of Marketing

Color Theory and Your Business

Bluleadz Inbound Marketing, Inc

Contents

Author Bio	3
Introduction	4
The More Popular Colors in Design	7
Why Are Social Media Sites Blue?	8
The Red Badge of Marketing	11
Orange You Glad Orange is Good for Marketing?	14
The less Popular Colors in Design	17
If Your Website is Yellow, Don't Let It Mellow: Why Yellow is Less Popular	18
Go Green...Or Really?	20
One-Eyed One-Horned Flying Purple Website Eater	22
Other Schemes in Design	24
The Marketing at the End of the Rainbow: Websites in Multicolor	25
Black, White, and Read All Over: Websites in Grayscale	28
A Heavier Marketing Toolbox	31

Author Bio



Amanda Butler is a 2013 graduate of Saint Leo University with a Professional Writing degree and a minor in Psychology. From 2010 to 2011, Amanda served as the Staff Writer and Online Editor of Saint Leo University's newspaper, The Lions' Pride. Amanda is the Copywriting Intern for BluLeadz Inbound Marketing.

In her free time, Amanda enjoys reading, peppermints, and participating in February's National Haiku Writing Month and April's National Poetry Month. With a novella and now an ebook notched in her experience, she plans on writing more in the future.



Introduction

Your Marketing Toolbox

You've gotten this far. You know your way through the business world like the back of your hand. You know how customers think. Or you may not, and that's alright. Marketing toolboxes come in all sorts of sizes, with a different array of tools. Some toolboxes are ready for every situation imaginable, and others carry just a few nails. Either way, to market your product or service, start looking in your marketing toolbox. What's in there? You have the screws that hold together the structure of your business. You have the pliers that pluck out unnecessary aspects. You have the hammer that adds to your business. But what else do you need?

A necessary tool for your marketing toolbox is the color wheel. Many may say that palettes are only for artists; but believe it or not, marketing is an art! Think about it: your business is the gallery and your website is the foyer. You want your audience to become customers. By adding the color wheel to your performance, you already increase your chances of a larger audience.

By using the right color scheme for your website, your business can grow. But how is one to know which colors are the right colors to use? Why does a website or business stick to a particular color? What are they trying to say? This is where this handy book comes in. In these pages, you will find the colors of the rainbow and their color schemes. Each color will be examined by their meanings, the websites that use them, and the HTML codes. This book will explore everything from color theory to how colors can become one of your most beneficial marketing tactics.

And that's an addition to your toolbox worth bragging about.

Color Theory

Color surrounds humanity every day, everywhere. The primary colors make the secondary colors, and the two combine to make tertiary colors, and together they encapsulate people in their own dimension of vision. Within these sectors of colors exist color schemes and color harmony, factors that are pleasing to the eye. Complementary colors exist on the opposite ends of the color wheel to elicit a desired reaction from the viewer. Colors are a way for one factor to communicate with another. In the case of marketing, the communication is from business to customer.

Color Perception

The human eye is able to see color due to light. Light wavelengths are perceived from person to person based on how their retinas have formed. This is called color perception and it varies between individuals. Two people may see the color blue in two different shades due to the sensitivity of retinas. Thus, perception is as unique as the individual, and becomes a subjective topic based on the stimuli that the brain receives.

Color and Marketing

Every color shade has a meaning attached to it, which generates a specific feeling in the viewer. Red, orange, and yellows evoke warmth while green, blue, and purple evoke colder feelings. With each meaning there is a portrayal. If a viewer visits a website with a particular color, the color's aim should be to make the visitor feel what the color wants them to feel. If the website is advertising a product or service that would make the customer joyful, then yellow would be a color beneficial to that campaign. If the website were advertising pools, then a blue, watery color would match their website and therefore influence the customer into thinking about pools.

Did you know? According to Colorcom, 92.6% of customers said that they place visual factors as the most important aspect when purchasing a product. This shows that the color wheel is more important than most give credit for. A single color can be the deciding factor in positive or negative sales.


Marketing isn't just pieces of sales, however. Marketing is also the portrayal of your company. You want your business to make the best impression that is beneficial to both your service and your customer. You want to affect your audience in some way that benefits you and your company, and the right color scheme can pave the road to audience affection.

Primary, Secondary, and Tertiary Marketing

Just as there are primary, secondary, and tertiary colors, there are also the coinciding factors of primary, secondary, and tertiary marketing. Not to be confused with the economic sectors under the same names, these branches define the specific marketing tactics used to attract specific demographics of customers. Where there exists the customer demographic, there exists the marketing demographic.

Primary marketing is marketing that best serves your business' demographic. Your service offers candies, and thus your website is colorful, appealing to your customer's child-at-heart. This tactic thus attracts the most consistent customers.

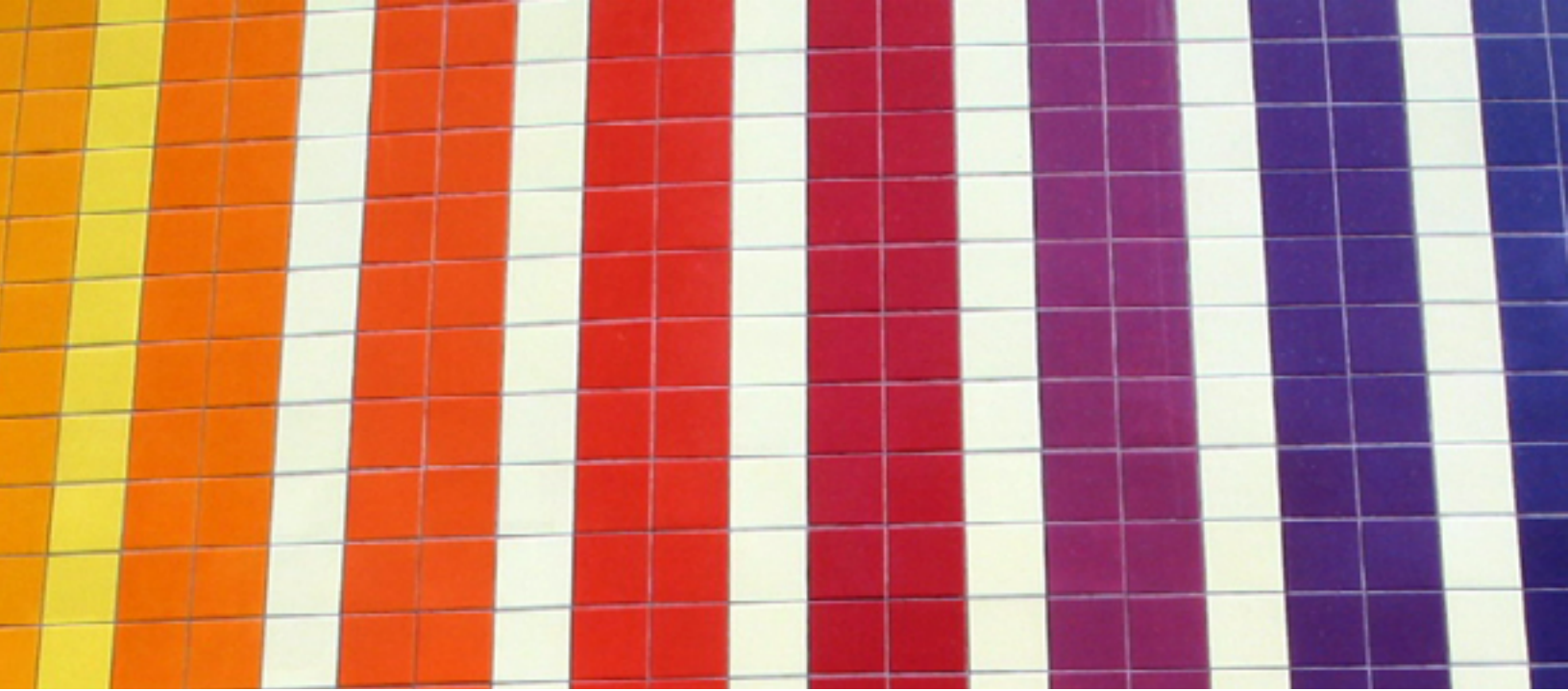
Secondary marketing is marketing aimed at your business' "extras." While your product is mostly candy, your business also serves chips and other snacks. While the candy is being primarily marketed, the snacks are being marketed secondarily, aimed at the demographic of customers that may want a salty alternative to candy.



Tertiary marketing could also be called “accidental marketing,” or when a factor of your website, product, or service attracts a customer completely unrelated to your demographic; the tertiary customers. The ultimate goal of marketing is to attract customers, and all are equally as important as the other, thus making all three marketing branches beneficial to your company.

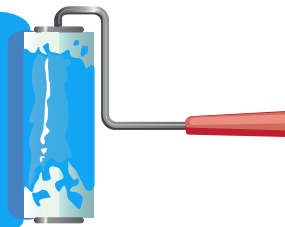
Technicalities

In HTML, different colors are given a set of six specific numbers or letters based on their balance of the colors red, green, and blue. The six specific numbers are the Hex numbers, or the code telling HTML which color is to be used. The Hex number is the reason we see colors on websites. The balance of the colors red, green, and blue is referred to as the RGB number. For example, inserting the color black into HTML code would be “#000000” and white would be “#FFFFFF.”



THE MORE POPULAR COLORS IN DESIGN

Why Are Social Media Sites Blue?



The color blue is defined as “the primary color between green and violet in the visible spectrum,” but why do social media sites resemble a Blue Man Group concert? Facebook, Twitter, Instagram, and a plethora of other websites utilize various shades of the color blue for marketing purposes. But what makes the color blue such a popular marketing tool?

What Does Blue Mean?

Blue is a calming, relaxing color that accompanies red and yellow as primaries. Sometimes called “the Nirvana color,” blue symbolizes the comfort, sky, water, sleep, the mind, trustworthiness, and safety (think Police Officer uniforms). Most importantly, blue represents communication – which makes sense in regards to websites designed for communication. Blue promotes interaction. Most other colors tend to distract the consumer, whereas the color blue disappears as a transparent background. Microsoft Word has a blue color scheme, as do most online advertisements. Mac OSX has two themes: graphite and aqua. Even on your Mac or PC, highlighting objects with your cursor is done so in a blue color, with shades varying depending on content or selection. Each website that is designed with a blue color scheme does so in different spectrums, using different shades to suit their needs.

The Colors and Why

Whether the reason is due to the sense of welcoming, the evolving sense of transparency as the consumer reads through the website, or a symbolic color, each website chooses their design for a reason. Twitter’s mascot is a bird, so it only makes sense that their blue represents the sky on a perfect day. Facebook is blue because the founder, Mark Zuckerberg, is red-green colorblind, so blue is the richest color for him. The list below shows the Hex and RGB numbers of popular social networking websites. MySpace and LinkedIn, now both are designed with primarily black color schemes, used to be blue and are thus included. LinkedIn still utilizes the color blue through their blue links throughout their website. Our logo at BluLeadz consists of two different shades of blue, and both are included in this list. Please note that some websites use multiple shades of red in their logos, resulting in multiple Hex and RGB numbers that are not listed.

Facebook



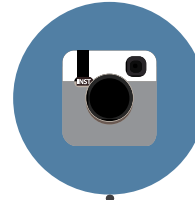
Hex: #3B5998
RGB: 59, 89, 152

Twitter



Hex: #00ACED
RGB: 0, 172, 237

Instagram



Hex: #517FA4
RGB: 81, 127, 164

Tumblr



Hex: #32506D
RGB: 50, 80, 109

Skype



Hex: #12A5F4
RGB: 18, 165, 244

WordPress



Hex: #21759B
RGB: 33, 117, 155

Formspring



Hex: #4BB1E6
RGB: 75, 177, 230

Pandora



Hex: #336699
RGB: 51, 102, 153

MySpace



Hex: #6699CC
RGB: 102, 153, 204

LinkedIn



Hex: #4875B4
RGB: 72, 117, 180

Dictionary.com



Hex: #004A77
RGB: 0, 74, 119

BluLeadz



Hex: #003366
RGB: 0, 51, 102
Hex: #0099CC
RGB: 6, 153, 204

Blue as a Marketing Tool for Your Website

As a marketing tool, blue follows a pattern designed to attract customers. This pattern can be traced in three steps:

1

Attract with a welcoming color. A blue website wants its viewers to feel welcome. They are stepping into a friendly environment that is not intimidating nor boring.

2

Portray safety and reliability. With the primary color of a website being blue, the website is thus designed to whisper to the customer, "Look how reliable I am. I am safe, as well as both light-hearted and professional. I am comfortable. Look at me."

3

Disappear into background. Now that the color has done what it was designed to do, it can now take a few steps back to allow the reader to become completely enveloped in the information they are receiving. How often do you pay attention to the blue borders of your Facebook window or the sidebars of Microsoft Office? Exactly.

What do you want to your website to portray? Natural, comfortable, and reliable elements are all portrayed in the color blue. Any color will work for a website when used in an efficient way, but if you are looking to portray the specifics of communication, then blue is the way to go.

The Red Badge of Marketing



The primary color that is, “at one extreme end of the visible spectrum,” red is the most aggressive color in the rainbow. Representing the passionate emotions of love, desire, hate, and everywhere in between, it’s no wonder that marketing uses the color to portray determination. How do red websites affect you? How would red work for your website?

What Does Red Mean?

With love on one side of the spectrum and hate on the other, red demands a response at any level. Light reds demand affection and darker reds demand war and elegance. Red can be eaten in the form of apples or cherries, and sensual passions are awakened with the color. Brick red conveys comfort while red at its most basic form indicates danger or immediate stopping. When a website is red, it conveys to its audience that it is a strong website, capable of withstanding trouble, or warning the viewer of a problem that the services can fix. Red is a strong color, stating confidently to the audience, “I am strong enough to solve the problem you have at hand. My services can make your life easier.”

The Colors

While websites like Bank of America chose red in their color scheme to represent the American flag, other sites utilize the color for the dominant factor. A look at the list below can determine that most of these websites which use red can be grouped into the entertainment genre; whether books, movies, scripts, or pictures, the primary color inspires entertainment. This brings to mind the picturesque and dramatic velvet curtains of the theatre, or the red carpet. The red carpet has its roots in the play *Agamemnon*, when Agamemnon’s wife, Clytemnestra, rolled out a red carpet for him to walk on to show him his own arrogance, saying that he is unfit to walk on the ground like a mortal. Since then the red carpet is reserved for the highest in society. When a website is red it is giving its audience the subconscious red carpet treatment. Making the viewers feel important is crucial in advertising your product or services, which is why red is a valuable color to designs. Please note that some websites use multiple shades of red in their logos, resulting in multiple Hex and RGB numbers that are not listed.

Bank of America



Hex: #D4001A
RGB: 212, 0, 26

Google+



Hex: #D4472C
RGB: 212, 71, 44

Ask



Hex: #CF0000
RGB: 207, 0, 0

YouTube



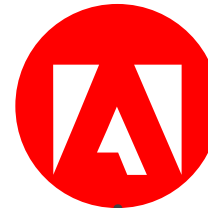
Hex: #A72924
RGB: 167, 41, 36

thescriptlab



Hex: #CA0002
RGB: 202, 0, 2

Adobe



Hex: #FF0000
RGB: 255, 0, 0

Abebooks



Hex: #C7002C
RGB: 199, 0, 44

Pinterest



Hex: #CC1E27
RGB: 204, 30, 39

Quora



Hex: #C41A00
RGB: 196, 26, 0

Netflix



Hex: #B9090B
RGB: 185, 9, 11

Redbox



Hex: #E51B24
RGB: 229, 27, 36

Red as a Marketing Tool for Your Website

The color red induces within the viewer the “Fight-or-Flight” response, albeit on a smaller scale. While the color doesn’t make the viewer suddenly smash their computer or run away from it in sheer terror, the response is beneficially manipulated for marketing purposes. Red uses three steps to efficiently function in marketing:

1

Red brings the object to the top layer. The aggressive color brings attention and draws the eye to the highlighted parts.

2

Leadership, courage, and vigor. When a website is red, it speaks to the viewer and says, “I am a leader. I am a courageous leader. I am a vigorous, courageous leader and that is why you should trust me. I know what I am doing and I will lead you to a decision that you need.”

3

The dominance stimulates the customers into making decisions quickly. Red initiates a quicker thought process, making the audience make quicker choices.

If you want your website to portray courageous, eye-catching dominance, then the color red is perfect for your website. Different shades of red offer different perceptions, so choose your color to accommodate what you want to say to your reader. Is your website vibrant? Does your content demand attention? Is your website in the field of entertainment? Synthesize these questions together and if you feel that red would be suitable for your needs, then go for it.

Orange You Glad Orange is Good for Marketing?



The color orange is simple defined as “a color between yellow and red on the spectrum,” yet it represents much more. Since its first recorded use as a color name in a sixteenth-century will, it has become a representation of seasons, religions, and personalities. A color that once dominated Renaissance paintings, how has it affected the contemporary marketing realm?

What Does Orange Mean?

With its roots painted on cave walls and hieroglyphics, orange has the history of attracting attention. The orange color spectrum can represent fun and optimism or elegance and calm, and everywhere in between. Orange merges the energy of red with the happiness of yellow. This energetic happiness is associated with sunshine, the tropics, creativity, success, encouragement, and stimulation. It also portrays the autumn season, including Halloween and Thanksgiving. The overall impression is a mellow and relaxing warmth. Other examples of orange symbolism include the color of warning and visibility, such as yield signs and life jackets. In Asia, orange is rich in symbolism for Buddhism and Hinduism. As a color in design, orange captures and holds its viewers.

The Colors

With orange being used to capture attention or reflect tropical success, many websites utilize orange as a marketing tactic. Please note that some websites use multiple shades of orange in their logos, resulting in multiple Hex and RGB numbers that are not listed.

Bing



Hex: #FFA614
RGB: 255, 166, 20

Total Rejuvenation



Hex: #F09822
RGB: 240, 152, 34

Tropicana



Hex: #F5812B
RGB: 245, 129, 43

StumbleUpon



Hex: #EA4B24
RGB: 234, 75, 36

Blogger



Hex: #FC9E4D
RGB: 252, 158, 77

Amazon



Hex: #FF9900
RGB: 255, 153, 0

Hubspot



Hex: #F8761F
RGB: 248, 118, 31

RSS



Hex: #FF7400
RGB: 255, 116, 0

Etsy



Hex: #E27A1B
RGB: 226, 122, 27

Whataburger



Hex: #FF7D00
RGB: 255, 125, 0



Orange as a Marketing Tool for Your Website

Orange as a marketing tool conveys the eye-catching attention of the contemporary. Many ads use it to grab attention. This provocative color stimulates the eye and intrigues the design. Orange is a very family friendly color, which is why orange are also associated with children and youth, because it conveys the fun and adventurous whimsy of childhood. Even if it's not the most prominent color in your website, orange can be used to highlight specific elements of your design. When used in design, the color orange affects marketing in three steps:

1

Orange invites. Being a warm, tropical color, orange triggers a welcoming feeling. This draws the audience in to the design.

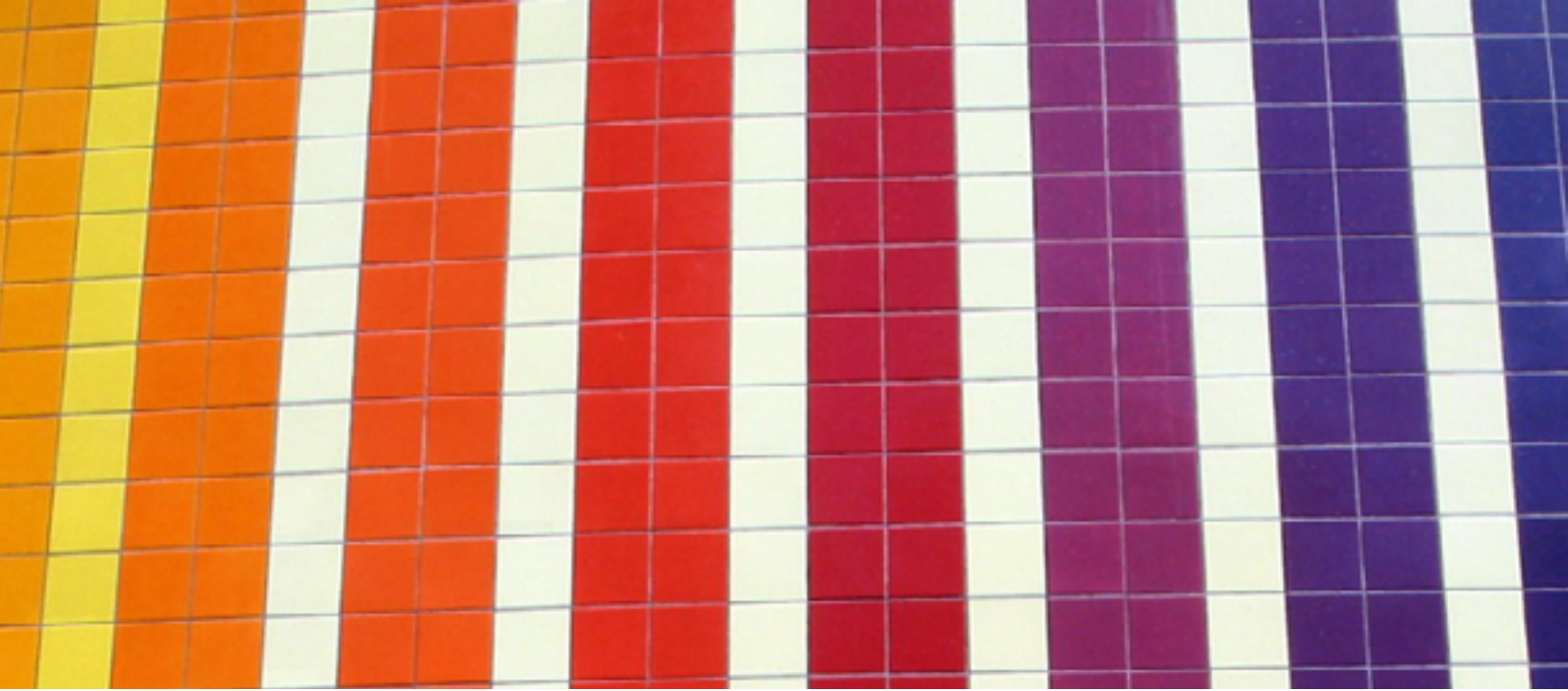
2

Orange conveys success. Representing success and determination, conveys to the audience, "This design is determined and successful, which means we are determined and successful!"

3

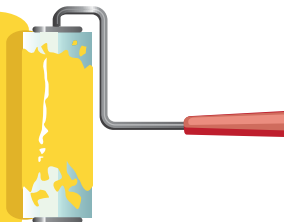
Orange holds attention. The effect of orange is the polar opposite of that of blue; while blue brings in the attention with its safety and slowly fades into the background, orange remains a prominent color in any design, which continues to capture the audience's attention. Orange doesn't disappear; it politely demands the attention of the audience.

Orange can be a great eye-catching color for any website. When using certain shades, however, it would be best to exercise caution, lest the result could end poorly. Darker oranges represent deceit and distrust (probably not the impression you want to give your audience!) while red-orange has the similar effect as red, corresponding with passions and aggression. If you are looking to stimulate your customer's attention, then a lighter or vibrant shade would work best. Use your discretion and merge it with the association you want to portray, and orange becomes a versatile color good for many designs.



THE LESS POPULAR COLORS IN DESIGN

If Your Website is Yellow, Don't Let It Mellow: Why Yellow is Less Popular



It's not very often that one finds a popular yellow website. Why? Yellow is the color of sunny days, sticky notes, and canaries, so why don't we see more yellow websites? Is it a marketable color to begin with? And if so, how can it help your website?

What Does Yellow Mean?

Yellow is a special color that both induces warmth and stimulates mental energy. This mental arousal demonstrates why many children's toys, items, programs, and the like are associated with yellow, since it is a child's role to learn. Yellow is energetic and cheery, and used to capture attention, like taxis.

One must use caution when using yellow, however. While yellow is beneficial to children, studies have shown that babies cry more when they are in yellow rooms. Men see yellow as unprofessional, so it would best for an office supply website to avoid the color. A dull shade of yellow is negatively associated with sickness, decay, and caution. While yellow at one time represented honor and loyalty, the meaning has since warped into cowardice.

The Colors

In the following websites, the logos are the yellow aspects to the website, but the websites themselves have a more monochrome scheme. The gray or white backgrounds allow the yellow logos and links to be highlighted and more attention can be brought to those aspects. Please note that some websites use multiple shades of yellow in their logos, resulting in multiple Hex and RGB numbers that are not listed.

Internet Movie Database (IMDb)



Hex: #E1B328
RGB: 225, 179, 40

Yellow Pages



Hex: #FCD637
RGB: 252, 214, 55

Discovery Research Group



Hex: #FFC426
RGB: 255, 196, 38

Why Yellow is Less Popular as a Marketing Tool

As previously stated, yellow is the color of decay. Would you really want to be reminded of sickness upon visiting a website? Of course you wouldn't. While certain shades of yellow promote learning and happiness, most shades of yellow leave its viewers cringing in disgust. The designer must exercise caution when using yellow; too much yellow could become overwhelming for the eyes. Yellow represents the color of sunshine, so staring into so much yellow at once has the same effect as staring straight into the sun. An excess of yellow can puddle together to form a distraction for the viewer, making them focus less on the content, which is the opposite of what websites aim for. Of course, yellow is not a complete design failure, and can be used creatively to portray the material.

How Yellow Works as a Marketing Tool

Think of the children. Big Bird, a popular yellow children's icon, is one of the main attractions on a show that promotes learning. The color is friendly and welcoming to children. If your website promotes a product or service for children, then yellow would be a good marketing choice. As exemplified by the websites mentioned above, yellow can also be a beneficial marketing technique through using the color sparingly. When used solely for logos or links, it highlights the important locations, does its job of provoking happy and joyful emotions, and doesn't overwhelm the viewer in doing so. The goal in design is always to attract attention through a comfortable contrast, and unless the endgame of your website is to make viewers uncomfortable to send a message, it is best to stick with yellow sparingly while using discretion.

Go Green...On Really?



With “Going Green” being the way to go when buying cleaning supplies and other household items, the amount of websites that are green themselves is remarkably low. With green being one of the safest colors in the spectrum, why aren’t more websites green? How would green work for any website?

What Does Green Mean?

Green gives the go-ahead; stoplights shine green when traffic is safe. While green represents safety, green also symbolizes the natural world. This brings to mind the freshness of the outdoors; the plants, the trees, the grass, with the hope and growth of Spring. Because nature is a prominent factor of the color, harmony and fertility go hand in hand with the hue. Light greens emphasize the aforementioned characteristics, which could benefit any website in multiple ways. One must exercise caution when using green, however; the darker shades of green are negatively associated with money and jealousy. Green is also sometimes a representation of the novice with little to no experience. Green also represents ambition, and while this is not necessarily a negative quality, ambition walks a fine line between hope and greed. Like all colors, it is how the color is used that determines its connotations. Aqua is a shade that promotes emotional healing, and Olive Green, like its namesake, symbolizes peace.

The Colors

Green can represent nature and money, and that certainly plays into the theory behind website design. It is logical that H&R Block is green since the company handles money through taxes. The shades they use are friendlier than the darker greens, which can convey greed. Newspaper websites can feel good about using the color green, for green is associated with both safety and the financial world of business; green is a color that balances safety and professionalism. Please note that some websites use multiple shades of green in their logos, resulting in multiple Hex and RGB numbers that are not listed.

H&R Block



Hex: #7DC242
RGB: 125, 194, 66

Tampa Bay Times



Hex: #50A291
RGB: 80, 162, 145

The Huffington Post



Hex: #307061
RGB: 48, 112, 97

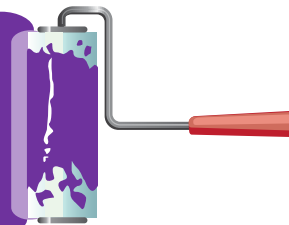
Why Green is Less Popular as a Marketing Tool

Green with envy. The Green-Eyed Monster of Jealousy. A pocketful of green. With so many negative images associated with green, the color becomes one that may not always be beneficial when designing a website. While there are many good attributes to the color, there are just as many antagonizing aspects. When viewing a website, the audience does not want to be reminded of greed or all things corporate. They don't want to be reminded of jealousy, either. While the internet is a place of business, it is also an escape for others, and no one wants to be reminded of negative things in a time when they are trying to escape. Green is not a color that should be meaninglessly used. Design in this color with a grain of salt. Ask yourself: Why do I want to use green? Will it help my website? Will it hinder? Thinking of these factors could mean the difference between a website that portrays health and safety, or one that conveys sickness or greed.

Why Green Works as a Marketing Tool

For the bare human eye, green is the easiest to read and the color that rests the eye the most, so applying it to your website is not a bad idea. Using the right shade is always key; if you are looking for a darker green, try something that isn't as intimidating as greed, and something as friendly as a forest of pine. Green portrays stability and endurance, two highly beneficial qualities for any website. If your product or service is related to nature, then green is an obvious color choice. There are many ways to incorporate green into your site, and, as always, designer discretion is a handy tool that can grow with the color.

One-Eyed One-Horned Flying Purple Website Eater



Purple is the last color in the basic color spectrum, which accurately depicts the level of its popularity in mainstream design. While purple can be used to build beautiful websites, not many popular websites opt for purple. Why?

What Does Purple Mean?

Combining the energetic passion of red with the calm of blue, purple finds itself the ignored child of two prodigies. In the world outside of the internet, purple represents magic, royalty, and the majesty of kings, queens, and their jesters. Purple is considered a feminine color and is often coupled with pink. It is also used to promote children's products, much like yellow. Purple symbolizes dignity, wisdom, independence, and creativity. Purple is a very stimulating color that is scarcely found in nature, giving the color a rare quality.

The Colors

Purple is not as popular of a color as blue or red in the mainstream internet, but that does not mean that it is a displeasing color. Please note that some websites use multiple shades of purple in their logos, resulting in multiple Hex and RGB numbers that are not listed.

Yahoo



Hex: #6E329D
RGB: 110, 50, 157

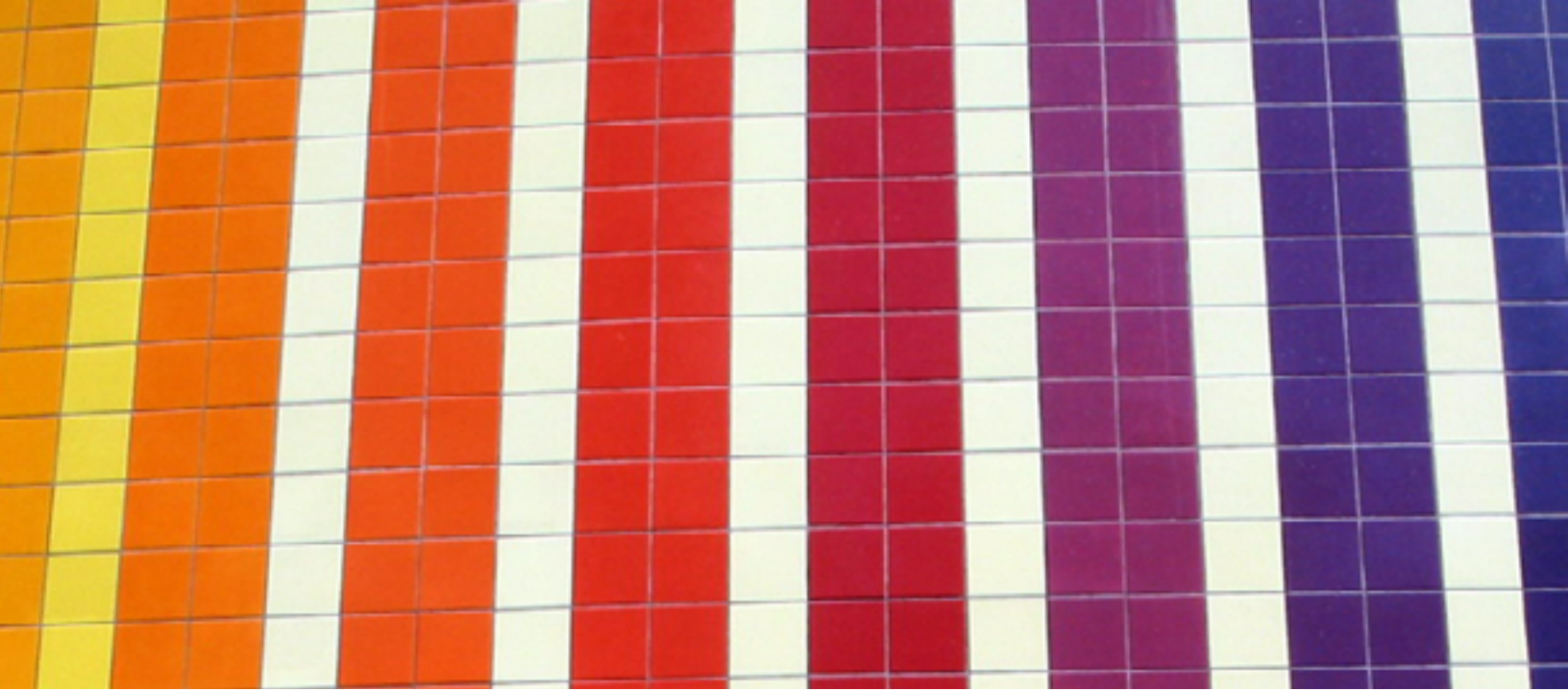


Why Purple is Less Popular as a Marketing Tool

With a color that represents wealth and majesty, it's truly surprising that this color isn't used in more designs. Under the same curse as yellow, purple is considered a children's color as well as feminine, giving it the unfortunate stigma of being unprofessional. When using purple as a color, the designer walks a fine line between positive and negative emotions. Lighter shades of purple, like pink, draws out feelings of romance or nostalgia, while darker shades may evoke sadness, frustration. Sometimes, mostly in children's cartoons, purple is coupled with green to represent villainy. With negative aspects such as these, one must take great care in executing the design. Coupling the desired shade with a soft color would both draw attention to the purple aspects while focusing more on the content. It is up to designer discretion when using a less popular color, yet that can also be considered an advantage: when no one else is doing it, this opens the field of opportunity for you.

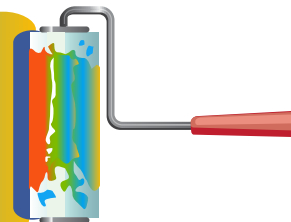
Why Purple Works as a Marketing Tool

Purple represents wisdom, dignity, and independence. The Purple Heart is a U.S. honor given to those who have been injured or killed in battle. With such an honorable reputation, the color could be very beneficial to any design, and like any color, can contribute to your product or service when used in a way that intrigues and compliments your audience. Purple, like yellow, works well when advertising children's products (think famous dinosaur). Purple is also a recommended color for feminine designs. Reasoning must be evident in any design. If you are incorporating the color into your design, why? Are you incorporating the symbolism of the color, blatantly or subconsciously, and why? It is up to designer discretion, and any color can be used in any design, especially a color with as much potential as purple.



OTHER SCHEMES IN DESIGN

The Marketing at the End of the Rainbow: Websites in Multicolor



With the plethora of symbolism from the individual colors alone, it's no wonder some businesses decide to adorn their logo with more than one color. This simple tactic is designed on a very conscious level. Large-scale companies use this color scheme to their advantage; how has it helped them and would it help your website?

What Do the Multiple Colors Mean?

In the case of the first five companies listed below, it is red that is the foremost color in their logo. Following this trend are the popular colors blue, yellow, and green, in the first four companies listed below. To decipher this popular color scheme, the meaning is found within the synthesized meaning of the four colors when together. The three primary colors of red, blue, and yellow, mixed with the secondary color green, come together to form a more complex representation than a single color would symbolize. The synthesis of colors works together to portray variety to the audience, a marketing tactic that conveys the ability of the company to multitask. When multiple colors come together, the viewer can associate the website with a diverse way of handling their service and audience. The viewer thus feels safe going to the company for their needs. To dissect what the popular color scheme means, one must look at the individual colors to determine the scheme's overall meaning.

Red is the aggressive color of passion. Its opposing color, blue, is the calming color of communication. Yellow is the warm color of energy and green, the product of blue and yellow, represents safety and nature. When combining the meanings together, the result is that the company is passionate about what they do, they communicate calmly, warmly, and effectively, while being safe. The viewer is thus left with the impression that the website will positively take care of them and their needs, which ultimately benefits both the audience and the company.

The Colors

The following colors are collected in the multiple numbers that consist of the logos. Please note that some websites use multiple shades of colors in their logos, resulting in multiple Hex and RGB numbers that are not listed.

Microsoft



Hex: #F65314
 RGB: 246, 83, 20
 Hex: #7CBB00
 RGB: 124, 187, 0
 Hex: #00A1F1
 RGB: 0, 161, 241
 Hex: #FFBB00
 RGB: 255, 187, 0

EBay



Hex: #E53238
 RGB: 229, 50, 56
 Hex: #0064D2
 RGB: 0, 100, 210
 Hex: #F5AF02
 RGB: 245, 175, 2
 Hex: #86B817
 RGB: 134, 184, 23

Google Chrome



Hex: #E7483A
 RGB: 231, 72, 58
 Hex: #F6CA0F
 RGB: 246, 202, 15
 Hex: #59BA48
 RGB: 89, 186, 72
 Hex: #1696CF
 RGB: 22, 150, 207

MSN



Hex: #F46D10
 RGB: 250, 109, 16
 Hex: #0CA4FB
 RGB: 12, 164, 251
 Hex: #F9BC36
 RGB: 249, 188, 54
 Hex: #87C754
 RGB: 135, 199, 84

Baidu



Hex: #E10602
 RGB: 225, 6, 2
 Hex: #2932E1
 RGB: 41, 50, 225

Flickr



Hex: #0063DC
 RGB: 0, 99, 220
 Hex: #FF0084
 RGB: 255, 0, 132

Multiple Colors as a Marketing Tool for Your Website

The multicolored logos do more than just look pretty. They work in a pattern to attract viewers: Multiple colors pull in the viewer. When a multi-colored logo is compared to that of a singular color, the former is more eye-catching, and grabs the attention of the viewer, which is the goal of any website.

1

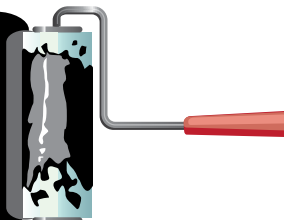
Multiple colors represent diversity. The inclusion of many colors sends open and friendly signals to the viewer, allowing everyone to find a color they connect with. With two to four different colors in a logo, everyone will find one favorite color among the color scheme

2

Multiple colors equal multiple meanings. The meanings of the many colors, when together, simultaneously send different signals to the viewer. Think of the color scheme red, blue, yellow, and green. When together, the message to the viewer becomes, "We are passionate, we will treat you with warmth, we will keep you safe, and we will effectively communicate with you on a comfortable level." Visiting a website that carries this message has the same effect as resting on a comfortable chair; the goal is to make them so comfortable on the website that they don't want to leave!

When all of these factors come together, the result is more viewers and ultimately more customers. This tactic works well for any website, as long as the shades convey what the website wants to portray. When using multiple colors in your website, be sure to choose a color scheme that not only says what you want your business to say, but also a color scheme that compliments each other and the rest of your website. It's up to the discretion of the designer, and when pulled off, the results can be very successful.

Black, White, and Read All Over: Websites in Grayscale



Websites have their own reasons for being designed like a film noire, but for what? Why black, white, or gray? Deep life and death symbolism is behind each shade, and that depth brings a new dimension to the marketing realm.

What Does Black Mean?

While black may be the color of death, evil, and fear of the unknown, black is a very popular color due to its depth. Since black is affiliated with darkness, the shade brings a new perspective to items, like desks, that are black. Black also signifies formality, elegance, and prestige, so to incorporate color into your design portrays the basics of professionalism.

What Does White Mean?

White doesn't have very many negative connotations. At its most basic level, white symbolizes simplicity, goodness, cleanliness, and safety. When a user views a design that uses white in a way that's pleasing to the eye, the viewer can hear the design say to them, "Come and view me. I am safe and good and clean." White doesn't go into details and is a simple absence of color.

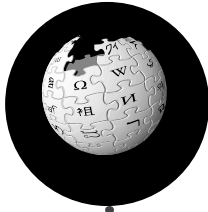
What Does Gray Mean?

Gray is host to the negative portrayals of being monotonous, isolated, dull, or dreary, but it is so much more. Because gray represents maturing and old age, it thus represents dependability and responsibility. It doesn't invade the focus of the audience and is non-invasive, thus making it secure. Using this color tells the audience that the design can be trusted.

The Colors

The following websites work with contrast. In most cases, the darker blacks and grays highlight the title or product name while the lighter whites and grays cover the background. While the validity of black and white as colors is often debated, they have a similar effect on their viewers as their colorful counterparts.

Wikipedia



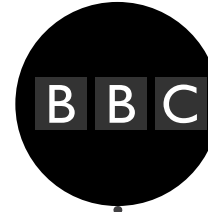
Hex: #000000
RGB: 0, 0, 0
Hex: #FFFFFF
RGB: 255, 255, 255

Apple



Hex: #383838
RGB: 56, 56, 56
Hex: #D8D9D9
RGB: 216, 217, 217

BBC



Hex: #333333
RGB: 51, 51, 51
Hex: #FFFFFF
RGB: 255, 255, 255

OmmWriter



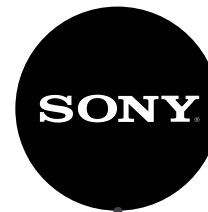
Hex: #202020
RGB: 32, 32, 32
Hex: #DDE2E5
RGB: 221, 226, 229

Mozilla



Hex: #484848
RGB: 72, 72, 72
Hex: #E0DCD3
RGB: 224, 220, 211

Sony



Hex: #000000
RGB: 0, 0, 0
Hex: #FFFFFF
RGB: 255, 255, 255

Critiques

Some viewers criticize the grayscale palette for websites as too overwhelming when the font and background are too similar in shades. A gray-on-gray scheme can be too busy for the eyes and doesn't make anything stand out. The same goes for cream or beige on a white background, or vice versa. However the design is completely up to the designer. If you feel that a specific color scheme reflects the tone of your website's endgame, then it is ultimately your decision. If you have doubts about the chosen color scheme, obtain feedback from outside sources and hear what your audience has to say.

Grayscale as a Marketing Tool for Your Website

When a website is designed in grayscale, the results become professional due to the multiple meanings behind the coordination. Together, the three colors represent benign and safe elegance. This doesn't mean that the color spectrum suddenly becomes unprofessional; this just means that grayscale captures attention in a slightly different way than its vibrant foils. Think black and blue ink pens versus purple or green ink pens: while the latter are adventurous and convey different emotions, the former is more suitable for legal documents or as office supplies. In the same way, grayscale as a marketing tool works for your website in three ways.

1

Grayscale dresses the website in a suit. The reader can subconsciously picture the website in a black suit, a gray tie, and a white shirt. This color scheme presents a "We are here for business" vibe.

2

Grayscale fades into the background. In a similar fashion to the color blue, the shade scheme doesn't distract the viewer, allowing the audience to focus more on the content.

3

Grayscale brings attention to the product. Exemplified by Apple, the website is designed in grayscale, yet the colorful products and apps bring in the customer's attention. The product becomes the color, which thus becomes a positive marketing tactic.

If you feel that grayscale sends the message you want to send to your audience, then use those hues and design with the audience in mind. With the options limitless, you have many shades of grayscale waiting to become your marketing tool.



A Heavier Marketing Toolbox

Now you have an endless amount of color schemes to choose from in your marketing toolbox. What do you want your website to say? The aforementioned colors are waiting to work for your business. Color schemes of one, two, three, or more colors await you. Your marketing toolbox is now heavier with the color wheel, and it is at your disposal and discretion.







The color wheel represents as many emotions as humans are capable of feeling, and that's a large pile of emotions. The primary, secondary, and tertiary colors come together to synthesize the primary, secondary, and tertiary marketing. The efficiency of your business depends heavily on the visuals of your website, and the color wheel contains an infinite amount of possibilities.

There is a world of Hex and RGB numbers, and the proper strand of colors can create the message that you want your website to convey. With the HTML color wheel and what the colors represent, your business palette can now paint with approximately 16,777,216 shades of marketing.



Bluleadz Inbound Marketing helps small businesses increase their online visibility, get more leads, and increase their number of clients using inbound marketing processes. We partner with HubSpot, a provider of inbound marketing software, to help our clients create, implement, manage, and measure successful inbound marketing plans that enable them to meet their business objectives.

CONNECT WITH US:

-  www.bluleadz.com
-  www.facebook.com/bluleadz
-  <http://twitter.com/bluleadz>
-  www.linkedin.com/company/bluleadz
-  <https://plus.google.com/102549308876826815442>
-  www.youtube.com/user/BluLeadz

