

Radiant Website Design, Ltd. It's a new day for your business

How the color of your website affects its perception

Wonder why stop signs are red? Or all the talk about going "green"? Colors have very definite connotations to them. One did not need to look further than this past weekend with all the red, white, and blue. Make sure your website is projecting the right message with the colors on it. Here are some common perceptions of different colors:

Red: attention-getting, bold, confident, passionate, powerful.

Orange: vibrant, energetic, inviting, friendlier than red, autumn.

Yellow: bright, happy, cheerfulness but also caution, cowardice.

You'll note I didn't use the color for the word. That's another thing to be concerned about: make sure the color you use for text is a good contrast for the background color.

Green: nature, environment, money, stability, calming.

Blue: dependability, trustworthiness, security but also sadness.

Purple: nobility, dignity, wealth, luxury.

Black: power, elegance, makes other colors pop out but also evil,



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death, mourning.

White: clarity, cleanliness, simplicity, hope, goodness.

Gray: neutrality, high-tech, futuristic, conservative design.

I hope you have found this information useful. Even if you can't use my services at this time, maybe you know someone who can.

Next month: Should your business have a blog?

Until we *Geek* again,

Cathy Gazzolo, the "Artistic *Geek*"

Creating websites that are easy to use and easy to find.