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In my quest to become a self-made web designer, I recently learned of a new unique aspect of web design Iâ€™d never know from interactive design agency Cowgirl Interactive: Color.

No, I donâ€™t mean how the colors look, if theyâ€™re pretty, if they contrast, or whether they clash with the browser window or not. I mean the psychology of colors: what each color means and conveys to your web visitor, how the colors make your visitors feel.

Itâ€™s an interesting phenomena and not one you really think about. When youâ€™re designing a site, you usually just hand the graphic elements off to a designer and say â€˜have at it.â€™ But apparently, there should be more to it. Each color conveys your message in a unique and special way. Color choice can mean a lot for your success (or lack of success.) Color should be a very deliberate choice when designing a website.

Interactive design agency Cowgirl Interactive provided me with this handy dandy guide to color meanings in web design. Check it out below:

-White is clean. It signifies sterility, coldness and rigidity. It makes your site feel unemotional and removed.

-Black puts your website in a place of power. It gives off an air of formality, and makes your site look sophisticated and sharp.

-Red reads exciting. It signifies passion, intensity and warmth.

-Yellow is very tiring on the eye. Itâ€™s cheery and warm and inviting, but too much can overwhelm a visitor. Itâ€™s good for calls to action.

-Blue is a color highly preferred by main. It gives off a feeling of ease and comfort. It signifies tranquility.

-Green signifies health, nature and luck. It feels organic.

Each of these colors can be used in a different way. You can use colors to better reach your visitors. If your website is going to be targeted at a mostly male demographic â€˜ then by all means, use a blue. If your website is for medical services, use a lot of sterile whites and healthy greens. The options are endless and customizable.

I can imagine what this discovery means for an interactive design agency â€˜ now instead of just choosing arbitrary â€˜prettyâ€™ colors in the design stage, colors can be chosen for their meaning, their message. Now that I know this, itâ€™s pretty clear that your color choice can make or break your web design. It can mean the difference between success and failure.

To learn more about web design and color meanings, contact interactive design agency Cowgirl Interactive.

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