

Published based on [How To Make An Impact With Your Color Scheme](#)

# How To Make An Impact With Your Color Scheme

When [designing a website](#), most of us pay a great deal of attention to the quality of our content. We need to craft our message very carefully so that we portray all the more important elements in as short a space of time as possible. We understand that internet surfers are extremely busy people, and they have a tendency to skip around from website to website, often spending only seconds on each page.

Psychologists often say that the first impression is absolutely crucial and that the initial reaction can usually mean the difference between holding someone's attention so they investigate further - or losing them, so they simply continue on their journey. This shows us that while we should really focus on the overall quality of our [written content](#), the actual design and appearance of the website is crucial too. Choosing the correct colors for your website can be more than just an arbitrary decision, or the use of a particular shade because it happens to be "your favorite color."

Occasionally you may discover that you're steered in a particular direction because of the very nature of your website, the product or service that you provide, or the actual basis of its development. While this may mean that you are leaning toward primary colors, pastel colors, stark blacks or whites, you nevertheless need to ensure that you have a balance between your colors and shades – in other words focus on a color scheme.

While fundamentally a color scheme must always be pleasing on the eye, unless the very reason for your website is to provoke and annoy, there are nevertheless many different ways to achieve a desired result. For example, if you happen to be working with a client who has a set of preselected colors, you could always suggest different tones and complementary shades that blend in strategically.

If you have a clean sheet of paper and are looking for some inspiration, there are numerous resources on the Web available to you. Several sites allow you to select different palettes or to view those that others have created before you. The power and creativity of these programs allow us to instantly see whether something looks pleasing to us or could "work" for a particular environment or site. Design programs work with a mixture of Pantone colors or hex codes and there are really an almost infinite number of variations available.

If you find that you need to turn to other sources for inspiration and discover a particularly interesting scheme through a random photograph, there are several different online tools that can help you to determine the actual code of the color that you like, also known as its hex value. In addition, design programs such as Adobe Photoshop or Corel Photo Paint can "sample" the color from a photograph or a scan and replicate it perfectly.

When you are surfing the web yourself, you may come across a website that you particularly like. The color scheme may be very attractive to you and you might be wondering what colors are represented. You guessed it – you can turn to a website that allows you to enter a particular URL and return the color value that is used.

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