

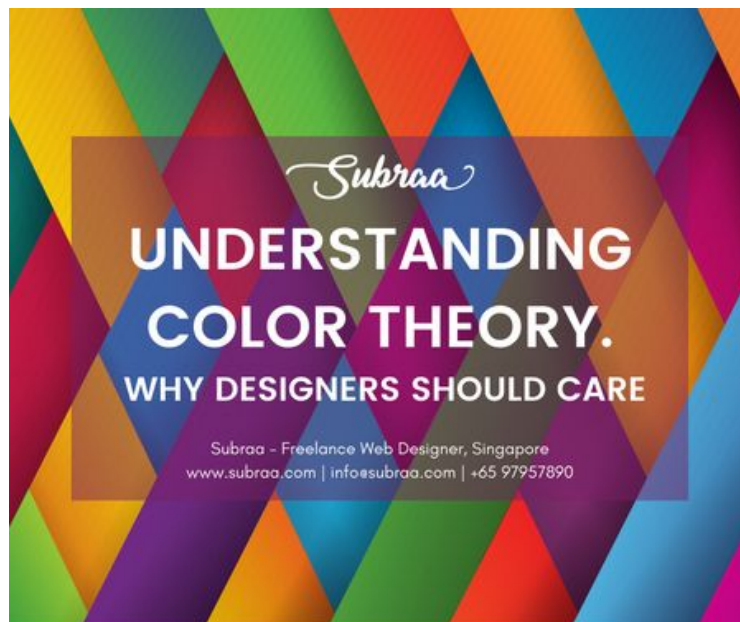
Understanding Color Theory - Why Designers Should Care

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Understanding the basics of color and the influence it has on people is important for any [freelance web designer Singapore](#) or [logo designer in Singapore](#). Brands built over understanding colors wins, colors may help to boost your brand or it can also cause a negative impact on your brand. Colors do not have a consistent reaction on every person, a color which creates an impact on a certain set of people may not cause any reaction in another group of people. Color science is subjective in general.

Usage of colors is an art, not every designer can achieve the best results with the colors. Humans perceive colors differently, the mix of colors and creating a different shades of contrasting colors are of designers' expertise. Colors are of 3 categories, normally identified as primary colors, secondary colors and tertiary colors.

Websites are built for conversion and generating leads, likewise logos are designed for brand awareness and creating a long lasting impression among customers. When the purpose of design is to create emotional influence on visitors isn't it necessary to pay attention to the colors which would help in targeting your potential customers. A recent study shows choosing the colors and adjusting according to the audience needs helps to increase conversion.



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Colors that helps in conversion

If you have not noticed the colors of the most popular websites which you visit often then revisit the famous social networking websites, you can find all are developed in blue. Website designs or popular networking websites which have blue themes have some influence on the visitors, that doesn't mean only the color blue helps in conversion and it is only the preferred choice for designing your website. The colors used in the website should be an added advantage to your website and should not turn against your website motive. You can also read more about [minimalist web design](#)



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