

Assignment 2 – Understanding Colour Colour Report

The client's business specializes in photo restoration and enhancement. I associate that with injecting life and energy; taking something old or dull and making it vibrant, demanding of attention. Therefore, I chose orange as my base colour.

With my choice of orange as my base, I used Dribbble to explore colour schemes to find the perfect shade landing on colour code #f8ba2e. I wanted a shade that was close to gold to evoke the feeling of prestige and high quality to match the client's work. Using Paletton Monochromatic mode, I like the recommended accent colour of #2f49a8. It is a nice cross between blue and purple to symbolize trust, confidence and transformation.

For my complimentary colours, I added white (#ffffff) which I will use for background in combination with slightly lighter shade of black (#222222) for text. To add some variation, I chose to include Whitesmoke (#f5f5f5) as a secondary option to use as an alternate background.

Finished 5-colour palette:

