|  |  |  |  |
| --- | --- | --- | --- |
| Name: |  | Period: |  |

**COLOR SCHEMES FOR WEBSITES** For this activity, you will be using what you learned in the Psychology of Color notes to build color schemes for several different types of business. You may research other existing sites, but you may not repeat any color scheme exactly. Fill in the chart below without using cliché colors. You MUST explain why you chose each color and how all the colors make sense for the type of business with supports from the notes.

**Website 1: Elementary School**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Color Type:** | **Reason for this color choice:** | **Color Swatch:** | **Hexadecimal** | **RGB** | **PANTONE** |
| Site Background Color |  |  | # | R:  G:  B: |  |
| Accent Color 1 |  |  | # | R:  G:  B: |  |
| Accent Color 2 |  |  | # | R:  G:  B: |  |
| Font Color: Header |  |  | # | R:  G:  B: |  |
| Font Color: Body |  |  | # | R:  G:  B: |  |
| Hyperlink |  |  | # | R:  G:  B: |  |

Explain the overall color scheme choice:

**Website 2: Bank**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Color Type:** | **Reason for this color choice:** | **Color Swatch:** | **Hexadecimal** | **RGB** | **PANTONE** |
| Site Background Color |  |  | # | R:  G:  B: |  |
| Accent Color 1 |  |  | # | R:  G:  B: |  |
| Accent Color 2 |  |  | # | R:  G:  B: |  |
| Font Color: Header |  |  | # | R:  G:  B: |  |
| Font Color: Body |  |  | # | R:  G:  B: |  |
| Hyperlink |  |  | # | R:  G:  B: |  |

Explain the overall color scheme choice:

**Website 3: Fast Food Restaurant**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Color Type:** | **Reason for this color choice:** | **Color Swatch:** | **Hexadecimal** | **RGB** | **PANTONE** |
| Site Background Color |  |  | # | R:  G:  B: |  |
| Accent Color 1 |  |  | # | R:  G:  B: |  |
| Accent Color 2 |  |  | # | R:  G:  B: |  |
| Font Color: Header |  |  | # | R:  G:  B: |  |
| Font Color: Body |  |  | # | R:  G:  B: |  |
| Hyperlink |  |  | # | R:  G:  B: |  |

Explain the overall color scheme choice:

**Website 4: Landscaper**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Color Type:** | **Reason for this color choice:** | **Color Swatch:** | **Hexadecimal** | **RGB** | **PANTONE** |
| Site Background Color |  |  | # | R:  G:  B: |  |
| Accent Color 1 |  |  | # | R:  G:  B: |  |
| Accent Color 2 |  |  | # | R:  G:  B: |  |
| Font Color: Header |  |  | # | R:  G:  B: |  |
| Font Color: Body |  |  | # | R:  G:  B: |  |
| Hyperlink |  |  | # | R:  G:  B: |  |

Explain the overall color scheme choice:

**Website 5: Doctor’s Office specializing in adult care**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Color Type:** | **Reason for this color choice:** | **Color Swatch:** | **Hexadecimal** | **RGB** | **PANTONE** |
| Site Background Color |  |  | # | R:  G:  B: |  |
| Accent Color 1 |  |  | # | R:  G:  B: |  |
| Accent Color 2 |  |  | # | R:  G:  B: |  |
| Font Color: Header |  |  | # | R:  G:  B: |  |
| Font Color: Body |  |  | # | R:  G:  B: |  |
| Hyperlink |  |  | # | R:  G:  B: |  |

Explain the overall color scheme choice:

**Website 6: Coffee and Pastry Shop**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Color Type:** | **Reason for this color choice:** | **Color Swatch:** | **Hexadecimal** | **RGB** | **PANTONE** |
| Site Background Color |  |  | # | R:  G:  B: |  |
| Accent Color 1 |  |  | # | R:  G:  B: |  |
| Accent Color 2 |  |  | # | R:  G:  B: |  |
| Font Color: Header |  |  | # | R:  G:  B: |  |
| Font Color: Body |  |  | # | R:  G:  B: |  |
| Hyperlink |  |  | # | R:  G:  B: |  |

Explain the overall color scheme choice: