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Colour Coordination as a Powerful Design Tool

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Colour Coordination as a Powerful Design Tool

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Abstract A color is one of the first elements to communicate the message behind the design. The color can sway thinking, change actions, and cause reactions. It can be used to attract attention, to organize the content, to emphasize the elements, to evoke emotions and to help a design look aesthetically pleasing. The selection of the color palette in the design is of high importance and should not be neglected for the only reason that color remains a powerful tool for creating customer-centric products. Color experiments are crucial in design because a poor selection of color palettes may lose the identity of the design.