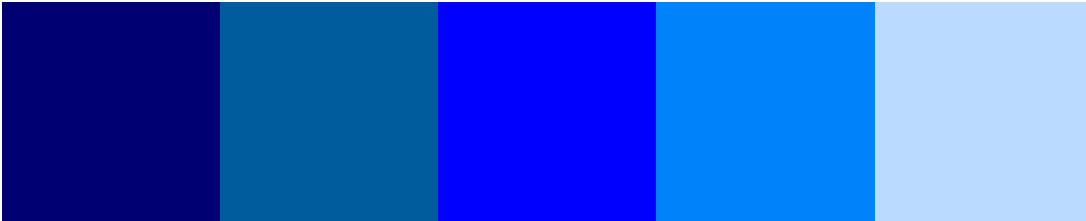


# Blue



This is the archetypal cool colour. It reminds us of sea and sky, wired in from our days in more natural environments, and also of cold weather. Blue is the colour you'll see most often on websites, because most people like it aesthetically and it conveys trustworthiness, which is a powerful currency online. A lot of company logos use it too.

Blue is associated with calmness, security, responsibility, loyalty, order and authority. It helps one-to-one communication and can give a sense of freedom and spirituality. Darker blues convey establishment and tradition; lighter blues are fresh, clean, free and creative.

Use blue if it's especially important to gain people's trust, for example if you're in health care, medicine, therapy, or a service provider in a field where reliability is crucial. Banks and finance companies use it a lot. It can promote a sense of calm and order, so would help with stressed clients or if you're promoting thinking things through and making plans. And of course it's a good association if what you do involves air or water.

Too much blue can slow things down and lower your audience's mood, so be careful if you have clients with grief or depression. It can suggest rigidity and predictability, so limit darker blues if you want to come across as innovative, energetic or adaptable. Blue reduces appetite and almost never occurs in foods, so don't use it for a food business. Young people may see darker blues as a colour for adults, not for them.

**Indigo** is a deep blue with a little purple. It's said to combine integrity and structure with creativity and vision. I added it to my colour scheme.