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## THE IMPORTANCE OF COLOUR IN DESIGN

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Nowadays people are used to thinking that the only function of design is to make things look pretty but in fact, design is a great science that makes people buy company's products. There are a lot of factors that make you want to buy things at the back of your mind. Colour is one of most important of them.

*The purpose* of the research is to outline the role of colour in the process of design.

According to the aim the following **tasks** have been identified: consider and analyse the importance of colour impact in designing projects, outline the main levels and meaning of colour schemes, usage of colour in business logos.

Colour invades every aspect of our lives. It affects us daily and is connected with our feelings in a unique and memorable way, which makes them a powerful marketing tool.

Colour helps to draw attention and set the tone of the message. It guides the eye where it needs to go and presents a sense of direction and recognition that people can identify and relate to.

Colour theory is a science and art unto itself, which some build entire careers on, as colour consultants or sometimes brand consultants. Knowledge of colour effecting our customers is an incredibly valuable expertise that designers can master and offer to their clients.

Colours can be divided into two main categories, warm colours and cool colours. Warm colours would be red, orange and yellow with orange being the most neutral of these. Warm colours are usually associated with passion, energy, enthusiasm and excitement.

Cool colours are that which we can often find in nature scenes, water and at night. They are more subdued than warm colours. Blue is the only primary colour in this spectrum while other colours such as purple and green take on the attributes of warm colours (for example, to make purple you need to mix blue and red) making them secondary colours.

These cool colours are often associated with calm, abundance (green), peace (blue) and spirituality (purple). A colour such as purple is often also associated with wealth, luxury and royalty. In Taiwanese culture, however, purple is the colour of mourning.

One also gets neutral colours such as black, brown, grey and white. They are often used as backdrops in design and then are combined with more colourful accents to add dimension. Black often represents mystery and power but sometimes also death when used in another context. Greys are seen as depressing and brown is earthy and dependable. White is very often used in minimalist design with it being great for letting other colours shine. It can be associated with the healthcare industry since it is seen as pure and clean.

Colour has its own terminology. The word "hue" is used to describe colours such as red, blue or green. So, one would say, "The red is a great hue to use for this website." Chroma describes the purity of a colour. Adding black, white or gray to a colour reduces a colour's chroma (or in other words, describes the brightness of a colour). Pastels are considered to have a reduced chroma.

Something as simple as changing the exact hue or saturation of a colour can evoke a completely different feeling. Cultural differences can compound those effects, with a hue that's happy and uplifting in one country becoming depressing in another.

The value of a colour is how light or dark a colour is. The lighter a colour, the higher value it has. A colour like black has a low value because it absorbs other colours. White has the highest value.

The word "tone" is used to describe a colour that has been mixed with grey and when a colour has added black it is referred to as a shade. When adding white to a colour, you will get a



tint. Pastel colours are often called tints. For example, red mixed with white to get a light pink and then it is lighter than the original colour.

Designers need to create colour palettes by putting colours that suit each other together in order to use the combination of colours on a website, logo or other design. There are some predefined colour schemes that always work.

Monochromatic colour schemes are tints, tones and shades made from a specific hue. These are the most simple colour schemes and more difficult to create a jarring or ugly design with since it is variants of only one colour.

Analogous colour schemes are schemes created by choosing three colours that appear next to each other on the 12-spoke colour wheel used by all. These colours have the same chroma but tints, shades and tones are thrown in to add dimension and interest.

Complementary colour schemes involve combining colours that are placed on the opposite ends of the colour wheel to each other. These usually only involve two colours with variations in between. Using colours that have the same brightness or chroma next to each other looks very harsh. Colour example will be red and green as they are opposite each other on the colour wheel.

Whether it's the natural beauty of a blue skyline as it fades into a perfectly pink sunset or the attention-grabbing manmade colours of a red stop sign, there's no denying that colour plays an important role in the world we live in. We are surrounded by it every moment of every day, and our lives would be so dull without it. Our subconscious mind is highly influenced by the spectrum of colours we see. As such, colour can affect us in ways that we are seemingly unaware of. That's why it's so crucial that brands get their colour palettes just right when it comes to brand identity and company logo design.

For example, McDonalds had always used red and yellow in their packaging. The idea was that these colours increase the speed in which people move and speed up the service and consumption of food. But the company had been criticized for a long time for their propagation of the unhealthy lifestyle. That is why McDonalds decided to redesign. They changed colours for olive green and yellow to make an impression as an eco-friendly brand that is both compassionate and caring.

Of course, colour only makes up one element of your branding, but it's still undeniably important to get it right. It plays a huge role in the first communication of your brand to a customer. If combined with the right font and a strong composition, you're onto a winning formula. You only get one chance to make a first impression, so that split second in which customers first judge your brand is crucial.

**Conclusion.** Colour plays an important role in advertising. Depending on the campaign you're planning, consider using colours beyond your company's core colour palette.

The corporate identity, branding and marketing of a company is extremely important. Having a strong brand translates to having a strong presence within your industry and being a company that others turn to. The usage of colour is the most noticed aspect of a brand; colour creates the look and feel you need to carry through in all of your designs to form a corporate identity or brand!

**Key words:** colour, tone, hue.

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