



WHAT COLOR IS YOUR WEBSITE? COLOR ANALYSIS CHART

Use the following chart to assess the color(s) of your website. Line by line (even if you are a Yellow!) examine each facet of the page and identify elements that “speak” to each personality color. Do this separately for each page of your website noting impressions, common themes, and specific words.

	Yellow	Blue	Red	Green
Overall impression				
Color scheme				
Shapes/Lines				
Images				
Menu Bar/Navigation				
Primary Text				
Secondary Text				
Interactive Elements (links, videos, etc.)				
Other Observations				