

WEBSITE COLOR PALETTE CHECKLIST

Use this checklist to design a structured, consistent, and conversion-focused website color system. Before finalizing any palette, make sure each item below is clearly defined and intentionally applied.

Brand Foundation

- ☐ I have defined my brand positioning (trustworthy, premium, innovative, etc.)
- ☐ I understand the emotional feeling I want users to associate with my website
- ☐ My color choices reflect my brand personality, not personal preference
- ☐ My palette aligns with my target audience expectations

Brand Colors (Identity Layer)

- ☐ I have selected a primary brand color
- ☐ My primary color is used consistently for key brand recognition points
- ☐ I have selected a secondary color that supports (not competes with) the primary color
- ☐ I have defined an accent color for high-attention actions
- ☐ My accent color is used sparingly and only for important interactions (CTAs, highlights)
- ☐ Brand colors are not overused in backgrounds or large surfaces

System Colors (Usability Layer)

- ☐ I have defined a background color system (light or dark base)
- ☐ I have a neutral color scale for surfaces and UI structure
- ☐ My text colors have clear hierarchy (primary, secondary, muted)
- ☐ My border colors are subtle and do not distract from content
- ☐ I have defined status colors for success, error, warning, and info
- ☐ System colors prioritize readability and clarity over branding

Visual Hierarchy & Balance

- ☐ Background and neutral colors dominate the interface visually
- ☐ Text colors ensure strong readability across all devices
- ☐ Brand colors are used selectively, not excessively
- ☐ Accent color is the least used but most attention-grabbing element
- ☐ Color usage follows a clear hierarchy rather than equal distribution

Consistency & Usability

- ☐ Colors are used consistently across all pages and components
- ☐ Buttons, links, and CTAs follow a predictable color system
- ☐ Similar UI elements use the same color rules everywhere
- ☐ The palette works in both light and dark contexts (if applicable)
- ☐ The design feels cohesive, not fragmented or inconsistent

Final Check

- ☐ The website would still feel clear and usable if brand colors were reduced
- ☐ Users can quickly identify what is clickable and important
- ☐ The color system supports both branding and usability
- ☐ Nothing in the design competes unnecessarily for attention

Outcome

If all boxes are checked, your color palette is not just visually appealing—it is structured, scalable, and optimized for real-world user experience.

A strong color system does not just look good. It guides attention, improves clarity, and reinforces your brand at every interaction.