**Use of colour - helpful websites**

* Colour is used to connect to an audience

* To identify structure

* To divide a website

* To show emotion/ or convey a style/ identify with a brand.

<http://www.uxmatters.com/mt/archives/2011/10/effective-use-of-color-and-graphics-in-applications-for-chi>ldren-part-i-toddlers-and-preschoolers.php

<http://understandinggraphics.com/design/10-reasons-to-use-color/>

<http://www.smashingmagazine.com/2010/01/28/color-theory-for-designers-part-1-the-meaning-of-color/>