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PERCENTAGE RATIO OF MAIN AND ACCENT COLORS ON THE SITE

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When creating websites, the color component is an important part of the work, which can affect its further traffic and popularity among users. Color is not merely a decorative element—it serves as a powerful communication tool that shapes user perception, influences behavior, and ultimately determines whether visitors stay on your site or leave within seconds. Research in user experience design consistently demonstrates that color choices directly impact conversion rates, with some studies showing improvements of up to 24% simply through optimized color schemes.

The challenge lies not only in selecting the right colors but in understanding how to distribute them across your website's interface. In addition to the fact that you first need to choose colors depending on a specific target audience and the theme of the site, you also need to balance them well so that the user is as comfortable as possible while

spending more and more time on the site. This balance—the proportional relationship between dominant, supporting, and accent colors—determines whether your design feels harmonious or chaotic, professional or amateur, intuitive or confusing.

Consider the typical user journey: within the first 50 milliseconds of landing on a website, users form an initial impression based predominantly on visual factors, with color being the most immediate element their eyes process. If the color distribution feels unbalanced—perhaps too many competing bright colors, or insufficient contrast between text and background—users experience cognitive friction. Their brains must work harder to process information, locate navigation elements, and identify clickable actions. This additional mental effort translates directly into increased bounce rates and reduced engagement metrics.

Conversely, when colors are distributed according to proven principles, users navigate intuitively without consciously thinking about the interface. They automatically understand which elements are interactive, which sections contain related information, and where to focus their attention next. This seamless experience emerges from careful attention to color proportion—ensuring that the majority of your design uses calming, neutral tones that don't compete for attention, while strategically placing vibrant accent colors on the precise elements where you want users to take action. The percentage ratio of these color categories isn't arbitrary; it reflects decades of design practice and psychological research into how humans process visual information most efficiently.

The 60-30-10 rule originated in interior design during the mid-20th century and was later adapted for graphic and web design due to its proven effectiveness in creating visual harmony. This principle provides a structured approach to color distribution that feels natural to the human eye, preventing color chaos while maintaining visual interest.

The Primary Color (60%): This dominant color establishes the overall atmosphere and mood of the website. It typically serves as the background color or the most prevalent element throughout the design. The primary color should align with brand identity while remaining easy on the eyes for extended viewing periods. Light

neutrals (white, light gray, cream) are most common for primary colors as they provide maximum readability and don't cause visual fatigue.

The Secondary Color (30%): This supporting color creates depth and visual hierarchy without competing with the primary color. It often appears in navigation bars, sidebars, section backgrounds, or content containers. The secondary color should complement the primary while providing enough contrast to define different page sections. Designers typically choose secondary colors that are either analogous (adjacent on the color wheel) or neutral variations of the primary color.

The Accent Color (10%): This is your attention-grabbing color used sparingly for maximum impact. Accent colors highlight crucial elements like call-to-action buttons, links, important notifications, or interactive elements. Because accent colors occupy the smallest percentage, they can be bold and vibrant without overwhelming users. The accent color should create strong contrast with both primary and secondary colors to ensure visibility and encourage user interaction.

However, these values are only approximate and may vary depending on the company, the theme of the site, the designer's experience, and ultimately the popularity of stylistic trends. Let's take a few popular sites and determine the percentage of colors on their pages. And then either confirm the relevance of these proportions, or determine what percentage of colors is characteristic.

Two popular sites were selected for analysis. The first outlet, a trading marketplace. As we can see, there is a lot of white, and accent green. From which we can preliminarily conclude that the main color is more than 60%, which is a deviation from the classical form of proportions. But this does not prevent the site from being difficult for users in terms of eye strain. After the analysis, we can note that the amount of white (main) is approximately 75-80%. The secondary color, gray, which is present in the filters and backgrounds of individual blocks, takes up about 15-18%. And the accent green color is present in an amount of 5-7%. The second site is Prom, also a popular platform for selling and purchasing goods. Here we can already say that the primary and secondary colors are more balanced, and gray is present in a larger amount. After the analysis, we can note approximately the following presence of colors

in percentages: primary (white 64-66%), secondary (gray 30-32%) and accent purple, present in a smaller amount (2-4%).

Color Scheme Adaptability. Mobile Responsive Considerations Color proportions often shift on mobile devices due to screen size constraints. What appears as 70% white space on desktop might reduce to 60% on mobile as content becomes more vertically stacked. Navigation elements (secondary colors) typically occupy more relative space on mobile devices with hamburger menus and bottom nav bars. Smart designers plan for these shifts, ensuring accent colors remain visible despite layout changes. Testing color balance across all viewport sizes ensures consistent user experience.

Dark Mode and Light Mode Balance The rise of dark mode preferences requires maintaining color proportions while inverting the palette. In dark mode, the primary color shifts from white to dark gray or black, secondary colors become lighter versions, and accent colors often need adjustment for visibility. Successful implementations like Twitter and Reddit maintain the same proportional relationships—only the specific colors change. The challenge lies in ensuring accent colors maintain sufficient contrast in both modes without requiring complete redesign.

Seasonal Color Adaptations Many successful websites employ seasonal color shifts while maintaining core proportions. E-commerce sites add seasonal accent colors (orange for autumn, red/green for holidays) without disrupting the fundamental 60-30-10 balance. These temporary accents typically replace or supplement the standard accent color rather than adding to the total color count. For example, a site might shift its 5% blue accent to 5% red during December, maintaining proportion while adapting to seasonal expectations. This strategy keeps brands fresh and relevant without compromising established visual hierarchy.

Summing up, we can say that when creating websites, the classic design formula of 60-30-10 is taken as a basis, however, real-world applications demonstrate significant flexibility in these proportions. Our analysis of popular trading platforms reveals that the primary color typically increases from the traditional 60% to a range of 64-80%, with an average deviation of several to twenty percent. This shift reflects

modern web design priorities where extensive white space and neutral backgrounds enhance readability and reduce visual fatigue during extended browsing sessions.

The accent color demonstrates the most consistency with established principles, reliably remaining within the 5-7% range with minimal fluctuation. This stability is crucial because accent colors serve the critical function of directing user attention to interactive elements—call-to-action buttons, links, and notifications—that drive conversion rates. As the article's research indicates, optimized color schemes can improve conversions by up to 24%, making the precise placement of these limited accent touches strategically vital.

Interestingly, the secondary color exhibits the most significant variability, ranging from 15-32% depending on the site's specific needs and design philosophy. This flexibility occurs because secondary colors are typically chosen in tones analogous to the primary color—as seen in the gray elements against white backgrounds in our analyzed examples. This tonal proximity means that variations in secondary color distribution remain relatively imperceptible during initial site evaluation and generally don't negatively impact user experience or create cognitive friction.

Furthermore, the analysis reveals that successful websites must consider color proportion adaptability across multiple contexts: mobile responsive layouts where color ratios shift due to vertical stacking, dark mode implementations that maintain proportional relationships while inverting palettes, and seasonal adaptations that introduce temporary accent variations without disrupting the fundamental visual hierarchy. Each of these considerations reinforces that color proportion isn't merely about aesthetic appeal—it directly influences user behavior, navigation intuitiveness, and the seamless experience that keeps visitors engaged rather than bouncing within the critical first 50 milliseconds.

Therefore, while the 60-30-10 rule provides an invaluable foundation rooted in decades of design practice and psychological research, modern web designers must view it as a flexible guideline rather than a rigid constraint.