We have a web application that serves businesses (not consumers), generally Fortune 500 companies. The pages are fully developed/functional. What I want is to improve the look and feel so that the page has a more premium feel. That is the entire goal, to make the pages have a very premium feel to them. I don’t know if it is the best analogy but if you think of Ford or Chevrolet as average and BMW or Jaguar as premium, we want users to get a very premium feel the first time they see the screens.

What I am looking for right now is **just colors**. Below I describe the details.

#1 Improve the colors

The color scheme is blue and yellow. Black, gray and white are also used. I do not think the base colors should change (that is, I think we will continue to use blue and yellow) but I do think which hues, shades, tints or tones of blue, yellow and gray we use could benefit from some improvement. Feel free to use any blues, yellows and grays you think look best, lighter or darker colors, etc. You can also feel free to change what colors are used where. One note, aqua blue does not look premium. It might be deco looking or otherwise good for some things but I don’t think you will see an aqua colored Mercedes driving down the street any time soon.

Apple products tend to have a premium feel but I don’t think I am looking for a stark white appearance.

I want every color defined including but not necessarily limited to:

Backgrounds

Page Header

Navigation Panel

Page Body

Table Header

Table Header Button (the Add button)

Table Column Header

Table Rows (maybe alternating, maybe not)

Checkboxes

Table Footer

Not all of these have to be different. I assume some will be the same. I just need each carefully

thought through.

Fonts

Page Header

Navigation Panel

Page Title

Table Header Title

Table Header Button

Table Column Header

Table Row

Table Footer

Icons

Page Header

Navigation Panel

Table expander/collapse

Actions

Table Footer