

BRAND DESIGN

BRAND COLORS

**“Today it’s important to
be present, be relevant
and add value.”**

Nick Besbeas

BRAND COLORS

Notes:

3 Ways Color Benefits Your Brand

Color Differentiates Your Brand

In the ever expanding and crowded marketplace, color can become the primary identifier of a brand.

When done well, and executed consistently, your brand's color palette will allow your products to stand out from the competition, and continue to increase brand recognition.

Color Increases Comprehension and Engagement

The human brain processes visual content much faster than text.

Therefore, it is critical to the success of your brand that before you write a single line of marketing copy, you define the brand colors.

It's the colors that will visually communicate what your brand wants to say, long before your brand is able to say it with words.

Not only will color allow your customers to understand and comprehend your brand, but it will also grab their attention when strategically used to highlight elements in design, such as call-outs on product packaging, or call to action buttons on the website.

Color Creates an Emotional Response

Colors have certain emotions, perceptions, and ideas attached to them. If you want to generate a particular emotion, or reinforce your brand's value, color can be a very effective way of expressing that.

Notes:

Deprivation
Frustration
Frivolity
Immaturity
Ignorance
Sluggishness



Depending on it's application, yellow may even be used to portray fear and cowardice.

Yellow is a good choice for brands who are fun, vibrant, and are looking to grab people's attention.

Optimism
Warmth
Happiness
Creativity
Intellect
Extraversion

Irrationality
Fear
Caution
Anxiety
Frustration
Cowardice



It is often associated with nature and fertility, as well as wealth and stability.

Green is a good choice for brands who are eco friendly, organic, or sustainable, and want to show their connection to nature.

Health
Hope
Freshness
Nature
Growth
Prosperity

Boredom
Stagnation
Envy
Blandness
Enervation
Sickness



It is also a good choice for businesses whose focus is relaxation or therapy.

Coldness
Aloofness
Emotionless
Unfriendliness
Uncaring
Unappetizing

Purple is for wisdom, luxury, and sophistication

Purple is a good choice for brands who are luxurious and sophisticated, but can also be used to express feminism by pairing it with pink.

Introversion
Decadence
Suppression
Inferiority
Extravagance
Moodiness



Black is a good option for modern or minimalistic brands who want to convey luxury, prestige, and power.

Security
Power
Elegance
Authority
Substance

Oppression
Coldness
Menace
Heaviness
Evil
Mourning

Brown is for earthiness, masculinity, and authenticity

Because of its earthy, wood, and leather traits, brown is a good choice for brands that cater to men, or when paired with green can work well for natural and organic brands.

Seriousness
Warmth
Earthiness
Reliability
Support
Authenticity

Humorlessness
Heaviness
Lack of sophistication
Sadness
Dirtiness
Conservativeness



Different shades of gray work well for website backgrounds, and are a good choice for brands who want a softer alternative to white and black.

Lack of confidence
Dampness
Depression
Hibernation
Lack of energy
Blandness

White is for simplicity, cleanliness, and purity

It is a great choice for any brand to enhance the perception of space, and increase the clarity of designs.

Sterility
Coldness
Unfriendliness
Elitism
Isolation
Emptiness

How to Choose Your Brand's Color Palette

Notes:

STEP 1: Get Inspired

There are several online color picker tools, and generators to help you begin to visualize how colors interact with each other.

Some of these resources allow you to type in a mood or emotion to get started. While others allow you to enter color codes or even upload a photo that will auto generate a color palette for you based on that image.

Adobe Color: Color palette search and inspiration.

Adobe Capture CC: Helps you turn photos into color palettes.

Colorhexa: Provides information about any color.

Colorhunt.co: Hand-picked color palettes.

ColourLovers.com: A great site for color geeks.

Coolors.co: Color scheme generator.

Colors.lol: Curated color palette inspiration.

Paletton.com: Tool to create color palettes based on color theory.

Pantone Color Finder: Helps you locate specific Pantone colors.

STEP 2: Experiment

Now that you are inspired, just start playing around. Use the information you have already collected about your brand, and pair that with colors that support what your brand does and who your brand wants to attract.

Experiment with monochromatic, analogous, and complementary pairings. Try both light and dark tones, pastels, bold and bright, muted and subtle.

Ask yourself how certain colors make you feel, and are these emotions an accurate representation of your brand?

Monochromatic Colors:

Monochromatic colors are all the colors of a single hue. Monochromatic color schemes are derived from a single base hue and extended using its shades, tones and tints. Tints are achieved by adding white and shades and tones are achieved by adding a darker color, grey or black.

Analogous Colors:

Analogous colors are groups of three colors that are next to each other on the color wheel, and a tertiary. Red, orange, and red-orange are examples. The term analogous refers to having analogy, or corresponding to something in particular. An analogous color scheme creates a rich, monochromatic look.

Complementary Colors:

Complementary colors are pairs of colors which, when combined or mixed, cancel each other out (lose hue) by producing a grayscale color like white or black. When placed next to each other, they create the strongest contrast for those two colors. Complementary colors may also be called "opposite colors".

STEP 3: Define Your Primary, Accent Colors, and Supporting Colors

PRIMARY BRAND COLOR

ENTER HEX VALUE:

2-3 ACCENT BRAND COLORS

ENTER HEX VALUE:

ENTER HEX VALUE:

ENTER HEX VALUE:

3-5 SUPPORTING BRAND COLORS

ENTER HEX VALUE:

ENTER HEX VALUE:

ENTER HEX VALUE:

ENTER HEX VALUE:

ENTER HEX VALUE:

Brand Color Checklist

- ☐ Is the color distinctive?
- ☐ Is the color differentiated from the competition?
- ☐ Is the color appropriate for your brand?
- ☐ Does the color communicate your brand personality?
- ☐ Will the color be sustainable?
- ☐ Does the color have positive connotations?
- ☐ Will the color be memorable?
- ☐ Will the color create recognition?
- ☐ Does the color work on both white and black?
- ☐ Can you achieve consistency across all media?
- ☐ Have you tested the color on a range of monitors and devices?
- ☐ Have you tested the color in print?

Notes:



Text Me:

830-250-5370

Email Me:

chris@BrandsByChris.com

Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



BrandsByChris.com