BRAND DESIGN BRAND COLORS

"Today it's important to be present, be relevant and add value."

Nick Besbeas



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:

Color Perceptions and Emotional Connections

I touched briefly on the emotional connection of colors in the last module when designing your brand logo.

Let's review both the positive and negative responses to each color in greater detail, so you can get a better understanding of how color influences the minds and actions of the customer.



RED is for passion, danger, and strength

Arguably the strongest and most intense of all the color options. Red is often used to get our attention or to signal danger.

It can be used to communicate anger, or express negativity, but it is also the color of heat, passion, love, and romance.

Red is a good choice for brands that are loud and want to stand out. It can be used as an attention color on your website, or an accent color on your product packaging.

POSITIVE RESPONSES

Power
Passion
Energy
Fearlessness
Strength
Excitement

NEGATIVE RESPONSES

Anger Danger Warning Defiance Aggression



Orange is for vibrancy, confidence, and friendliness

Similar to red in that it stimulates feelings of excitement, energy, and warmth. Orange is often used to express value, playfulness, and innovation.

It can be used to attract attention in a less dramatic way than red.

Orange is a good choice for brands who are youthful, and want to promote energy and activity.

POSITIVE RESPONSES

Courage Confidence Warmth Innovation Friendliness Energy

NEGATIVE RESPONSES

Deprivation Frustration Frivolity Immaturity Ignorance Sluggishness

Notos:



Yellow is for happiness, optimism, and warmth

Typically used to express joy and positivity, yellow is considered one of the more difficult colors to interpret, because it also invokes feelings of caution and anxiety.

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

Because it is a vibrant color, yellow can be difficult to work with when paired with white.

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

POSITIVE RESPONSES

Optimism
Warmth
Happiness
Creativity
Intellect
Extraversion

NEGATIVE RESPONSES

Irrationality
Fear
Caution
Anxiety
Frustration
Cowardice



Green is for nature, freshness, and wealth

One of the easiest colors for our eyes to interpret, green is calming, and expresses feelings of freshness and growth.

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.

POSITIVE RESPONSES

Health Hope Freshness Nature Growth Prosperity

NEGATIVE RESPONSES

Boredom Stagnation Envy Blandness Enervation Sickness



Blue is for security, trust, and dependability

As a cool and relaxing color, blue is the most popular color in the world and is the number one color used in corporate logo designs.

It is often used to express clarity, communication, intelligence, and responsibility.

Like green, blue is also associated with nature because of its connection to the sky, oceans, and lakes.

Blue is a good choice for brands who want to be perceived as professional and trustworthy.

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

POSITIVE RESPONSES

Trust
Loyalty
Dependability
Logic
Serenity
Security

NEGATIVE RESPONSES

Coldness Aloofness Emotionless Unfriendliness Uncaring Unappetizing



Purple is for wisdom, luxury, and sophistication

A mix of the calmness of blue, and the boldness of red, Purple can be both warm or cool.

It is often associated with prestige, royalty, and wealth.

Depending on the hue, and the dominance of either blue or red, purple can be both masculine or feminine.

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.

POSITIVE RESPONSES

Wisdom
Luxury
Wealth
Spirituality
Imaginative
Sophistication

NEGATIVE RESPONSES

Introversion Decadence Suppression Inferiority Extravagance Moodiness



Black is for authority, power, and sophistication

An incredibly versatile and powerful color, black absorbs energy and evokes exclusivity, elegance, and seriousness.

It works well as a background, or base color to emphasize brighter colors.

The absence of light gives black ominous and mysterious characteristics.

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

POSITIVE RESPONSES

Security Power Elegance Authority Substance

NEGATIVE RESPONSES

Oppression Coldness Menace Heaviness Evil Mourning



Brown is for earthiness, masculinity, and authenticity

A natural color, that is linked to earth and agriculture, brown is a softer and warmer tone than black, but with the same seriousness.

It is often used to appeal to a masculin demographic, because of its dependable and practical characteristics.

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.

POSITIVE RESPONSES

Seriousness Warmth Earthiness Reliability Support Authenticity

NEGATIVE RESPONSES

Humorlessness
Heaviness
Lack of sophistication
Sadness
Dirtiness
Conservativeness

Notes:



Gray is for neutrality, reliability, and balance

A modern and sophisticated color, gray works well to balance other colors or to define negative space.

It's positive connotations include formality, dependability, and seriousness.

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.

POSITIVE RESPONSES

Timelessness
Neutrality
Reliability
Balance
Intelligence
Strength

NEGATIVE RESPONSES

Lack of confidence
Dampness
Depression
Hibernation
Lack of energy
Blandness

	White is for simplicity, deanliness, and purity

Being the opposite color to black, white symbolizes innocence, clarity, and sophistication.

It is often used to create space within logos and contrast in designs.

There are very few instances where white would not work well with other colors.

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

POSITIVE RESPONSES

Cleanness Clarity Purity Simplicity Sophistication Freshness

NEGATIVE RESPONSES

Sterility Coldness Unfriendliness Elitism Isolation Emptiness

How to Choose Your Brand's Color Palette

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	Notes:
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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:	
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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?	

Big Ideas:	Notes:



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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.



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