



COWORKING

by Corro

A community to help you grow, scale and thrive.

**The burning question every entrepreneur should ask is
*how do I make brand colors work for me?***



Colors Evoke Emotions which Leads to Action

An understanding of color meanings gives you an invaluable tool to influence the best response to your marketing and promotion efforts and create a positive brand image and ultimately establish a successful business.

Colors Lead to Action

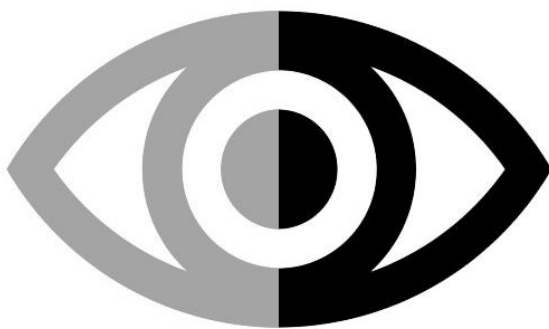
Guide to Choosing Colors for your Brand

Color has a powerful subconscious effect on every part of our lives! On that we agree. Hopefully, you now understand color better and are in a stronger position to make branding choices.

An understanding of color meanings gives you an invaluable tool to influence the best response to your marketing and promotion efforts and create a positive brand image and ultimately establish a successful business.

Your Brand

Your brand is the *intangible* assets of your business. You could define it as the emotional characteristics of your brand or the way that an audience feels about your business or understands who you are. Elusive as it may seem, what matters most to consumers is the emotional connection they have to your brand. The right connection differentiates you from the competition. Customers make decisions, rational and irrational, based on emotional connections.



Brand = Intangible Assets

Brand is what your customers think about you and what they say your brand is.



Brand Identity = Tangibles/Visuals

Brand identity is everything visual or tangible that makes your brand instantly recognizable and memorable

Brand Image = What Customers Say

Brand Image is the perception a consumer has about your business after interacting with it.

The thing is, no matter what you say it is, your brand is what your customers think about you and what they say it is. That said, your brand becomes your promise to your both prospective and loyal customers.

People fall in love with a brand, trust it and believe in its superiority.

Until your customers experience your brand and give you feedback, until your business gains a history and reputation, how an audience feels about your brand can be a critical wild card.

You want your brand to be highly visible, memorable and loved. Can you influence audience perception of your brand? The answer is a resounding yes. Via brand identity.

Your Brand Identity

Brand identity is everything tangible that makes your brand instantly recognizable and memorable to an audience. Tangible assets are comprised of visual elements, your story, and product benefits, and anything else that plainly signifies your brand personality.

Your brand identity unifies these tangible elements in a certain way to create one credible organism that embodies the intangible assets that matter most to consumers and influences them that your business is the best choice.

Let's explore these tangible elements:

Visuals

Whatever a person can see, touch, hear, hold, read or watch move is a tangible asset. Visual elements include your company name, logo, slogan, use of fonts, shapes and colors as well as your unique way of communicating. Visual elements represent your company's purpose and personality. Your brand identity visuals show your customers who you are and what they can expect from working with you.

Whether you are designing a brand identity for your company, your product or to use as a personal brand the design plan for your brand identity has two basic requirements:

- 1) You want your visual elements to be unique, eye-catching or at least instantly recognizable. You are surrounded by keen competitors, who are vying for an emotional connection with the same audience as you. People pay attention to your visuals in marketing and packaging. Visuals evoke emotions.
- 2) You want your visuals to be easy to remember. In brand identity, visuals help tell your company's story. Complicated or multiple visuals can convolute the story and confuse an audience so they won't know which visual message is the accurate portrayal of who you are. Make brand identity simple and direct so that you can stick to the same message across all marketing channels.

Your Story

An enjoyable, easy to understand story creates can distinguish your brand. Your story is an opportunity to engage audiences, build memories and provoke emotional and rational responses for your brand.

Product Benefits

Engaging people emotionally is not a call to ditch talking about your competitive advantage or benefits and how you leverage this to deliver strong emotional rewards. After all, your business will not survive if you cannot sell your brand. When you can balance the practical aspects of your brand with the emotional associations you reaffirm connections and open your brand appeal to an even wider audience to grow sales.

Humor

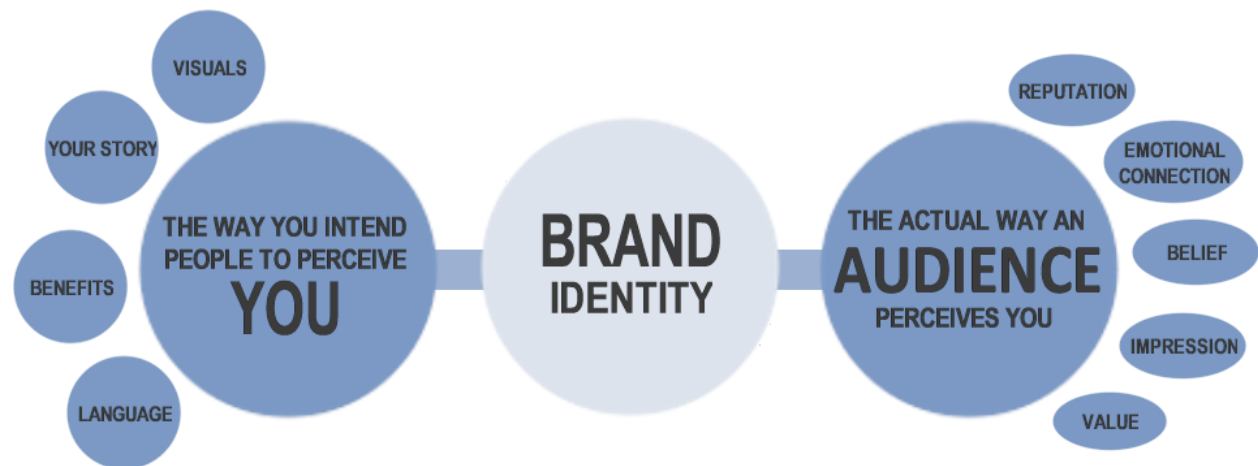
People love to laugh. Men and women, both. Yet, fewer ads featuring only women use humor compared to ads containing only men. Addressing the concept of humor in your brand identity can open your brand to a more engaging and positive experience.

A person's very first impression of a logo, website, advertisement or presentation is solidified in their minds within seconds of first seeing it, and, depending on the quality of design and the effectiveness of the visual elements, it could make or break someone's receptivity to your brand.

Consider Designing to the Edges

It may be easy to define your brand appeal as it fits a default audience. Look at different groups at each extreme of your target audience and you may discover a commonality or an innovative way to create an identity that satisfies all. Even when your product or service does not necessarily tie to a particular niche, you can use emotion to help you attract a specific demographic.

The Key to Building a Strong Brand Identity



The key to building a strong brand identity is consistency. In every point of contact your customers are prompted by visual reminders. They build a memory structure around who you are, what you stand for, or what you have to offer. Consistency is how they will distinguish your brand from the competition and remember it.

Aim for style consistency in your packaging, web design, print design, social media graphics, business cards, uniforms, or any marketing channel. Use the same colors, font, elements, shapes and style for images for every touch point whether you are dealing with prospective customers or serving existing clientele. Make sure that all the visual elements align with your story.

Consistency helps to build connections with your target audience and leads to building customer loyalty and trust.

Brand Image

If your efforts to create a brand identity are successful you shape a positive brand image which is the perception a consumer has about your business after interacting with it. It's what your customers remember and say about you that matters.

You want to attract your ideal clients and build a lasting relationship with them. There is a lot of busyness that happens between the customer's first exposure to your brand and the one-to-one interactions that leads to lasting impressions and loyalty.

Your brand image is like a silent ambassador. It's not just your logo, website, and marketing that shape a positive brand image. Everything contributes. One can put so much focus on trade show presence, high quality content in blogs, presentations, clever emails or great brochures yet overlook other points of contact that have significant emotional impact.

- It's crafting and using consistent brand language.
- It's your brand ambassadors, how they dress, communicate and represent your brand, including their non-verbal communication signals.
- It's how you connect and sharing your brand story.
- It's the stories that spread.
- It's engaging and surprising people.

The emotional connection is the reason why a person decides your brand will be her first choice and it is nurturing that emotional connection that helps build a lasting relationship with your client. People relate to other people. Great businesses typically enjoy relationships with their clients that are experienced at both personal and professional levels.

Designing Brand Identity and Getting the Color Right

You want your brand to be highly visible, memorable and loved. Can you influence audience perception of your brand? The answer is yes, via brand identity.

The building blocks of your brand identity start with building your logo. The logo in itself is not your brand, nor your identity. Whether it is round shapes with soft edges, straight lines or geometrics with hard boundaries, it is simply an icon. It is when you choose the typography and add a color palette that you start to bring your identity to life.

Getting the color right is a key part of your branding. Color can absolutely affect a person's mood and using color in a clever way could be instantly appealing to new customers.

The human nervous system requires input and stimulation. Every day, we subconsciously make associations in our brains that trigger positive or negative emotions based on color. The natural colors that surround us in real life appeal to us and engage us. In fact, we become bored in the absence of a variety of colors and shapes. Consequently, color addresses one of our basic neurological needs for stimulation.

In recalling scenes of the world, colored photographs are more memorable than black and white images. In fact, a colored image will not only attract attention it holds that attention for up to two seconds longer. Studies show that advertisements in color are read up to 42% more often than the same ads in black and white. Magazines that employ color in their articles increase readership by 40% which means color can be used to inform and educate people.

Colors Lead to Action

93% of customers say they are influenced by visual factors when deciding to purchase your product or service

Subconscious assessment of a person, environment or product is made within the first **90 seconds**

62-90% of that assessment is based on color alone

52% of customers will not return to a store based on aesthetics

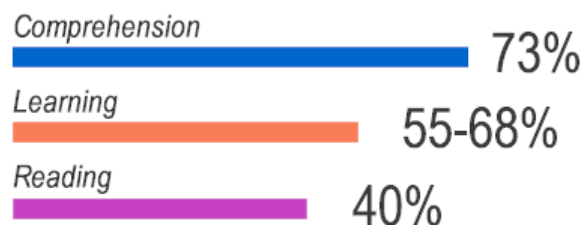


Color increases brand recognition by up to **80%**

Ads in color are read up to **42%** more than the same ads in black and white



Color can be used to inform and educate. Color improves:



Presentations are judged by physical appearance, color and design elements even before it is read.

To have as much impact as possible in the marketplace that is why a company will choose persuasive brand colors based on the psychology of color. In boardrooms branding gurus and color theory pros call it going straight for the emotional jugular. Even if you are not a customer you recognize brands because their colors are as iconic as their names. A study from the University of Loyola revealed that color increases brand recognition by up to 80 percent.

How to Make Brand Colors Work for You

The burning questions every entrepreneur should ask is how do I make brand colors work for me?

First of all, each time someone sees your brand and its colors you want them to feel a certain way. Elusive as it may seem, what matters most to consumers is the emotional connection they have to your brand. The right connection differentiates you from the competition. Customers make decisions, rational and irrational, based on emotional connections.

Studies from the Institute for Color Research repeatedly show that how customers *feel* about your brand works more magic than what they *think* about your brand. Researchers found that between 62% and 90% of snap judgments (within 90 seconds) made about a person, product, or environment can be based on color alone. Paired with the fact that certain colors induce certain emotions you realize that your brand colors have the ability to convey information effectively and impact buying decisions.

The color combination you choose is a powerful tool to engage emotions and pique interest. Colors tell a story about your brand without using fussy words. You want that story to resonate with your target audience. Additionally, repetition of the potent colors in all your touch points can strengthen brand awareness. Through the influence of color, people can fall in love with a brand, trust it and believe in its superiority even before there is physical interaction with your product or service. Even when your product or service does not necessarily tie to a particular niche, you can use color to help you attract a specific demographic. When colors do not resonate with people they do not stick around.

How do you choose the right colors? There is no clear-cut guideline. Color psychology is not an exact science, but it does make it easier. The main consideration when choosing colors is how those colors will emotionally connect with your target audience. In choosing, consider your own feelings, but refrain from guessing. Until your business gains a history and reputation how people feel about your brand can be a critical wild card, unless you obtain feedback from your target audience. People may have personal preferences that override any deeper biological tendencies or cultures vary in their interpretations. In an innovative business or fragile market there may be other considerations, as well.

How do I make brand colors work for me?

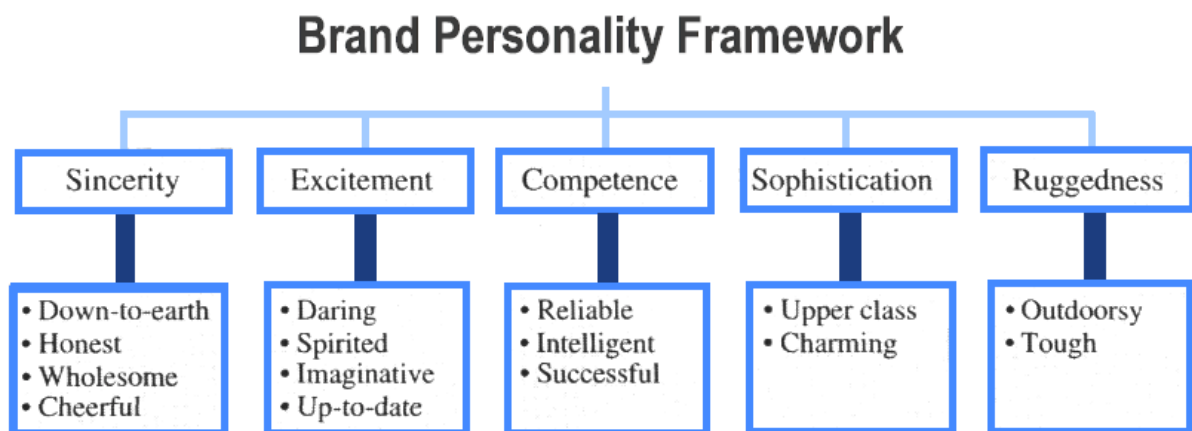


Define the Personality of your Brand and Branding Goals

First, you cannot choose the best colors if you do not know what story you want to communicate. You need to know your brand's personality. Think of your brand like it is a person. A person's personality is what makes her likable or annoying, inspiring or dull, magnetic or off-putting. Brands also have recognizable traits that stem from the way they think and feel about the world. The authenticity and consistency of these traits are what separate a strong brand from a weak one.

- Who is this person?
- What is important to that person?
- Of all this person's personality traits, which one is most important?

The Brand Personality Framework was conceived by Jennifer Aaker in The Dimensions of Brand Personality which has become a pivotal article in encapsulating what makes a brand distinct and recognizable.



Thinking about your brand's sincerity, excitement, competence, sophistication and ruggedness, zero in on just one or two words that describe each of the following in terms of how it will appeal to your audience:

- 1) Brand Identity (most important personality trait)
- 2) Language (vernacular or lingo)
- 3) Tone-Of-Voice
- 4) Characteristic of your audience
- 5) Motivation
- 6) Fear

Here are two examples that may better illustrate what we mean:

A. Harley Davidson embraces the rebellious spirit of their customers and takes pride in going against the grain of everyday society. It appeals to people that embrace a certain rough and robust nature. To answer the six questions above Harley Davidson Brand Image says: 	B. Nike represents a coach personality by motivating and guiding their audience toward achievement. This brand appeals to an audience that wants to be at the top of their game and stay there. To answer the six questions Nike brand image says: 
Brand Identity: Rugged Language: Gritty Tone-Of-Voice: Rough Characteristics: Rebellious / Disruptive Motivation: Liberation Fear: Conformity	Brand Identity: Efficient Language: Champion Tone-Of-Voice: Motivational Characteristics: Brave / Determined Motivation: Winning Fear: Losing

In describing the personality of your brand and your branding goals these questions also work:

1. How would you describe your brand?
2. Using 10 words how would your audience describe your brand?
3. What makes it different from the competition?
4. How do you want people to experience your brand?
 - What kind of emotions do you want your brand images to evoke?

Until you know can zero in on the answers to any of the queries posed above you really cannot choose a color theme.

Here are some examples of brand identity traits, but don't let them limit you:

Trendy	Refined	Optimistic	Mature
Prestigious	Efficient	Fun-Loving	Youthful
Timeless	Determined	Independent	Everyday
Trustworthy	Brave	Humorous	Adventurous
Friendly	Stylish	Serious	Easy
Affordable	Sensual	Playful	Safe
Formal	Sleek	Helpful	Togetherness
Local	Edgy	Uncomplicated	Unpretentious
International	Energetic	Protective	Reassuring
Outrageous	Rugged		

Choose your Color Palette

Familiar yourself with color meaning. Plan to choose at least three colors that reflect the personality of your brand and how you want your audience to feel. Typically brand colors schemes have 1-4 colors. Even if you have a monochromatic design you may require some variation in hues. The first two colors are intended to garner attention and deliver the strongest emotions.

1. Pinpoint a focal or core color. This is the most important color. It must symbolize your brand personality's most dominant trait. At the same time, this color must satisfy a positive emotional connection to your target audience. You will choose the remaining colors based on how well they match with your base color and support the emotional connection that you intend to establish..

Color Meanings Summarized

Red • Excitement • Love • Strength • Energy • Passion	Blue • Trust • Competence • Peace • Loyalty • Intellect	Yellow • Happiness • Energy • Creativity • Good Times • Cheer	Green • Quality • Nature • Healing • Freshness • Growth	Orange • Confidence • Success • Sociability • Bravery • Friendly
Pink • Sincerity • Sophistication • Sweet • Compassion • Playful	Purple • Ambition • Spirituality • Royalty • Luxury • Faith	Black • Dramatic • Class • Formality • Security • Grief	Brown • Austerity • Ruggedness • Outdoors • Longevity • Friendly	

2. Choose an accent color. Your accent will be the color you use the most after your base color. Choosing this color is more difficult because it must satisfy three conditions. First, it must represent one of the other significant brand personality traits. Second, it must visually match with your base color. Third, it must appeal to your audience's emotional needs. Choosing your second color based on the color wheel is the simplest method to ensure that the colors you choose harmonize and have eye appeal.

3. Choose a second accent color. Opposite of your attention grabbing base and accent color, choice #3 is the color you choose to avoid attention, but it must support your core color.

4. You can assert your confidence by choosing a 4th color. Typically it serves to support your primary color.

5. A neutral can also be a good choice. It serves as an excellent background to make other colors pop and enhance the other 2 or 3 colors. Typically, a neutral choice is different shades of gray, beige, or white. Black tends to dominate any color scheme, but is also an option for a background, it depends on your message.

6. Choose colors that speak to your target audience. Search for color inspiration by studying other things that could be representative of your brand. Consider your competitors so you don't look the same. Analyze other brands to understand what an audience likes about them.

7. Choose these colors wisely. For consistency, you will use your brand color scheme time after time in many aspects of your business. These colors will determine the look of your logo, business cards, signage, website, store design, marketing materials, banners, billboards, vehicles, t-shirts, hats, or uniforms.

8. Determine a color scheme. The color scheme you assemble for your brand should present a unified look-and-feel for your company brand identity, making it memorable and recognizable. Choosing colors on opposites of the color wheel give your color scheme real bursting energy. Colors that sit next to each other on the color wheel make a more harmonious vibe. Triadic colors, those that are evenly spaced around the color wheel have a dynamic effect. If not the color wheel, look to nature which can provide harmonious design inspiration that may not be represented on a formula from the color wheel.

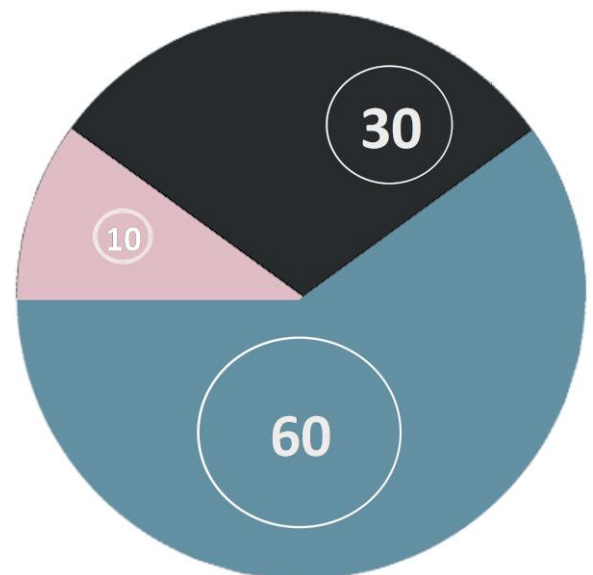
9. Test your color palette and color scheme to ensure it works across all brand touchpoints.

10. Do not rely on color to deliver your brand personality. While color is important you must consider two things. First, color may have different meanings in other cultures and second, 10-15% of men are partially color blind. Make sure the other visual elements of your brand fit the image you intend your audience to perceive.

On the Design Side

Once you have selected a color palette and color scheme it's time to apply your choices to your design. Remember that color is all about perception. Therefore how you use a color matters just as much as the color you choose.

An easy guide to using colors is 60-30-10 rule. This rule makes any design easy to implement. This means that if you've chosen three colors, as recommended in most of the color schemes, you delineating 60% of the space to your primary color or background color, 30% to the secondary choice and 10% to the accent color. Your third and fourth color choice should never dominate your color palette; they should flow together and work in harmony with your core color and main accent color.



Typeface color and style matters, too. Consider selecting two fonts. The main font will be the persona of your brand and represent your brand value. It will be the largest. The secondary choice does not have to be a different font, it can be bold or italic version of your main choice.

Make sure your font is easy to read. When it comes to digital signage, you want to achieve enough of a contrast between the color of your background and the color of the text on your screen. A large difference in contrast will allow the text to stand out and be legible. Some typefaces and colors are not easy to read in small or dense copy.

How about a brand mascot? You can incorporate your colors to create a brand mascot or design a cartoon character to represent your brand. It could be used as a fun communication tool to establish a connection with and interact with your audience. It could be part of your logo or an individual brand element that is visible in marketing or on your website. Your mascot draws attention and becomes recognizable with the brand and memorable. Famous brand mascots are: The Jolly Green Giant, Mickey Mouse, Poppin Fresh, Tony the Tiger, and Colonel Sanders.



Leaning to the wild side? If you are considering choosing some outrageous color combination make sure you are doing it on purpose and try to determine beforehand what effect the colors might have by seeking feedback from your target audience. Your gut instinct about wild and crazy may be right or it could be a death sentence for your business. It is better to do some research before wasting a lot of time and resources to learn it's the latter.

Metallics: Gold, silver, bronze and other metallics relay an instant message of "luxury". If your brand personality is wealth, prosperity and success this may be a great choice. Keep in mind that the full impact of metallic will be best seen on printed materials and signage where foil is used to get that metallic sheen. In our digital rich culture, metallic effects can be hard to recreate online. They can look counterfeit or dull. That is because polished metals are more texture or material than they are colors.

Multicolor: Having explored the meanings of individual colors what happens if you cannot decide and want to choose them all. It's a great way to stand out and create a playful vibe in your home or office. It most certainly speaks to your imaginative, artistic nature. In business, a multicolored design shows that a brand is informal, creative, playful which appeals to children and a more creative audience. However, if you use too many colors, you may convey too many emotions or messages at once which can be very confusing for your audience.

Useful Color Theory Cheat Sheets

In the next pages you will find handy reference charts and infographics:

1. Color emotion guide with examples of well known brands which may serve as a source of inspiration
2. Color symbolism chart of 40 common colors used in branding.
3. Computer generated diagrams relating 20 specific emotions to colors.

COLOR EMOTION GUIDE



Color Symbolism Chart

Adapted from Jacob Olesen's Design



AMBER

Joy
Positivity
Energy
Security



BEIGE

Simplicity
Comfort
Tranquility
Modernism



BLACK

Power
Sophistication
Protection
Elegance



BLUE

Trust
Loyalty
Responsibility
Security



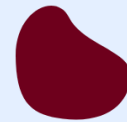
BRONZE

Strength
Support
Loyalty
Stability



BROWN

Stability
Reliability
Honesty
Comfort



BURGUNDY

Intensity
Individuality
Power
Sophistication



BURNT SIENNA

Excitement
Security
Passion
Luxury



CHAMPAGNE

Class
Modesty
Celebration
Love



CHARTREUSE

Cheerfulness
Distinction
Acceptance
Imagination



COBALT

Ingenuity
Enlightenment
Solitude
Productivity



COGNAC

Prestige
Competence
Subtlety
Affluence



CORAL

Warmth
Acceptance
Positivity
Individuality



EBONY

Luxury
Mystery
Maturity
Pessimism



FUCHSIA

Maturity
Certainty
Uniqueness
Confidence



GOLD

Wealth
Success
Prestige
Prosperity



GRAY

Compromise
Control
Neutrality
Practicality



GREEN

Harmony
Health
Safety
Growth



INDIGO

Integrity
Intuition
Structure
Order



LAVENDER

Femininity
Tranquility
Religion
Springtime



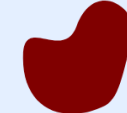
LILAC

Helpfulness
Serenity
Kindness
Compassion



MAGENTA

Kindness
Character
Change
Harmony



MAROON

Ambition
Confidence
Acceptance
Sophistication



MAUVE

Inspiration
Innovation
Care
Intuition



MUSTARD

Creativity
Diversity
Warmth
Optimism



ORANGE

Enthusiasm
Emotion
Optimism
Youth



PERIWINKLE

Friendship
Womanhood
Purity
Love



PINK

Compassion
Love
Femininity
Playfulness



PURPLE

Spirituality
Imagination
Mystery
Royalty



RED

Passion
Energy
Action
Strength



ROYAL BLUE

Empathy
Dependability
Royalty
Tranquility



SALMON

Expression
Fellowship
Individuality
Compassion



SEAFOAM

Revitalization
Luck
Health
Nature



SILVER

Affluence
Modernism
Intuition
Illumination



TAUPE

Relaxation
Contentment
Neutrality
Modernism



TEAL

Morality
Renewal
Individuality
Practicality



TURQUOISE

Calmness
Clarity
Communication
Compassion



VIOLET

Wisdom
Sensitivity
Spirituality
Creativity



WHITE

Purity
Innocence
Cleanliness
Perfection



YELLOW

Happiness
Optimism
Positivity
Intellect

