

# COLORFUL LIVING

Let the Vibes of Color Speak



## Let the Vibes of Color Speak for You

Color surrounds us. It enthuses. Cave paintings, museum masterpieces, gardens, our photograph albums, home interiors, and closets have long embodied our passion and obsession with the vibes of color. The natural colors that surround us in real life appeal to us and engage us.

Who hasn't held their breath to absorb the color spectrum of a rainbow, the brilliance of trees in autumn or the dynamic waves and spiraling patterns created by the aurora borealis? Who hasn't paused to engage with a wall mural, or been mesmerized by water shimmering in sunlight. Have you ever peeled a beet little by little just to appreciate the continually changing pattern that emerges with every sliver?

Color matters. Color has impact and plays a pivotal role in all our visual experiences. 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. Consequently, color addresses one of our basic neurological needs for stimulation. We respond to colors in specific ways due to this. The complete mood and impression of an outfit, room, product, design, or piece of art work can be solely dependent on the color.

Color attracts attention. We become bored in the absence of a variety of colors and shapes. 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.

Color has the power to influence. 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. Studies repeatedly show that within 90 seconds between 62% and 90% of snap judgments can be made about a person, product, or environment on the basis of color alone.

Color enthuses us with meaning. Certain colors induce certain emotions. Those meanings rise from our deepest needs and natural associations. You could actually say that how we use color is a form of non-verbal communication. These meanings cannot be encapsulated in one or two paragraphs. Therefore, in this guide, we will zero in on individual colors to discover their meaning and the emotions and vibes they evoke.

Based on how much color matters, that color attracts so much attention and has the power to evoke emotions and influence decisions, we should learn more about how we can use color effectively in all aspects of our lives. We can use color in our homes, office and attire to inspire, soothe, or illuminate ourselves or others. We can use color to energize or advance business goals.

This article is not meant to be an encyclopedia on color, but we do touch on just a few basics of color theory to gain an understanding of the color wheel, color harmony and color schemes. On the topic of branding this article also includes an abridged guide to building a brand using color along with some helpful charts related to color that can be used as resources or inspiration.

# Color Basics

*Color* is a very general term used interchangeably to describe every hue, tint, tone, or shade we can see, but the terms have distinctly different meanings. We'll go with the flow and often use the word *color* rather than hue, shade, tint or tone. However, for the sake of clarification, we will briefly explain the differences.

Let's start with the color wheel. It shows the proximity and relationship of the primary colors, secondary colors and tertiary colors. We will use the traditional RYB color wheel used in art and design education, interior design, fashion and painting. The RYB color wheel shown below uses the primary colors red, yellow and blue. You may have heard of the RGB color wheel, commonly used in web design is used on digital screens such as your computer or television which uses primary colors red, blue and green. A third wheel CMYK is used in color printing in which the printing technique layers inks cyan, magenta, yellow and black.

In reality, any color circle or color wheel which presents a logically arranged sequence of pure hues has merit and can be utilized in design, marketing, how you decorate your office and how you dress.

## Primary Colors

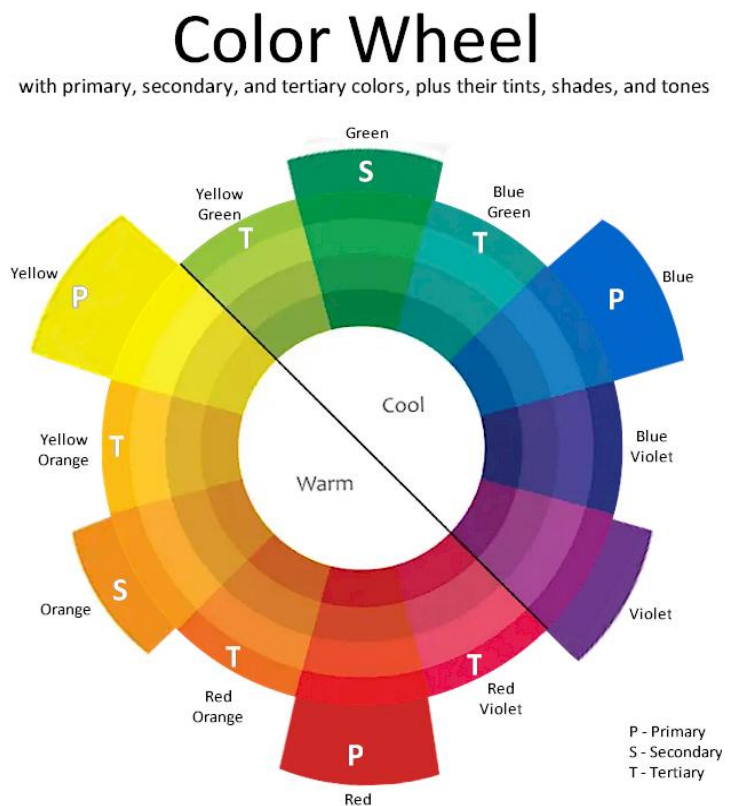
On the RYB color wheel there are three primary colors red, yellow and blue. Call them parents. They sit opposite each other on a color wheel. Primary colors are the three colors that make all other colors.

## Secondary Colors

Combining two primary colors creates another family of colors – green, orange, and violet – which are called secondary colors. Think of them as children.

## Tertiary Colors

A mixture of one primary and one secondary color creates tertiary colors – the grandchildren. Yellow-orange, red-orange, red-purple, blue-purple, blue-green & yellow-green



## Pure Hues

Primary, secondary, and tertiary colors, without the addition of white, black, or a third color, are pure hues, sometimes referred as a chroma. It is untainted and the brightest of the color, intense and cheery.

## Tint

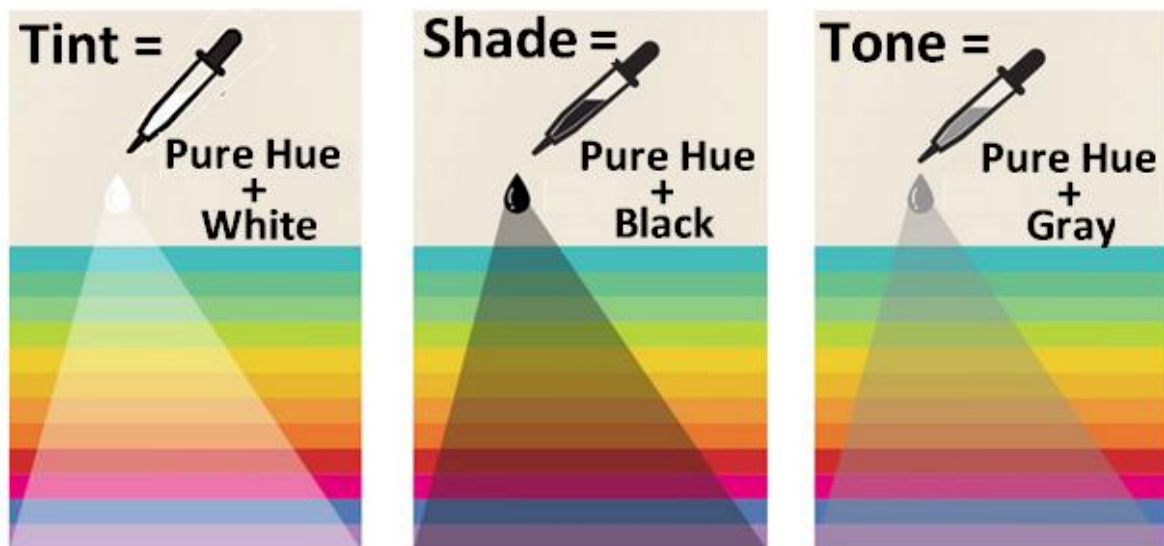
When white is added to a pure color a tint or pastel is created which is lighter and paler than a pure color. Tints are not as intense and range more toward white.

## Shade

When black is added to a pure color it darkens and dulls the brightness of pure colors and you get a shade.

## Tone

You create a tone when you subdue the intensity by adding gray (both black and white) to a pure color. Technically, black and white are not colors, they're shades. They augment colors. By mixing white, black or grey to a hue you get an endless variations in tints, tones, and shades.



## Color Harmony

Color harmony is something visual that is pleasing to the eye. The colors are friendly and engaging which creates an inner sense of order or balance. When colors are in not in harmony or not well-balanced the visual experience is either boring or chaotic and the viewer is not engaged. That is because the human brain rejects what it cannot organize and cannot understand.

## Warm and Cool Hues

There is an imaginary line on the color wheel that divides the color into either warm or cool, as noted on the color wheel on the previous page. Colors that are associated with the sun and fire such as red, orange, and yellow color families have a warming effect. Blue, green and purple color families have a cooling effect.

## Words for Colors

On average, in an industrialized country, people get by with about a dozen color words and combinations of these words to describe what they see. The seven colors of the rainbow are: red, orange, yellow, green, blue, indigo and violet. What no purple? It seems purple is the catch-all term for anything containing a mix of red and blue. On the RGB color wheel there are twelve colors: red, orange, yellow, chartreuse green, green, spring green, cyan, azure, blue, violet, magenta and rose.

Interestingly, in Papua-New Guinean, their language Berinmo has only five words and the Bolivian Amazonian language Tsimane' has only three words that everyone knows relates to color. Pro designers and artists use an advanced color wheel, along with nature and their imagination to guide their design; they have formed specific words and meanings for one or two hundred different colors. Paint stores offer us thousands of labeled paint chips. Yet, this is still a tiny fraction of the colors that we can actually see.

## The Stream of Colors is Endless in Number

A computer displays about 16.8 million colors to create full-color pictures. It would be unwieldy to provide you a chart or name of every color. In a lab, scientists have determined that we can see about 1,000 levels of dark-light and about 100 levels each of red-green and yellow-blue. So that's about 10 million colors. 10 million different shades of light affect those 10 million colors. What color looks like is greatly affected by the viewing conditions. These conditions include the color of the lighting, the amount of lighting, and other possible 10 million surrounding colors in the scene. Colors also appear differently on surfaces, under different light sources or within volume. Not to mention that each person can perceive light slightly different. If you have been calculating that means six billion humans can see 18 decillion colors. That is 18 followed by 33 zeros. The number of colors is truly endless and unwieldy!

## We see color everywhere. How do we narrow it down to a manageable number?

Cognitive scientists suggest that we name the colors of things we want to talk about. So we will talk about some of the more popular named colors. Besides the seven colors in the rainbow: red, orange, yellow, green, blue, indigo and violet we include cyan and pink, the metallics gold and silver, and the neutrals shades. Though black and white are neutral shades we give them special treatment, too.

# Color Stirs up Emotions

Just as the array of colors is truly endless, over the centuries different cultures have attached a variety of powerful and enduring meanings to colors.

The meanings of the colors rise from our deepest needs and natural associations. We do not need authors and rhetoric to remind us. Color symbolism and meanings are deeply rooted in our psyche because color surrounds us. We process a lot of information through what we see. Our eyes absorb what is before us and send signals to the brain for interpretation. We often connect colors to scents (spices, flowers, foods), making color connections become even stronger.



Color has a direct effect on our perception of an object; the effect is psychological. Mankind has been warmed by red flames, cringed at ominous dark clouds and been calmed by blue skies. We have been sustained by green in nature and delighted our taste buds with foods abounding in colors. We are biologically wired to pay attention to the way that colors on an object, plant or animal speak to us. The brilliant colors attached to toxic plants tell us they make a horrible snack. Animals that use bright colors and patterns advertise that they are venomous or downright deadly. These emotionally charged moments and their association to color have fascinated mankind since time immemorial.

In times past, mankind used blood, charcoal, ochre, sap, berry juices, dried plants, saffron, pomegranate rind, roots, sea shells and minerals to replicate the colors that mesmerized them. Man used color to reproduce an emotionally charged moment in time or an experience that they wanted to remember and share. Bursts of color could express an experience when words failed. They traveled many miles to scavenge hard to find natural dyes because particular colors were so emotionally significant.

People were so spellbound by the significance of color they wrapped themselves in dyed fabrics to expressed individuality and flare; they bonded color to their cultural traditions to establish sense of identity and belonging.

Colors have developed cultural meaning over time and their meanings have been adopted by society. Those associations to color endure. Today colors and their meanings can be culturally or historically symbolic (flags, national symbols, dance costumes, political affiliations, rituals). In nearly every language there are multitudes of linguistic associations to color, each suggesting a human behavior. Spiritual texts depict goodness, virtue, innocence, evil and death through color references.

## Understanding Color Choice as a Form of Non-Verbal Communication

Just like the words “friendship” and “snow shovel” elicit different emotions, each color or combination of colors draws out different human responses. Even more interesting, the same colors tend to provoke similar responses in different people. These natural color associations produce deeply rooted feelings that are much more powerful than rational thoughts based on facts and figures. Colors awaken memories, stimulate the senses, convey feelings, represent abstract ideas, and evoke emotions that can influence our moods, thinking, behaviors, and decision-making. In fact, color choice can be deemed a form of non-verbal communication.

Understanding color associations will give you a shortcut to understanding how colors affect human emotion and behavior. There are many elements that go into creating beautiful and comfortable spaces in your home or business. Color is the easiest feature to control. Still, to make a space feel just right choosing the colors can be the most challenging decisions you will make.

## Colorful Living

In your home, color has a profound influence on the people in it. Of course you want your home to represent your personality and preferences, but in a room where you spend hours, the psychological implications of color must be considered to create spaces that are energetic, relaxing, or passionate.

## Connection with Audience

If you are an entrepreneur, you want to cultivate a strong emotional connection with your clients. The problem is you can't tell your company's entire life story to every potential customer. Eureka, your branding colors can speak for you. Colors can be a powerful tool to represent ideas, feelings and emotions; they can form an emotional connection directly to your clientele's hearts, if you know how to use them. Color plays an essential role in how your brand is perceived, and you don't want to convey a wrong impression. The colors in your work space can also affect a mood, cognitive functions, creativity, and productivity.

# Things that have an Impact on the Meaning of Color

To say that color symbolism is timeless and universal is a broad statement. Sure, some human emotions and reactions that are rooted in superstitious beliefs or our primal instinct for survival have retained their ancient associations despite the advance of civilizations and scientific knowledge. Yet, the reality is personal experiences, upbringing, cultural differences and personal preferences can blur or alter the effect that individual colors have on us. Here are four influences that cannot be ignored.

## Time

Design trends push us to adopt a color scheme, and then go out of fashion. Also there are meanings that evolve in significance over time due to religious, geographic, political, or gender-based influences. For instance, purple symbolized social stature, partly because the color was rare in nature, but mostly because the dyes for that color was a very expensive commodity, that only royalty, high ranking religious leaders and nobility could afford. During the Roman era, the color came from the shell of a mollusk, known as the purple dye murex. More than 250,000 of these creatures were needed for just half an ounce of dye which was just enough to stain a single toga. Roman emperors forbid their citizens from wearing purple clothing under penalty of death. Today, anyone can wear purple.

## Cultural differences

Our responses to color are inherited or learned via our culture. We attach deep meanings to the symbolism of color for such things as innocence, trust, love, freedom, fertility, sacrifice, healing, grief, death, or violence to name but a few. There are stark differences in the symbolism of colors within the cultures of Western, Far Eastern, Middle Eastern, Indian, and African cultures. For instance, in some cultures, white represents innocence, but in others, it can represent death. We have included a International Color Symbolism Chart that you may find enlightening. Though this chart may not reflect the totality of color representations, it serves as an introduction to expand your knowledge of color meanings.



## **Gender and Age Differences**

Although it's impossible to make absolute generalizations between men and women or age groups, there does tend to be some overall differences between the colors that appeal the different sexes. For example, studies suggest that women like blue, green and purple but dislike orange, brown and grey. The same study said that men are attracted to blue, green and black but aren't keen on brown, orange and purple. Children find brighter colors, solid blocks of color and high contrast colors more appealing. Teenagers gravitate towards ethnic and multicultural tones as they start to appreciate the world around them. Adults usually have a preference for more complex colours, or tones with unusual names. This is good news for branding because the common denominators mean that you can appeal to the maximum possible audience.

## **Shades and Tones**

A hue or color may have a general meaning and evoke certain emotions, but the perception of lighter or muted shades can vary dramatically from darker shades or artificial neon colors and end up meaning something very different. Take the green family of colors. The green hue that is an eco-friendly choice evokes emotions that do not compare to the effect that neon lime or shades of chartreuse would have on viewers. Lime and chartreuse may not be a good representation for an eco-friendly business.

## **Color Combinations**

Individual colors affect each other. When you use more than one color you need to be aware of how color combinations can enhance, harmonize or clash to affect the overall meaning. Consider combined meanings to achieve the effect you desire.

# Zeroing in on the Vibes of Color

People have been so fascinated by colors and their relationship to mankind that a science and art formed around the meanings of colors. Philosophers, artists, physicians and poets speculated on matching colors to character traits and occupations. Color enthusiasts hypothesized that the colors we choose say a lot about our physical, mental and emotional state or our vulnerabilities and weaknesses. Psychologists debated how certain colors produced certain emotions. Scholars debate whether social learning or repeated pairing of color to particular notions or experiences resulted in color associations.

More recently experts in the psychology of color have made significant strides studying the various affects colors have on people. They can use advanced technology to visually map how each color affects a person's mood, cognitive functions, creativity, and productivity. Their findings are more convincing.

We cannot say with accuracy that any color evokes hyper-specific emotions. There simply are no clear-cut or definitive characteristics that apply to any color. However, years of study and numerous research projects have consistently shown that specific colors elicit characteristic emotional responses in humans. For instance, studies revealed colors like blue and green were consistently calming and made it easier for people to relax. Vibrant hues of red and orange produced energetic and passionate responses, while neutral shades made people feel more serene.

Interior designers use color psychology to create spaces that evoke a desired effect. Fashionistas choose empowering wardrobes to dress for success. Branding experts and marketing gurus use color symbolism to drive political and business campaigns. Anyone can tap into the magical power of color symbolism. Whether you are designing a brand, decorating a space in your office or home, or selecting what to wear to influence communication with clients or colleagues, it is essential to be aware of these color meanings to help you choose your colors wisely.

When it comes to color choice we want to help you make smart decisions. Broad statements and splashy infographics aside, we dive into colors with enthusiasm. Also, please note that we are sharing colors and the associated emotions and vibes that are typical in western culture. From a business viewpoint, knowledge of color theory can guide you in your own branding and marketing. This knowledge can also help you better understand what your competition is doing.

Via the psychology of color various color wheels and symbolism charts have evolved that provide guidance on the relationship between colors and their physiological impact. We've selected a few as a handy reference, which you will find as an appendix to this article.

On the topic of branding we also include an abridged guide to building a brand using color. Whether you are starting fresh or revamping your brand, the colors you choose go beyond the logo and business cards. Color is meaningful in marketing materials, online communication, social media, your website, presentations, product packaging, flyers, and emails. After all, the right color shows off your brand's personality.

Now let's explore individual colors to discover their meaning along with the emotions and vibes they evoke.



Red is an emotionally intense color associated with fierce energy, courage, strength, power and determination as well as desire and love.

It is the color of passion, action and power.

*... considered downright stimulating and courageous.*



### **Emotions and Vibes Associated with Red**

Joy – Love – Passion – Desire – Sexuality - Sensitive  
 Active - Energetic - Powerful - Confident - Hungry  
 Determined - Emotional Control - Courage - Will Power - Aggressive  
 Excited - Impulsive – Mischievous - Wrath – Dangerous

### **Red is a hot, exciting color that stirs your emotions:**

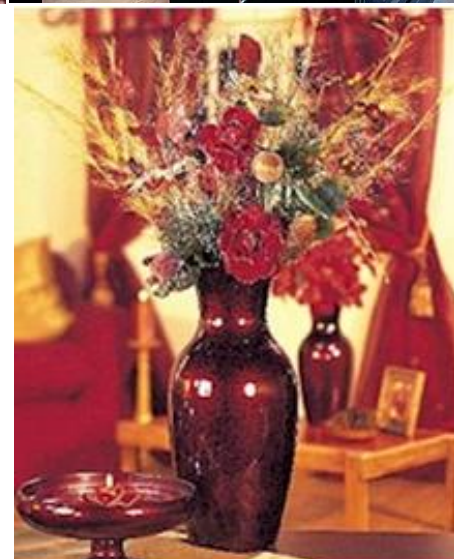
Excites the imagination, stimulating, enhances appetite, elevates activity and is known to bolster self-confidence..

Dramatic - in some contexts it can convey aggression, dominance, impulsiveness and danger.

High visibility impels the eye and triggers alertness.

Quickens the pulse, increases respiration rate, and raises blood pressure.

Red represents masculine energy.





## Using Red – It Always Grabs Attention



Adds warmth, to less lived in areas like entries hallways and stairways

Light red represents joy, sexuality, passion, sensitivity, and love.

Pink signifies romance, love, and friendship - denoting feminine qualities and passiveness.

Dark red is associated with vigor, willpower, rage, anger, leadership, courage, longing, malice, and wrath.

Reddish-brown is associated with harvest and fall.

Vivid burgundy with a hint or purple is sophisticated and refined.

Red leaning to brown is a softer deviation from red. Its natural hue suggests reassurance. In vast spaces, it synchronizes different elements.

Red is so emotionally intense it can be overwhelming when overused

## Branding

### ***Red is the most intense color and it provokes the strongest emotions***

If you have a loud or flamboyant brand and want to stand out, then red's high energy could do the job. Not only can it signify importance and command attention, red is a warm positive color that has high energy and appetite stimulating qualities. In fact it stimulates the senses and physical body which encourages buyers to take speedy action. If not specific to your branding, red makes a great accent color when you want to draw attention to "act now" buttons on a website or highlight packaging. Red's universal symbolism for danger can trigger warning indicators and negative connotations, which means the color must be used sparingly in selective applications. If your business is more mature, you may want to overlook this passionate color.

## Red Gemstones and Crystals

Red gemstones are believed to increase enthusiasm and interest, boost energy, create confidence, and offer protection from fears and anxieties.



**ORANGE LAUGHS OUT LOUD**

**Orange is a happy color  
that sharpens awareness**



Orange is an uplifting dazzling color that encourages enthusiasm, fascination, happiness, creativity, attraction, success, and stimulation.

It is an the color of joy, youth, playfulness, adventure, flamboyance, and optimism.

*...so invigorating it inspires mental activity.*



### **Emotions and Vibes Associated with Orange**

Happiness - Calm - Joy - Relaxation - Warmth – Love  
Attraction - Passion - Sexuality - Pleasure - Desire - Attachment  
Encouraged - Determined - Enthusiastic - Stimulated  
Successful - Abundant - Prestige - Prominence - Prosperity - Wisdom  
Deceitful – Disloyal - Aggressive - Dominant - Distrustful  
Healing - Energetic – Creative - Fascinated - Adventurous

**Orange is a tangy enduring color that is  
associated with joy and sunshine:**

Increases oxygen supply to the brain and gives the sensation of heat.

Encourages change, restores balance, revives spirits and elevates activity.

Breathes life into darker times and less inviting areas.

Invigorates – citrus color allies with healthy food – stimulates appetite.

Adds energy to play spaces – popular among young people.

Is exotic or tropical with contrasting colors.



## Using Orange – It Adds a Bit of Fun



Orange is welcoming as a warm-hearted, agreeable and informal color.

Red-orange corresponds to desire, sexual passion, pleasure, domination, aggression, and thirst for action.

Golden orange evokes the feeling of prestige, wisdom and illumination.

Light orange or peach color tends to be more friendly and soothing.

Coral is vivid, welcoming and cheery. It does not possess any unlikeable qualities.

Dark orange and burnt orange emit a negative vibration that can indicate selfish opportunism or aggressive over-confidence.

Salmon, coral, terracotta and other versions of orange work well to stimulate conversation and appetite.

## Branding

***Orange is the ultimate fun color – it stands for playfulness and adventure; it is invigorating and evokes energy***

Orange can range from warm and intimate to exuberant and playful. It can be a great choice for a youthful and creative brand that wants to be a bit different to the mainstream. It is also a friendly color and can represent comfort, excitement (entertainment) and upscale quality. Orange inspires and creates enthusiasm and stimulates action on an instinctive level unlike the physical reaction evoked by red or the mental reaction of yellow. Overall orange in branding is an optimistic and sociable choice that suggests affordability. Because it is eye-catching orange also works as an accent color to promote activity or fun. Use it wisely because in some cases orange can come across as frivolous or second-rate. Be careful of bands of orange and white unless you want to look like a roadside caution cone.

## Orange Gemstones and Crystals

Orange stones and crystals are believed to increase vitality, creativity while supporting emotional health, endurance and leadership abilities.





Yellow is a fresh, breezy and welcoming color that represents happiness, energy, positivity, clarity, intellect, enlightenment, honor and loyalty.

It is the color of joy, hope, liveliness and positivity.

*... an energetic attention getter – go for pure bright yellow.*



### Emotions and Vibes Associated with Yellow

Joy - Happiness - Care - Cordiality - Intelligence - Excellence  
 Optimism - Encouragement - Obedience - Productive - Energetic -  
 Fresh - In Tune with Nature - Cautious - Sickly – Uneasy - Decay - Jealous

### Brightest color yellow is energy - warm and welcoming, inspiring confidence and ideas:

Yellow revolves around sunshine.

Produces a warming effect that helps encourage mental activity.

Helps activate memory, encourage communication, and enhance vision.

Stimulates the nervous system and particularly the pineal gland that regulates our circadian rhythm and generates muscle energy.

Shares the qualities of being imperishable, eternal and indestructible.

Used to issue a warning or grab your attention (school buses, road signs)

Can be perceived as a very light-hearted by the male gender.

Creates a feeling of space. .



## Using Yellow – It Adds Light-Hearted Energy



Pale warm yellow can look natural and healthy.

Light yellow is associated with intellect, freshness, and joy. It tends to disappear into white and usually needs a dark color to highlight it.

Dull dingy shades of yellow can be visually unappealing because they lose cheerfulness and tend to represent caution, decline, and jealousy.

A lack of yellow can cause one to become rigid, cunning, possessive, or defensive.

Dark yellow is associated with caution, sickness, and jealousy. The color is made from yellow and black only.

Too much yellow causes loss of focus making it hard to complete a task.

Neon yellow can feel artificial.

Yellow seems to disappear when surrounded by other light colors.

## Branding

### Yellow is one of the best accent colors to use because it draws attention

Psychologically, yellow evokes feelings of optimism and positivity which brighten a person's spirits. A touch of yellow, especially a buttery hue, can associate your brand with something positive and uplifting. Yellow stimulates mental activity and decision making. Yellow makes learning easier and promotes academic proficiency. It inspires thought, curiosity, original thinking, and creative ideas. Too much yellow can cause people to become critical and demanding. Yellow can also be interpreted as non-emotional, lacking in compassion, or a carefree lifestyle. It is best to avoid yellow if you are trying to impart a compelling message of stability. In branding, yellow is one of the best accent colors to use because it draws attention. All yellow is noticed before other colors when placed against a dark background. Yellow fails to get noticed when placed with other light tones.

## Yellow Gemstones and Crystals

Yellow gemstones are believed to aid in clarity for decision-making, boost concentration, increase energy, and offer relief from burnout, panic, nervousness, or exhaustion.





Green is the color of nature, life, renewal, nature, and energy. It is associated with meanings of growth, harmony, freshness, safety, fertility, and environment.

It is the color of health, growth and good judgement, suggesting stability and endurance.

*...giving reassurance to encourage good decisions.*



### Emotions and Vibes Associated with Green

Nature - Harmony - Growth – Fertility - Peace - Prosperity - Secure  
 Safety - Protected - Freshness - Joy - Healing - Balance  
 Greed - Jealousy - Ambition - Cowardice - Sickness - Judgmental  
 Conflict - Calmness - Sincerity - Comfort

### Green is a positive down to earth color:

Traditionally associated with spring, hope, and youth, it has no real cultural connotations.

Gives comfort – most restful, relaxing color for the human eye. The human eye can see more shades of green than any other color of the spectrum. Can improve vision.

An emotionally positive color, giving us the ability to love and nurture ourselves and others. It balances our emotions leaving us feel restored, safe and secure.

Has a healing effect for people that are recuperating from illness.

Ideal balance between affectionate and practical.



## Using Green – It Harmonizes with All Colors



Lighter greens are calming.

Deeper greens are associated with wealth or prestige.

Dark green is associated with ambition, greed and jealousy.

Yellow-green can indicate sickness, cowardice, jealousy and discord.

Sea green is associated with emotional healing and protection.

Olive green is the traditional color of peace and in some contexts can be associated with the environment.

Softer shades of green are Zen-like.

Too much green can lead to feelings of envy, greed and selfishness.

## Branding

### Green evokes stability and promises growth and prosperity

In branding, the meaning often depends on the shade of green that you use. Generally green can be associated with growth and vitality, youthfulness, or the environment. In some context, it points to being practical or down to earth. It can also symbolize wealth and prosperity and the ability to help in decision making. Psychologically green points to harmony of the mind, body and emotions. In this context It evokes feelings of stability and growth and inspires compassion or a sense of nurturing for all. Green can also represent family or a need to belong which makes it a popular color to encourage 'social joining'.

## Green Gemstones and Crystals

Green gemstones are believed to help create balance, promote change or growth, increase feelings of hopefulness and optimism, and break the emotional demands of others.



## BLUE WORKS FOR THE WORLD

Blue is Refreshing  
and Creates Calm



Blue is a refreshing color that soothes, revives, and conveys stability, trust and tradition.

It create calm and symbolizes loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

*...reassures our primal psyche as to life's essential elements.*



### Emotions and Vibes Associated with Blue

Calm - Serenity - Peace - Control - Bliss - Softness - Knowledge  
Wisdom - Intelligence - Power - Commitment - Seriousness – Faith  
Trust - Loyalty - Truthfulness - Courage - Integrity - Healing - Health  
Elegance - Luxury - Prosperity - Fragile - Disheartened

### Familiar shades of sky and sea:

Versatile color, most popular and accepted color in the world.

Blue is the only color that has an array of positive effects, and little to no negative effects on the psyche.

Slows human metabolism and produces a calming effect to revive the body and the mind.

Brings peace, the color of choice for the United Nations.

Peaceful color for meditation and contemplation.

Known to suppress appetite.

In heraldry, blue is used to symbolize piety and sincerity.



## Using Blue – It Produces Positive Effects



Blue has a soothing essence. It feels calming and helps a person feel comfortable, confident and secure.

Light blue is associated with health, healing, tranquility, understanding, and softness. It creates a feeling of openness, clear air, and freshness. It implies simplicity.

Dark blue represents tradition integrity and seriousness.

Softer tints still the mind.

Stronger shades in home offices or studies stimulate ideas.

Cobalt oozes individuality.

Too much blue can produce boredom, manipulation or inflexible thinking.

## Branding

### **Blue is the safest color to use; it implies trust and dependability**

If you want to build customer loyalty, blue is associated with expertise, dependability and stability – a business that likes to build strong quality relationships within which one-to-one communication is important, and the customer can find knowledge, honesty, strength and genuineness. Customers find blue therapeutic to the mind and feel they can rely on blue as the helper to assume control and do the right thing in difficult times because blue is persistent and determined. Blue inspires logic, wisdom and higher ideals but is also conservative and predictable. Dark blue represents tradition, maturity, confidence, professionalism, security, formality and power. Younger people gravitate to neon electric blue colors. However, since we do not have an automatic appetite response to blue, avoid it when food is involved.

## Blue Gemstones and Crystals

Blue gemstones are believed to aid in creating calm and relaxation in crisis or chaotic situations, to open the flow of communication, to feel genuinely inspired, and to gain the courage to speak from the heart.



## INDIGO TELLS THE TRUTH

Indigo Radiates  
Power and Charm



Indigo is an incredibly sincere and robust hue that reflects great devotion to the truth, integrity, idealism, and wisdom along impartiality, balance and selflessness.

It is the color of intuition and perception

*...rich and dark, it thinks rhapsody while holding firmly in deep midnight*



### Emotions and Vibes Associated with Indigo

Integrity - Sincerity - Responsible - Idealistic - Obedient - Faithful  
Introspective - Intuitive - Insightful - Truthful - Selflessness - Fearful  
Justice - Wisdom - Critical - Intolerant - Self-Righteous  
Devotion - Addictive - Reticent - Theatrical

### Indigo needs structure and enjoys a flair for the dramatic:

Richest color on a rainbow holding itself firmly between blue and violet.

Cannot function without structure for identity - not spontaneous, obedient to conform to things that have worked in the past while planning for the future.

Relates to visionaries and dreamers as well as stepping toward higher spiritual knowledge and helping others.

Dynamic healing colour on both physical and spiritual levels

Promotes deep concentration during times of introspection.



## Using Indigo – It Helps People to Ponder



While blue is cold, indigo is warm and rich. It adds a classic touch to any space. In the right space it can be cozy and as an accent it can be uplifting.

Mixed with bright colors it creates an energetic atmosphere.

Indigo and red go together.

Indigo with brown has a calming or comforting effect.

Reddish purple emits an air of royalty, mysticism, rarity.

Plum shades look indulgent.

Periwinkle shades are delicate, upbeat and popular, signifying friendship.

Too much dark indigo can contribute to a dark and moody atmosphere.

## Branding

**Indigo imparts an image of high ideals and responsibility, as well as truth and selflessness.**

Using indigo in branding is advantageous because it symbolizes what is not seen, things like sincerity, fairness, devotion and wisdom. This works especially well when you have a business that looks to the future and you want to impart an image of high ideals. Indigo is tied to tradition, structure, and knowledge. It is a practical visionary color that frees the mind of fears and inhibitions and in doing so stimulates creativity and a pioneering spirit. It can also transform thinking and beliefs toward developing new insights because indigo is considered intuitive and spiritual. This color pairs well with jewel colors such as red, emerald green, magenta, or turquoise. Yellow and orange are excellent accent colors with indigo.

## Indigo Gemstones and Crystals

Indigo gemstones are believed to a dynamic healing colour on both physical and spiritual levels to achieve deeper levels of consciousness, expand understanding, awaken devotion and intuition.



## PURPLE POWER

Purple is the Color of  
Charisma and Compassion



Violet (purple) is a distinctly a rare color in nature. It calms the mind and arouses the creative and inspirational. It is associated with wisdom, dignity, independence, creativity and rarity.

It has a magical quality that is the color of spirit, of visionaries and dreamers.

*...insightful for the graceful, independent, rare, and uplifting spirit.*



### Emotions and Vibes Associated with Violet and Purple

Elegance - Luxury - Richness - Sophistication - Drama  
Perceptive - Creative - Compassion - Excitement - Creativity - Mystery  
Tranquil Relaxation – Arrogance - Overly Vigilant – Tenderhearted

### Purple - mysterious and looking peaceful:

Combines the stability of blue and the energy of red.

Imagination - preferred by children over any other color.

Inspires compassion and associated with a person always willing to help.

Connection with the spirit, creativity and intuitiveness.

In times past violet was only worn by the very rich or royalty – came to symbolizes power, luxury, and ambition.

Is relaxing and encourages meditation and repose.

Used by therapists for insight.

Looks luxurious or glamorous, but is also looks comfortable and content

Evokes sensuality and relates closely to femininity.



## Using Purple – It Welcomes Compassion



Violet calms the nerves and encourages a sense of compassion and spirituality.

Lavender color is a popular light purple color.

Mix lighter shades with chocolate brown for a modern, comfortable style.

Light shades are tranquil and whimsical. They can be perceived as fragile and delicate. It is a good choice for a feminine design.

Light violet awakens romantic and nostalgic feelings.

Deep purple can be luxurious.

Bright violet or purple are good for promoting children's themes.

Magenta evokes feelings of being in touch with the universe.

Shades of dark purple can be viewed as brash or tacky. In some scenarios dark purple can cause frustration or evoke feelings that are sad and gloomy.

## Branding

### Authority figures gravitate to bold violet because it personifies prestige, superiority, and genius

In branding, purple has an exclusive vibe. It implies high quality, superior product or premium service. It can suggest an extravagant but worthy choice. Violet can heighten peoples' sense of beauty and their reaction to a world of dreams fantasy enlightenment or more creative ideas. Modern designers connect it with sophistication and power. Violet has a visionary, mysterious and magical quality that appeals to the twenty-year old age group. It might seem unusual, but violet works well with gold, taupe, turquoise, jade green, deep red, magenta and even deeper yellow or orange for a contemporary feel.

## Purple Gemstones and Crystals

Purple or violet gemstones are believed to increase your imagination, remove perceived spiritual obstacles, calm confrontations, and feel re-energized for learning of new things.





Warm neutrals are undemanding colors that are dependable, flexible, and tranquil. They have a fine reputation for calming the nerves.

They are ageless and visually restful.

*...laid back and ready to unwind in understated elegance*



### Emotions and Vibes Associated with Warm Neutrals

Illumination - Reflective - Feminine Power - Balanced - Calm - Soothed -  
Dignified - Glamourour - Organized - Responsible - Insightful - Wisdom  
Modern - Methodical - Lonely - Indecisive - Insincere - Deceptive

### Warm neutrals are larger than life, but remain modest:

Neutrals do not appear on the color wheel. They do not compete with other colors; they complement them. They make other color pop.

Beige, taupe, ivory, champaign, and gray are warm neutrals as opposed to white, black, silver and gold which are cold neutrals. Warm neutrals appear to be without color; they have undertones. Mostly they take on the attributes of accompanying colors, but remain distinct for being tradition and stylish.

The perfect backdrop for all the things you love to collect and live with.

Beige honors purity. It comes in various shades; subtle colors that are welcoming and foster tranquility.

Taupe is the color of relaxation and modernism.



## Using Neutral – It Leads to Contentment



Pale undertones of neutrals give a subtle, modest vibe and create more depth. They are relaxing but can often be seen as dull and boring colors.

The darker neutrals tend to create a heavier mood while the paler neutrals create a lighter mood.

Beige has the warmth of the color brown and the some of the crisp and coolness of the color white.

Taupe is a neutral between brown and grey. It is not aggressive or flashy. Lighter shades of taupe feel safe.

Champaign, a mixture of yellow and orange is positive, stylish and chic.

Ivory sets a soft relaxed tone. It has some of the same pureness and softness of the color white, but with a warmer undertones.

## Branding

**Neutrals influence your entire palette;  
they are the starting point for any branding exercise**

In branding, your starting point is determining between a warm neutral color and the cooler black and white to be the foundational building block of your identity. First, explore a neutral color you love and choose a shade. Then select two colors that symbolize what your brand stands for and the mood you want to set. The neutral shade will serve to make your identity colors pop or become the focus.

## Neutral Gemstones and Crystals

**Neutral** colored gemstones are associated with relaxation, contentment, compassion, nurturing and consolation to relieve mental stress and help to achieve balance in life.



## CYAN IS OUTGOING AND JOVIAL

Cyan Helps Us  
to Love  
Ourselves



Cyan is a good color to heighten powers of observation and perception. It symbolizes credibility, clarity of thought, balance and harmony, idealism, calmness, creativity, compassion, and healing.

It is self-sufficient, inspiring self-expression and encouraging people to tune into their own needs.

*...calming yet invigorating, restoring depleted energies while being a bit aloof*



### Emotions and Vibes Associated with Cyan Teal, Turquoise and Aqua

Calmness - Clarity - Empathy - Compassion - Secrecy - Growth - Edgy  
Concentration - Communication – Balance Dignified- Liveliness  
Energy - Rationality - Cleanliness - Attractive - Intuitive - Self-Expression  
Self-Sufficient - Morality - Renewal - Earnest - Organized - Broadminded



### Cyan boosts positive mental energy for spiritual growth:

A bright, lively green blue, typically interchanged with teal, turquoise, aqua, and aquamarine colors.

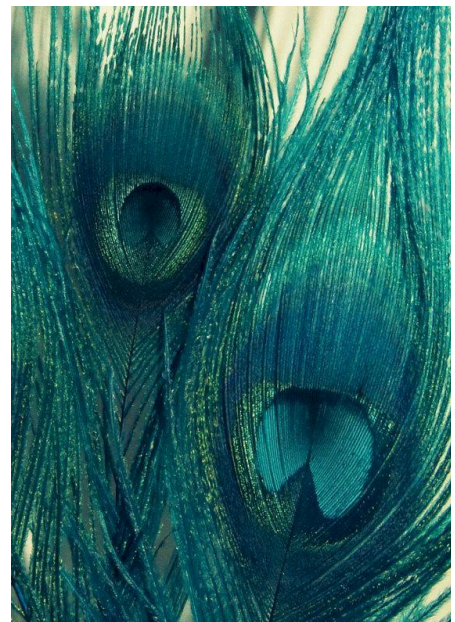
Psychological influences are a mix of green and blue.

Associated with youth and energy, feeling good, and enjoying life.

Promotes well-intentioned and peaceful behaviours and opening the lines of communication between the heart and spoken work.

Ability to see things clearly and objectively, doesn't let personal biases affect decisions or way of thinking.

Respects rule and boundaries.



## Using Cyan – It Makes Us Feel Young



Used sparingly cyan has glamorous appeal. It pops with bright white.

For a softer environment, use teal with a neutral palette using a medium grey or natural tones or pair it with a paler version of the colour to cool down the contrast.

Aqua is closer to green than blue. It is refreshing and cheerful, while at the same time being strong and independent.

Cyan pairs with deep yellows and light purples to tone down its electric character.

Aquamarine soothes and balances the mind and the emotions.

Too much turquoise creates indecision as people swing between the blue energy and the yellow energy that comprises it.

Cyan works well with deep pinks and teals to create bright, feminine color palettes.

It is believed to have a negative impact on sleep patterns.

## Branding

### Cyan boost positive thoughts and encourages people to tune into their own needs

Psychologically, cyan colors. They are both tranquil and inviting which restores, warms, and soothes the soul for people of all ages and genders. Cyan promotes self-expression and clarity of thought, making it is an ideal branding choice for a business related to communication. It can also reflect compassion, healing, cleanliness and purity without being too sterile, which serves a business related to self-sufficiency, water, hygiene, wholesomeness or stress.

## Neutral Gemstones and Crystals

Cyan colored gemstones are good for people who want to gain spiritual strength, keep a healthy mind, heal mental fatigue, regain bright feelings, enhance communication skills, and spur ideas for creative activities.



**PINK'S PLAYFUL SPIRIT NURTURES US**

**Pink Makes Us  
Feel Accepted**



Pink is the color of love and compassion. It is an approachable color that oozes passionate energy and positivity which inspires hope and is associated with friendliness, kindness, and comfort.

It personifies both childlike wonder and sexual charisma that make it a dynamic color.

...bursting with charm, pink strike the balance between delicate and unique



### **Emotions and Vibes Associated with Pink**

Romantic - Charming - Understanding - Love - Positivity - Friendly  
Comforting - Kindness - Passion - Energy - Delicate - Charisma - Upbeat  
Observant - Playful – Feminine - Lighthearted - Nurturing - Sympathetic  
Warmth - Intuition – Sensitive - Sweet - Innocent - Relieves Tension  
Showy - Bright - Emotional - Immature - Timid - Unconfident

### **Pink embodies all that is good in the world and brings warmth into our lives:**

Perpetually upbeat, it is a good color for boosting morale and offering signs of good fortune.

Seeing the color pink inspires us to cling to hope.

The very opposite of aggression and wrath it symbolizes good cheer and has a calming effect. Studies reveal that pink can successfully reverse violent tendencies

Pink is thoughtful and cares about how others feel. Unfortunately, too much selflessness can cause one to forget about their own needs. Those who wear pink may be unknowingly expressing their desire for attention and care.



## Using Pink – It Encourages Hope



As an enthusiastic color, pink is keen to spread love and affection.

Always observant pink cares about how others feel.

Pink's sultry side is attributed to its red undertones. The white elements found within pink counteract this with its purity. Together, a perfect balance is achieved.

Rose pink is the universal color of love. It is mature, feminine and intuitive. It is the perfect addition to any intimate setting. The deeper the shade is, the more passion it exudes. Paler tones give off a more virtuous vibe.

It is feminine and youthful in its softer shades, with more passion and energy in its deeper shades.

Hot pink is passionate, playful, sensual and loving. It radiates warmth, joy and a love for life.

Skin color is a very pale pink color that has sensual and sexual connotations,

## Branding

**Pink is calming and non-threatening, with a dynamic edginess that implies no obstacle is too big to overcome**

Pink's symbolism tends to revolve around the femininity (Japan it is masculine) , playfulness, innocence, and unconditional love. Pink inspires compassion and nurturing and in the right circumstances can encourage an audience down memory lane. A color that radiates so much love, sweetness and good cheer cannot help but send a message of positivity and hope. Pink lifts the spirits. Pink can be associated with naiveté or inexperience, but combined with darker colors suggests sophistication and strength.

## Pink Gemstones and Crystals

Pink colored gemstones are believed to help balance emotions, improve confidence, avoid danger, expand friendships, clear thoughts, clarify goals and exercise latent talent.



## BROWN MAKES A GOOD FRIEND

Brown is  
Sought After  
for its Wisdom



Brown exudes vigor and intelligence. Associated with steadiness and support, it urges us to stay grounded, find joy in little things, and regard family, duty and morals with vital importance.

It does not tolerate procrastination or inaction, and does not entertain day dreams.

*... earthy brown, that safe haven that connects us to our roots, home, family.*



### Emotions and Vibes Associated with Brown

Reliability - Stability - Honesty - Comfort - Simplifies - Protective  
Wholesome - Appreciative - Wisdom - Dependability - Friendly  
Predictable - Uncomplicated - Timid - Quietly Confident  
Approachable - Friendly - Sensitive - Reassured - Sincere - Practical  
Forthright - Grounds - Undemanding - Supportive

### Brown represents all things natural, the symbol of balance and wholesomeness:

Among the list of name colors brown is the collection with the most sub-colors.

Associated with the earth, brown encourages feelings of good health and stability that bring a person down to earth. Life happens where plants grow. Where life is, there is hope.

The opposite of green's vitality, it is far more rooted and practical than cheerful bright colors. Brown can be a staid or boring if not contrasted with strident hues.,.



## Using Brown – It's Just Right for Stability



Light brown is friendly, welcoming, honest, sincere and genuine.

Dark brown is strong, but sometimes also can feel cheerless or gloomy.

The right shades of brown can evoke feelings of stability, simplicity, and a dependable nature.

Light browns and rich browns can be used to convey an upscale feeling.

Browns that lean to bronze are soothing and uplifting because they show strength.

Browns that are redder can exhibit prestige and competence. But be careful. They affect everyone differently.

Browns that have grey tones can feel calm but drab.

Any shade of brown provides an earthy balance for more vibrant colors.

## Branding

**Brown is both reassuring and enduring, a color that adds a rugged down to earth appeal, that communicates comfort, maturity, strength and reliability**

Being a neutral, much of its meaning comes in comparison with other colors. Hence, it is a reliable color to showcase the main colors that represent your brand. Associated with coffee, warm spices, the outdoors, and golden, sun-kissed skin, brown conveys warmth, wholesomeness and camaraderie which imply your brand will be the stable partner that adds order to a busy or hectic life. Brown can be used to give the impression of a well-established heritage, or a sense of tradition. Brown works well for chocolate brands, for obvious reasons. In logos it tends to represent utility. Paired with green it creates an organic feel. Bronze suggests maturity and earthiness which creates an intimate response from an audience, yet its association to winning also symbolizes experience and earthly riches which sets a product or service apart.

## Brown Gemstones and Crystals

Brown gemstones are believed to improve confidence, build peaceful relationships, heal heart fatigue, expand soul searching, improve inner strength, increase empathy, avoid danger, and awaken potential ability.





Black is neutral but it oozes mystery, sophistication, and an invisible sense of power. It is associated with boosting confidence and a sense of the possible, as well as the art of seduction.

It does not intend to be menacing. Yet its contradictory traits make it appealing and intimidating.

*...the misunderstood stranger concealing vulnerabilities within a mysterious aura*



### Emotions and Vibes Associated with Black

Simplicity - Desire - Protectiveness - Formality - Elegance - Modernism  
 Rebellion - Efficiency - Control - Beauty - Unapproachable – Seriousness  
 Firmness - Grimness - Untidiness - Pessimism - Fear – Loss – Aloofness  
 Sadness- Secretive - Withholding - Mystifies - Standoffish

### Black arouses and seduces our senses with its boldness and refined elegance:

Implies self-control and discipline, independence and a strong will.

Can sometimes be interpreted as standoffish.

Can imply so much power and control, one is hanging on to information and things rather than giving out to others.

Black hides our weight, feelings, fears, insecurities. It provides comfort while creating a barrier from the outside world.

Incredibly versatile – the most used color in graphic design.



## Using Black – It Always Adds a Touch of Elegance



Black is smooth which evokes a sleek and classy style.

Too much black can be overwhelming creating an intimidating or unfriendly vibe. It can causing mood swings and preventing two-way communication.

Pairing black with almost any other color creates an excellent contrast and can be impactful and thrilling.

A black and white color scheme conveys a sense of luxury

Combined with a gold, silver or royal purple, you achieve an an air of exclusivity and prestige.

## Branding

### **Black ignites a classy look, a sense of superiority which conveys power and elegance**

When it comes to branding and marketing, black is a slick, modern color. It evokes feelings of exclusivity, power and elegance. The right amount of black emerges as professional and dignified instilling audience with confidence. Yet, in excess it can be an intimidating and unfriendly color. Depending on the design context, its heavy and intense energy can be used to create a cool and unapproachable look as well as an edgier seductive, elegant design. Black appeals to those who are ambitious and achievement-oriented. The defiant youth audience aged 16-25 lean toward black as they discover their own sense of identity.

Black is dark. It can be perceived as menacing. But when it comes to branding, dark does that mean only the darkest, scariest businesses can use it? Just be careful how you use black. Black used right, can make your brand look sophisticated, classy and exclusive.

## Black Gemstones and Crystals

Black gemstones are believed to strengthen bonds, purify energy, relieve tension, awaken potential, block negative energy, and enhance charisma, leadership, and endurance.





**SILVER ILLUMINATES THE WAY FORWARD**

**Silver Delivers  
Peace of Mind**



Silver is a powerful shade, the color of illumination, reflection, influence, patience and healing. It represents prestige, respectability, courtesy, and responsibility.

It has a calming presence, inspiring reflection and compassion with a mature sense of justice.

*... its dazzling sheen and metallic elements oh so eloquent and modernism*



### Emotions and Vibes Associated with Silver

Affluence - Intuition - Modernism - Reflects - Calming - Inspires  
Restores - Trendy - Healing - Dynamic - Insincere - Unknowable  
Gentleness - Unreadable - Misleading - Worldly – Tainted - Impersonal  
Conservative- Fortuity - Sleek - Stylish - Soothing - Purifying

**A modern marvel sharp and elegant,  
often held in high esteem:**

The balance between black and white it is related to graceful aging.

Like gold silver symbolizes wealth and affluence.

Allied with the moon and the ebb and flow of the tides silver has feminine energy emotional, sensitive and mysterious. It is soothing, calming and purifying.

Color psychologist say silver is inherently masculine.

People who love silver, tend to be imaginative, creative, and drawn to self-expression.



## Using Silver – It Adds an Uplifting Feel



From beauty and old age to death and weakness, the color silver holds many connotations.

Neither black nor white, silver is a fluid color, that relates to the moon. It evokes vibes that are ever changing. It can be calming and purifying as well as mysterious, like the moon itself.

Silver is dignified which invokes feelings of perseverance, self control, organization and responsibility. It is illuminating and balancing.

Physiologically, reflective shades of silver are calming, soothing, and uplifting.

Light shades can be cooling and impersonal

Darker dull silver can be associated with a touch sadness.

## Branding

**Silver whispers unique! While evoking sensitive energies, it has a degree of mystery about it**

In branding silver is versatile. Classify it as a neutral, a great choice to make your main branding colors pop. It is a lustrous, white, metallic reflective color. Cooler undertones blend well with lighter colors to highlight a touch of sophistication. With darker colors silver has a coolness that evokes alluring vibes that are modern, high-tech, scientific, and futuristic. The color can be elegant to symbolize a change of direction. On packaging silver shines with sleekness and elegance.

## Silver Gemstones and Crystals

Silver gemstones are believed to be calming and gently healing in purifying thoughts that lead to negative feelings, recognizing the true emotions of others and distinguishing between right choice and wrong choice.



## INDULGE YOURSELF WITH GOLD

Color of  
power, wisdom  
and courage



Gold is warm color that evokes a feeling of luxury and prestige. It is associated with grandeur, prosperity, sophistication, and high quality as well as sparkle, glitz, and glamour.

It is the color of wisdom, illumination and prestige.

...a decadent heavenly touch, the classic color of a winner



### Emotions and Vibes Associated with Gold

Illumination - Love - Compassion - Understanding - Valor- Passion  
Self-Worth - Charisma - Courage - Magic - Wisdom - Optimism  
Success - Abundance - Wealth - Achievement - Falseness  
Importance – Grandeur – Pretentious - Demanding



### Gold is ageless:

Symbolizes the sun – brightens a space.

Reminds us of warm summer days and wheat fields.

Alluring and always in fashion, enhances other things around it.

At its highest level, inspires knowledge, spirituality and a deep understanding of the self and the soul.

It can be brilliant and glistening or muted and traditionally intense.

Looks luxurious, wealthy and sumptuous, so is associated with affluence, abundance, triumph, success and extravagance.

Celestial - associated with religion it is a holy, heavenly color.

Can suggest negative traits like self-centeredness or pretentiousness.



## Using Gold – It Boosts Optimism



Is contemporary with neutral shades

Almost any shade of gold is associated with royalty, religion, old wealth or opulence

In ancient Egypt gold signified the qualities of being imperishable, eternal and indestructible.

Gold is often associated with fame, victory, and other good fortunes.

Too much gold can lead a person to become egotistical, self-righteous and opportunistic in a quest for greater power and influence.

This color is linked to masculine energy and the power of the sun.

## Branding

### Gold harnesses the power of the sun to create a winner

Gold, in branding, relays a message that a product or service is expensive and exclusive – an excellent choice. More specifically gold evokes feelings of inner wisdom, value, prestige, status, indulgence, and affluence. That is a lot of responsibility for just a little sparkle. Paired with dark blue gold implies honesty, success, generosity of time, resources and spirit. It can induce feelings of happiness. With purple gold is symbolic of wealth, beauty and luxury. Used with black it suggests extreme opulence, elegance and wealth. Using it with white creates an elegant impression. Gold embellishments in packaging create a luxurious appearance. In certain media gold can come across as dirty yellow which is not a positive vibe.

## Gold Gemstones and Crystals



Pale gold crystals like golden beryl, citrine, and the mineral gold are the best all-around crystals when just improving overall happiness and contentment is your goal.



## WHITE IS THE COLOR OF PERFECTION

Loves to Makes  
Others Feel Good



Whites are striking, contemporary and dramatic, symbolizing light, purity, goodness, innocence, cleanliness, truth, peace, and coolness.

Whites suggest simplicity and represents a successful beginning

*...reassures our primal psyche as to life's essential elements*



### Emotions and Vibes Associated with White

Tranquility - Peace - Harmony - Purity - Cleanliness - Openness  
Trust - Fraternity - Creativity - Challenge - Safety – Delicate - Softness  
Control - Encouragement - Elegance - Luxury - Prosperity  
Understanding - Quiet - Goodness – Inspiring - Innocence - Spirituality

### Our familiar contemporary blank canvas just waiting to be written on:

Bright and brilliant to the human eye, more often than not a positive color that instills goodness, humility, sincerity, protection, and softness. However, it can be perceived as cold, bland, and unfriendly.

A soothing and calm visual experience for the mind, which allows for imagination growth and creativity.

Can be fussy but likes uncluttered.

Shades of white include champaign, ivory, pearl, snow, chalk, lily and old lace.



## Using White – It Adds Perfection to Everything Nearby



Physiologically, whites in any shade are generally calming.

White's subtle richness echoes the colors of its surrounding to produce a soft colored glow.

Sparkles alone or as a clean, elegant backdrop.

Women seem more receptive colors where white was added to create a tint.

To the human eye, white is a bright and brilliant color that can cause headaches. In cases of extremely bright light, the color white can even be blinding.

Too much white can cause feelings of isolation and emptiness; it can be too pristine and immaculate, making one feel hesitant to proceed for fear of upsetting or creating a mess.

## Branding

### White showcases innocence, fairness, goodness, and independence

In color psychology white is rarely associated with negative feeling. It evokes cleanliness, purity, virtue, innocence, simplicity, wholeness and completion. White does not necessarily stimulate the senses, but it does amplify the symbolism evoked by other colors. When you want to deliver a message of new beginnings and goodness, white is a good choice to highlight your brand's main colors because it opens the way for the creation of anything the mind can conceive. Together with pastels, it can bring to mind spring and femininity; combined with simple black it becomes classic and minimalistic. White represent affordable to high-end products or services. Depending on your target audience, and used in excess white can also represent sterility, coldness or emptiness.

## White Gemstones and Crystals

White gemstones help alleviate emotional upsets, see the innocence in others, promote mental clarity and feelings of fresh beginnings, while removing prejudice and pre-conceived notions and silencing the inner critic.



# Historic Colors

People of past eras expressed their culture in the design of their buildings and in the colors that enhanced them.

## What did the colors of the past look like?

There was a time when historians mistakenly assumed that the colors of the past were muted and somber. However, when conservators, curators, architects and researchers meticulously scraped away layers of modern paints from the old surfaces of historic buildings and painted objects from previous centuries they discovered what the colors looked like before time, sunlight and weather altered them.

In extracted hundreds of samples from the previous four centuries, they found refined neutrals and vivid bold colors. The color trends of past eras featured surprisingly flamboyant combinations; people surrounded themselves with colors that inspired them.

Color trends may come and go, but some paint palettes, like the heritage colors, just seem to have staying power. It's a splendid tradition to recreate the sprite energy of sunlight on water, nature's bountiful presence, and the beauty of the sky at twilight.

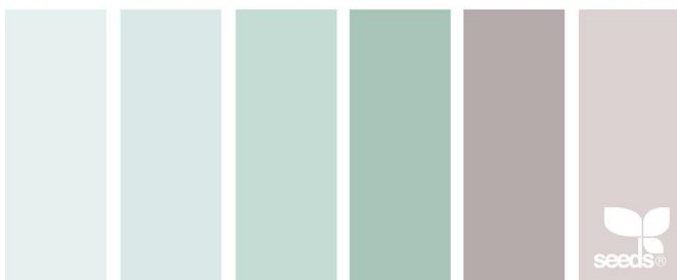
How can you use the rich colors of heritage in your home and office design or even your brand identity?



## Color Schemes Designed by Nature

Nature provides perfect color harmony. We were awe-inspired by Jessica Colaluca, a designer who studied the world around her and particularly nature to celebrate the hues she found. She shared their aesthetic for purposeful living. We will share four color palettes here to illustrate how you can motivated to borrow a color scheme from nature. If you are equally inspired you can visit Jessica's archived blog to learn more. (<https://www.design-seeds.com>)





# Using the Color Wheel to Choose a Color Schemes

Remember that color is all about perception. It's about eye appeal and emotional effect. How you use color matter as much as the colors you choose. The basic RYB color wheel, as shown in our diagrams below, is a great guide for select a grouping of complementary colors to obtain a desired vibe.

The color wheel has 12 color sections. You cannot go wrong choosing the “best go together” colors based on one of seven typical color schemes. All schemes are made of not only primary and secondary colors but also tertiary colors. One side of the color wheel is warm colors. The opposite side is cool colors. Regardless of the color scheme, all designs begin with one dominant hue.

- |                        |                  |
|------------------------|------------------|
| 1. Analogous           | 4. Monochromatic |
| 2. Complementary       | 5. Triadic       |
| 3. Split-Complementary | 6. Tetradic      |

## 1. Analogous Color Scheme:

**Best-Go-Together:** Choose any three colors that are side by side on the color wheel and belong to the same color family. Usually, you choose one dominant core color which is a primary or secondary color and use the other two colors as a support and an accent.

**Effect:** This is a versatile combination. Together they create a harmonious variant of your core color to produce a calming effect that is also aesthetically pleasing. . Analogous color schemes are found in nature.



## 2. Complementary Color Scheme (sometimes called contrasting or clashing colors)

**Best-Go-Together:** When pairing colors, you can find harmony by choosing two colors on opposite sides of the color wheel. To make this color scheme work best do not utilize the colors equally. To tone down the intensity you could choose a neutral accent or select a color from one adjacent to either of the complementary colors.

**Effect:** The high contrast between these colors creates visual depth and a vibrant high impact look. Complementary color combos tend to be bold, which is why sports teams often use this formula for their colors. If used improperly, this scheme can be very visually jarring.

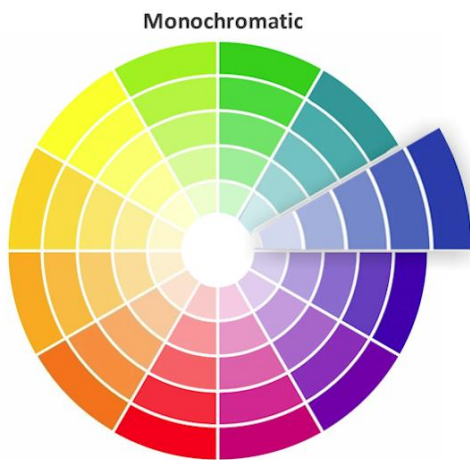
### 3. Split-Complementary

**Best-Go-Together:** For variety, instead of two colors directly across from each other. This combination is what designers say is perfect. It is made up of any core color you select plus the two colors on either side of its complementary counterpart.

**Effect:** This combination is easier to balance, tends to be less bold or jarring, and includes both warm and cool colors.



### 4. Monochromatic Color Scheme:



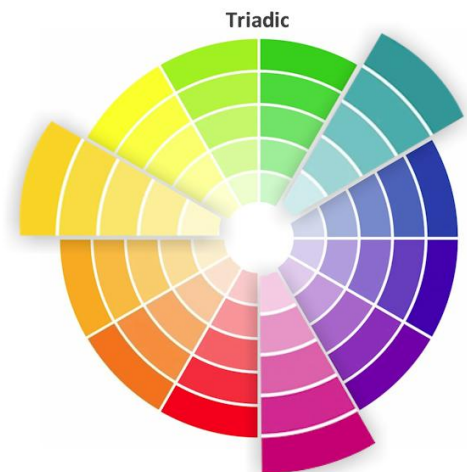
**Best-Go-Together:** This scheme is comprised of different variations of a single hue. Decide on your core color. Select three colors that are either a shade, tone, or tint of your focal color. This scheme is easy to implement and flexible.

**Effect:** Using a subtle variant of your focal color creates a visually interesting and harmonious feel. It is conservative but still creative and contemporary. Using shades, tints and tones of your primary color is a way to strengthen and enhance your core color.

### 5. Triadic Color Scheme

**Best-Go-Together:** Select any three colors. Instead of being adjacent or opposite each other triadic colors are equally spaced around the color wheel. Each has three colors between as shown here. Again typically, one color will act as the dominant color, while the other are used as accents

**Effect:** High contrast, bold, vibrant – the high energy of the three hues can disturb the harmony, but you make it eye-pleasing by using the monochromatic principle of varying the triadic hues with tints, tones and shades.



## 6. Tetradic Color Scheme



**Best-Go-Together:** The tetradic color scheme is comprised of four colors. This can also be referred to as a “double-complementary color scheme” because it’s made up of two complementary color pairs. Two colors on the cool side and two on the warm. This is an aggressive color scheme and it will draw attention for sure. It could look busy. The key to make this combination aesthetically pleasing is to let one color dominate and be judicious about where you draw the viewer’s eye.

Start by choosing your dominant color. Then choose a second color that is either adjacent, one color away, or two colors away. Then select the complementary counterparts of those first two color choices. In our illustration the first two colors are one color away from each other.

The four colors form a rectangle. When you choose two adjacent colors to start, the tetradic forms a narrower rectangle. When your first two choices are separated by two colors the tetradic forms a square.

**Effect:** The result is eye-catching. You can mix it up with tints and tones of the four colors so you don’t end up with an overly loud effect. If you use the warm and cool colors equally you will have a lively, playful, vibe. If your goal is a more reserved vibe, decide on whether you prefer warm or cool. Then make those two colors your focus and use the other two colors as accents. Another option is to utilize white, black or grey as your dominant color and use the tetradic colors as accents. Tetradic color combinations are less common which can provide an opportunity to create a design, brand, website, or piece of artwork that stands apart.

### Having Difficulty Determining your Color Scheme?

Determining a color scheme can be a bit daunting. You want to get it right which means you cannot rush the process of selecting the colors. Of course, your understanding of color wheel does make it easier. Using a color wheel that includes a variety of tints, tones and shades of a hue will give you visual variations. You may have to consult the RGB color wheel if your only concern is for a digital outcome.

Always the first step is choosing your core or dominant color. Once you are sure of that, try exploring schemes in a step by step process to narrow down what will work best for you. Using your core color:

- 1) Match it. Try the look of analog colors. Experiment with tints, tones and shades of your hues.
- 2) If you do not want to match the colors try complementary colors.
- 3) If contrast is too intense for you, split it! Try using the split complementary scheme.
- 4) Try the triadic and tetradic complementary colors to see more variations.
- 5) When those variations do not work try monochrome variations.
- 6) Of course there is achromatic choice using basic black or white with your dominant color.

# 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.

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.

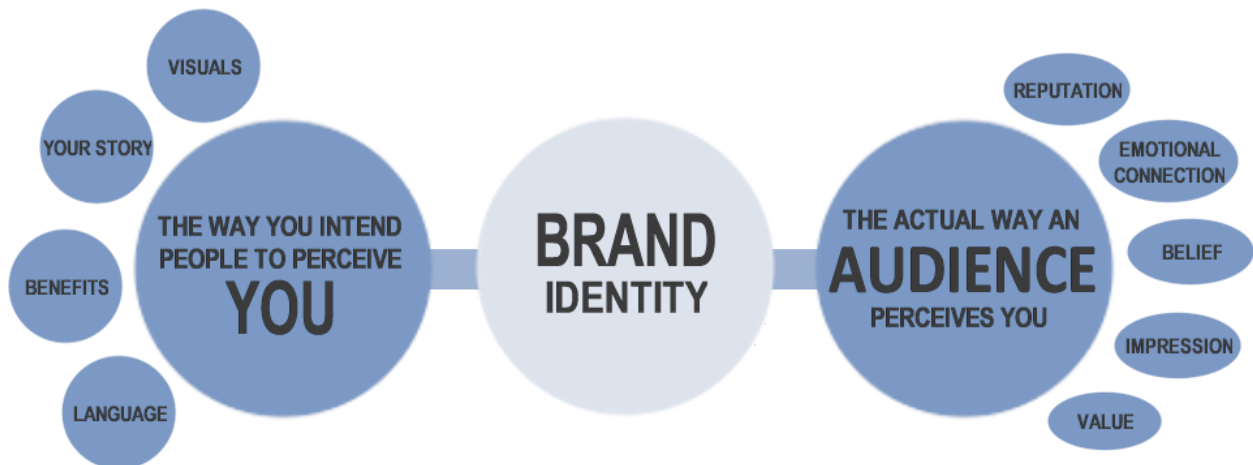
A person's very first impression of a logo, website, advertisement or presentation is solidified in their minds within seconds of first seeing it, and, depending on the quality of design and the effectiveness of the visual elements, it could make or break someone's receptivity to your brand.

## 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

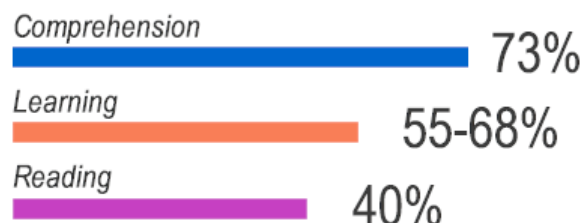


Color increases brand recognition by up to **80%**

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?

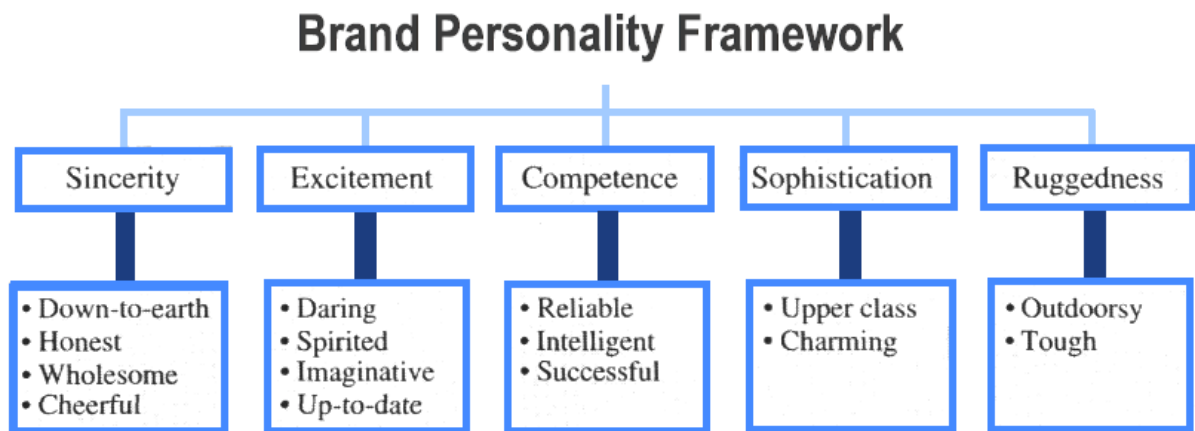


## Define the Personality of your Brand and Branding Goals

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:

|                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>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.</p> <p>To answer the six questions above Harley Davidson Brand Image says:</p>  | <p>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.</p> <p>To answer the six questions Nike brand image says:</p>  |
| <p>Brand Identity: Rugged</p> <p>Language: Gritty</p> <p>Tone-Of-Voice: Rough</p> <p>Characteristics: Rebellious / Disruptive</p> <p>Motivation: Liberation</p> <p>Fear: Conformity</p>                                                                                                                                                                                       | <p>Brand Identity: Efficient</p> <p>Language: Champion</p> <p>Tone-Of-Voice: Motivational</p> <p>Characteristics: Brave / Determined</p> <p>Motivation: Winning</p> <p>Fear: Losing</p>                                                                                                                                                             |

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

- How would you describe your brand?
- Using 10 words how would your audience describe your brand?
- What makes it different from the competition?
- 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

|                                                                                                                                                         |                                                                                                                                                    |                                                                                                                                                      |                                                                                                                                                         |                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Red</b> <ul style="list-style-type: none"><li>• Excitement</li><li>• Love</li><li>• Strength</li><li>• Energy</li><li>• Passion</li></ul>            | <b>Blue</b> <ul style="list-style-type: none"><li>• Trust</li><li>• Competence</li><li>• Peace</li><li>• Loyalty</li><li>• Intellect</li></ul>     | <b>Yellow</b> <ul style="list-style-type: none"><li>• Happiness</li><li>• Energy</li><li>• Creativity</li><li>• Good Times</li><li>• Cheer</li></ul> | <b>Green</b> <ul style="list-style-type: none"><li>• Quality</li><li>• Nature</li><li>• Healing</li><li>• Freshness</li><li>• Growth</li></ul>          | <b>Orange</b> <ul style="list-style-type: none"><li>• Confidence</li><li>• Success</li><li>• Sociability</li><li>• Bravery</li><li>• Friendly</li></ul> |
| <b>Pink</b> <ul style="list-style-type: none"><li>• Sincerity</li><li>• Sophistication</li><li>• Sweet</li><li>• Compassion</li><li>• Playful</li></ul> | <b>Purple</b> <ul style="list-style-type: none"><li>• Ambition</li><li>• Spirituality</li><li>• Royalty</li><li>• Luxury</li><li>• Faith</li></ul> | <b>Black</b> <ul style="list-style-type: none"><li>• Dramatic</li><li>• Class</li><li>• Formality</li><li>• Security</li><li>• Grief</li></ul>       | <b>Brown</b> <ul style="list-style-type: none"><li>• Austerity</li><li>• Ruggedness</li><li>• Outdoors</li><li>• Longevity</li><li>• Friendly</li></ul> |                                                                                                                                                         |

**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 4<sup>th</sup> 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.

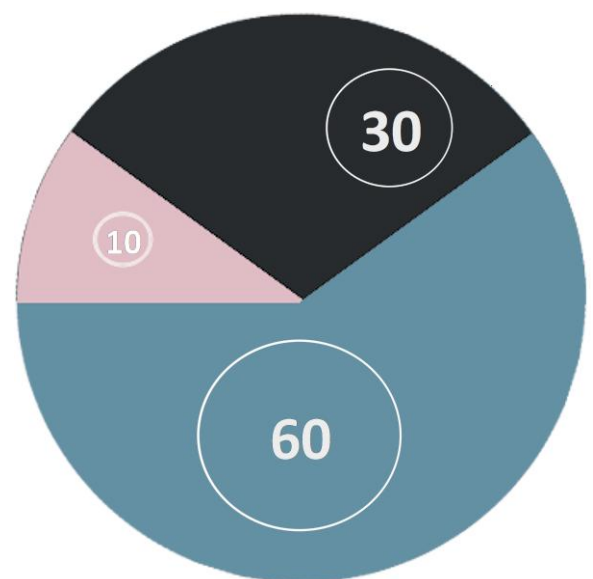
**9. Test your color palette and color scheme** to ensure it works across all brand touchpoints.

**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



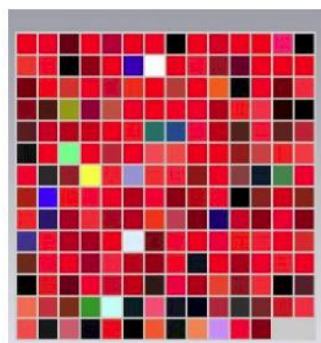
## WHITE

Purity  
Innocence  
Cleanliness  
Perfection



## YELLOW

Happiness  
Optimism  
Positivity  
Intellect



Angry



## Tense



Irritated



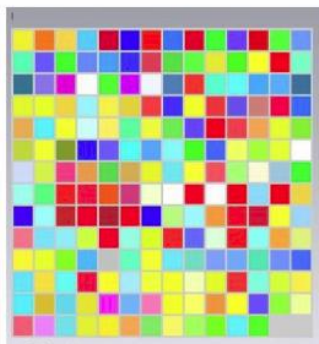
Anxious



Hungry



Energized



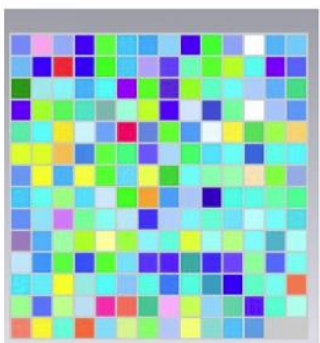
Alert



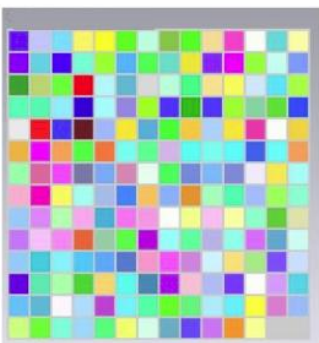
Happy



Healthy



Refreshed



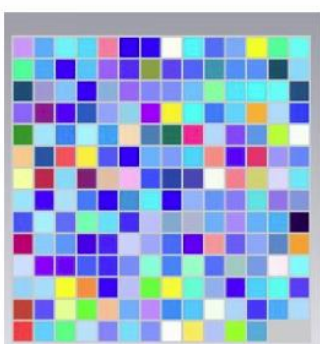
Relaxed



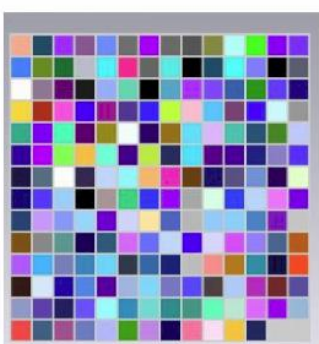
Calm



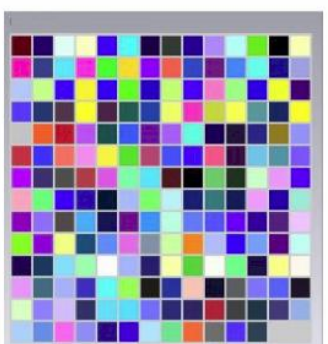
Soothed



Thirsty



Sleepy



Sad



Bored



Tired



Romantic



Sensual