

Choose Your Colors

After creating your Mood Board, you probably have a fair idea of the colors you want for your brand. To make sure the colors you choose align with your brand identity, have a look at these colors and their associated emotions and concepts.

- White* Purity, innocence, cleanliness, neutrality.
- Gray* Timelessness, practical, neutral.
- Black* Sophistication, expensive, thinning/slimming, authority.
- Yellow* Happiness, warmth, optimism, attention-getting, intensity.
- Orange* Happiness, wealth, energy, change, enthusiasm, excitement.
- Red* Power, love, lust, excitement, blood, life, energy.
- Purple* Authority, sophistication, royalty, wisdom, exotic, spiritual, mystery.
- Pink* Romance, love, sincerity, feminine, gentle, calmness.
- Blue* Calmness, serenity, masculine, corporate, competence, truth.
- Green* Nature, harmony, tranquility, money, growth, health.
- Brown* Organic, ruggedness, warmth, comfort, reliability, friendship.

Jot down your colors:



Now that you have a general idea of which colors you want, you need to pin down exactly which shade you're going to use.

Go to one of these online color scheme generators:

colors.co/app
colormind.io

You can upload your mood board image to these sites and find out which exact shade is used in that image. You'll want at least 5 shades or colors. There should be some neutral colors you'll use lots, some brighter colors, and at least one accent color you use sparingly for emphasis. You can use different shades of the same color, it doesn't have to be 5 different colors!

Once you've chosen your colors, double check that this resonates with color psychology and your keywords and values.

Finally, it's very important to record the "hex code" of the shades you choose. This hexadecimal code is made up of a # (hash/pound sign) followed by numbers or letters, or a combination of both. For example, the color "forest green" is hex code #228B22.

Recording the hex code for your colors ensures you use the exact same color and shade every time!

My colors

#.....	#.....	#.....	#.....	#.....
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Neutral

Neutral

Accent

Accent

Emphasis

