

Brand Color Guide



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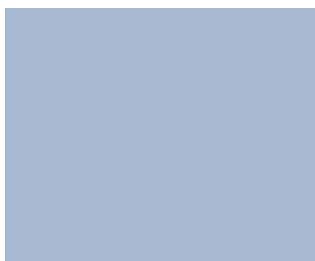
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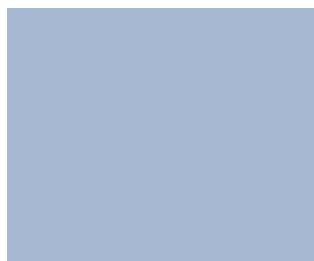
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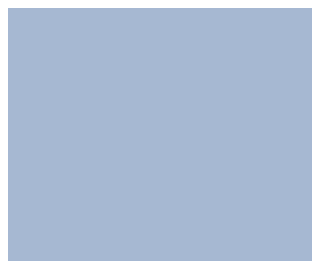
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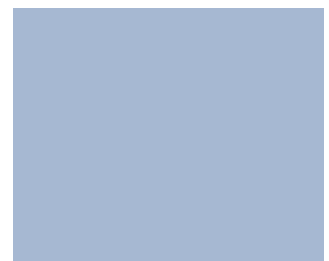
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Describe how you want your site to make people feel and take notes on which color should be used for what when creating your logo, website, social media channels

What type of images represent your brand? i.e. toys, computers, flower

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Black – classic and luxurious but can be overwhelming if used too much

Pink – good for marketing to girls and women, can be lighthearted. Also if over used can feel offensive and limit your audience.

Purple – can be warm, calm and represents royalty, luxury and sometimes feels magical.

Green – easy on the eyes and makes you feel connected to nature.

Red – provides a sense of urgency, even energy, but too much could make you feel anxious or overwhelmed.

Orange – fun and playful and can be the good for your order now buttons.

Yellow – happiness and positive and provides a pop of color, too much can make you want to move on but is also a good button for call to action.

Blue – calm and can give a feeling of serenity watch the shade if it gets too dark it's just like black.

White – good for text on a colored button or background while it can be used to brighten be careful that it's not just blank.