Bridof Media

THE ULTIMATE GUIDE TO PICKING BRAND COLORS

HOW TO CHOOSE THE PERFECT PALETTE FOR YOUR BRAND

Introduction

People's initial impressions of your company are frequently shaped by the colours of your brand.

They influence how your audience views your brand and set the tone for your messaging. Colours are important for branding because they may communicate your beliefs and evoke strong feelings. With this tutorial, we'll assist you in:

- Recognise colour psychology
- Examine the fundamentals of colour theory.
- Discover useful methods for selecting the ideal colour scheme for your brand.

By the time it's all over, you'll know exactly how to pick a colour palette that appeals to your target market and accurately reflects your business.

Understanding Color Psychology

Colours may arouse feelings and shape people's perceptions of your brand; they are more than just pretty pictures. Here's a brief summary of what common colours usually represent:

- Red: vigour, enthusiasm, and urgency (think Coca-Cola and YouTube).
- Blue: Calm, professionalism, and trust (think IBM, Facebook).
- Green: Development, wellness, and environment (Consider Whole Foods, Spotify).
- Yellow: Joy, optimism, and eye-catching (Consider McDonald's and Snapchat).
- Purple: opulence, inventiveness, royalty (contemplate Cadbury or Hallmark).

Knowing the psychology of colour can help you choose shades that complement the tone and message of your business.

# The Colour Wheel

Creating Harmonious Colour Schemes

To create a brand that is visually appealing and cohesive, the proper colour combinations must be chosen. Below is a summary of common colour schemes that you can utilize:

- Monochromatic design: A variety of tones and shades of a single colour, perfect for a coherent and uncluttered appearance. Blues, for instance, light, medium, and dark
- Analogous: A naturally harmonious palette formed by colours adjacent to one another on the colour wheel. For instance, blue, green, and yellow
- Complementary colours on the colour wheel are those that contrast sharply and provide striking images.

For instance, orange and blue

Through experimentation with various schemes, you may determine the ideal balance for the identity of your brand.
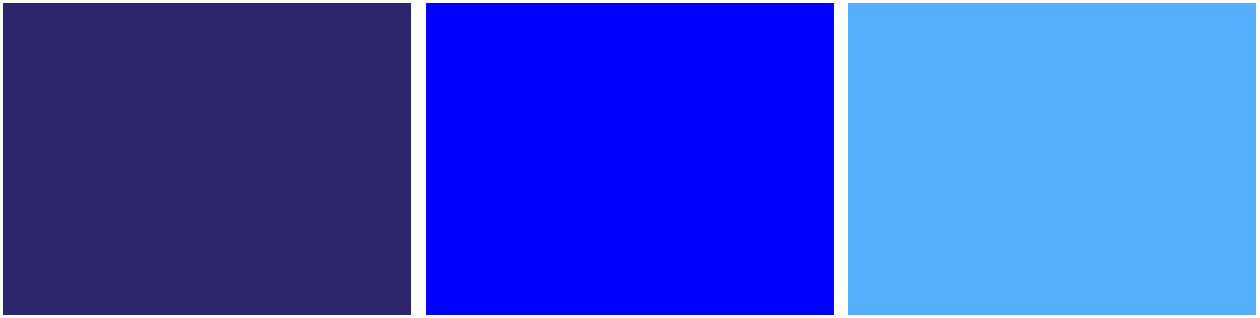
Monochromatic

Analogous

Complementary

Tips in Choosing Your Brand Colours

How to Pick Colours That Are Correct for Your Brand

The following four easy steps will assist you in choosing your brand colours:

- Describe Your Brand Personality: Are you sophisticated and polished, or quirky and fun? Your brand's primary identity should be reflected in your foundation colour.
- Select the Base Colour: Choose a striking hue that best embodies the principles of your brand.
- Red can represent fervour and vigour, whereas blue signifies stability and confidence.
- Choose Your Accent Colours: Select one or two hues that contrast or are complementary to your base colour.
- Example: A bright yellow accent against a blue background. Select Colours That Are Neutral: Use neutral colours for backdrops and typography, such as grey, white, or black.

Tips in Choosing Your Brand Colours

It's crucial to test your brand colours once you've chosen them to make sure they appear good on various media and platforms.

- Check Text Readability on Different Backgrounds by Checking Contrast. It's important to have strong colour contrast, particularly for print and digital goods.
- Uniformity Across Channels: To keep your website, social media accounts, and print materials looking consistent, use the same colour codes (HEX, RGB, and CMYK).
- Accessibility: Ensure that people with vision problems can easily understand and use your colours. You can examine colour contrast ratios with the aid of tools such as WebAIM.

You may develop a memorable and polished brand by regularly testing and implementing your colour scheme.

The Next in Action

Finally, here is a short checklist to assist you in putting everything you've learnt into practice:

- Is the personality of your brand clear?
- Have you chosen a foundational colour that aligns with your brand's values?
- Did you select neutral and accent hues to create equilibrium?
- Have you checked the readability and accessibility of your colour scheme?

Need advisory on which brand to use, we can help you out