

POWER
CONFIDENCE
ACTIVE
AMBITION

OPTIMISM
EXTROVERT
IMPULSE

ENERGY
JOY
FUN

BALANCE
GROWTH
RESTORE

LOYALTY
CALM
SINCERE
CONTROL

DEEP
CREATIVITY
FANTASY

NURTURE
FEMININE
SENSITIVE

Colors

Colors are a critical part of your brand. In fact, colors are so important that some established brands have requested the famous spot color manufacturer Pantone to create a spot color just for their brand.

Colors are a great way to establish consistency throughout your brand. And some colors truly become iconic. Think about Coca Cola red or Facebook blue. Since you are in the very beginning of your brand's journey, you don't need to invest in creating custom spot colors, but you need to recognize the importance and potential that colors have.

People can have very strong reactions to color, sometimes even physical reactions. For instance, the color red can increase your blood pressure whereas the color green can have the opposite effect.

On the image (left) you find some of the emotions and thoughts that colors are known to evoke in the Western culture*. This will help you determine what colors your business identity should use and how using a specific color might affect your brand's personality.

*Note:

THE MEANING AND IMPACT OF COLORS IS HIGHLY CULTURAL, WHILE WHITE IN THE WESTERN CULTURE IS OFTEN WORN BY THE BRIDE, IN SOME ASIAN CULTURES IT IS CONSIDERED AS THE COLOR OF MOURNING AND IS TYPICALLY WORN IN FUNERALS.