Choosing
Your Brand
Colors

Colors convey messages, evoke emotions, and add brilliance to everyday things. Choose the colors that represent your brand.

COLOR EMOTION GUIDE

Yellow
Conveys Optimism, Clarity, & Warmth

Yellow, the color of the sun conveys a feeling of happiness, clarity, & warmth. This rich color also makes you think of gold/treasure. With yellow being so bright, it also stands out, which can be a per when you're a business owner. When you think of yellow, what business comes to mind? McDonalds? How about the jewelry line Kendra Scott and their little yellow bags? Brands who want to put a smile on your face (are you thinking of the McDonalds commercial?) or who want to stand out, use yellow. I know me personally, walking out of a Kendra Scott store with a little yellow bag does make me feel quite happy!

Orange
Conveys Confidence, Creativity, & Youthfulness

If you're a 90's kid, you probably think of good 'ole Nickelodeon when you think of the color orange. What other brand come to mind when you think of lovely orange? Hooters, Harley Davidson, Fanta, & Orange Crush sodas are all popular brands who use orange. Orange can also suggest adventure (Harley Davidson). This color signifies vibrancy and is a perfect color for those brands who want to stand out.

Red
Conveys Power, Energy, & Love

Netflix, Target, Kmart, Keller Williams Realty, & Coca Cola are just a few of the big brands who use red as their brand color. Red is a powerful color that can symbolize love just as much as it can signify danger. It is a color that actually raises your blood pressure and speeds up your respiration! If you want to use a color that stands out and means "business", red is your color.

Purple
Conveys Mysticism, Royalty, & Opulence

Purple is the color of royalty. When you think of brands who use purple in their logos you think of FedEx, Hallmark, ROKU, YAHOO!, Lifetime, The Lakers, & Aussie Haircare, just to name a few. Purple can convey a royal or luxury feeling, and also a mysterious feel to it as well. Sci-Fi channel uses purple as their main brand color, trying to convey the mysterious feeling to its watchers. Women tend to gravitate to the color purple which may explain why it's used in so many haircare lines and beauty products.

Brown
Conveys Organic, Honesty, & Simple

Brown isn't typically a color that comes to mind when you're thinking of colors to use for their brand. Surprisingly, brown is a color that is getting a lot of use in brand colors this era. The color brown signifies natural, wholesomeness, simple, orderliness and can be a great color to use for a business where those aspects are associated with their brand. If you choose to utilize the color brown in your brand colors, be weary of the association that brown can have such as being dirty, or having to do with mud, or soil.

Blue
Conveys Dependability, Tranquility, & Strength

Blue is a color that when you ask a kid "What is something blue?" they usually respond referencing the sky or the ocean. It's a color is a universally preferred color. It is not doubt that blue conveys a feeling of calmness. It also represents honesty and trustworthiness. Big technology companies such as DELL use blue to represent professionalism. Other tech companies that utilize blue are Facebook, Samsung, & Twitter, also trying to convey the meaning of communication.

Green
Conveys Growth, Peace, & Serenity

Green is used by brands such as Animal Planet, Girl Scouts, & John Deer to name a few. Money and wealth is also a meaning that the color green is associated with. Many brands use the color green that are focused on the environment. Whole Foods uses green due to its association with health. The different shades of green also symbolize different meanings. Lighter greens tend to symbolize growth, renewal, and vitality where the darker shades tend to signify abundance and wealth.

Black
Conveys Simplicity & Elegance

Black and white aren't necessary "colors", but we are still going to count them as such here. Black can signify a luxurious and sophisticated meaning behind it, whereas white signifies clean. Used in conjunction with other colors, it can make for a beautifully striking design or logo, and can also come across as kind of edgy. It can also mean death, mystery, and mourning so be careful how you use it. Either way, you can't go wrong with using some black and/or white within your brand colors.