

HOW TO CHOOSE MEANINGFUL BRAND COLORS

Color can change our thoughts and emotions. It has the ability to affect our mood and our buying habits which is why choosing the right color for your brand is so important. Even though sometimes the meaning of a color is subjective, There are instances where color has a universal meaning. Read the meanings in this guide and use it to choose brand colors that truly represent you.

WHITE

Cleanliness
Innocence
Peace
Purity
Refined
Sterile
Simplicity
Surrender
Truthfulness

ORANGE

Affordable
Creativity
Enthusiasm
Fun
Jovial
Lighthearted
High-Spirited
Youthful

PINK

Appreciation
Delicate
Femininity
Floral
Gentle
Girly
Gratitude
Innocence
Romantic
Soft
Tranquil

BLUE

Authority
Calm
Confidence
Dignity
Established
Loyalty
Power
Success
Secure
Serene
Trustworthy

BROWN

Calmness
Depth
Earth
Natural
Roughness
Richness
Simplicity
Serious
Subtle
Utility
Woodsy

BLACK

Authority
Bold
Classic
Conservative
Distinctive
Formality
Mystery
Secrecy
Serious
Tradition

YELLOW

Caution
Cheerful
Cowardice
Curiosity
Happiness
Joy
Playful
Positivity
Sunshine
Warmth

RED

Action
Adventure
Aggressive
Blood
Danger
Drive
Energy
Excitement
Love
Passion
Strength
Vigor

PURPLE

Ceremony
Expensive
Fantasy
Justice
Mystery
Nobility
Regal
Royalty
Sophistication
Spirituality

GREEN

Crisp
Environmental
Fresh
Harmony
Health
Healing
Inexperience
Money
Nature
Renewal
Tranquility

GRAY

Authority
Corporate
Dullness
Humility
Moody
Practicality
Respect
Somberness
Stableness

Reference

COLOR PSYCHOLOGY IN LOGO DESIGN