

FREE RESOURCE



CHOOSING THE RIGHT COLOURS FOR

your brand

petchy

TYPICAL COLOUR ASSOCIATIONS

RED

Love
Energy
Danger
Passion
Hunger
Energy
Courage

ORANGE

Happiness
Friendly
Confident
Warm
Determined
Impulsive
Warm

YELLOW

Optimism
Joy
Energy
Positive
Fresh
Energetic
Attention-grabbing

GREEN

Balance
Harmony
Growth
Luck
Money
Health
Nature/environment

BLUE

Stability
Trustworthy
Wisdom
Confidence
Security
Knowledge
Loyalty

PURPLE

Creativity
Royalty
Luxury
Spirituality
Mysterious
Ambitious
Melancholy

PINK

Tenderness
Femininity
Caring
Emotional
Love
Sensuality
Shocking

BROWN

Earthy
Rugged
Solid
Down-to-earth
Natural
Humble
Reliable

GREY

Mature
Composed
Neutral
Reserved
Muted
Understated
Solid

BLACK

Elegant
Powerful
Authority
Luxury
Prestige
Timelessness
Mystery

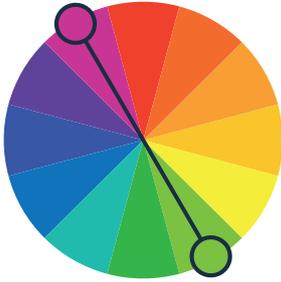
WHITE

Clean
Simplicity
Pure
Spacious
Goodness
Fresh
Sophisticated

Note:

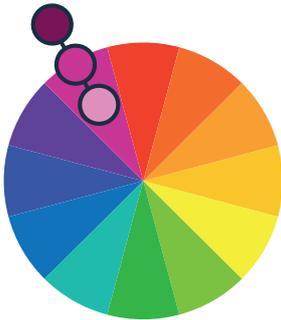
This is by no means a complete list, it's more to give you a starting point as you start to explore colour options for your brand!

COLOUR COMBINATIONS



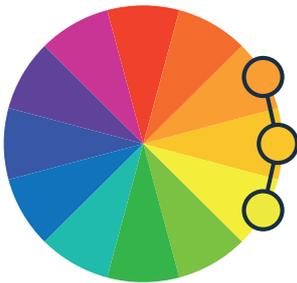
Complementary

Colours that are on opposite sides of the colour wheel will give you a high contrast and high impact colour palette – when used together, these colours will make each other pop.



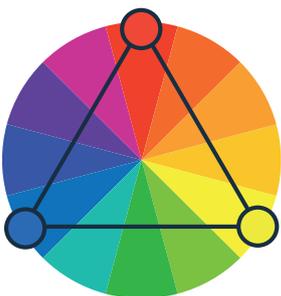
Monochromatic

Shades, tones and tints of one base colour. This gives you a subtle and versatile colour combination and a harmonious look.



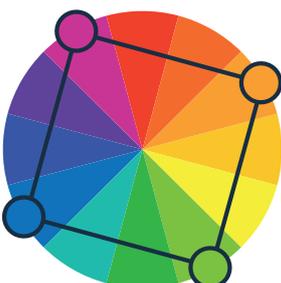
Analogous

Colours that are side by side on the colour wheel. A versatile, but sometimes overwhelming combination. To balance things out, choose one dominant colour, and use the others as accents.



Triadic

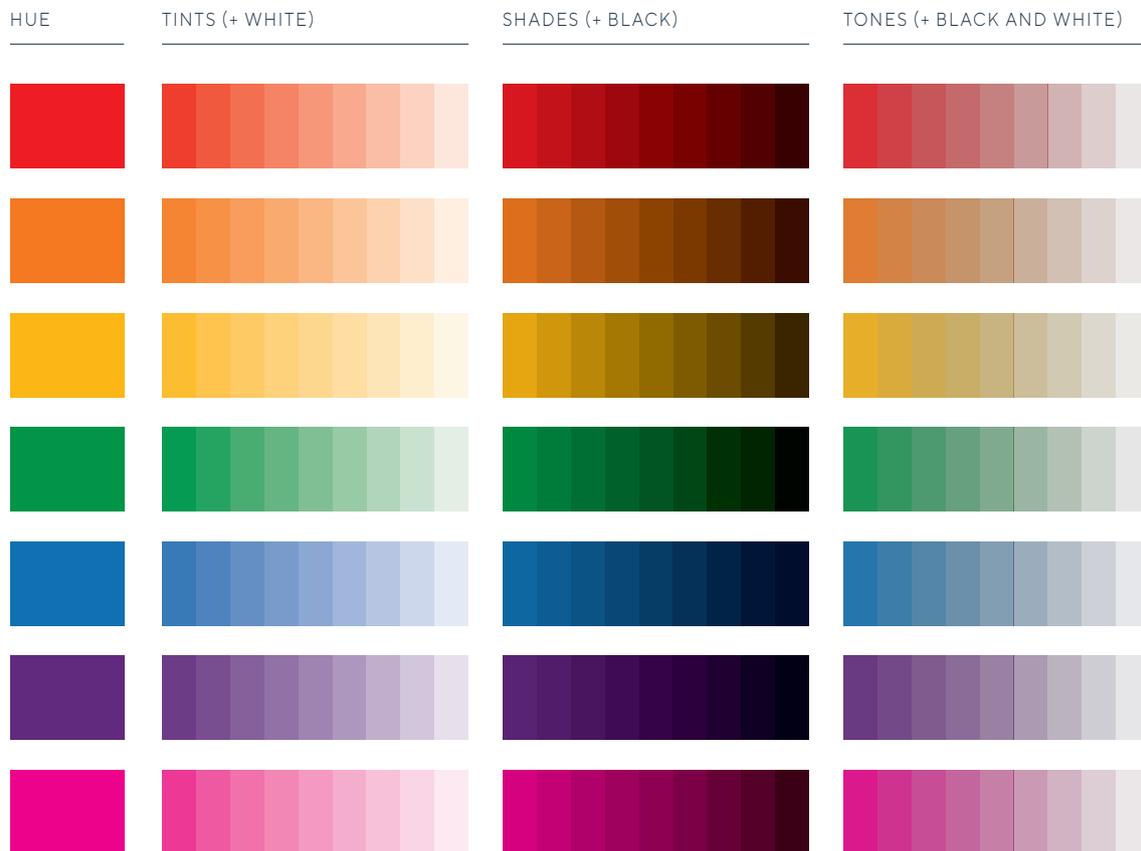
Three colours that are evenly spaced on the colour wheel will give you a high contrast colour palette, but more versatile than complementary colours. Try this for a bold, vibrant look.



Tetradic

Four colours that are evenly spaced on the colour wheel make for a striking look. This works best if you let one colour be dominant, and use the others as accents.

HUES, TINTS, SHADES & TONES



A **hue** is basically any colour on the colour wheel. You can create shades, tints and tones of a color by adding black, white or both to a base hue.

A **tint** is created by adding white to a base hue. The colour becomes lighter and less intense. Tints are a great way of creating a softer and more delicate colour palette.

A **shade** is created by adding black to a base hue. The colour becomes darker, deeper and richer. Great if you want a moodier or more subdued look and feel.

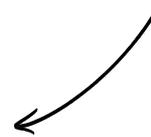
A **tone** is created by combining black and white with a base hue. Tones are more subtle than the original colour, and are less likely to look like pastels than tints are – handy if a candy floss colour theme isn't what you're after.

Above are some examples of tints, shades and tones that can be created from a few sample colours. Notice how the colour changes character with the addition of black and/or white – bear this in mind if you think a specific colour isn't right for your brand!

PRO TIP: THE PANTONE COLOUR SYSTEM



Get your hands
on one of these if
you can!



Back in the sixties, Pantone revolutionised the printing industry with the Pantone Matching System; PMS (*no, not **that** PMS!*) – a tool allowing for consistent, accurate colour anywhere.

If you can get your hands on a Pantone colour guide when you're choosing colours for your brand, I strongly advise you to use that as a starting point. Why? Consistency is key in branding, and if you have Pantone colour references for your brand colours you can be sure every printer will be able to reproduce your brand colour accurately – so it looks the same every time. This may not be **as** important today, in the age of screens and digital printing, but at some point down the line you may be asked to provide a PMS reference (for instance if you're having some t-shirts made, or you want to put your logo on your car). I can assure you it's better to already have one on hand than to find out that there isn't a close Pantone match for your brand colour.

Bear in mind that not all Pantone colours can be accurately reproduced in CMYK or RGB, and also that how a colour looks on your computer monitor isn't necessarily the same as it looks on someone else's monitor, tablet or smartphone – or on printed materials. This has to do with monitor calibration, the light in the room and a whole bunch of other issues that we won't go into detail about here. Just know that slight variations are normal, and that even if they weren't, people will still perceive colours differently from person to person.

But still: using Pantone colours gives you a good start on the road to consistency!

A POWERFUL AND STRATEGIC
BRAND WILL CHANGE THE WAY YOU THINK
ABOUT YOUR BUSINESS

Ready to take your brand to the next level?

*Book a
discovery call!*

+47 924 68 775

hey@petchy.co

facebook.com/petchy.co

@petchy.co

WWW.PETCHY.CO