

How to choose the

PERFECT COLOUR PALETTE

for your business.

Choosing a colour palette that works well for your business can be tricky! Getting your brand colours right will help to represent who you are, your brand personality, resonate with your target market and most importantly, help you stand out from your competitors.

Follow the below 5 STEPS to make the perfect colour palette for your business:

STEP ONE

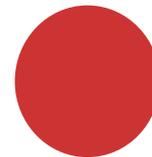
Research what meaning each colour has. Check out our blog post "[What Colour Palette Are You?](#)" to understand what each colour commonly represents e.g. red gives a feeling of passion, excitement, courage and aggression.

This will give you a good understanding of what colours you can look at including in your brand colour palette.

STEP TWO

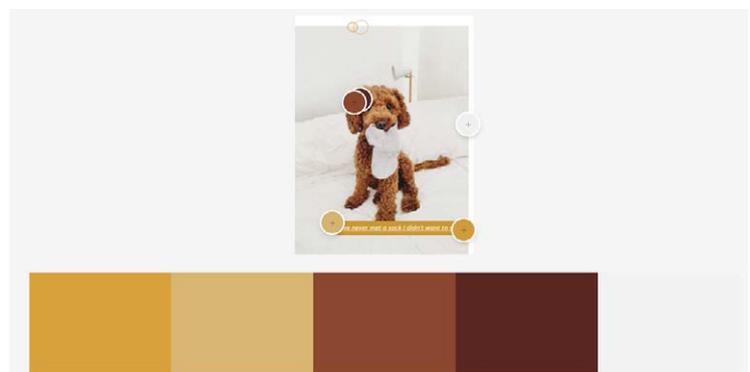
Go to www.color.adobe.com and either experiment with colours in the 'create' tab or head to the 'explore' tab and type in some key words that relate to your business. For example: what words best represent your business, your mission, your values and how you want people to feel when they see your brand.

If you've created a moodboard with images that have the types of colours you'd like to include in your colour palette, head to the "Extract from an Image" tab, upload the image and colour pick each colour from the image.



Red gives a feeling of passion, excitement, courage and aggression.

Example: Exciting, serious, fun, soft, gentle, masculine, feminine, bright, dark, laid back, clinical, down-to-earth, approachable, professional, heartfelt, creative, smart.



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STEP THREE

Choose between 2-5 colours. There is no right or wrong amount of colours to have in your brand colour palette, although I wouldn't recommend any more than 5. This is because 1 brand colour is very limiting in design and more than 5 can be quick confusing and hard to manage, therefore 2-5 gives a great range for flexible design. This is, however, just a guideline :)

As long as you have a combination of a main colour/s, a neutral colour/s and an accent colour/s, you can't go wrong!

Here is an example of the three types of colours.

The main colours are mustard and brown, with a neutral colour of grey/blue and peach as an accent colour.

The main colours are always used, the neutral colour is used to contrast the main colours and the accent colour is used to add an extra element to a design and/or to bring attention to a certain aspect of the design e.g. a call out message or button on a website.

STEP FOUR

Once you've created/found a colour palette that works well for your brand, click on the colour palette to show the colour codes of each colour. Make sure to note these down so you can refer to them whenever you're working on your brand.

The **HEX** code, represented as #000000 for example, is used on digital platforms such as Canva and your website.

RGB is also used on digital platforms, however **HEX** is more commonly used as it is quicker to copy and past one line instead of three sets of numbers.

CMYK is used for printing.

2 main colours



1 neutral colour



1 accent colour



#cc9933

RGB 204, 153, 51

CMYK 20, 40, 96, 2

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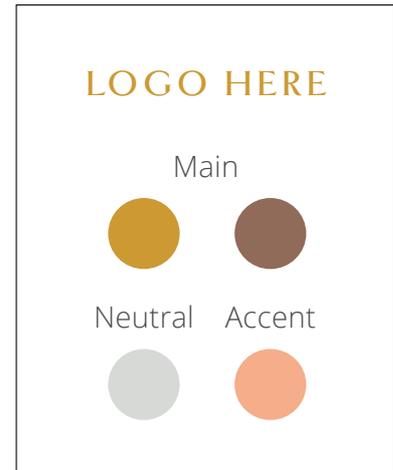
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STEP FIVE

Once you have chosen your colour palette, create a colour style sheet in www.canva.com which describes what you have chosen (like this example) so you can download and print it off for reference later on.

It's great to reference when you're working with your brand on social media platforms, your website and other areas where you need to refer back to your brand colours for consistency.

Congrats! You've created a colour palette for your brand!!



EXAMPLE COLOUR PALETTES

