

DEFINE YOUR STYLE

What are 5 adjectives that describe your business and your personality?

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Match an object, person, or place that represents each adjective. Like plants to the adjective organic.

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Match a color to represents each object, person, or place. Like green to the word plant.

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Compare your colors to your adjectives. Do they support each other? If yes, check your color palette style below.

SOFT & VINTAGE

Yellow and Pink Tones
Soft Focus Photographs
Patterns
Eclectic Image Content

BRIGHT & BOLD

White and Bright Colored
Backgrounds
Sharp Saturated Color

DARK & MOODY

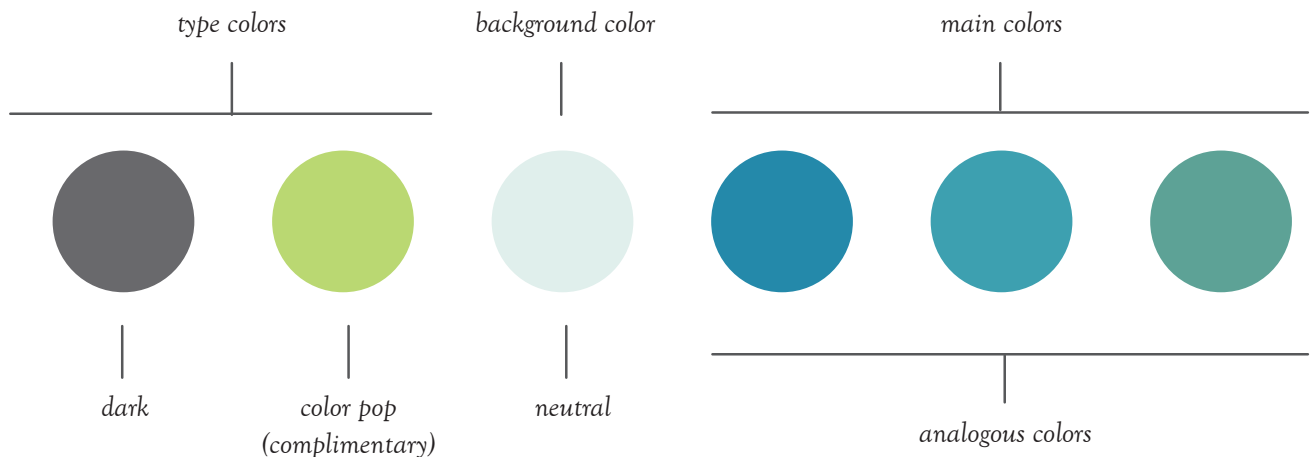
Dark Backgrounds
Jewel tones
High Contrast

LIGHT & AIRY

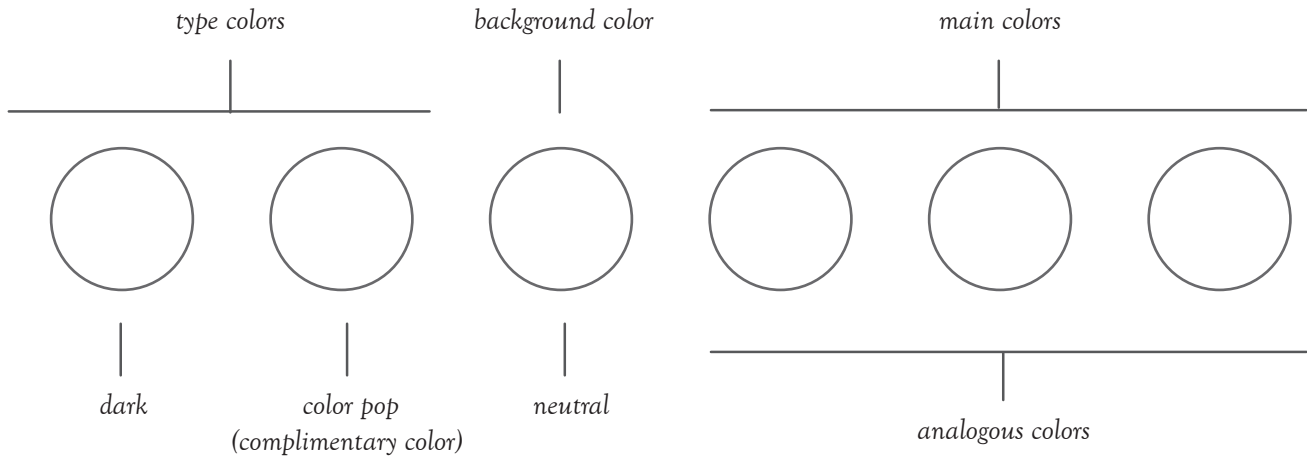
White Backgrounds
Brightly lit Photography
Minimal Subject Content
Pastels

Now that you know your descriptive words, color direction, and style you can make a mood board in Pinterest or Photoshop and sample colors to get your ideal color combination that supports your brand message and vision. Use the color style guide as a go to reference for your logo, website and social media graphics.

EXAMPLE COLOR PALETTE



YOUR COLOR PALETTE



MY COLOR STYLE GUIDE

color swatch

color description

use

CYMK color

hex value

Pantone

<i>color swatch</i>	<i>color description</i>	<i>use</i>	<i>CYMK color</i>	<i>hex value</i>	<i>Pantone</i>