LESSON 04

COLOR PALETTE

04

FIND YOUR COLOR PALETTE

COLOR PALETTE

What you'll accomplish:
Understand the power of color and select 2–3 color palette options to explore.
Time to achieve: 1 day
Software needed: Pinterest, Adobe Color Wheel (https://color.adobe.com/create/color-wheel)

WATCH THE LESSON<<

TAKE THE COLOR QUIZ

WHAT IS YOUR COLOR?

QUICK RE-CAP

EXPLORING COLOR OPTIONS SHOULD HELP:

- solidify a design theme
- aligns with your tastes
- speaks to your target
- represents your product/service

Color creates the "emotion" of the brand…
it sparks a physical and emotional response.

WHEN REVIEWING THE COLOR PALETTE OPTIONS, ASK YOURSELF:

1. How does this make me feel? (physical and emotional)
2. Do these feeling align with my brand?
3. Do I like these colors and can I confidently stand behind these colors?
4. Do these colors work in all environments that my brand will live in?

The color palette you select, must encompass your personality, accurately represent your brand, fit the industry/ product/service you offer, and appeal to your target audience.

COLOR THEORY 101: STRIPPING IT DOWN
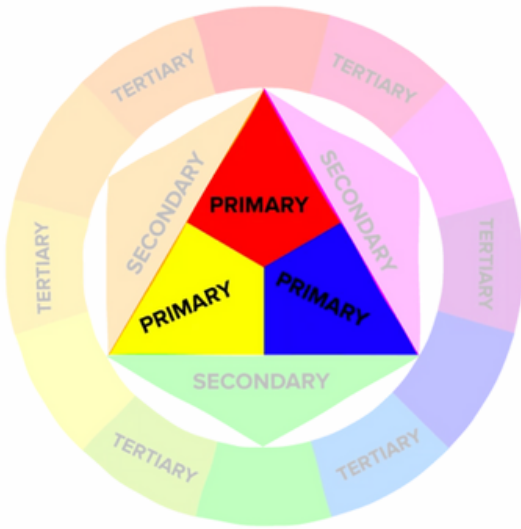
SPIN THE COLOR WHEEL:
Think rainbows. They've got the color lineup down pat: **Red, Orange, Yellow, Green, Blue, Indigo, Violet.**

WHAT ARE PRIMARY COLORS?
These are your color OGs –

- **Red**
- **Yellow**
- **Blue**

Can't whip these up by mixing others; they're the real deal.

WHAT ARE SECONDARY COLORS?
Mix two primaries, and boom – you get the cool cousins, **Orange, Purple, and Green.**

- Red + Yellow = **Orange**
- Blue + Red = **Purple**
- Yellow + Blue = **Green**

WHAT ARE TERTIARY COLORS?
Tertiary colors are created when you mix a primary color with a secondary color.

There are six tertiary colors that fit this requirement:

- Red + Purple = Red–Purple **(magenta)**
- Red + Orange = Red–Orange **(vermillion)**
- Blue + Purple = Blue–Purple **(violet)**
- Blue + Green = Blue–Green **(teal)**
- Yellow + Orange = Yellow–Orange **(amber)**
- Yellow + Green = Yellow–Green **(chartreuse)**
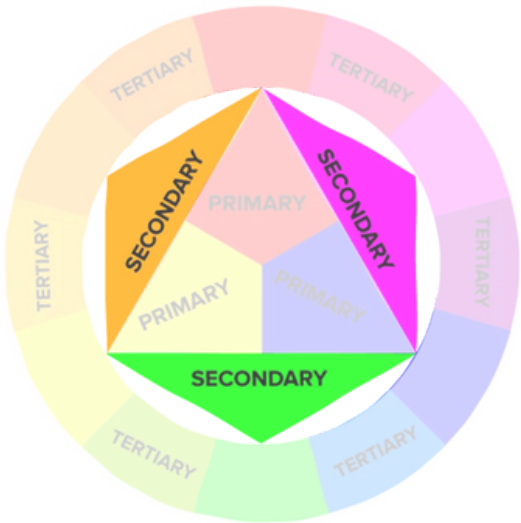
REDS

They're the high-octane, heart-thumping colors that say, "Let's do this!" Think power, passion, and a touch of danger.

Red Hot Brands:

Target CNN

Coca-Cola

ORANGES

The chatty ones. They're friendly, full of zest, and ready to party or spark a convo.

Orange Crushes:

nickelodeon Fanta®

az

YELLOWS

Sunshine in a color. They're your happy-go-lucky, bright-side vibes.

Yellow Yays:

GREENS

They're chill, earthy, the cool, fresh breath of color. They're all about growth and zen.

Going Green:

BLUES

Trusty and true, they're your "lean on me" colors that bring calm and confidence.

True Blues:

PURPLES

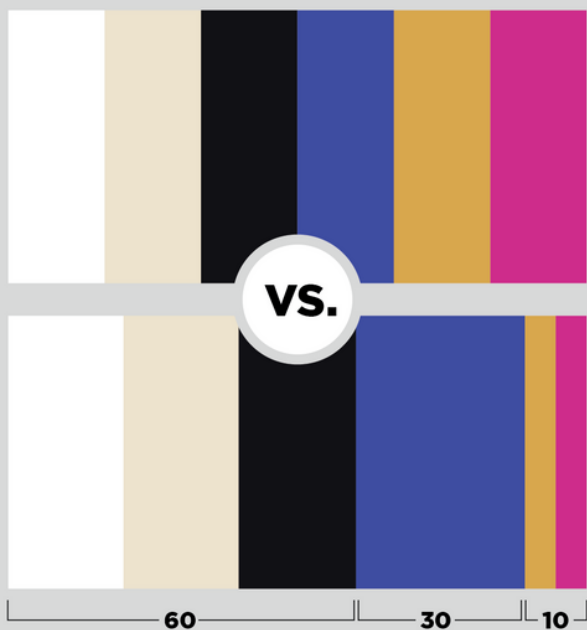The royal flush of colors, dripping with creativity and a splash of the mystical.

Purple Reign:

NEUTRALS

The cool, collected crew. They're all about sophistication without the drama.

Neutral Ground:

PRO TIP
THE 60-30-10 RULE

There's a difference between using color and understanding color.

The Secret Sauce: It's all about balance. Use 60% as your main color throwdown, 30% as the sidekick, and 10% for that surprise pop. It's the classic mix for visual harmony.

Time to color your brand, B(AI)Bs!

COLOR STUDY TIME!

1. **Capture Your Mood Boards:** Take a screenshot of each of the 3 Mood Boards you've designed on Pinterest.
2. **Color Magic with Adobe:**
   - Go to **Adobe Color Wheel.**
   - Select the "Extract Theme" tab.
   - Upload your Mood Board screenshot by dragging and dropping it into the workspace.
   - Play around with the color selectors.
3. **Snapshot Your Scheme:** Once you've landed on a color palette that captures the essence of your Mood Board, take a screenshot of this scheme.
4. **Upload Screenshot to B(AI)Bs Facebook group:** Label the post FEEDBACK and include the mood board with the color palette.

Congrats!
Selecting your color palette is complete.

And voilà! You've now got color palettes that are tailored to your brand's mood and style.

>>CONTINUE TO LESSON 05

SEE YOU IN THE NEXT LESSON

Up Next...

05-Font Pairing

Understand the power of
typography and select font
pairings that work together.

06-Logo Design

Learn the concepts of crafting a
professional logo design that will
elevate your visual brand.

07-Brand Board

Let's piece together your brand's
ultimate wingman:
the Brand Board.