

# THE ULTIMATE GUIDE TO BRANDING STYLES

HOW TO CHOOSE THE RIGHT ONE FOR YOUR BUSINESS





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2023

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# WELCOME!

This book will help you to **create a cohesive, compelling brand design for your business.**

My strategic and intentional technique helps to **position your business correctly** - would it be a luxury product or service, something earthy and organic, utterly feminine, playful, or something different?

You will discover **confidence, ease, and clarity** in building a solid brand identity, followed by a consistent and attractive social media presence while speeding up your daily visual marketing activities.

In today's global competition, businesses prioritize finding ways to stand out from the crowd and catch people's attention. Each business has the task of making itself memorable and engaging.

Brands can highlight the quality of their products or services by using striking visuals. Customers tend to form an impression of the business at first contact with them. In the case of a poor visual presentation, many companies lose a lot of potential customers.

A well-designed graphic presentation, however, works inviting and supports the emergence of a loyal customer base.



# CLARITY

chapter 1





# BIG MESSAGE ANALYSIS

**Your big goal:** What do you want your business to bring you? Lifestyle change? Income rise? Archiving your dreams?

**Vision:** What is the vision of your business? Who and what does it serve?

**Brand:** What is the nature and the story of the business being created?

**Products:** What is it you are offering?

**Keywords:** Write down 5-10 keywords that describe your business and its products.

**Features:** What is the style of your business and the products you create?





# YOUR GOALS

**What is your big goal?** What do you want to gain with your business? Who's life do you want to change, and how? How should your business change your lifestyle? How big should your business grow? Whom do you intend to work with, and how? What impression should your business leave on people?

**Who are you?** What are you offering, and why are you doing it? What part of your personality do you want to transfer to your business?

**What value do you offer?** What makes your business special? Why is your product/service the number one choice for your best customer?

**What would you change?** Would you make some changes to your existing business? Does your current customer see your offer as you would like it to be seen?



**Do you leave the right first impression for your audience?** Do your customers understand and value your skills?

If you're just starting, what obstacles are on your way now, and how can you overcome them? Where is your place in the market?

**Does your product/service's price reflect where you would like to be?** Do you need to improve your skills to get there? How do you differentiate yourself from your competitors, and what should you do to be the only possible choice for your ideal customer?

**What is your creative style?** Your customers want to buy your creative style. They prefer you to your competitors due to your unique perspective and innovative approach. Highlight your own style on your web and social media. Write down the keywords that describe your favorite work style.







# YOUR IDEAL CUSTOMER

What motivates your customers to buy from you? Who are your most valuable customers? To whom do you offer your product/service in more detail? Who are the people who repeatedly return to you and recommend your product/service to others?

These are the people you need to attract and to do so, you must find out what they value most about your business. Be as detailed as possible and identify who is ideally attracted to your business and why those people and companies would value you the most.



## Who is your ideal client?

I

It is important to gather information about your target audience to tailor your branding and marketing efforts effectively. To do this, you should consider factors such as age, gender, location, education level, marital status, and income. Additionally, think about their interests, hobbies, and travel destinations to gain a better understanding of their lifestyle and preferences.

Conducting surveys, focus groups, or analyzing data from your website or social media can help you gather this information. The more detailed your understanding of your target audience, the better you can craft your branding and messaging to appeal to them.

## Create 2-5 ideal customer profiles.

Create a few fictional personas and give them names, ages, education, professions, and places of residence. Find photos from magazines or catalogs that closely reflect each persona and add pictures of clothing, accessories, and associated areas. Write down each persona's personality traits, preferences, values, and anything else relevant to your product/service.





# YOUR MESSAGE

What kind of first impression should your business leave for your first-time visitors?

**Write down 5-7 keywords that describe your business/product/service.**

These keywords may include open, reserved, lively, earthy, trendy, nostalgic, romantic, playful, mystical, simple, natural, specific, friendly, innovative, classic, environmentally friendly, global, warm, engaging, luxurious, ethnic, cozy, etc.

Please choose from the words you put on your paper the three most intriguing keywords that describe your business and highlight them. These words describe you and the nature of your business - your creative style, goals, and values.

Furthermore, write down the ten keywords that indicate how you do not want to appear. It's an excellent way to clarify your true values and bring out the nuances that might otherwise be lost: maybe you want to look elegant but not overly feminine; perhaps concrete but not inflexible, etc.





# KEYWORDS

Mark the keywords that reflect your brand best. Now choose 3-5 most vital keywords that will function as your guidelines throughout the brand's styling process.

## GROUP 1

friendly  
light  
bright  
bubbly  
clear  
communicative  
creative  
jumpy  
lively  
open  
fun  
emotional  
innovative  
improvising  
free-style  
inspiring  
enthusiastic  
youthful  
optimistic  
positive  
quick  
simple  
emphatic  
spontaneous  
warm  
inviting  
catchy  
approachable

## GROUP 2

detailed  
balanced  
beautiful  
creative  
trustworthy  
effective  
elegant  
gracious  
flowing  
gentle  
subconscious  
logical  
organized  
attentive  
perfectionist  
quality  
calm  
cool  
responsible  
romantic  
sensible  
serious  
calming  
supporting  
timeless  
traditional  
understated  
chic

## GROUP 3

abundant  
ambitious  
authentic  
fighter  
comforting  
community  
earthy  
effective  
energetic  
enthusiastic  
fun  
spirited  
spiritual  
focused  
friendly  
focused on growth  
learning  
unusual  
historical  
intense  
fair  
learning  
nostalgic  
organic  
practical  
productive  
strong  
warm

## GROUP 4

self-assured  
cutting-edge  
decisive  
disciplined  
dramatic  
expensive  
expert  
focused  
down to earth  
doer  
high-end  
luxury  
market leader  
objective  
over-flowing  
precise  
realistic  
trustworthy  
confident  
serious  
simple  
cohesive  
specialist  
outstanding  
strong  
inflexible  
goal-minded  
visionary



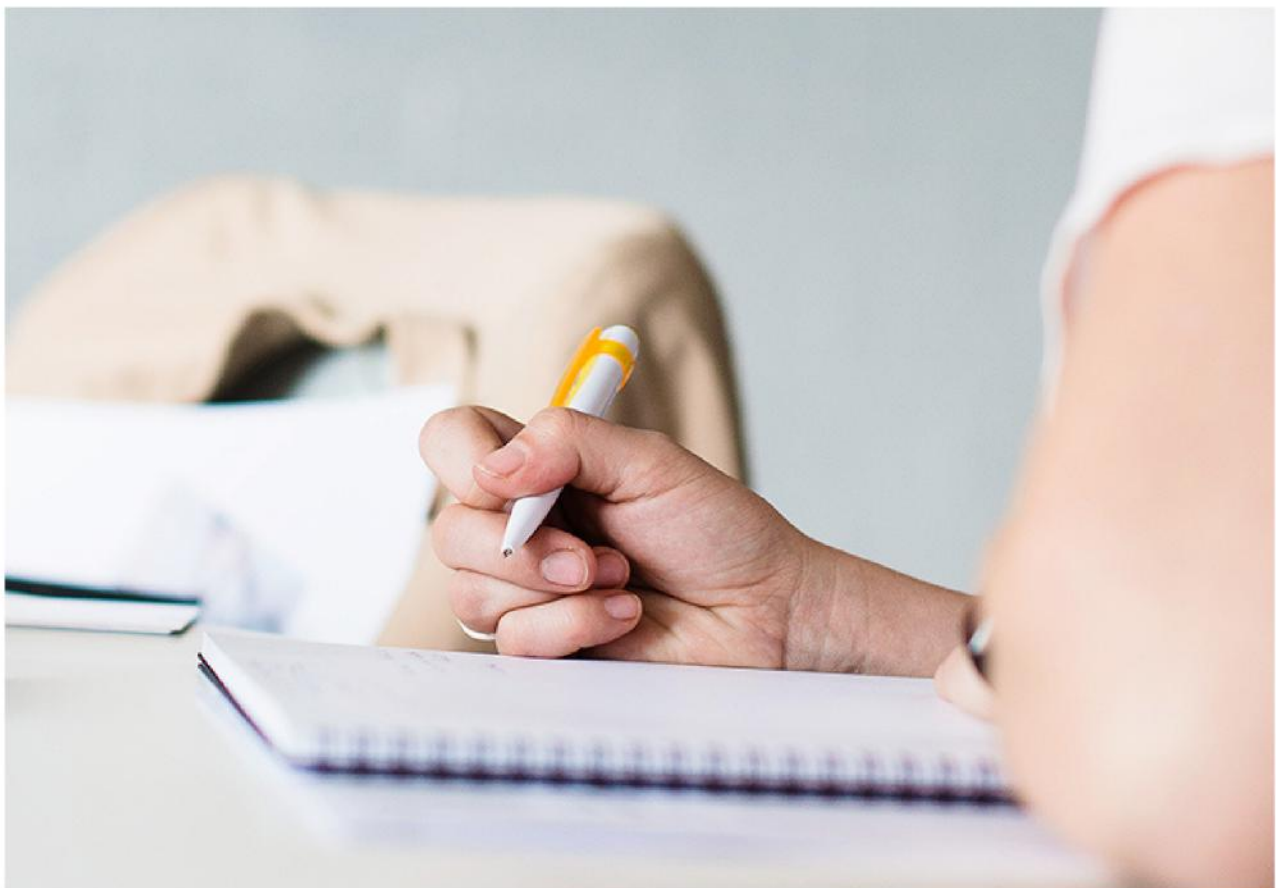
## **Bring your message together**

Refer back to what makes your business unique, distinctive, and engaging. Remember the words you've highlighted and your top-performing keywords for your business.

Condense your best words into one powerful sentence, your ultimate message from your business, and use it as the foundation for everything you will learn from this book.

Take your final message and the three keywords you wrote down earlier, and use them to guide the aesthetic side of your business.

Our visual psychology theory applies to every visual aspect of your business, including product appearance, packaging, website, photos, social media, and marketing materials. It also applies to the design of the selling space and the appearance of service staff.





# **Crafting a cohesive and effective branding strategy that aligns with your business goals**

## **Define your brand**

Before you can create a branding strategy, you need to have a clear understanding of your brand's personality, values, and unique value proposition. This will help you create a clear and consistent message that resonates with your target audience.

## **Understand your audience**

You need to have a deep understanding of your target audience, including their demographics, psychographics, and behavior. This will help you tailor your branding strategy to their needs and preferences.

## **Research your competitors**

It's important to understand what your competitors are doing in terms of branding and messaging so that you can differentiate your brand and create a unique value proposition.

## **Choose your branding style**

Based on your brand's personality and target audience, choose a branding style that resonates with them and reflects your brand's values.

Develop your visual identity: Create a cohesive and consistent visual identity for your brand, including your logo design, color palette, typography, and other visual elements.

## **Craft your messaging**

Develop a messaging strategy that is consistent with your brand's personality and values and resonates with your target audience.

## **Implement your branding strategy**

Ensure that your branding strategy is consistently applied across all touchpoints, including your website, social media, advertising, and customer service.

Measure and adjust: Monitor the effectiveness of your branding strategy and make adjustments as needed to ensure that it is achieving your business goals.



# **COLORS FOR CREATIVES**

chapter 2



# THE FOUR PERSONALITIES OF VISUAL PSYCHOLOGY

To create a single visual image for your business, you need to link yourself to one group out of four and, at most, one other group.

You notice that each group and color has positive and negative features.

Stick to one personality group, and you can focus on using the positive elements of this personality and avoid potential negative aspects.



# COLOR THEORY

- **Tints**
- **Tones**
- **Shades**
- **Pure colors/ hues**

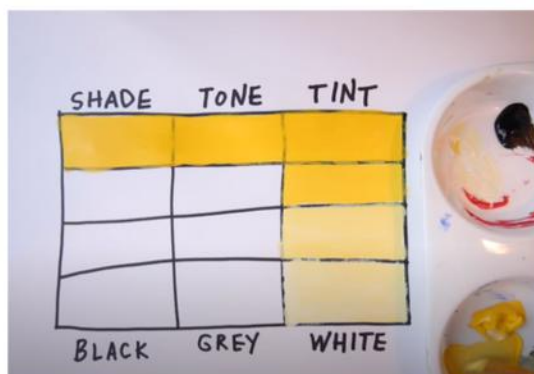
Color theory is the study of how colors can be combined and used to create effective designs. Tints, tones, shades, and pure colors (also known as hues) are important concepts in color theory:

- **Tints** are created by adding white to a pure color, resulting in a lighter version of the original color.
- **Tones** are created by adding gray to a pure color, resulting in a muted version of the original color.
- **Shades** are created by adding black to a pure color, resulting in a darker version of the original color.
- **Pure colors, also known as hues**, are the basic colors of the spectrum without any white, black, or gray added.

Understanding these concepts can help designers create harmonious color palettes that effectively communicate their brand message and evoke desired emotions or reactions from their audience. By using tints, tones, shades, and pure colors strategically, designers can create a range of visual effects, from subtle and calming to bold and dramatic.

## COLOR PALETTE

Learn how to distinguish tints, tones, and shades: <https://youtu.be/DoWod-NIe2E>





# GROUP 1 - YOUTHFUL BUSINESSES

## **Optimistic, lively, and moving.**

Positive, youthful, surprising, personal, welcoming, informal, enthusiastic, warm, soft, fun, cute, fresh, clean, clear, simple.

**Strengths:** The youthful branding style is energetic, fun, and playful, making it ideal for brands targeting a younger demographic. It can be used to create a sense of excitement and enthusiasm around a brand and can be particularly effective for brands in the entertainment, fashion, and beauty industries.

**Weaknesses:** One of the main weaknesses of the youthful branding style is that it may not be appropriate for all types of businesses. Brands in more serious or professional industries may struggle to convey a sense of credibility and authority with a youthful branding style. Additionally, if not executed properly, the youthful branding style can come across as unprofessional or immature.

**Ideal business types:** Brands targeting Gen Z and millennials, particularly in the entertainment, fashion, and beauty industries.

## **Style**

Non-formal, bright, clear, soft, fun, simple, fresh, lively, warm, open, creative.

## **Shapes and textures**

Circles, dots, asymmetrical patterns. Clean textures. Sparkle and shine. Fine lines, patterns have movement in them.

## **Typefaces and fonts**

The fonts are clear, and their shapes are round, moving, "light." The texts are predominantly in sans serif type, which is quick and easy to read.

## **Design style**

Soft and friendly, flowing italic fonts, sans serifs. Soft colors, fun, cute, and happy. White space, simplicity, lively patterns, fine lines, simple shapes, and illustrative styles are almost naive.



## In business

The product, service, and branding visuals remind us of spring with their fresh, youthful, and open-minded approach. The visual branding, selection of the target group, and the nature of products reflect a good mood, friendliness, and, at times, a sense of humor.

Group 1 visuals are suitable for attracting an extensive target group, from toddlers to older people. As a rule, the products' price level is average (unless you have decided to match it with the group 4 personality).

Therefore, group 1 is an ideal choice for businesses with a vast target audience: telecommunication, certain food products like ice cream, smoothies, bottled water, and similar goods for a general consumer group; public transport, etc., but it may also be an excellent personality for narrower audiences.

### Business areas

Creative and relationship-based businesses: marketing, PR, digital and creative agencies, photographers.

Enterprises with an innovative approach, products, and services for children, textiles, fashion design for children, "happy" goods, sweet treats, childcare articles, and party supplies.

## Language

Your company uses a simple, warm, and clear communication method on the website, social media, promotional materials, and in direct communication with customers.



# Tints

Tints are colors with plenty of white, creating a more pastel or lighter version of color than a tone. Warm and vibrant.

## Color palette

The colors are warm and light. Clear and bright basic colors. Here are the colors we call: coral, watermelon, peach, sky blue, violet, apple, aquamarine, turquoise, and cobalt blue. Supportive neutrals are cream, camel beige, and light gray.

In principle, there are no dark colors in this palette. There are gray tones here, but warmth is in them, making them fit with the delicate and pure colors.

The group 1 palette is vibrant, bright, and straightforward.





Stephanie  
Creekmur

## BRAND TYPOGRAPHY

Well, Thank You Kindly

## COLOR PALETTE



ALTERNATE MARKS



## GRAPHIC ELEMENTS



## PATTERNS & TEXTURES



BRAND DEVELOPMENT BY  
WWW.STEPHANIECREEKMUR.COM



# Examples of group 1 personality

[ohhappyday.com](http://ohhappyday.com)

[rice.dk](http://rice.dk)

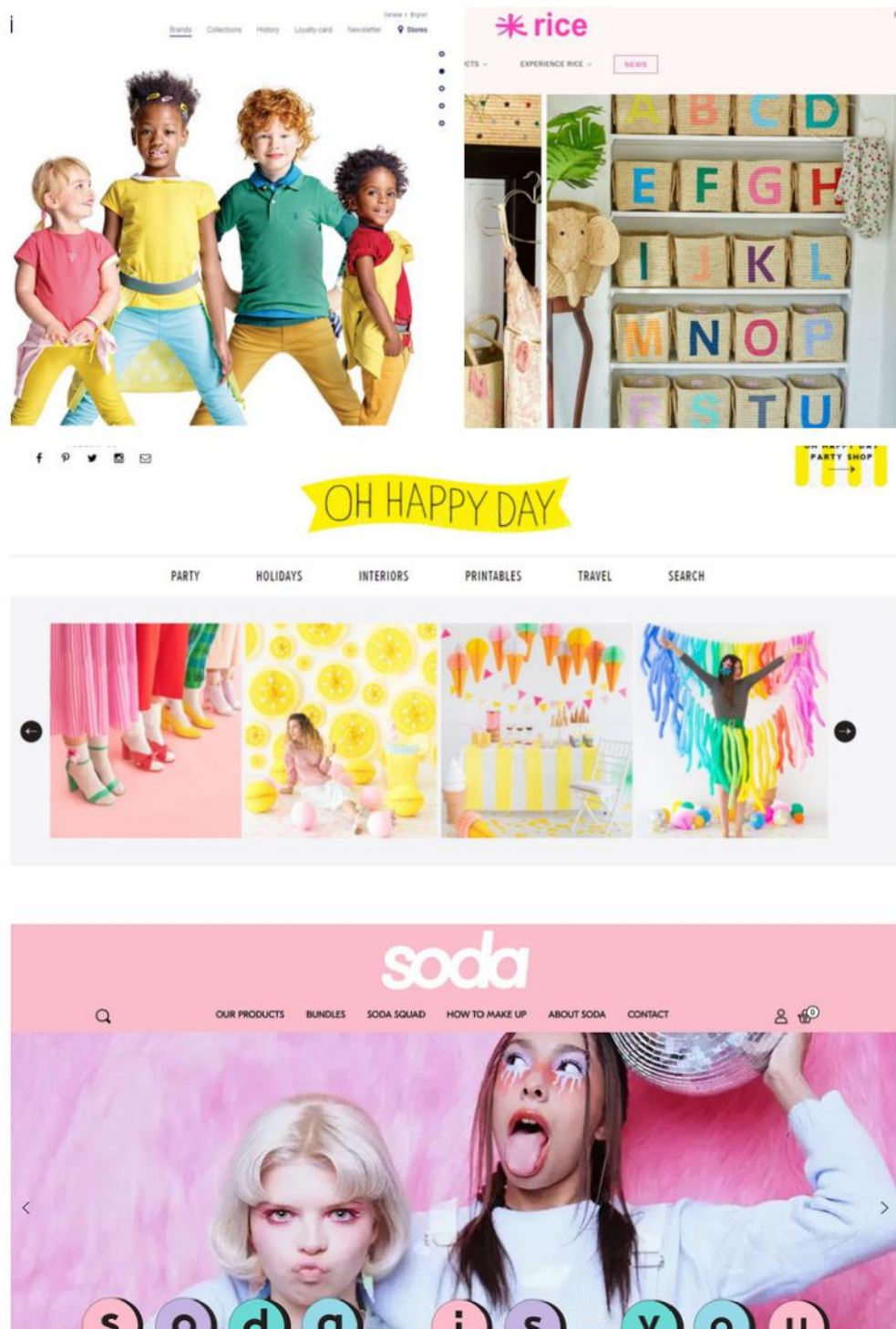
[happysocks.com](http://happysocks.com)

[puravidabracelets.com](http://puravidabracelets.com)

[okaidi.com](http://okaidi.com)

[sodamakeup.com](http://sodamakeup.com)

[miniso.com](http://miniso.com)





# SEASON

## **Spring!**

Bright and colorful, youthful, and fresh.

In the air, you will feel a new life, the return of light and heat. Nature is full of life.

The birds sing, the snow has gone, and the earth breathes deeply. The trees remind us of bright green leafy clouds. The flowers shine in their yellow, blue, and purple shades.

The tonalities and the mood of group 1 personality correspond to nature seen in the Springtime.





# GROUP 2 - ELEGANT AND FEMININE BUSINESSES

## **Calm, efficient, elegant.**

Punctual, practical, relaxed. Elegant, romantic, graceful, delicate, soft.

**Strengths:** The elegant branding style is sophisticated, refined, and luxurious, making it ideal for high-end brands targeting an affluent demographic. It can create a sense of exclusivity and status around a brand and can be particularly effective for brands in the fashion, jewelry, and hospitality industries.

**Weaknesses:** One of the main weaknesses of the elegant branding style is that it can come across as elitist or snobbish if not executed properly. It may also be difficult for some brands to effectively convey their values and personality with an elegant branding style.

**Ideal business types:** High-end luxury brands targeting affluent consumers, particularly in the fashion, jewelry, and hospitality industries.

## **Style**

Understated, soft, timeless, delicate, romantic, graceful, elegant, and traditional.

## **Shapes and textures**

Flowing and elegant lines, delicate flower patterns, watercolors, scattered flowers, vintage style. High-quality fine textured paper or fabric. All sorts of sparkling and shiny textures should be left out.

## **Typefaces and fonts**

Elegant calligraphic scripts and traditional serif fonts with grace. The formality of serif style typefaces and their cursive fonts emphasize the flow and elegance of group 2 personality.

## **Design style**

Detailed illustrations – botanical styles, fine lines. Even the dark and formal tones are calm and confident. Colors are delicate, cool, and reserved, formal in style with a good sense of grace and elegance.

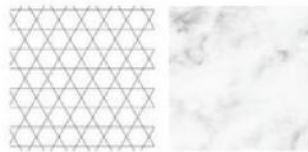


PRIMARY WORDMARK

olive  
& oak  
CREATIVE STUDIO



BRAND ELEMENTS



SECONDARY MARKS



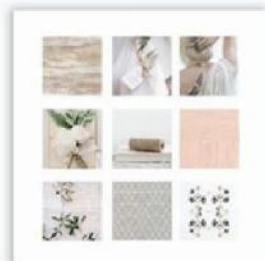
OLIVE & OAK  
CREATIVE STUDIO

BRAND TYPOGRAPHY

OSWALD | ALL CAPS  
A A B B C C D D E E F F G G H H I I J J K K L L M M N N O O  
P P Q Q R R S S T T U U V V W W X X Y Y Z Z  
1 2 3 4 5 6 7 8 9 0

Lora | Regular  
A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p  
Q q R r S s T t U u V v W w X x Y y Z z  
1 2 3 4 5 6 7 8 9 0

Josefin Sans | Regular  
A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p  
Q q R r S s T t U u V v W w X x Y y Z z  
1 2 3 4 5 6 7 8 9 0





# Tones

Tones. The tone of a color is based on the amount of gray added, creating a more pure or subtle result. Cool and formal.

## Color palette

The colors in this palette are cool and pastel.

They have a high percentage of gray in them - and there are no primary colors here. The keyword is muteness. You can find maroon, old pink, plum, bottle green, powder green, and lavender tones. Supportive neutrals are, for example, oysters, cool navy, and medium gray.

There are no extremes in the palette of group 2. The tones are light in their weight. There are also dark tones, but they are rather delicate and understated.





## In business

The nature of the group 2 business and its products and the visuals leave an impression of elegance and mildness.

The tones are muted as we see them in the summer nature landscape; the essence is calm and reflected in marketing.

Group 2 appeals to women and skillfully designed branding provides a subconscious prerequisite for a higher-than-average price category.

### Business areas

Areas of creative professionals: interior styling, graphic design, jewelry design.

The wedding industry, photographers, florists, and classical music providers.

Quality, well-established and credible companies: lawyers, accountants.  
Fashion for babies, kids, and adults, boho, shabby, chic, elegant classics.

## Language

This personality uses a rather formal communication method, both on the website, social media, promotional material, and in direct communication with customers.



# Examples of group 2 personality

[magnoliarouge.com](http://magnoliarouge.com)

[shaydacampbell.com](http://shaydacampbell.com)

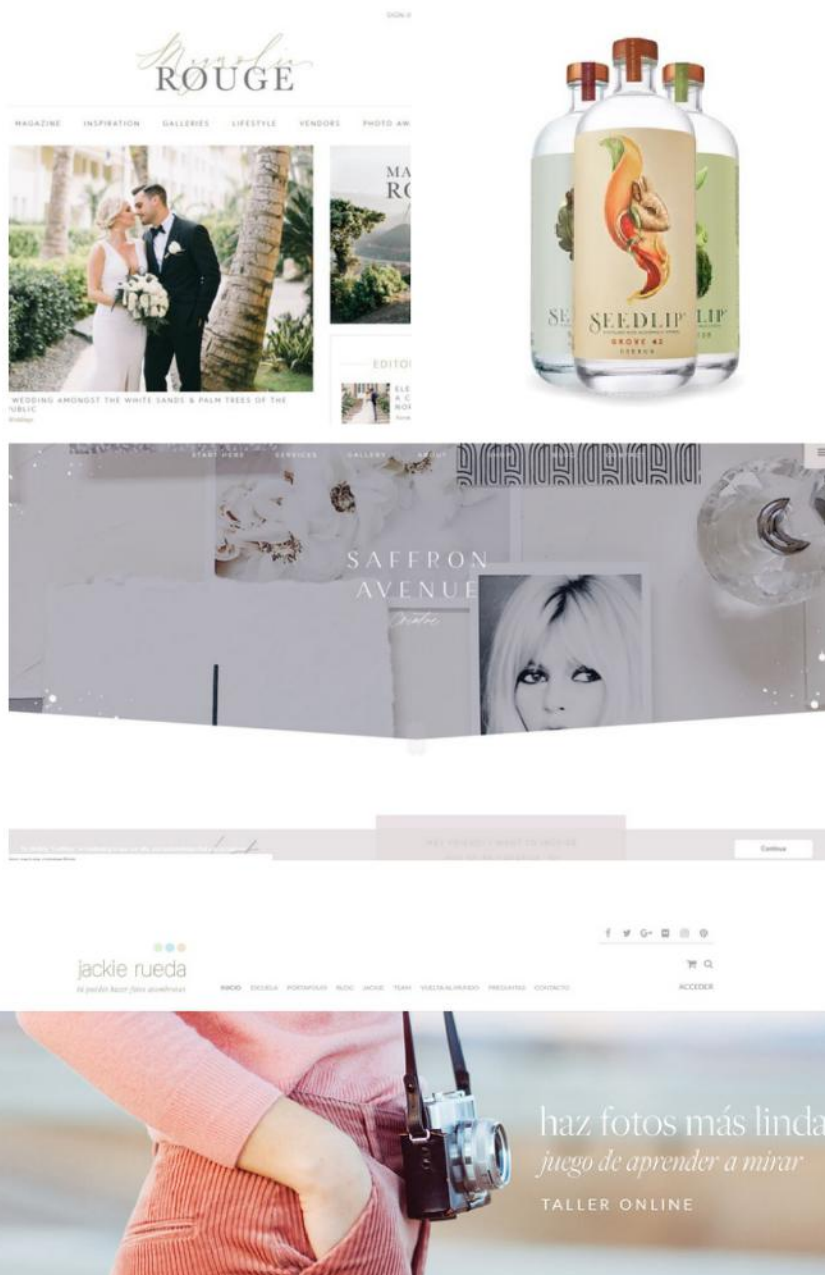
[gooseberrymoon.co.uk](http://gooseberrymoon.co.uk)

[saffronavenue.com](http://saffronavenue.com)

[jackierueda.com](http://jackierueda.com)

[seedlipdrinks.com](http://seedlipdrinks.com)

[bridelaboheme.com.au](http://bridelaboheme.com.au)



cada clase aquí es mágica

Esta escuela es única porque te hacemos fácil lo difícil. Te abrimos posibilidades, te enseñamos de cosas nuevas. Tus cursos tienen acceso para siempre y certificados. Desde el 2009 hemos coloreado la vida a más de 22 mil personas.



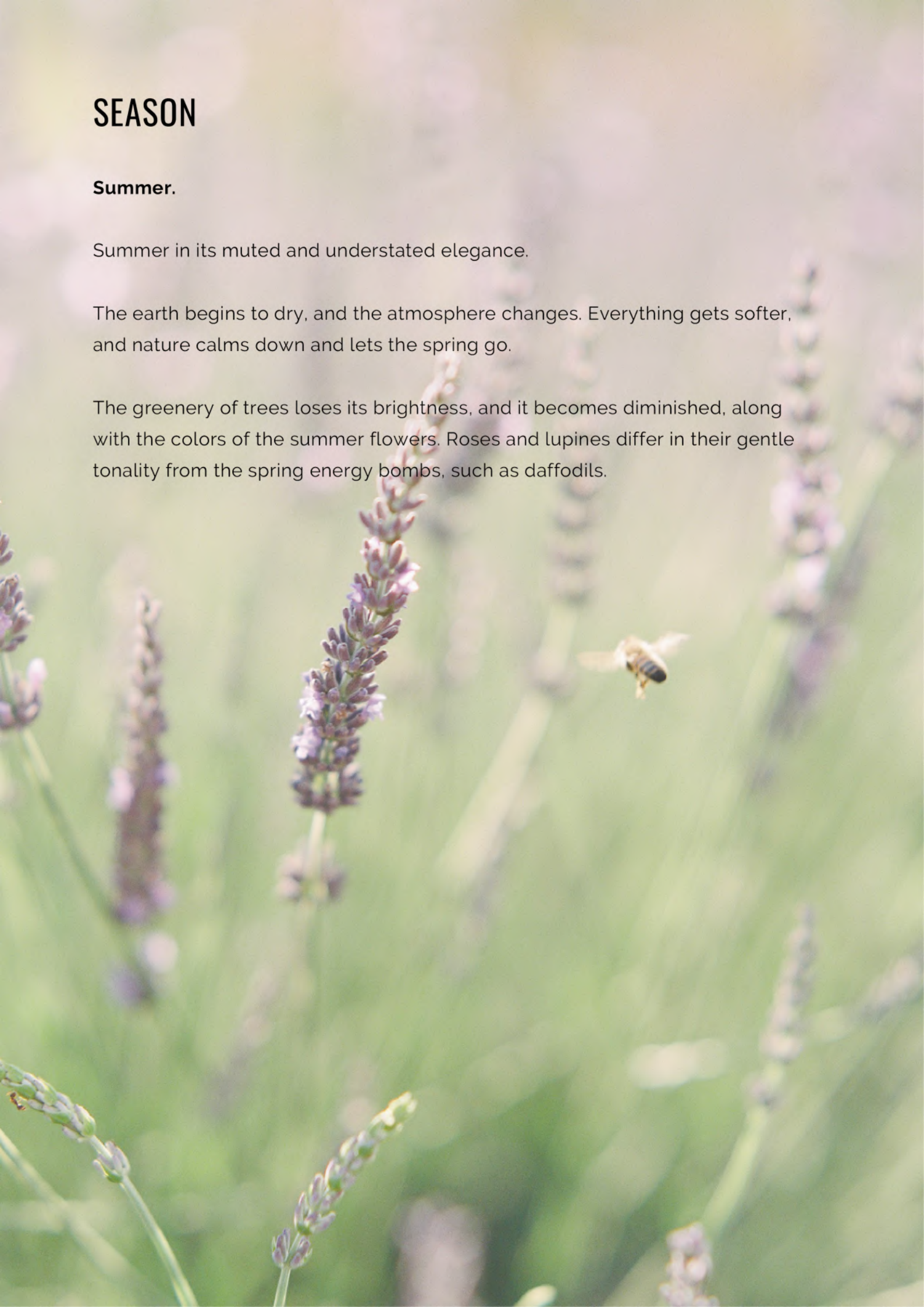
# SEASON

## Summer.

Summer in its muted and understated elegance.

The earth begins to dry, and the atmosphere changes. Everything gets softer, and nature calms down and lets the spring go.

The greenery of trees loses its brightness, and it becomes diminished, along with the colors of the summer flowers. Roses and lupines differ in their gentle tonality from the spring energy bombs, such as daffodils.





# GROUP 3 - DOWN-TO-EARTH BUSINESSES

## **Earthy, organic, natural.**

Ambitious, authentic, friendly, nostalgic, nature-focused, organic, energetic.

**Strengths:** The earthy branding style is natural, organic, and eco-friendly, making it ideal for brands that value sustainability and environmentalism. It can create a sense of authenticity and transparency around a brand, and can be particularly effective for brands in the natural beauty, health, and wellness industries.

**Weaknesses:** One of the main weaknesses of the earthy branding style is that it may not be suitable for all types of businesses. Brands in more traditional or corporate industries may struggle to effectively communicate their values and personality with an earthy branding style.

**Ideal business types:** Brands that value sustainability and environmentalism, particularly in the natural beauty, health, and wellness industries.

## **Style**

Warm, nature, spirituality, arts, craft, ethnic, history, antique, robust.

## **Shapes and textures**

Squares with rounded corners, patterns of natural texture and nature, and informal illustrative styles. Acrylic or gouache paints, natural surfaces, and preferably recycled or textured paper. Linen cord and textiles, brown paper, handmade paper, and wood.

## **Typefaces and fonts**

Fonts have non-formality over them. Slab serifs and sans serifs as long as they have a degree of heaviness. Headlines in thick lettering and scripts that remind handwriting, giving an impression of openness and a friendly approach.

## **Design style**

Intensive but subtle shades, natural and rustic textures. Natural materials. Friendly and warm, rounded corners and edges. Illustrations are robust and earthy.



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A REMARKABLE COMPANY

## HARVEST

CULTIVATING NEW  
CROPS TO MAKE  
FARMERS INCREASE  
PROFITS[DISCOVER OUR COMPANY](#)A REMARKABLE POSITION  
AMONG AGRICULTURAL COMPANIES

We are prominent leader in the agribusiness, specializing in the cultivation, production and trading of animal, feed and essential human food commodities such as corn, fruits, flour and vegetables. Since its inception, we have achieved unmatched growth fueled by an active foreign investment strategy, establishing various acquisitions and joint ventures with specialized food and food producers worldwide. We own and operate a large asset base including a total base of 140 thousand acres, 4 storage processing and production plants, and 2 flour milling plants.

[READ MORE](#)

CEREALS

VEGETABLES

FRUITS &  
BERRIES

&lt;&gt;

AGRICULTURAL  
SEEDSSEED TRAITS &  
TECHNOLOGIESWATER  
CONSERVATION

CROP CULTIVATION SAFETY CLIMATE CHANGE ENVIRONMENT

Crop cultivation requires a lot of time and effort, as well as a lot of resources and equipment. The success of the crop depends on the quality of the seeds, the quality of the soil, the quality of the water, and the quality of the climate.

[READ MORE](#)

Safety is a top priority for all of our employees and customers. We have a strict safety policy and we are committed to providing a safe and secure environment for all of our employees and customers.

[READ MORE](#)

Climate change is a global issue that affects all of us. We are committed to reducing our carbon footprint and to providing a sustainable environment for all of our employees and customers.

[READ MORE](#)

Environment is a top priority for all of our employees and customers. We have a strict environmental policy and we are committed to providing a clean and healthy environment for all of our employees and customers.

[READ MORE](#)USING INNOVATIVE EQUIPMENT  
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## Shades

Shades. The hues have some black added. The more black is added, the darker and less intense the result is. Warm, subtle colors.

## Color palette

The group 3 palette is again warm, but it is intense and rich this time - definitely not the primary colors.

The shades here are varied between very strong and, at the same time, quenched tonalities, for example, burnt orange, mustard yellow, butter yellow, olive green, forest green, peacock, petrol, aubergine, and warm burgundy.

Supported neutrals are warm browns in any shade.

The colors of this group have a strong bond with the countryside and naturalness. The palette has depth, substance, and maturity.





## In business

The business of group 3 personality appears like autumn - abundant, subtle, and friendly.

The visuals' tones are intense, like in autumn nature, and the colors range from intense purple to deep brown. Marketing is warm, open, and focused on high skills.

The visual essence of group 3 appeals to both women and men. However, group 3 (in addition to group 4) is specifically suited for creating a masculine image.

These visuals make the prerequisite for medium to slightly above the average price class if there is no support for another personality group.

### Business areas

Investigative journalism, psychology, archeology, or history.

Organic or fair trade companies, charity, agriculture, hunting, gardening, crafts, wood, and metalwork. Books, knowledge, spirituality.

Chocolate, coffee, spices. Bakery, beer makers, gardeners, vegetables, minerals, building industry, toys made of natural materials, and more.

## Language

Group 3 businesses use energetic, passionate, and intelligent communication on the website, social media, promotional materials, and in direct communication with customers.



# Examples of group 3 personality

[happinez.nl](http://happinez.nl)

[firstagar.com.tw](http://firstagar.com.tw)

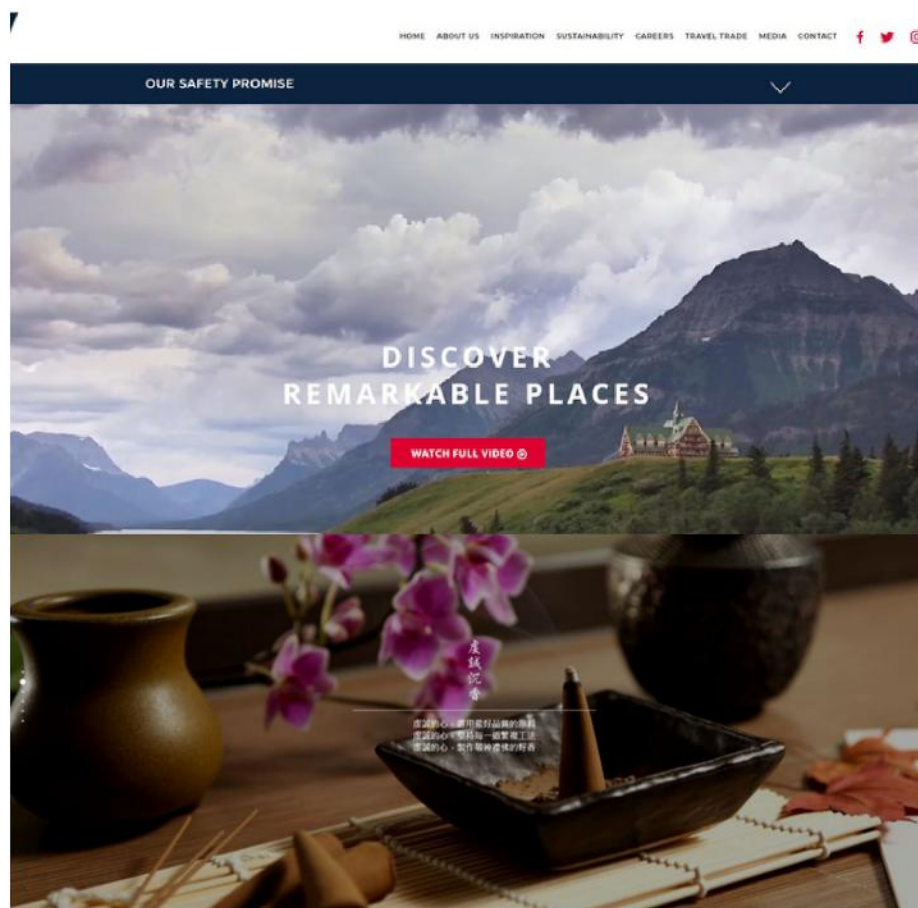
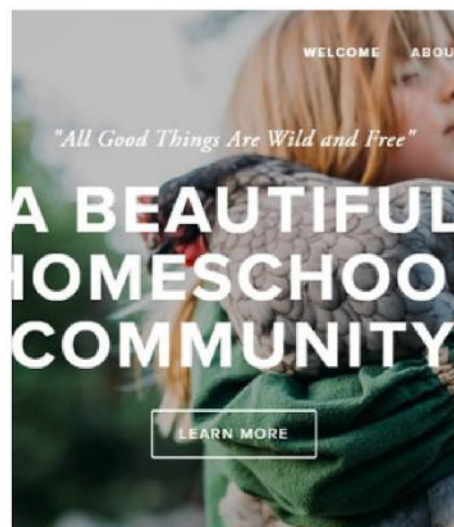
[bittermilk.com](http://bittermilk.com)

[kinoya.co.jp](http://kinoya.co.jp)

[collective615.com](http://collective615.com)

[pursuitcollection.com](http://pursuitcollection.com)

[bewildandfee.org](http://bewildandfee.org)





# SEASON

## **Autumn.**

Autumn in its intense colors and abundance.

We see a lot of colors in nature, and again are they in perfect harmony. But now, the shades of colors are entirely different from the previous two seasons. This time, the northern part of the world is not very flowery.

Still, the colors are everywhere - in falling leaves that turn yellow, red, purple, and eventually brown, in ripe berries and fruits, and in red and purple branches that appear nude after the leaves have fallen off.





# GROUP 4 - HIGH-END BUSINESSES

## **Specific, exclusive, self-confident.**

Outstanding, confident, luxurious, extremes, inflexible, intense, dramatic, glamorous, practical.

**Strengths:** The luxury branding style is opulent, extravagant, and indulgent, making it ideal for high-end brands targeting an affluent demographic. It can create a sense of exclusivity and status around a brand, and can be particularly effective for brands in the automotive, fashion, and hospitality industries.

**Weaknesses:** One of the main weaknesses of the luxury branding style is that it can come across as ostentatious or out-of-touch if not executed properly. It may also be difficult for some brands to differentiate themselves from competitors with a luxury branding style.

**Ideal business types:** High-end luxury brands targeting affluent consumers, particularly in the automotive, fashion, and hospitality industries.

1.

## **Style**

Powerful, bold, dramatic, geometric, extremes, clean lines.

## **Shapes and textures**

Geometric patterns, strong and straightforward patterns. Sharp shapes and forms.

## **Typefaces and fonts**

The typography here can be sharp, minimalist, or overflowing calligraphy. Body texts: sans serifs or serif typefaces that are instinctive and relatively inflexible.

## **Design style**

The design here leaves a bold and strong impression. Intense colors and layouts are presented powerfully. Pure, intense, and cold colors and visuals are dramatic and geometric. Calligraphy and scripts are very expressive and purposeful. Illustrations can be detailed and simple, but they are impressive.



# 01

## IDENTITY

With an air of sophistication and luxury at its core, we developed a brand for the residential and commercial sections of the development. We introduced two logos for flexibility, both focused around large decorative letterforms with delicate and elegant ligatures.

Typography was kept clean and simple, with a contemporary sans serif for headlines and a serif reserved for body copy and decorative numbering.

To bring the scheme together, we developed a polished colour palette around rich navy and champagne gold with cobalt details to enhance the luxury feel.

one

SEYMOUR STREET  
MARYLEBONE

*Residential  
Development*

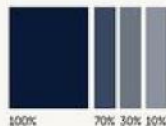
seven

SEYMOUR STREET  
MARYLEBONE

*Commercial  
Development*

## COLOUR SCHEME

### NAVY



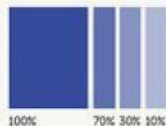
100%

70%

30%

10%

### COBALT



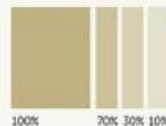
100%

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### CHAMPAGNE GOLD



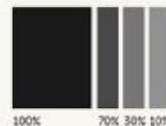
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### CHARCOAL



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## TYPEFACES

### MUSEO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@E\$%^&\*()

### Chronicle

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@E\$%^&\*()



## Pure hues

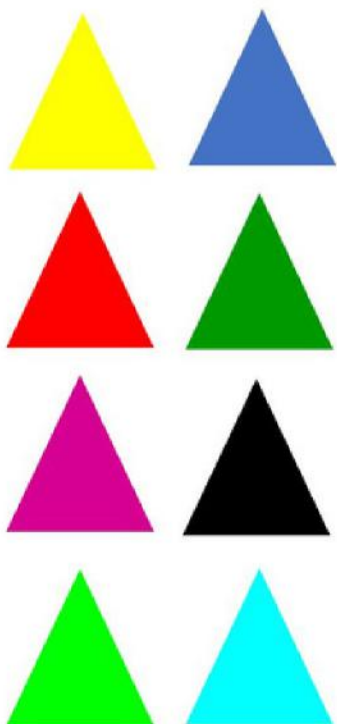
Pure hues with no white, gray, or black added. Cool, clear, crispy colors.

## Color palette

This palette consists mainly of very clear hues, and the overall impression is cool. There is a strong contrast between pure colors, extreme shades, and tints. Pastels are not found here. This is the only group that includes black, polar white and neon colors.

You can find magenta, shocking pink, Persian orange, pistachio, lemon yellow, cyan, royal blue, ice blue, midnight blue, indigo, and royal purple. Supporting neutrals are black, white, charcoal, and silver-gray. No beige, cream, or other subtle tones.

The group 4 palette is dramatic and powerful. Nothing subtle is found, only crystal clarity and strength.





## In business

With its products and services, personality and visuals, the whole business is straightforward and determined-reminding winter in its extremes.

Straight forward and specific even in tonalities of color - cool, clear, and clean. Marketing is self-confident, bold, and either super-minimalist or extravagantly overflowing.

Group 4 personality is appealing to both men and women. Not suitable for kids but for parents looking for exclusivity for their children.

### Business areas

Luxury and high-end fashion, luxury travel, products, cars, and technology.

Banks, finance, and law.

But also extreme savings companies such as cheap furniture manufacturers, cheap hotels, travel agencies, or airline companies.

## Language

Your company uses a minimal and straightforward but rather vigorous way of communication. Straightforward and right-to-the-point call copy on the website, in social media, in promotional materials, and in direct contact with customers.



# Examples of group 4 personality

[lehho.kr](http://lehho.kr)

[kinfolk.com](http://kinfolk.com)

[hannahmcclunephoto.com](http://hannahmcclunephoto.com)

[luccaricoffee.com](http://luccaricoffee.com)

[masseriamorose.it](http://masseriamorose.it)

[dior.com](http://dior.com)

[jeongdahye.com](http://jeongdahye.com)

[normcph.com](http://normcph.com)



I IN

PROJECTS ABOUT MEDIA CONTACT

CARTIER JAPAN OFFICE  
Japan





# SEASON

## Winter.

Group 4 is comparable with winter in its inflexibility, drama, and extremes. Suddenly, the whole color palette in nature is gone, and the winter landscape takes power.

Everything is under the layer of snow or simply frozen earth to rest and gather strength for the new season in winter.

The winter nature is quiet most of the time - until the storm clouds appear, and branches break—drama, extremes, and coolness.





# COLORS THROUGH THE DAY

The four seasons have been firmly established in the temperate zone. The daffodils do not blossom in the autumn - they would not even harmonize with asters, for example.

At the same time, we do not have to wait for a whole year to see different patterns of nature occurring: the same process takes place practically every day:

**Morning:** The air is clean and fresh at sunrise, and the colors are bright. Equal to group 1.

**Noon:** Colors are calm; the air is pale. Like it is in group 2.

**Evening:** The day is fading, and the colors become deep and dramatic—the subtleness of group 3.

**Night:** In the dark, we see the small moon and stars that sparkle clearly in the massive dark sky. Or, a moon peeks from behind the mysterious clouds, creating a chilling atmosphere—group 4 at its best.

**“Light is a thing that cannot be reproduced but must be represented by something else – by color.” – Paul Cezanne**



## SUMMARY

It rarely happens that one business can commit itself to only one personality out of four groups. It is more common to choose one (and only one!) additional personality to support the leading personality group with some elements.

For example, your business may match group 2 personality and be influenced by group 4.

Maybe you offer wedding photography with a higher price scale, thereby delivering the relevant message through your visuals - website and social media.

You can appear luxurious, elegant, and stylish as a group 4 personality while maintaining the softness of group 2.

You should choose only one dominant personality and use it to determine the color scheme for your business.

Do not mix tonalities from two or more personality groups as it can create a cheap and unprofessional impression.

Once you have selected the dominant personality, you can start incorporating shapes and details from your secondary personality group.

It is essential to avoid mixing personal preferences with what is best for your business's visual identity.



# **BRAND ELEMENTS**

chapter 3



# SHAPES

## GROUP 1

They may be asymmetrical and be placed here and there without real symmetry. It creates an open and friendly impression on people's subconsciousness and, combined with bright colors, creates a happy and uplifting result.

Joy is a brand that offers children 0-8 years of age: toys, sporting gear, furniture, and more. With this design, the company's goal is to appear playful, friendly, and open. Designed by Jan Zabransky ([behance.net/janzabransky](https://www.behance.net/janzabransky)).

Miniso is a Chinese brand inspired by Japan and the kawaii culture there.





## GROUP 2

Group 2 personality suits best a business that seeks to appear calm and elegant, offering a high-quality product and keeping the visuals smooth and flowing. This means that curved lines and subtle textures and patterns are essential.

Keeping the colors cool and muted, you can easily use rectangular shapes without making them appear too bulky. Keep it simple!

Zen Tea manufacturers aim to make it clear through their visuals that they offer a calming, mellow, and healthy tea that is a pure pleasure to drink. The design is elegant, understated, and delicate.

Whamisa is a South Korean skincare brand in charge of raw material extraction, development, and production.





## GROUP 3

This personality has boldness in its visuals. The shapes have rounded edges and corners, and the materials and textures are rough, natural, and heavy. Avoid sharpness to maintain a warm and friendly nature.

Creole handicraft beer producers use illustrations that show Venezuela's "characters" – reflecting the country's diverse population. This is a rustic product; the visuals are slightly retro, non-square, and not round but bold.

Designer Oskar Bastid: [behance.com/mor8](https://www.behance.net/mor8)



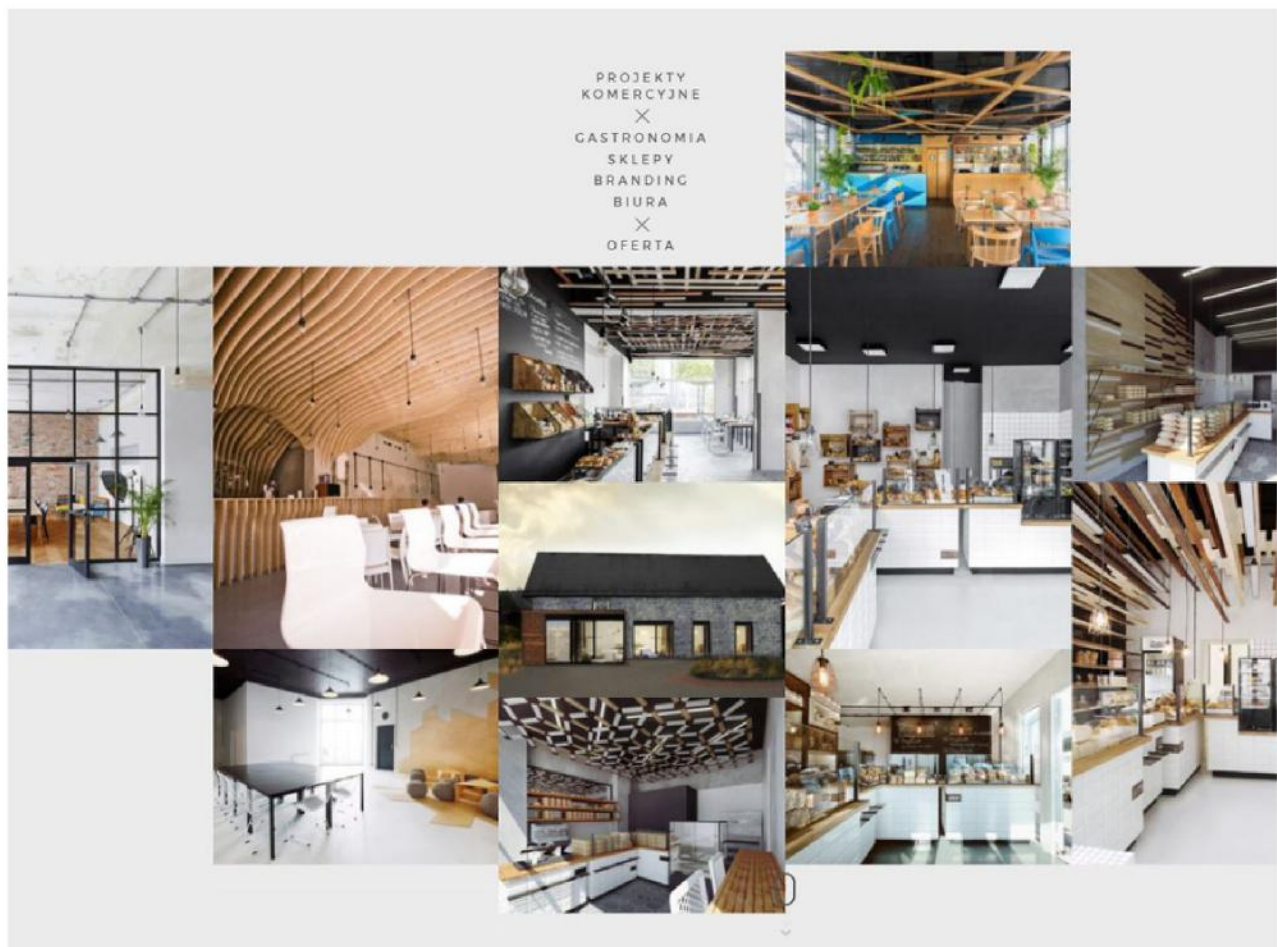


## GROUP 4

In this self-confident personality, symmetry is in place. Details! Geometric shapes and patterns, sharp corners, arrows, hard and cold or tremendously soft and buff. Extremes and drama. Minimalistic details, gigantic elements.

Five Cell Architects is an architectural bureau in Poland. Their visuals are very prominent and impressive. If I could show their visuals here in 3D, as they do on the web, I would even impress you with them.

The details are the ones we notice here, expressing powerfulness and exclusivity.





# ILLUSTRATIONS

Illustrations offer businesses a chance to create memorable and engaging visuals.

Unlike photography, which can only capture certain moments in a particular environment, hand-drawn visuals can tell stories and depict abstract concepts, allowing businesses to create a fantasy world that is not constrained by reality.

Tiny details in illustrations can show the level of thought that goes into the finished design.

For example, an illustrated hairdresser salon for men can transport customers into a new world where everyday worries disappear. Illustrated packaging can also provide a unique experience for customers, with the outer design giving an idea of the product's nature and the inner reflective layer revealing the product upon opening.

Illustrations offer flexibility in creating unique solutions tailored to different dimensions and shapes. Budget-friendly illustrations can be found on Creative Market, such as those by [Lisima](#):





## GROUP 1

Group 1 illustrations are playful and full of movement, expressing youthfulness and lightness. The tonality is bright and light.

## GROUP 2

Minimalistic use of group 2 illustrations is in a refined, understated style. They are detailed and usually have fine lines.

## GROUP 3

Illustrations for group 3 personality: the natural-looking product is presented by using earthy, bold, open, and warm images.

## GROUP 4

Group 4 illustrative style is a blend of minimalism and, on the other hand, drama in dominating, dramatic color splashes.

Illustrations help you create the right personality group for your business and do that even more perfectly in harmony.

For example, a business that wants to appear amusing and playful; can use hand-drawn funny characters.

If a business attempts to appear calm, self-confident, and elegantly understated, it can use botanical-style drawings with fine lines and watercolor coloring.

A business that offers organic products and wants to appear serious, open, and friendly can use warm, bold, and subtle illustrative style—using strong and precise lines and very few details, maybe?

On the other hand, a brand that wishes to underline its high-end position can use rich and detailed art pieces representing traditions and classics.



# PATTERNS

Different types of patterns affect our subconsciousness differently. The use of the wrong pattern in the wrong situation may leave your business with a cheap and disappointing impression. Choose colors that fit your business's color palette tonality.

Combine large and small patterns, do not be afraid to use different types of patterns: dots, stripes, squares, flowers, geometry, etc., as long as you follow the basic features of your business's personality group.

You can find many great patterns in most image stock websites, but also in Creative Market, like the [design below, by Curly\\_Pat.](#)





## **GROUP 1**

Patterns are often asymmetrical, bright, and full of movement. You can find symmetrical, dotted patterns here, but the dots are in different colors. Flowery patterns are abundant and full of activity. This gives a warm and open impression and a comfortable and welcoming mood.

## **GROUP 2**

Patterns are calm, and finely drawn. Small florals, pastel romantic, rose patterns: gentle squares, dots, calligraphic decorative text. There is gracefulness in the patterns, even for baby products. Tonality is muted and pastel. You find no brightness here.

## **GROUP 3**

In group 3, you find earthy, nature-reflecting patterns, and hand-drawn details with bold lines.

Large-scale botanical patterns, imitation of natural materials. The colors are subtle and warm.

## **GROUP 4**

Regularity, geometry, clarity. Golden and shine on a dark or white background. Crispiness, coolness.

Sharp angles, confident straight lines, overexposed details, or relatively tiny objects. Extremes, drama.



# TYPEFACES

Typefaces have a crucial part in designing a business's visual face.

Visual communication must be clear, as we are poured over with an enormous amount of information daily. Fonts, colors, and shapes are the first signals your potential customer will notice in your business's presentation, and only their look makes his/her subconscious make a quick conclusion about the product.

One typeface can forward your message in a very formal and informative way, but at the same time, another font may send your information in a much softer, more instructive way.

Typefaces are a beautiful world that opens your eyes and makes you understand how letters and shapes affect us daily.

For example, if you want people to expect that what you offer is a product that is easy to use, then use easy-to-read, sans serif fonts in your texts. If your goal is to leave a quick impression that your offer requires skillfulness, use the font types requiring focus, like serifs.





## GROUP 1

Group 1 personality scripts require an open, simple and playful handwriting typeface. Fun and friendly typefaces. Sunshine, Happy Tum, Happy Dance.



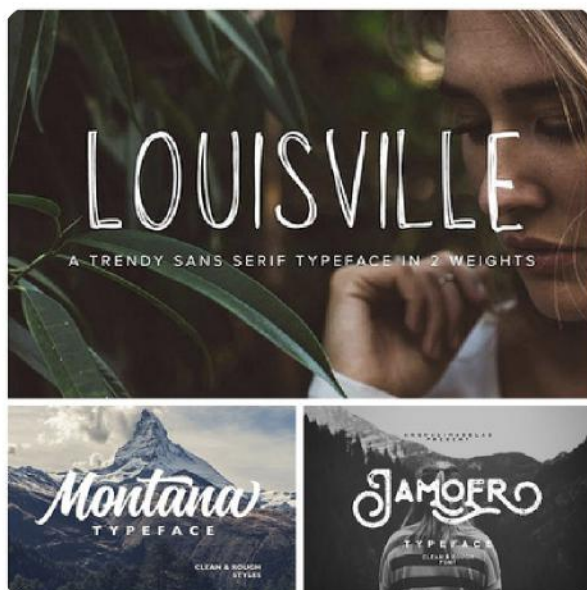
## GROUP 2

Delicate and modest group 2 personality is open for elegant calligraphy or feminine, flowing handwriting typefaces. Hunter, Coast & Co, Opulent.



## GROUP 3

Bold, open, and friendly scripts as handwriting or a retro-style letterhead, stamp style, or other nostalgic, earthy variation. Louisville, Montana, Jamofr.



## GROUP 4

Bold and self-secure, and you need to use dramatic scripts. Oversized, minimalistic calligraphy or handwriting. Hermes, Quick, Gaze.





# HOW TO CHOOSE TYPEFACE FOR YOUR PROJECT

## LOGO

Choose a unique, prominent typeface you do not use anywhere else in your business's materials.

If you combine different texts in the logo, try to play with the opposites: the serif main text, the sans serif subtext, the sizeable main text, the very small subtext, etc.

You can find many great logo templates in Creative Market, like this one by [Eclectic Anthropology](#).





# GROUP 1 LOGOS

Group 1 logos are characterized by a playful, open, and simple design style that reflects a script that is fun-loving and carefree. These logos often feature handwritten typefaces that are easy to read and convey a sense of whimsy and creativity.

Handwritten typefaces add a personal touch to a logo, making it feel more approachable and friendly. To create a successful Group 1 logo, it's important to use typefaces and illustrations that reflect the values and personality of the brand, while also being easy to read and legible in different sizes and on various media.

The Barbie logo is written in a vibrant pink, cursive script font.The okaïdi logo is written in a blue, lowercase, sans-serif font with a slightly irregular, hand-drawn feel.The Happy Socks logo is written in a black, cursive script font.The soda logo is written in a pink, lowercase, sans-serif font with a slightly irregular, hand-drawn feel.



## GROUP 2 LOGOS

Group 2 logos are perfect for brands that want to convey an air of delicacy and modesty. This personality type is open to elegant calligraphy, feminine and flowing handwriting typefaces, as well as detailed illustrations. Calligraphy and flowing handwriting typefaces can lend a sense of movement, fluidity, and elegance to your brand, while detailed illustrations can convey the sophistication and refinement of your products or services.

To create a Group 2 logo that resonates with your target audience, it's essential to use the right combination of typography and illustrations that convey your brand's personality and values while remaining legible and distinct at different sizes and on various platforms.

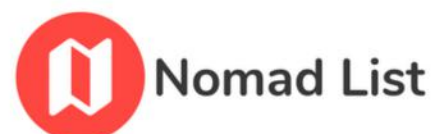




## GROUP 3 LOGOS

Group 3 logos are ideal for brands that want to project boldness, openness, and friendliness. This personality type is open to using handwriting or retro-style letterheads, stamp-style, or other nostalgic and earthy variations. Bold illustrations without too many details can be used to convey a sense of energy and dynamism, which is perfect for brands that want to project a lively and active image.

To create a Group 3 logo that captures the essence of your brand, you can experiment with typography and illustrations to find the right balance between boldness and simplicity while keeping in mind legibility and scalability.





## GROUP 4 LOGOS

Group 4 logos are perfect for businesses with bold and self-assured personalities. The typography used in these logos is dramatic and oversized or minimalistic calligraphy and handwriting.

The illustrations used in these logos are bold and impactful, with a lot of drama and energy - or extremely simple. These logos are ideal for businesses that want to make a strong statement and stand out from the crowd.

If you're looking for a logo that exudes confidence and power, then a Group 4 logo is the perfect choice.



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I IN

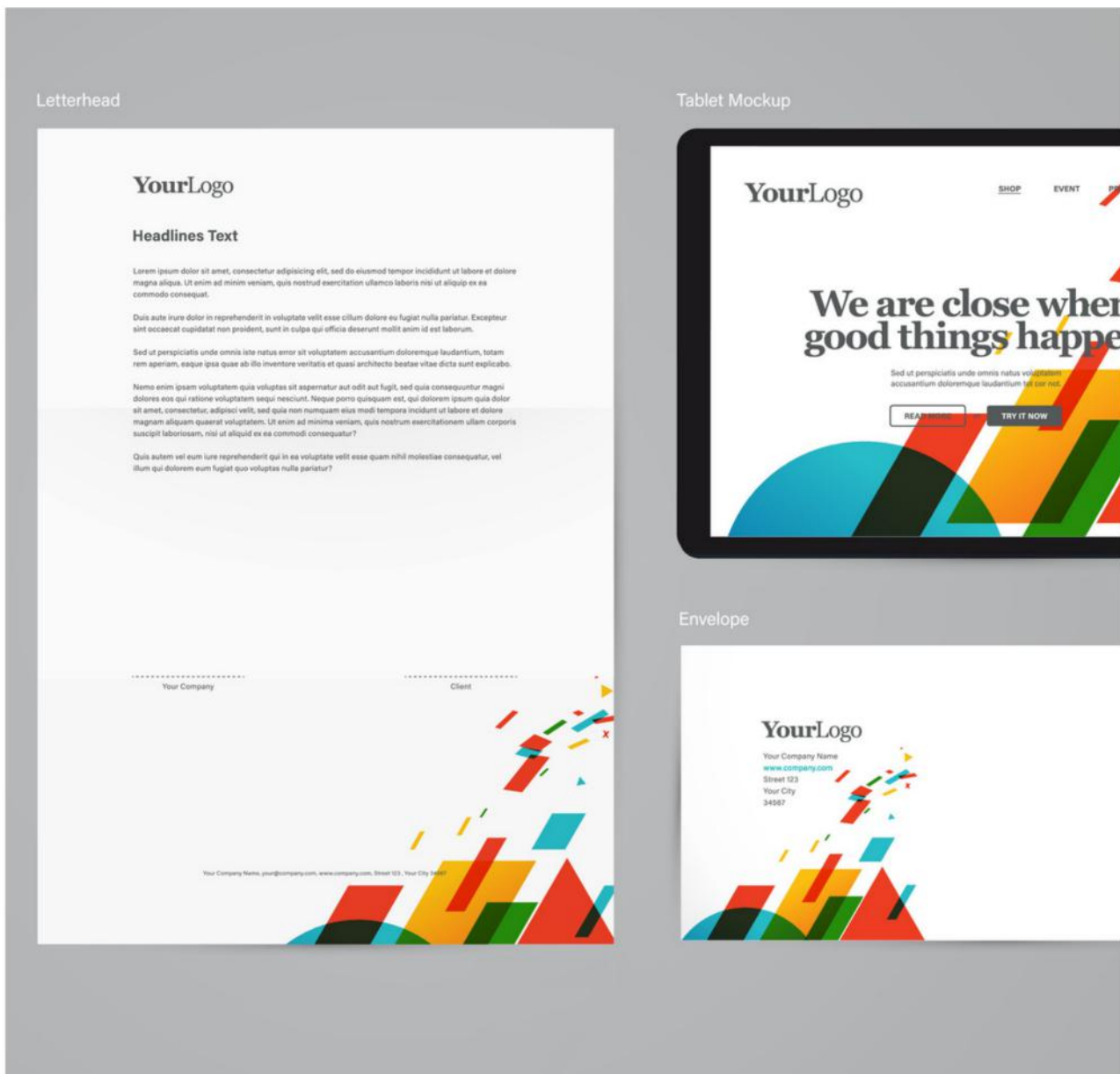




# WEB AND PRINT

Choose two or three different font types for your texts, and use them in various thicknesses and sizes, if necessary. In some cases, you may need one or two different types, especially if your business has large amounts of text, and therefore you should keep a comprehensive system.

You may need one, at least two, for letterhead titles and one font for the main text. Consider the specifics of the font mentioned above for readability when selecting the font type appropriate for your business.





# Sans serifs

There are no "ears" on the letters, and the texts in this typeface look simple and are easy to read.

Therefore, such fonts can be used in texts where content does not require much concentration.

These fonts may, if properly used, give texts a modern and innovative look.

Perfect for group 1 personality, paired with a vivid tone palette and supported by illustrations or photography with an open and playful nature.

Examples: Folio, Modernica light, Heavy, Bailey Sans, Bold, Transat Text, Helvetica, Arial, Verdana.

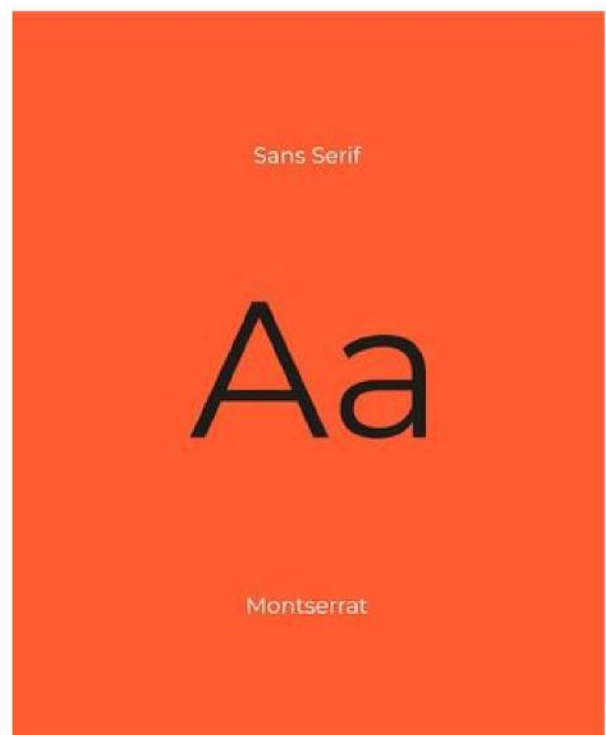
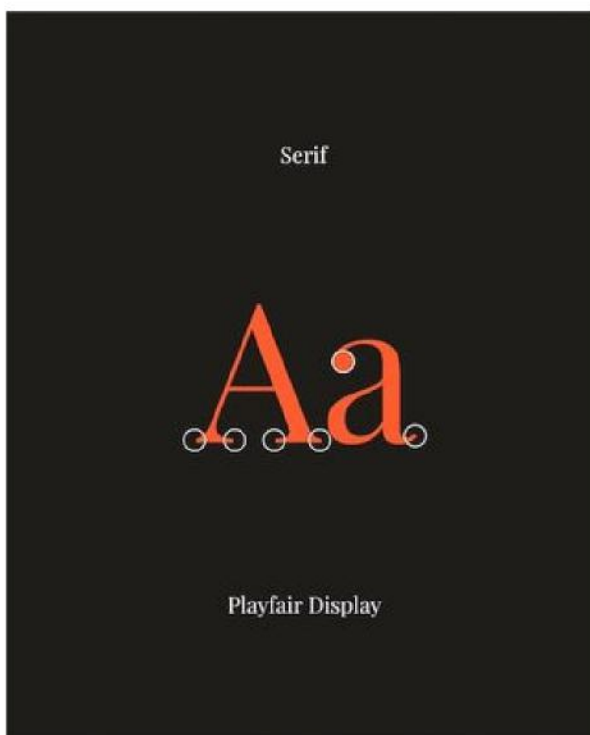
# Serifs

Serif fonts have little "ears" at the end of the strokes, giving the text an intelligent and formal look. Serif fonts can leave a traditional impression, and some look very elegant.

Longer texts written in serif fonts require focused reading, and serifs are, therefore, often used for texts that contain educational information. Also, serif fonts give the text a self-confident and "expert" look.

Examples: Bodoni, Didot, Palantino, Times, Bell, Sabon, Garamond, Baskerville.

Images from fantastic source: [Serif vs. Sans Serif](#)





# BRAND PHOTOGRAPHY

There is a difference between a photo and a photo, even if the same thing is captured. One image can be nostalgic and calm, and the other can be crescent and moving.

The photos you choose to introduce your product or service through will affect your target audience's understanding of the product's nature and price.

Suppose your business's marketing is based mainly on visuals and, for example, on Instagram, a blog, and Facebook. In that case, it is crucial that you carefully design your visual style.

Again, it would be best to decide which group of personalities your business belongs to and then choose a matching photographic style when creating your product photos.



## GROUP 1

Fresh and clean, moving and lively, joyful and bright images.

## GROUP 2

Soft and romantic, pastel and formal, feminine and hazy. Elegant and relaxed feel.

## GROUP 3

Earthy, authentic, and warm. Can also be bold, masculine, and moody.

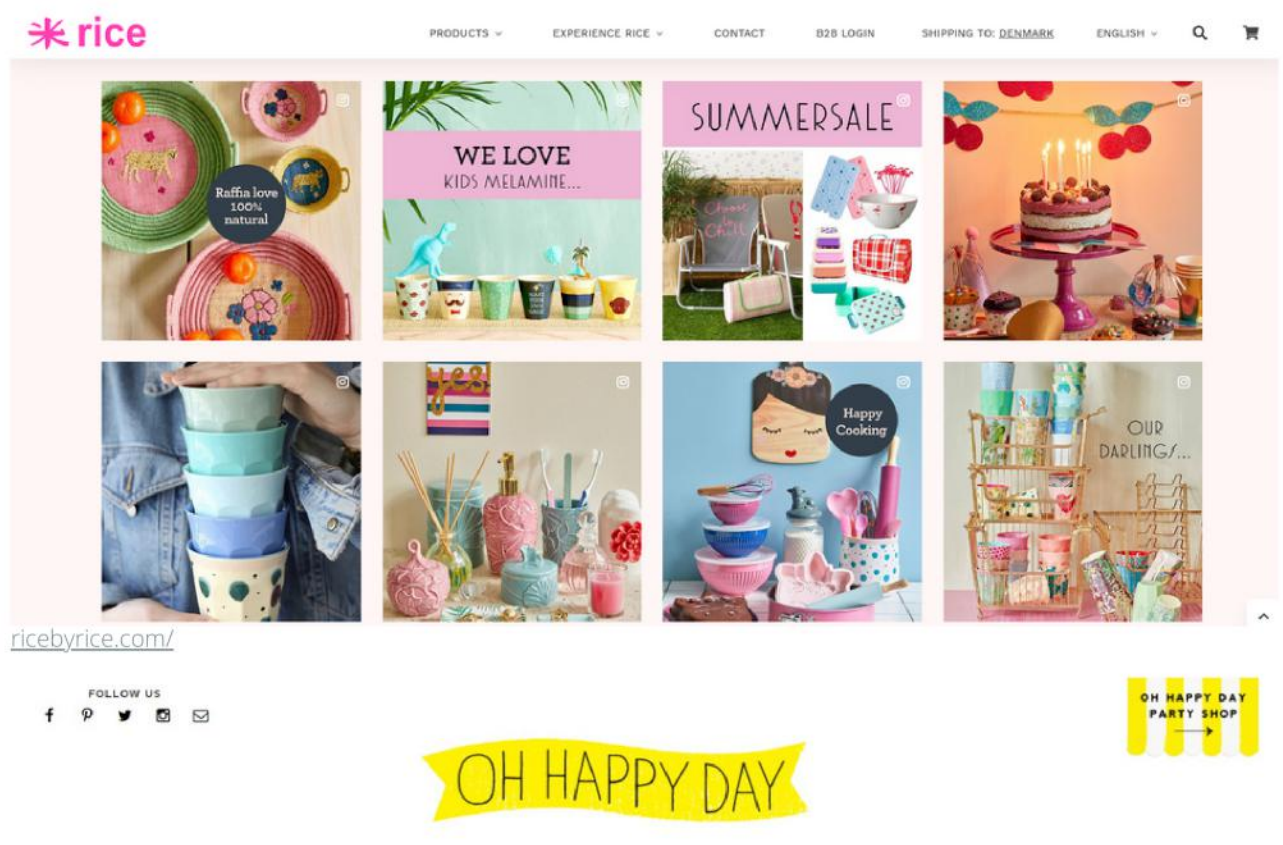
## GROUP 4

Geometric and clean, intense and crisp. Here you can also see edgy and abundant photographs.



# GROUP 1

Fresh and clean, moving and lively, joyful and bright images.



[ohhappyday.com](http://ohhappyday.com)



## GROUP 2

Soft and romantic, pastel and formal, feminine and hazy. Elegant and relaxed feel.



jackie rueda  
*te puedo hacer fotos hermosas*

INICIO ESCUELA PORTAFOLIO BLOG JACKIE TEAM VUELTA AL MUNDO FRECUENTES CONTACTO

f t G+ v i

ACCEDER



[jackierueda.com](http://jackierueda.com)

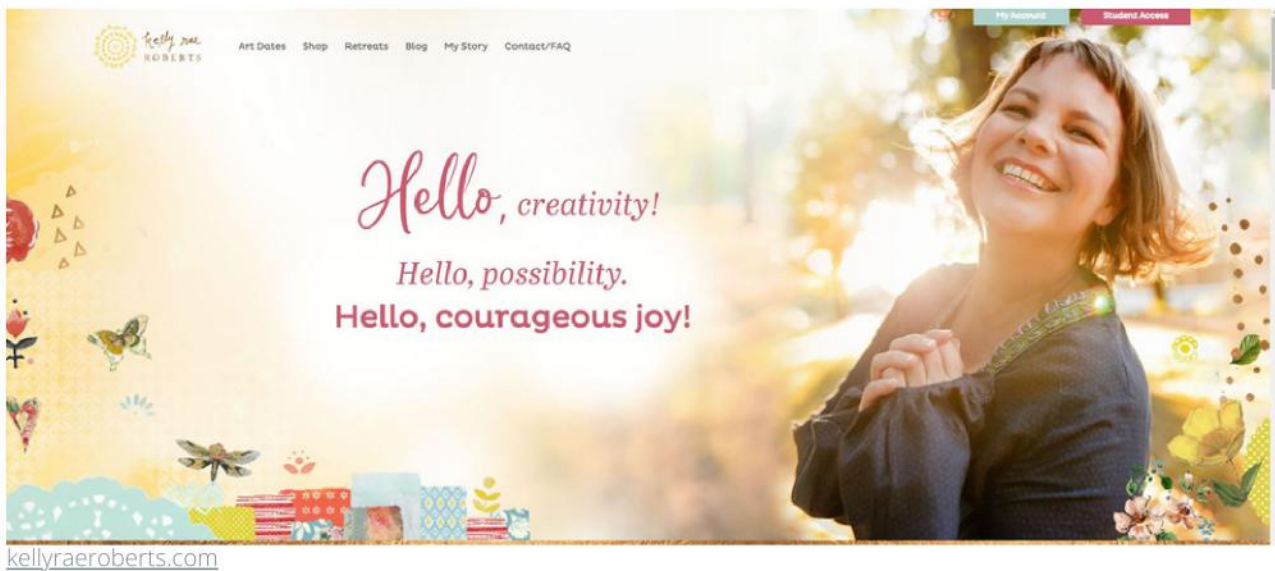


[kaktuskbh.dk](http://kaktuskbh.dk)



## GROUP 3

Earthy, authentic, and warm. Can also be bold, masculine, and moody.



Our Desire is to Give Our Children a Quality Education But Also to Preserve  
The Adventure, Freedom and Wonder of Childhood

[bewildandfree.org](http://bewildandfree.org)



## GROUP 4

Geometric and clean, intense and crisp. Here you can also see edgy and abundant photographs.



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# KINFOLK

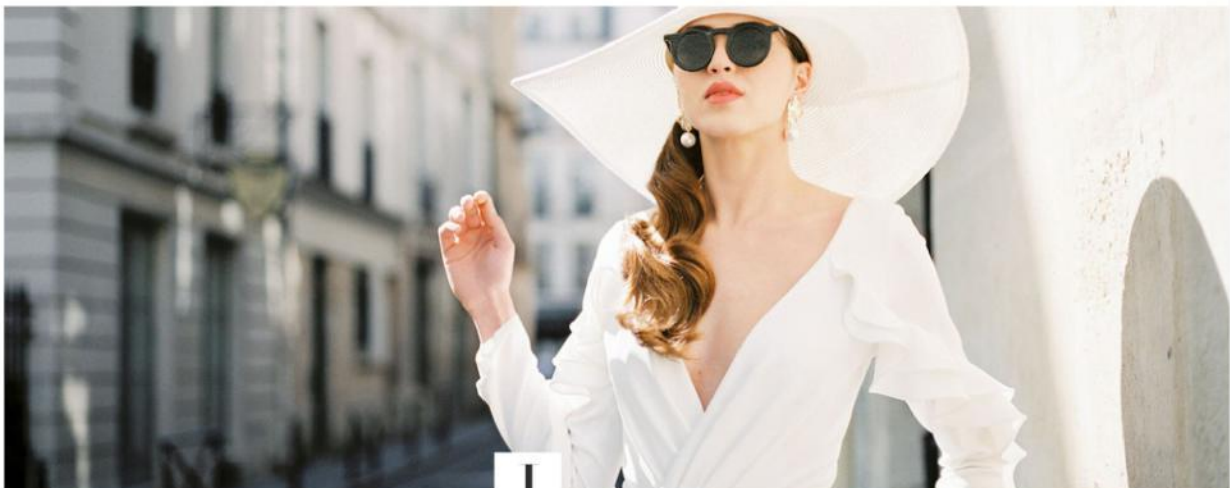


[kinfolk.com/](http://kinfolk.com/)

## CLAIRE MORRIS

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[clairemorrisphotography.com](http://clairemorrisphotography.com)

I  
WANT





## STYLING PHOTOS

Background and environment are crucial. You can add accessories and textures that reflect your business's personality group to the right background, adding life and purpose to your pictures. I can not count the times I've seen images damaged only because of bad background choices.

The suitable backgrounds and accessories support your message and help you bring up your audience's emotions. For example, if you take pictures of a delicate lace shawl and have a winter landscape in the background, the viewer feels cold and uncomfortable. However, if you choose a mild and "soft" environment that gives a delicate sense, the product will immediately reach a completely different emotional quality.

If you use flowers and plants for styling your pictures, choose the nature of these plants carefully. For example, delicate English roses are not suitable for a masculine product photo but do well in a romantic image.



Do not worry too much about these guidelines if you are skillful in capturing photos in your creative style. In that case, you have free hands for experimentation.

However, it is only an advantage if you know how to take pictures in a manual setting. Otherwise, please attend a few helpful photography workshops.

The second skill I recommend learning is the use of Adobe Lightroom. With these two skills, shooting goes much faster, and the results are more exciting.

## Exercises

1. Choose one group out of the four personalities and create two mini-galleries, each of which characterizes the selected group, but each one in its way. Each personality group has several keywords; you can use them.
2. Pick out a specific theme, for example, a garden party - and put together four mini-galleries, each with one personality.





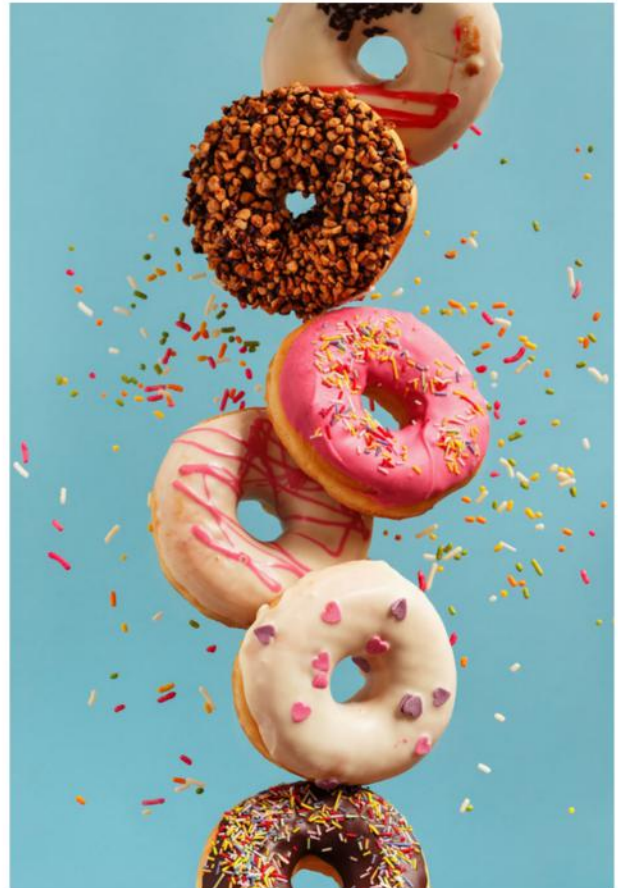
# GROUP 1 PHOTOGRAPHY

Choose warm, bright, and gentle colors. The main thing is to create a light and welcoming impression. Avoid heaviness, darkness, and dominance.

Dots and spring flowers, colored buttons, and balloons - anything that adds warm cheerfulness is welcome.

Colored plastic, paper, painted wood, ribbons, and textiles are all excellent background choices.

When you shoot outdoors, a flower garden, colorful façades in happy colors. Avoid dominant, sharp angles, iron fences, and sharp objects.





# GROUP 2 PHOTOGRAPHY

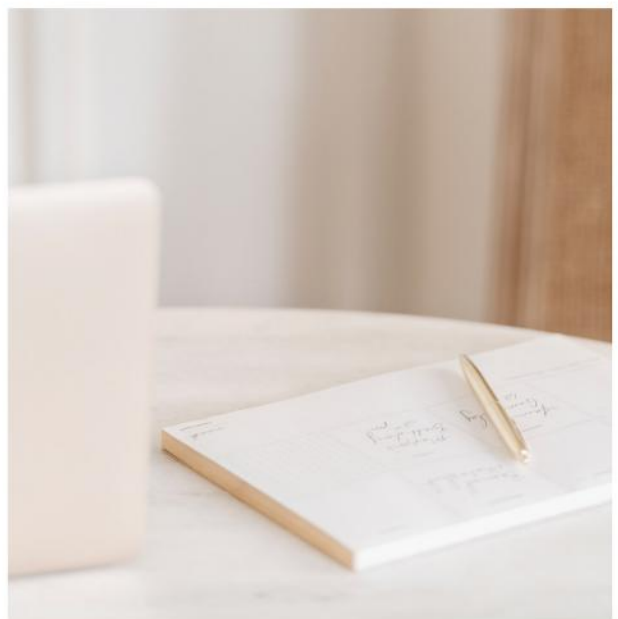
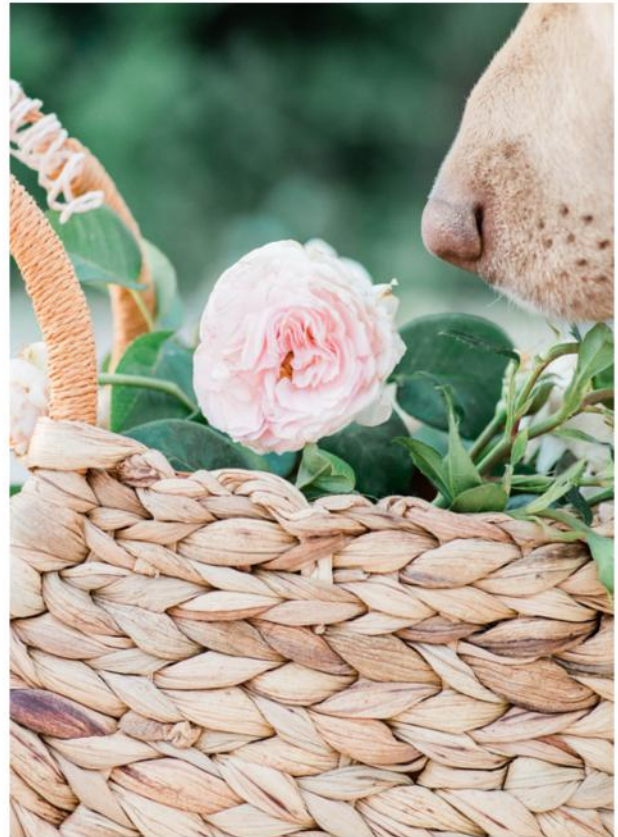
The tonality of the colors is cool but delicate and muted. There is a soft haziness over the images.

Your goal is to create a calm and graceful atmosphere that is breathtaking in quality.

When shooting, you can use a very open aperture, creating a beautifully blurry background with sharp details of the subject. Let the light play, creating a blurry glow around your pictures. You can create bright and light images, but darker and moodier photos work well too.

Simply make sure that the elegance, balance, and softness pass through. Flowers, leaves, houseplants! So in all its naturalness as textiles, paper, or anything else. High-quality fabrics, pastel tones, naturally treated wood, silk ribbons, white porcelain, etc.

Bright, gray-chestnut, cool dark pink and blueish shades of greenery, cool beige, silver, light vanilla yellow.





# GROUP 3 PHOTOGRAPHY

Abundant, cozy, nostalgic, and warm.

The supporting details are natural wood, natural linen, antique, and old books - whatever emphasizes rustic coziness.

On the other hand, very intense tones are present in this group (but also profound and subtle).

Any ethnic theme is right here, whether it is folk textiles or other elements of Siberian, Guatemalan, or Indian origin.



Autumn fruits and vegetables, abundant autumn flowers, and all kinds of wildlife.

When shooting outdoors, this personality is ideal for taking advantage of the old buildings' magic—wood, limestone, and stone walls.



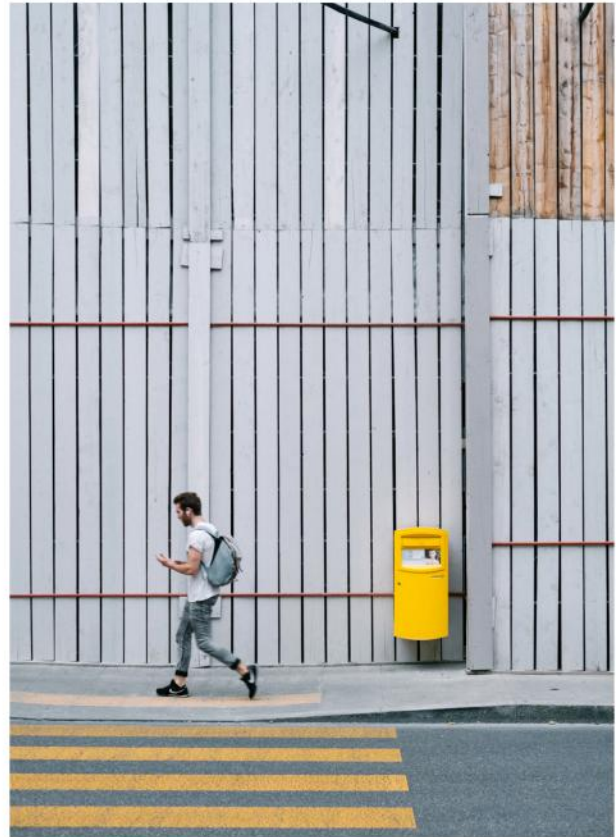


# GROUP 4 PHOTOGRAPHY

Be bold and be intense. Dark, sharp shadows and details, dominating heaviness, cement, marble. Or lightful photos full of gold and sparkle.

Or you can choose minimalism in its direct meaning, leaving clear lines and minimal colors to the pictures. Colors are clean, black colored accessories or backgrounds can be in place.

Geometry, sharp objects, cool overall impression. Excellent styling and perfectly arranged images.



It's time to find old factory buildings, high fences, shady streets, and tall glass buildings in the outdoor environment. A heavy stone, massive glass, stormy sea, high mountains, busy metropolitan train station, snow-covered fields, etc., are excellent choices.

The group 4 photos can be divided into two extremes: very sharp and clear pictures or misty, gray images. Generally, there is no midway.



# STYLING YOUR PROJECT

chapter 4



# HOW TO MAKE A MOOD BOARD

A mood board (or vision board) is a valuable tool for:

**Foundation.** It helps to establish a strong foundation of what the end result could ideally look like.

**Inspiration.** In working out your brand identity, a mood board will help bring things into focus and offer clarification.

**Guidance.** A mood board that accurately reflects your brand can act as a guide to keep you focused on your brand identity when creating your logo, business cards, website, or other marketing materials.

**Easy collaboration.** A mood board ensures that your designer, team members, and stakeholders immediately understand your brand and vision.

Mood boards can be literal and practical (featuring fonts, color schemes, and images you plan to use in the final project) or more about exploring tone and mood. A mood board is about inspiration and research, so don't get too attached to a particular direction. It's essential to keep an open mind about the right solution.

A mood board (or inspiration board) can be either physical or digital - use the method that suits you best.

Conducting an online image search and collecting **a digital mood board** is easier with any of these online tools:

[Canva](#)

[Pinterest](#)

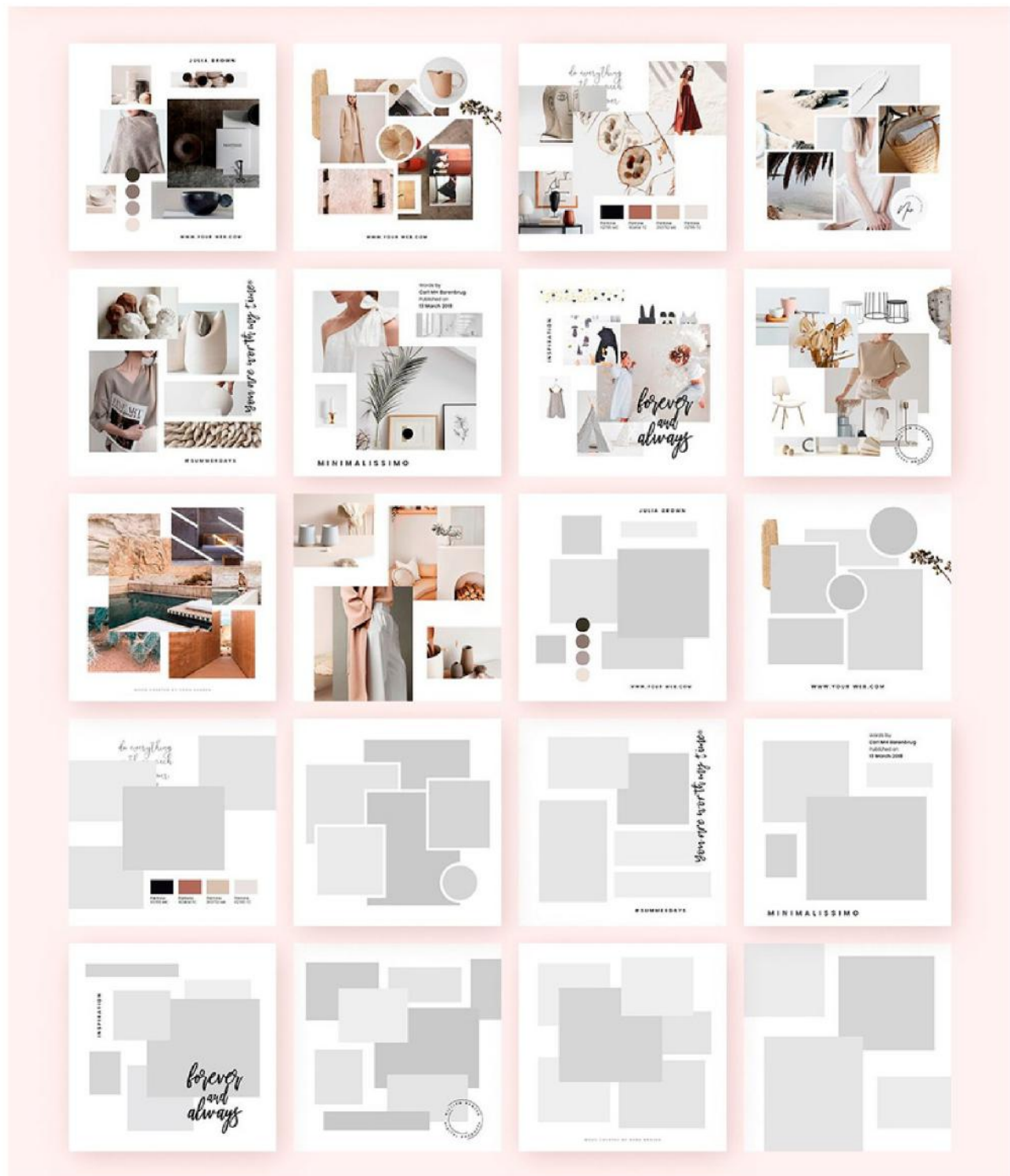
[Moodboard](#) and [Moodboard Lite](#)

[Sampleboard](#)



You can also choose to purchase mood board templates from [Creative Market](#).

The template below is from [William Hansen at Creative Market](#):







## TO CREATE A PHYSICAL MOOD BOARD:

Use a foam board base and a stash of images and materials from magazines and catalogs.

Use your own photos or materials from a craft/art supply store and fabric store

As for colors, use Pantone chips or paint chips.

You may find glue, pins, washi tape, and scissors helpful.

Create a visual interpretation of all your focus work until now, and be ready to get stricken by massive inspiration. Start by reminding yourself of the three to five power keywords you chose for your brand. With those words in mind, gather all types of materials - colors, images, fonts, illustrations, patterns, and any other items you feel like adding. Don't analyze too much as yet.

Now take a little break or even a day before returning to your work. This time you can start eliminating images and elements that don't seem right. Be bold and remove everything that does not speak to your heart. Look at the end result, and repeat the round of elimination, if needed, until you feel satisfied with the outcome.

Keep your mood board near, hanging it next to your desk. In the case of a digital mood board, you can save it as a screensaver while styling your brand.

Feel free to create a mood board for your website, product development, or any other creative project you are working on.



# HOW TO CREATE A COLOR PALETTE

Colors can give us a certain feeling. Happy, energetic, flourishing, and creative; calm, balanced, and controlled; passionate, efficient, and self-confident; successful, determined, and grounded. Colors can bring out subconscious feelings.

While color can be a very personal, emotional choice, the principles of our color theory will help you make smarter and more objective choices that deliver your message precisely in the way you want it to happen.

As stated before, each of the above groups includes almost all colors; they are just in different tonalities. Exceptions are black, snow-white, and fluorescent colors, which do not harmonize with any other group's tonalities but the fourth.

## GROUP 1 - PLAYFUL

Live, vivid, and bright tints act as friendly, open, and energetic.

## GROUP 2 - CALM

Understated, and elegant., pastel, muted, and cool tones act as calm,

## GROUP 3- EARTHY

Intense, deep, and warm shades give you a sense of abundance, passion, and knowledge.

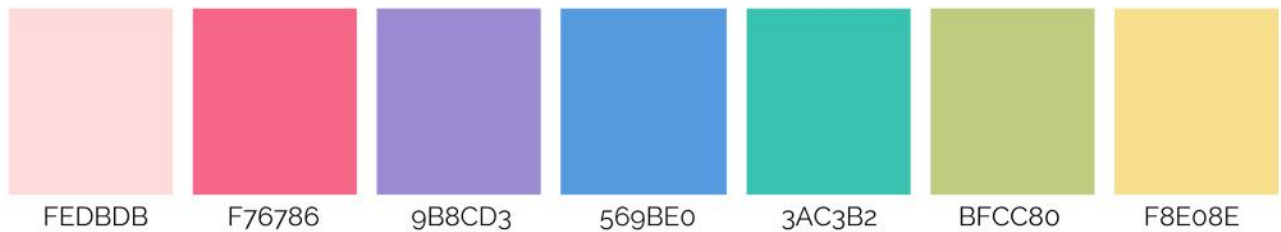
## GROUP 4 - BOLD

Clear, cold, and intense colors reflect our confidence, determination, and unfussiness.

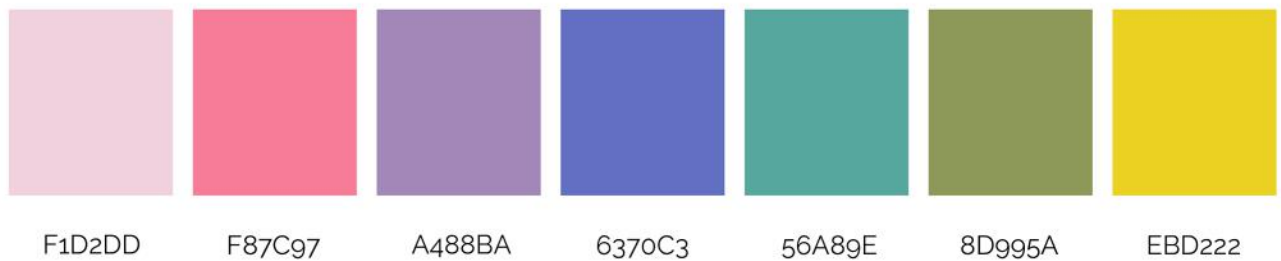


# INSPIRATIONAL PAlettes FOR THE FOUR PERSONALITIES

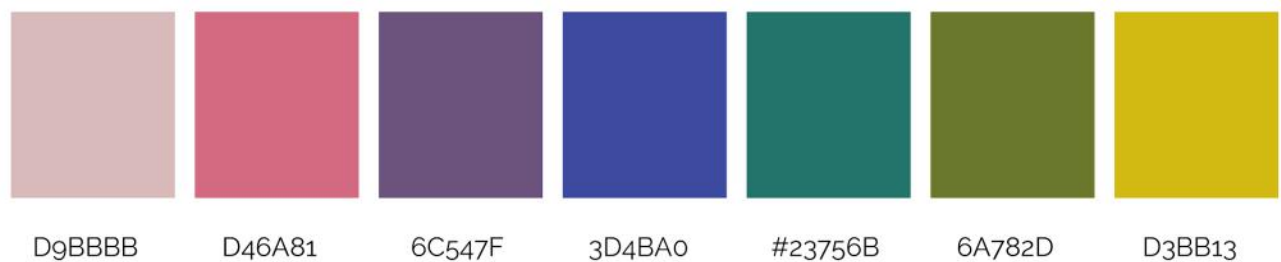
Group 1 - warm, bright, clear and light tints



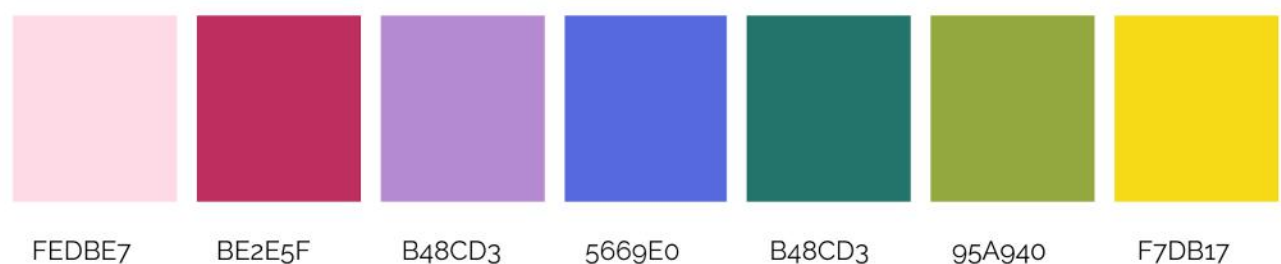
Group 2 - cool, delicate, understated tones



Group 3 - warm, muted, subtle, intense shades



Group 4 - cool, bold, clear and intense hues







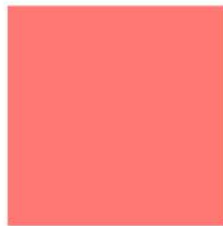
#EDF0F2



#FEC1C0



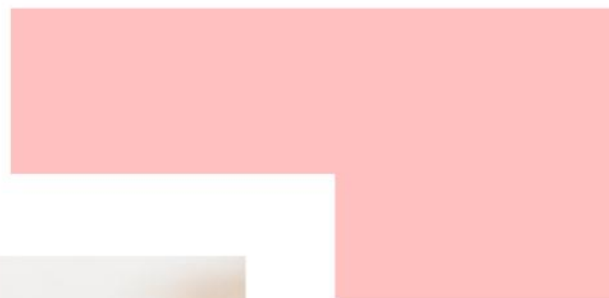
#7EBAC5



#FF7875



#ECAF21





# THE RIGHT COLORS FOR YOUR BUSINESS

Turn back to your big goal and message and look through what's right for your business and its products-services. Do you remember those 3-5 power keywords you chose for your branding? When selecting your brand colors, it is time to take those words into practice again,

If you have any shade cards available, then it will help. Start picking out the colors you have in your mind.

**Avoid mixing tonalities that belong to various personality groups.**

Perhaps you have decided to use only one single color, such as is done by [bensasso.com](https://bensasso.com)? Or maybe you want to create a broad color selection of 10-20 - in any case, take your time, and have a good reason for every chosen color.

If your business does not belong to a group 4 personality but desires to use black, then find another color with a very dark tonality as a suitable alternative to coal black. These can be, for example, dark blue, dark gray, dark green, brown, and dark purple. When you have made your choices, test them – as your first step, try a black color card beside the other chosen colors for your palette. Now swap the black card with the dark alternatives – which one looks best?

P.S. Get inspired with these color palette generators:

[Coolors](#)

[Canva Color Palette Generator](#)

[Colormind](#)

[Pantone Connect](#)



## STEP ONE

Pick the colors that look right for you. Choose as many colors as you want, and keep in mind the totality of your chosen personality group:

**Group 1:** bright, warm, and light.

**Group 2:** soft, pastel, calm and cool.

**Group 3:** intense, subtle, and warm.

**Group 4:** clear, crisp, and cool.

Use Pinterest for inspiration and research - enter one of your power keywords + color + palette and see what shows up. Maybe you pin a few favorite images to a dedicated board for later use. Repeat this process for all your keywords.

## STEP TWO

Select the colors that do not seem to fit together with the rest of the chosen colors. Use the exclusion technique until you have reached a harmonious color palette. Fasten the final selection of color cards on a sheet of paper or enter them into your digital color palette.

## STEP THREE

Create your digital color palette. If you used Pantone cards to create your original palette, you can quickly enter the Pantone system's corresponding color number and find it on your computer.

If you have used color cards from some paint brand, find the selected colors from the manufacturer's website and their color codes using a color picker tool in Adobe Photoshop or other similar programs.

Then, create a color palette template with [Canva](#), Adobe Photoshop, or Illustrator (or in some alternative software such as Blogstomp). Shape and size the template, so it is suitable to use as a color palette, and place the desired colors in it with the color codes you have.



## STEP FOUR

Within your color palette, you will need the following:

- 2 core colors,
- 2 action colors
- 2 grounding colors.

**The core colors** can be your brand colors, the darker colors in your palette, or the colors from your logo, photos, etc.

**The action colors** will provide a little "pop" to highlight essential items and can be used for buttons and CTAs. These colors can be brighter or bolder, so they command a little more attention across all the colors when grouped together.

**The grounding colors** are less prominent and could vary from the two core colors you selected. These colors will provide excellent background solutions and offer some color to balance your design.



Picking the right colors for your brand's color palette is not easy and can seem quite overwhelming. You may feel that you have to take into consideration too many theories all at once:

- Psychology of color
- Why different colors work better for different topics
- Evoke specific feelings - the meaning of color

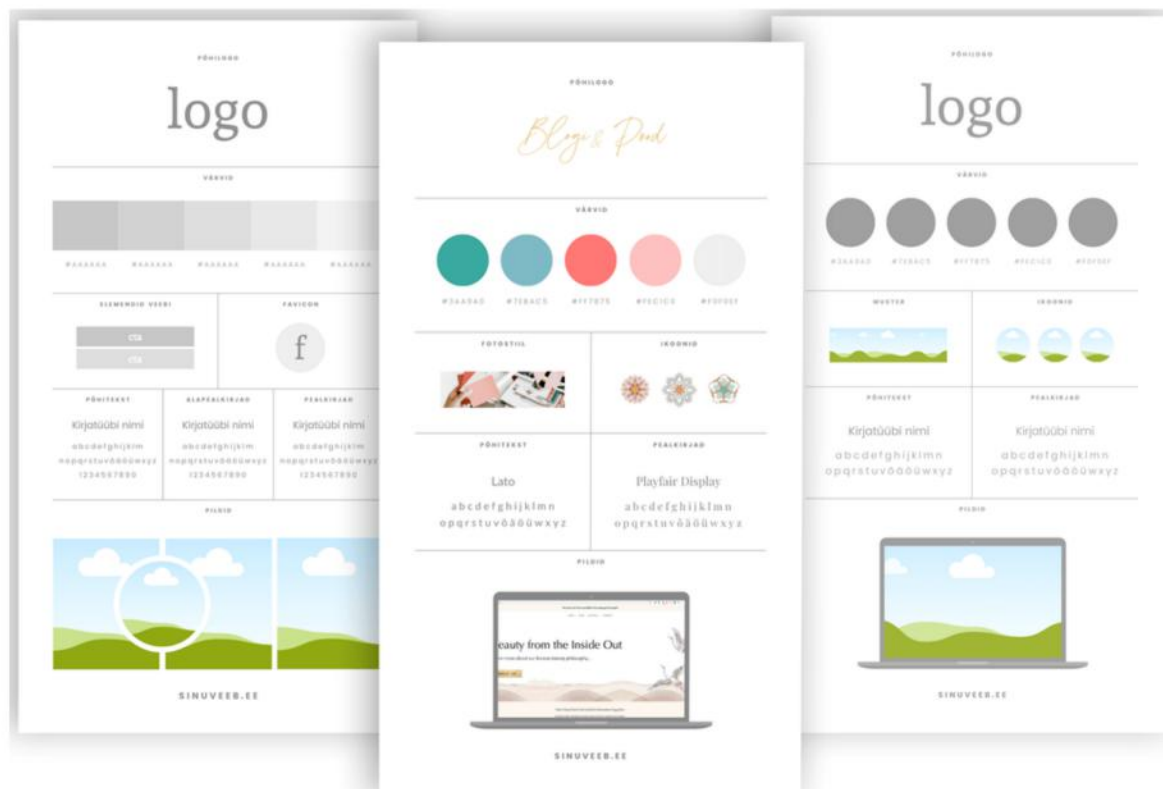


Most designers focus on the color wheel and consider what colors should go together - using the rules of primary, secondary, and tertiary colors. And here, we are focusing on tints, tones, and shades. That's a lot to handle.

But you should know that to truly connect with your brand and attract the right kind of customers, you'll need to consider your brand's voice and personal style and preferences.

All of the above play a vital part in how color impacts a brand. Just to make things less complicated, we are focusing most on how tints, tones, and shades work with our four personalities and take it as a starting point. This book is helping you create your color palette with confidence in knowing that you are selecting a great set of colors that can be adjusted as you continue to define your brand identity.

You can purchase a ready-made color palette template from [Creative Market brand board selection](#).



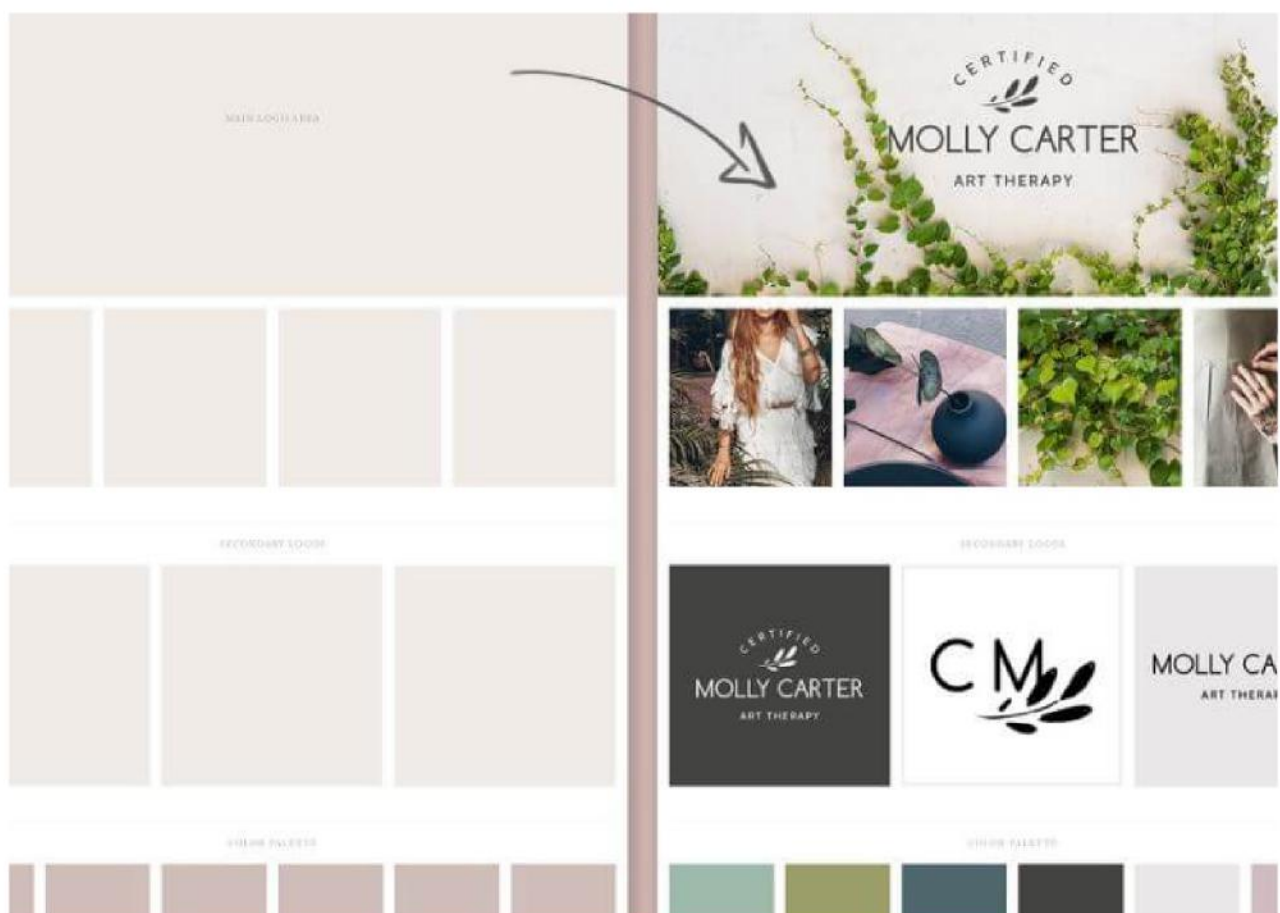


# HOW TO CREATE YOUR BRAND BOARD

Now it is time to implement what you have learned and created so far and put them together, creating a beautiful and cohesive brand board.

Brand boards show the client every element of their visual brand in one neat document. They're essential because they help convey a brand's values, attributes, and personality in one glance.

When you've designed graphics, prints, or anything else for your business (or for your clients), it is helpful to look at the brand board and check that what you've designed is in line with the colors, fonts, graphics, and overall identity that is on the board.





**Logo.** Distinctive and instantly recognizable.

**Color palette.** It consists of colors that fully support your brand vision and messages.

**Icons.** Provide visual clarity and texture.

**Typefaces.** For headings, subheads, body copy, and accents. As few as possible.

**Patterns and illustrations.** Add texture and uniqueness to your brand and website.

**Brand photography.** Following the four personality theories, you will gain cohesive, visually solid branding.

Fill in your own brand board from [Creative Market](#).



# BRAND BOARD EXAMPLES

A playful-looking brand board template from [Creative Market by Katie Harp Creative](#). The sample image expresses group 1 personality.



This brand board template is from [Creative Market by Pretty Bloom Designs](#). Right now, it looks like a group 2 personality branding board.

I chose this brand board template from [Creative Market by AndrewPixel](#) for personality 3 - as it expresses earthiness, nature, and subtleness.



A brand board template from [Creative Market by William Hansen](#). The sample image has a minimalistic feel and certain coolness about it.



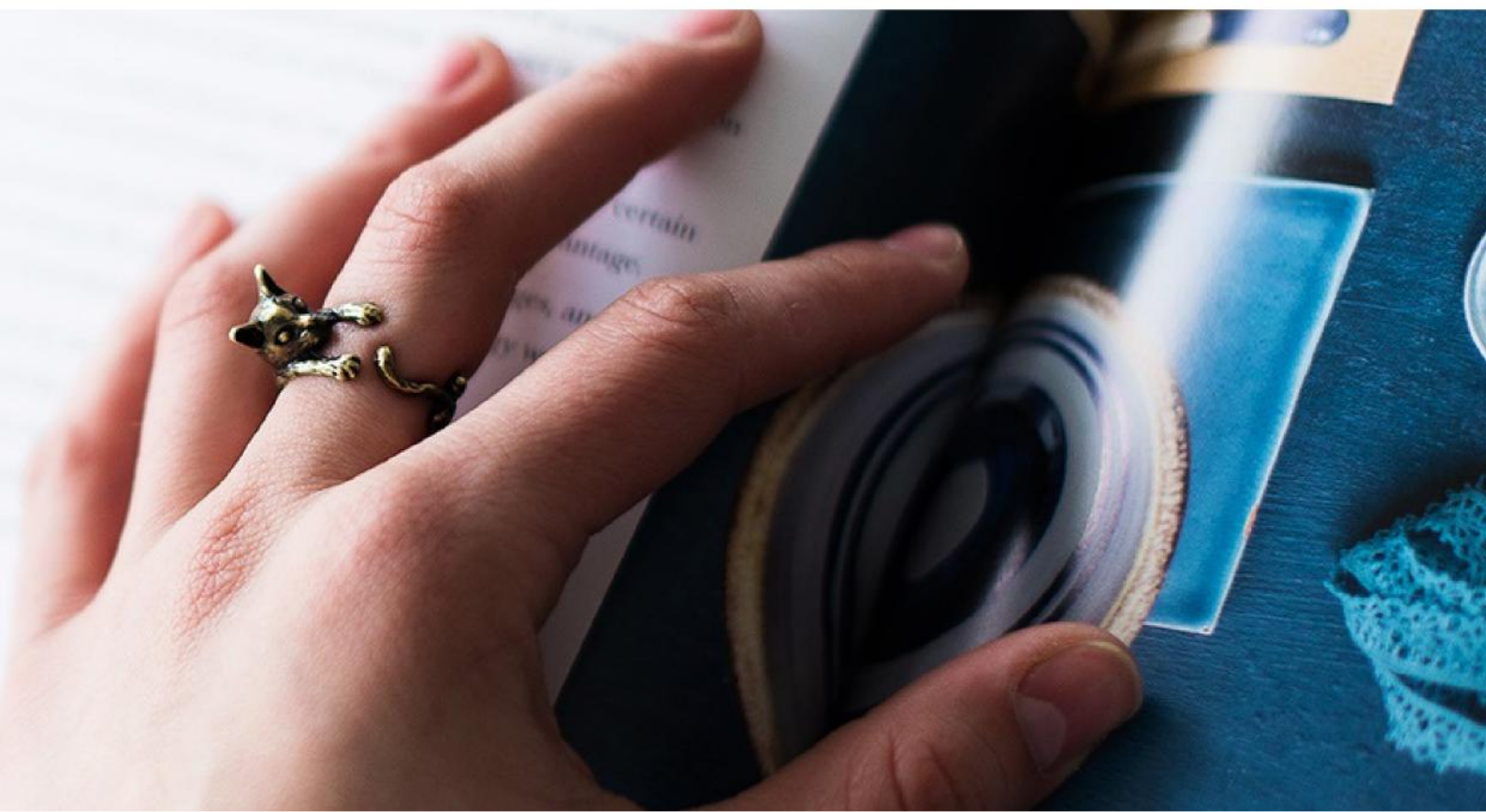
# THE MEANING OF COLORS

I decided to include thorough explanations of the meaning of the colors and how different colors affect us subconsciously. It is also helpful to know the symbolism of colors for you to make successful decisions. Remember to pay attention to cultural views on different colors. Red, white, and black can have very different meanings in the West and East.

However, I want to remind you that every color can be used to create a beautiful and cohesive color palette as long as you pay attention to the value of the color.

Color can impact our emotions, moods, choices, and behaviors. Countless studies have been conducted on the relationship between color, particularly in marketing and branding.

- Colors increase brand awareness by 80%.
- Color influences 85% of shoppers' purchase decisions.
- About 62-90% of the product assessment is based on colors alone.





UNUSUAL, OUTSTANDING, CREATIVE, LUXURIOUS, QUALITY, MYSTERY, AND FANTASY.

IMMATURE, IMPRACTICAL, CYNICAL, SELF-CONTAINED, INEXPENSIVE.

## PURPLE

If your business does not belong to group 4 personality, then is deep purple a suitable alternative to black color? But when it comes to group 4, the classical deep purple will support the business's exclusiveness and firmness.

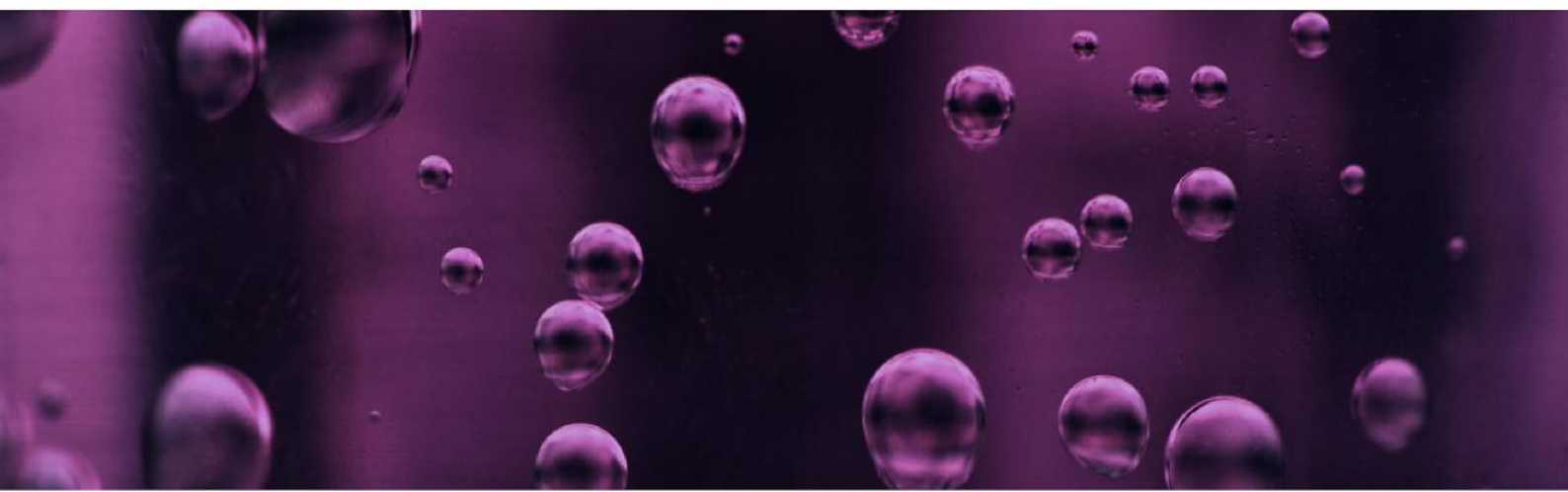
A business focused on offering higher-value services can use purple in its marketing to emphasize the high-class offerings.

The softer and brighter purple leaves a much more calm and balanced impression. Light violet brings spiritual balance and peace.

Purple is a sensitive color, and the proper tonality selection is crucial. Using the wrong tonality of purple might bring a cheap look, confusion, and an immature feel.

In general, purple color catches women's and children's attention, but it is also suitable for male-oriented products in the right tonality and combination. Several academic institutions use purple in their visuals as this color inspires intellectual thoughts and motivates people to achievements.

Combined with gold, it reflects deep purple's richness and extravaganza. The purple in group 1 light tonality works well for children, and the pastel purple from group 2 is romantic and nostalgic for women's visual visuals.





RELIABILITY, TACTFUL, LOGICAL, EFFECTIVE, CAREFREE, CALMING, CLEAR,  
COMMUNICATIVE, AUTHORITATIVE.  
SELF-CONTAINED, COLD, UNFRIENDLY, NON-EMOTIONAL, CONSERVATIVE.

## BLUE

Blue is considered to be the favorite color in the world.

People who wear blue clothing at work tend to be more focused than usual.

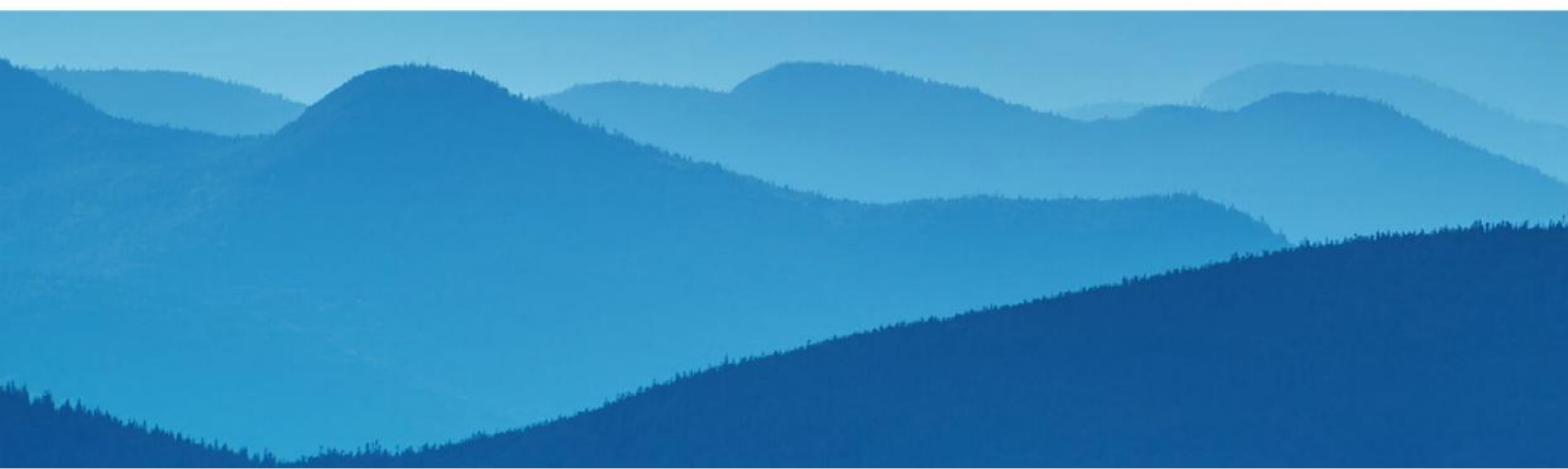
Lighter blues reflect the willingness to communicate and the desire for delicacy.

Darker shades are authoritative and influential. Many people feel a feeling of trust when seeing another person wearing dark blue clothing. Interestingly, the effect of dark blue is transferred to the general premise; therefore, a person wearing a dark blue uniform influences us with authority and credibility.

People's subconsciousness is more likely to respond to the uniform than the wearer, which is also very important for firefighters, police officers, and pilots. Blue is a cool color and tends to feel dull and unfriendly, perhaps too commercial. Blue is often used in aviation and sports clothing because this color has a sense of speed, but even this calm color can overwhelm you in the case of excessive use.

A vibrant, intense cyan gives the impression that clarity and soft and light blue look reflective, calm, and comfortable.

Light blue is a refreshing and soothing color. It has been found that light blue color gives us a feeling that the temperature around us is lower than it is. So we see light blue used everywhere during the summer months.





GROWTH AND POWER, CALM, BALANCED, HARMONIOUS, ABUNDANT,  
PRACTICAL, REALISTIC, KIND, AND LOYAL.  
MATERIALISTIC, BORING, SELFISH, OBSOLETE.

## GREEN

Green is a color that does not require any adjustment from the eye, and it is a calm color to look at. This color creates a relaxing mood in us and feels natural. It transmits harmony between body and emotions and can add balance and freshness to your color palette.

So green is the ideal color for products that are organic, natural, safe, or health-focused,

Using the green color on the packaging gives the subconscious mind the impression that the product is exceptionally nutritious. On the other hand, the green color feels sterile and clean.

In group 1 personality, bright green brings freshness, combining joyful and optimistic yellow energy with green luster. This green gives the impression that something new is happening.

The green color supports the feeling of cohesiveness and motivates people to join social groups.





CLARITY OF THOUGHTS, INNOVATION, CREATIVITY, FRESH IDEAS, IDEALISM,  
SELF-EXPRESSION, COMPASSION, CALMING, AND HEALING.

RIGID, MYSTERIOUS, CLOSED, DEMANDING, UNTRUSTWORTHY, BOASTFUL.

## TURQUOISE

Turquoise is the name of a bluish-green color based on the gem of the same name. It is generally thought to consist of 70% blue and 30% green.

We can see tonalities of turquoise vary from Caribbean blue up to soft aqua turquoise. We can find yellow, gray, or black added to the base color, giving each tonality a different feel and impression.

Blue, green and yellow mixture, turquoise transmits many of the three colors. Peaceful and communicative blue with growth and balance from green, adding a yellow brush gives the elevated mood we see in turquoise.

This color is incredibly supportive of water and sport-related businesses.

Used together with group 2 pink, lavender, and lemon yellow, it delivers feminine energy, but turquoise is ideal for products for all ages and genders in the big picture.





OPTIMISTIC, HAPPY, FRIENDLY, EXTROVERT, PLAYFUL, SELF-CONFIDENT,  
CREATIVE, EMOTIONAL, ASSERTIVE.  
CRITICAL, IMPATIENT, IMPULSIVE, EMOTIONAL.

## YELLOW

Yellow is a happy and optimistic color that reflects self-confidence. It is a bright color that excites and makes people happy. It works well in a dynamic and active environment. It is light in weight and highly visual color.

Yellow stimulates the human brain's logical side, offers mental clarity, inspires innovative thinking, and highlights creative ideas. Yellow raises analytical activity and rational justification, helping us go through decision-making processes.

Too much yellow causes stress and nervousness and distress people who are already stressed. It can make people more critical and judgmental than average. Yellow is generally a warm color and is at the core of group 1 and 3 personalities, expressing creativity and optimism.

Group 1 personality's light and bright yellow is an excellent choice for products and services for children. Here, combine yellow with other bright colors. In the case of products and services for adults, group 1 yellow may also be a good idea, for example, for active and playful leisure services.

In sales and discounts, yellow is a valued color since the human eye sees yellow before any other color. Also, the yellow-colored surface appears more extensive than it actually is.





SELF-CONFIDENT, WARM, ABUNDANT, SOCIAL, UPBEAT, PASSIONATE,  
SENSUAL, SAFE, COMFORTABLE, ENERGETIC, CREATIVE.  
SUPERFICIAL, DEPENDENT, PESSIMISTIC, LOW COST, INSECURE, "POOR ME".

## ORANGE

Orange is the color of happiness offered by the sunshine. This color is full of life, which in turn gives strength. When orange objects surround a person, the cognitive temperature of a person rises.

The orange color makes people happy because it combines two exciting colors: the mighty red and cheerful yellow. That makes orange an eye-catching and memorable color.

Orange color can increase appetite and desire to interact. Therefore, incorrect tonality is an ideal color for restaurants that want to encourage visitors to stay on-site for a longer time, interact with each other, and order more food.

This color in the tonality of group 1 personality is adventurous and fun, making it a practical choice for tour operators and other companies that offer exciting activities. Similarly, bright and light orange tonality is appropriate for children-oriented services and products combined with different colors from group 1. A softer orange, which can be found in the group 2 personality palette, is suitable for high-end beauty salons, spas, and restaurants.

Orange tonalities that have abundantly pink in them add femininity to the color palette, and intense reddish-orange tonalities lead you to red color features: strength, durability, and dedication.





STIMULATING, MOTIVATING, COMMITTED, BRAVE, WARM, ENERGETIC MAKER.  
AGGRESSIVE, DOMINANT, DEMANDING, FIGHTER, RANGER, TENSION.

## RED

Red is a compelling color. This color is the most eye-catching of all.

This color encourages people to make decisions and quick purchases. That is also why red color is widely used for buttons on the web and discount promotions.

When you add a little red to your website design, you'll get extra energy on the page—excessive amounts of red tire people. Be careful with choosing the tonality of red you will use: if you use an entirely wrong shade, it will strain people physically and may communicate anger or defiance.

Using red in the decoration of a café or a restaurant can enhance appetite and encourage visitors to order more. Red can also add energy to a business where speed, liveliness, and passion are essential keywords.

Red is considered the color of love, but it is more of a color of passion and sexuality. Romanticism is rather pink. Red color transmits masculine energy, and pink color feminine energy.





WARM, CARING, LOVING, CALM, RELAXING, ROMANTIC, INTIMATE, KIND, FEMININE.

TOO EMOTIONAL, NAIVE, CHEAP, OVER-CAUTIOUS, LACK OF WILL, LACK OF SELF-ESTEEM.

## PINK

Compared to red, pink is a more delicate and graceful color, which supports our feelings. Women wearing pink are seen as feminine, and the men who wear pink leave an elegant impression.

The pink color tells us about the coming spring, representing joy and openness. Feminine, youthful in soft tonality, and more passionate and energetic in deeper shades.

Pink is undeniably feminine in color. Soft powder pinks and skin tones paired with black create a classy, elegant look and bring out a non-threatening, open, and sometimes even flirtatious touch.

Solid and daring pink tonalities like magenta appear playful and sensual, while softer and lighter tints and tones are more girl-like.

However, it's essential to know that pink color is often misused either in excessive amounts of pink or only in the wrong tonality - in this case, pink will make us physically tired, and the overall look appears cheap.





CLASSICAL, PROFESSIONAL, PROMINENT, ORGANIZED, CONSERVATIVE,  
MATURE.

MELANCHOLY, LIFELESS, LACKING ENERGY, RESERVED, LONELY.

## GRAY

Gray is the only color that is entirely neutral. It does not have any psychological properties. In practice, gray has been used as an elegant neutral that brings out other colors' beauty. But, for example, in group 3, gray can erase the warmth that glows from the rest of the palette.

Unfortunately, gray often acts negatively, giving an impression of a lack of self-confidence; visually, it can suck the life out of other colors - if misused by mixing different groups' personalities.

Gray does not have a role as an active eye-catcher; it is a silent supporter.

Dark grays can be valuable additions to the soft, delicate tones and are perfect for the main text. They work well both in print and on the web. Softer, lighter gray can add delicacy and class to the palette, but you need to use it modestly, or you risk cutting the energy from your design.





PRACTICAL, EARTHY, STABLE, RELIABLE, BALANCED, COMFORTABLE, SAFE, WARM, PERFECT, ORGANIC, NATURAL.

TOO SEVERE, DULL, OLD-FASHIONED, HEAVY, OVERLY MATERIALISTIC, DIRTY.

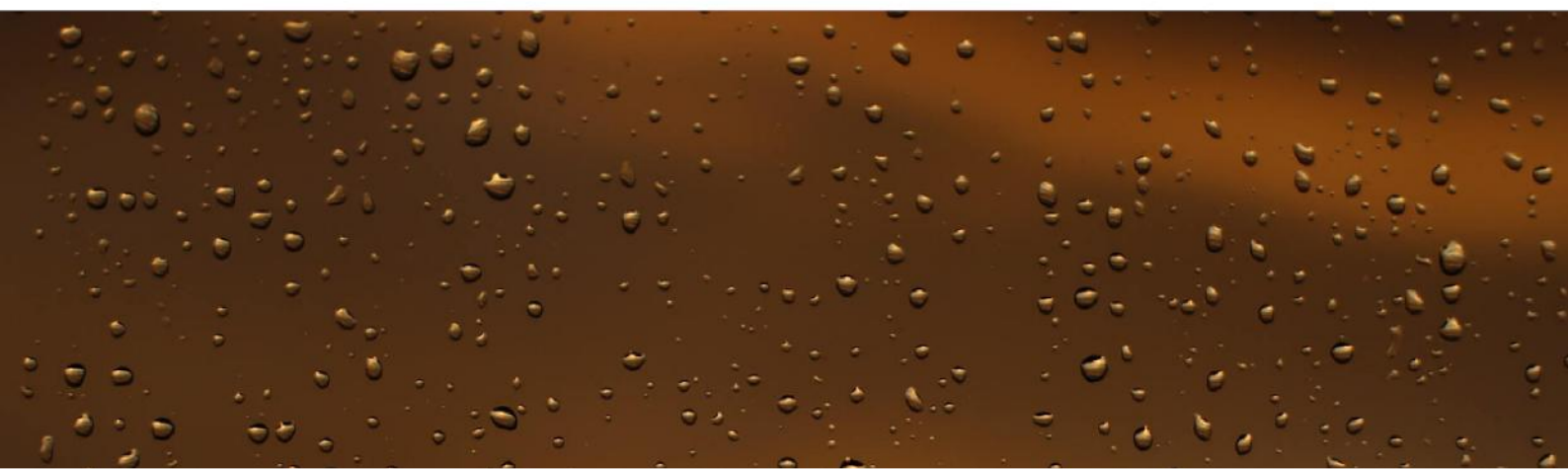
## BROWN

The brown color makes us think of nature, soil, and trees, giving us a calm and good feeling. This color brings out a sweet chocolate flavor or coffee with a deep, bitter smell.

Brown is also an excellent alternative to black, and it's a natural choice for a business that wants to keep an image as an organic and natural brand. Try accompanying it with green, and you will get a beautiful, natural-looking palette.

When the styling is done elegantly, brown looks calm and confident. If you mix deep brown with metallic or mint, you will get a luxurious and stylish palette. Put brown together with bright orange and yellow, and you will achieve something substantial and confident.

Brown is statistically the most unpopular color for both men and women, but in the right place and with the right tonality, brown can appear irresistible.





WEALTH, ABUNDANCE, VALUE, QUALITY, LUXURY, PRECIOUSNESS, SUCCESS,  
EMPATHY, ACHIEVEMENTS, HAPPINESS, BEAUTY, WISDOM, ATTRACTION.  
IMMATURE, INTENSE, INTRUSIVE, PRETENTIOUS.

## GOLD

Silver and gold are metallics that add to your color palette, luxury, and stand-out feel.

The golden color will add exclusivity when applied to high-value products and packaging. Still, it may appear gray or brown and muddy on the web- so use gold as an accent rather than your palette's primary color.

Combined with dark blue or black, the palette will look luxuriously masculine.

The golden color reflects prosperity, prestige, and quality, combined with dark red, dark blue, or dark green.





ELEGANT, ENLIGHTENING, PRESTIGIOUS, CONSERVATIVE, BALANCED,  
CALMING, BALANCING, GLAMOROUS, ORGANIZED, RESPONSIBLE, DIGNIFIED.  
OLD AND INTIMATE, NON-BINDING, DISHONEST, MELANCHOLY.

## SILVER

Silver is associated with prestige, abundance, prosperity, and renaissance.

Emotionally, the silver color is soothing and balancing, appearing lighter than the gray color.

Silver is a flowing and ever-changing color, and it looks understatedly shiny on the packaging, giving an impression of novelty.





PURITY, CLARITY, SIMPLICITY, RELENTLESS, HYGIENIC, CLEAR, NEW BEGINNINGS.

EMPTY, CRITICAL, ISOLATING, STERILE, BORING, HARSH.

## WHITE

Psychologically, the polar white color is demanding and challenging. It is a clinical, hygienic, relentless color that does not contain any exaggerated nuances. Just like black creates a sense of retention, the polar white communicates a "do not touch me" message.

With its cold drama, Polar white belongs only to the group 4 palettes. What's more elegant than a group 4 personality man with a black suit and a bright white shirt?

However, white can also be used by other personality groups. Others can use a creamy white, greenish-white, or any different broken white tonality.

White is an excellent choice for a webpage background. It lets other colors and visuals pop up with all their qualities. Free and white space on the website gives your page a clean and open look.

Thanks to its simple and clean nature, white is suitable for businesses that offer products for newborns, bathroom and kitchen fittings, and health products. Also, companies that provide cleanliness, organization, and efficiency through their products or services.





CONTROL, ROBUSTNESS, SECURITY, RELENTLESSNESS, LUXURIOUS,  
DRAMATIC, DYNAMIC, MYSTICAL, AND CONTROLLABLE.  
CONSERVATIVE, CONTROLLING, TIRING, THREATENING, HARASSING,  
DIFFICULT.

## BLACK

Black is a color that does not have light. Well, technically, black is not a color. It is the result of any color shifting to its darkest value.

Black gives us a sense of gravity and inflexibility. That's why it fits perfectly into authoritative and formal situations. Because of all the dramaFamilieretshuset, black acts as a valuable and exclusive color in the proper use.

Using it beyond the group of personality 4 is likely to violate your color palette, and this color may highlight the negative qualities of itself and the other colors.

Black is a favorite choice for many people. Unfortunately, however, this color in clothing does not positively affect most of the wearers. People's personalities can be divided between groups 1, 2, 3, and 4 the same way we do with businesses, and only people who belong to group 4 personality should wear black.

So black is a powerful color for group 4 businesses, and it is effortless to use there. Avoid this color if your business belongs to groups 1, 2, or 3, and select alternatives from dark tonalities of other colors.





CONFIDENT, "PUNCHY", CLEAR.  
AGGRESSIVE, COLD, TECHNICAL.

# FLUORESCENT

A solid fluorescent color will add visual presence to a project. It is extremely clear and confident.

Neon colors — often called neon colors — are incredibly bright lights. Since neon colors are exceptionally bright, they're best described as highly luminescent primary and secondary colors. Neon colors can only be chemically created.

Fluorescent colors use a larger amount of the visible spectrum and lower wavelengths than conventional colors. As a result, your eye perceives a far more intense color. A traditional color reflects a maximum of 90%; a fluorescent color can reflect as much as 300%.

Andy Warhol, who entered the world of art in the late 1940s, described neon as 'one of the great modern things. French artist Martial Raysse became one of the first artists to work with neon in an artistic sense, blending pop art portraiture with neon accents. - [Neon Creations](#).

Fluorescent colors should only be used in a group 4 color palette, matching beautifully with black and white.






# SUMMARY

This book does not tell you which visuals you should use in your business. Still, it will raise your awareness of the effects of colors, shapes, typefaces, and photographic styles on people's subconscious minds and how it ultimately affects your business's results.

It is necessary to mention that, although an excellent product may not be a successful sales item, a very well-supported visual design is completely useless if the product does not prove to be of good quality. If the product packaging or other marketing identity does not correspond to reality, it gives the business a robust rebound. It is essential to clearly understand what you are selling and then focus on presenting your products.

For this reason, I propose that you reopen this book from the beginning and go through the entire material at least once more, carefully answering all the questions. The theory outlined here applies to many other aspects of your life - in your look, home, garden, and business environment.

Wishing you a lot of beautiful results,



**“In nature, light creates the color. In the picture, color creates the light.” – Hans Hofmann**



# HELPFUL TOOLS

## **CANVA**

[Coolors](#)

[Canva Color Palette Generator](#)

[Colormind](#)

[Colorhunt](#)

[MyColorSpace](#)

[Pinterest](#)

[Moodboard and Moodboard Lite](#)

[Sampleboard](#)

[Adobe Color](#)



## **COLORS**

[schemecolor.com](#)

[maketintsandshades.com](#)

## **CREATIVE MARKET**

Brand boards

Mood boards

Logo templates

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