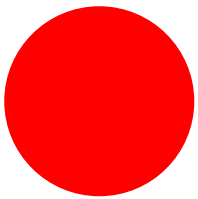
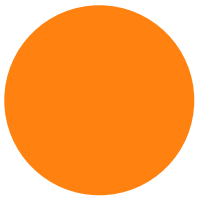


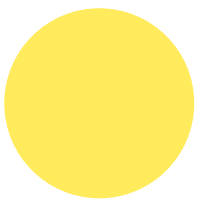
BRANDING COLORS



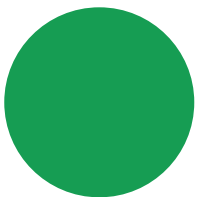
Red stands for passion, excitement and anger. It can signify importance and command attention.



Orange stands for playfulness, vitality and friendliness. It is invigorating and evokes energy.



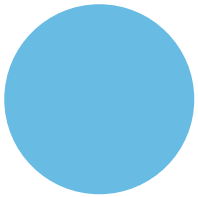
Yellow evokes happiness, youth and optimism, but can also seem attention-grabbing or affordable.



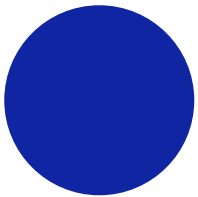
Green evokes stability, prosperity, growth and a connection to nature.



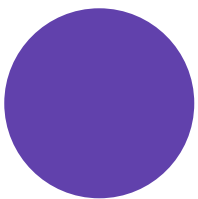
BRANDING COLORS



A light shade of blue exudes tranquility, trust, openness. It can also signify innocence.



Dark blue stands for professionalism, security and formality. It is mature and trustworthy.
Ex. Banks



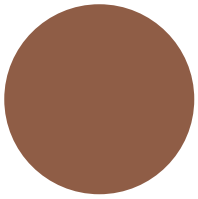
Purple can signify royalty, creativity and luxury.



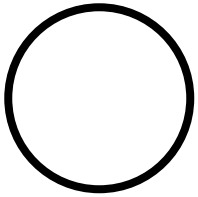
Pink stands for femininity, youth and innocence. It ranges from modern to luxurious.



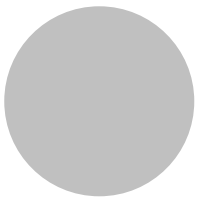
BRANDING COLORS



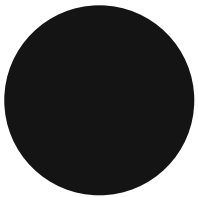
Brown creates a rugged, earthy, old-fashioned look or mood.



White evokes cleanliness, virtue, health or simplicity. It can range from affordable to high-end.



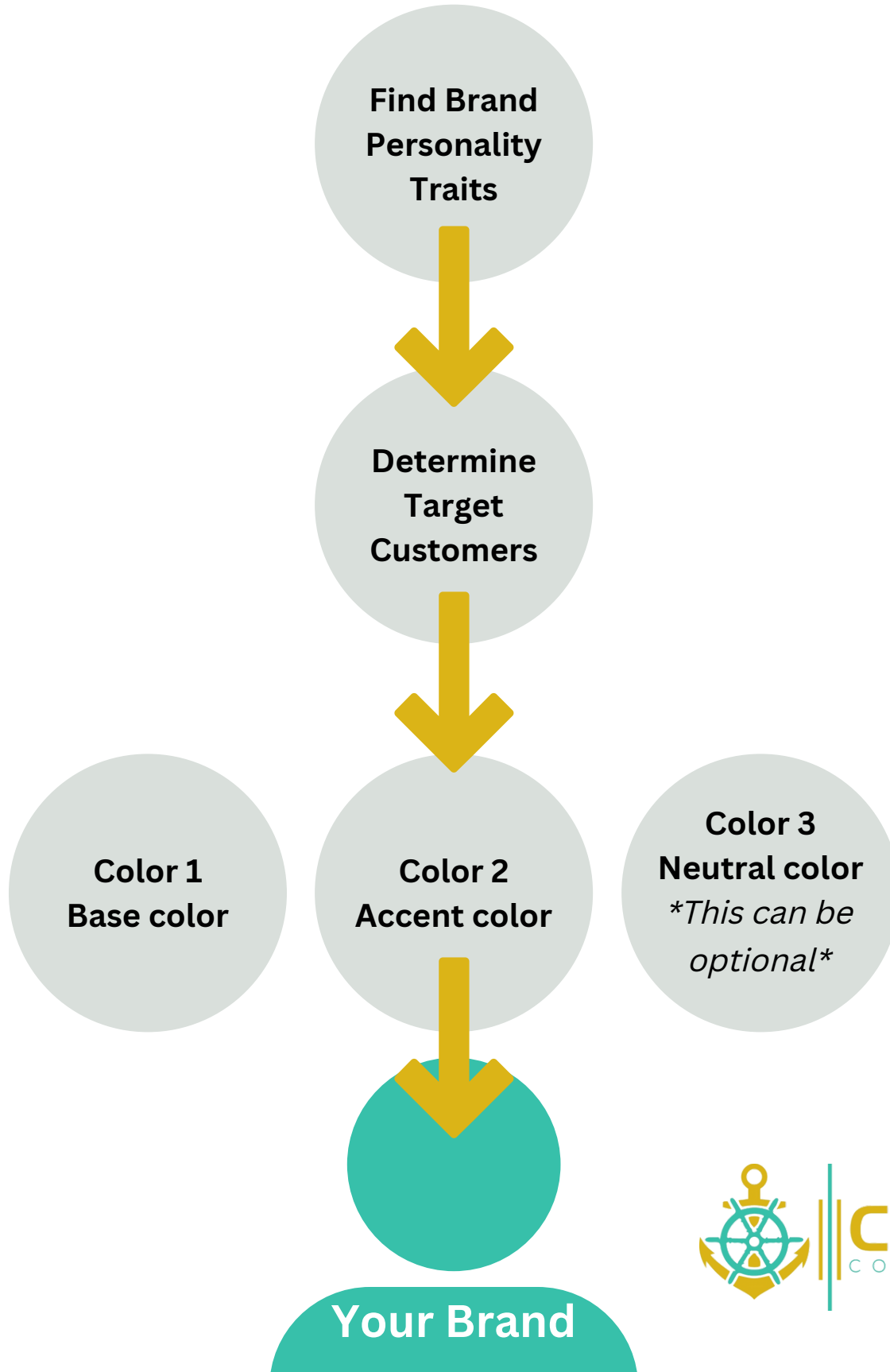
Gray stands for neutrality. It can look subdued, classic, serious, mysterious or mature.



Black evokes a powerful, sophisticated, edgy, luxurious and modern feeling.



FORMULA FOR BUILDING A BRAND COLOR SCHEME



EXAMPLES:



Base Color

Accent Color

Neutral Color

