



BRAND COLOUR PSYCHOLOGY

Choosing the Right Colours for Your Brand

WHY COLOUR MATTERS

Colours speak before your words do. They evoke emotion, build trust, and set the tone for how people perceive your brand

What are three words that describe the vibe you want your brand to give off?

(e.g., bold, gentle, creative, peaceful, powerful)

What kind of people do you want your brand to attract?

(Think about age, lifestyle, or even personality type.)

Do you want your brand to feel more serious or playful?

choose one:

Serious & Trustworthy

Friendly & Approachable

Calm & Peaceful

Bold & Exciting

What colours do you naturally love and why?

Sometimes your instinct already knows what fits you best

Look at 2–3 brands you admire. What colours do they use?

How do they make you feel?

Write down what stands out:

CORE BRAND COLOURS & WHAT THEY REPRESENT

Color	Emotion Meaning	Common Uses	Famous Examples
	Passion, Energy, Action	Food, Fitness, Entertainment	Coca-Cola, YouTube
	Trust, Calm, Stability	Tech, Finance, Wellness	Facebook, BM
	Growth, Nature, Balance	Eco Brands, Finance, Health	Whole Foods, Spotify
	Creativity, Luxury, Wisdom	Beauty, Spiritual, Premium Brands	Cadbury, Hallmark
	Optimism, Joy, Warmth	Kids' Brands, Travel, Food	McDonald's, Snapchat
	Confidence, Adventure, Friendliness	Retail, Hospitality, Startups	Fanta, Amazon
	Sophistication, Power, Elegance	Luxury, Fashion, Tech	Chanel, Nike
	Simplicity, Cleanliness, Openness	Health, Lifestyle, Tech	Apple, Tesla
	Empathy, Femininity, Compassion	Beauty, Wellness, DTC	Barbie, Glossier

ALIGNING COLOUR WITH YOUR BRAND

What does your brand stand for?

Write 3 words that represent your brand values or tone:

What emotions do you want your customers to feel when they see your brand?(e.g., Calm? Excited? Safe? Inspired?)

What industry are you in? Certain colours dominate specific industries do you want to blend in or stand out?

TRY YOUR BRAND PALETTE

Pick a few colours that feel right to you don't worry about being perfect! This is a starting point to help you visualise your brand

Understanding the Colour Roles:

Primary Colour:

Your brand's main colour. It sets the tone and emotional feel.

Secondary Colour:

Supports your primary colour and adds depth. Often used for buttons, highlights or variation

Tip: Should complement the primary without clashing

Accent Colour:

A bold or contrasting colour used sparingly to draw attention. Great for calls to action

Tip: Should complement the primary without clashing

Neutral Colour:

Background or base colours that balance the palette. Usually white, grey, black, or beige.

They help your main colours stand out without overwhelming the viewer.

TRY IT OUT FOR YOUR BRAND

PRIMARY COLOUR	SECONDARY COLOUR	ACCENT COLOUR	NEUTRAL (E.G., WHITE, BEIGE)

Once you've picked, step back and ask:

“Do these colours reflect my brand’s mood and message?”

“Are they consistent with the feelings I want my audience to have?”

BONUS TIP: CONTRAST & ACCESSIBILITY

A beautiful palette also needs to be usable. Ensure there’s enough contrast between text and background for legibility across digital and print formats

**Colour isn’t just decoration it’s communication.
Use it with intention. Let it speak your brand’s truth - CG**

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