

A guide to colour and branding



red

love // anger // energy // excitement

Used in clearance sales as it creates a sense of urgency, red is the most emotive colour and is often found in the food and technology sectors.



orange

ambition // confidence

Orange evokes a sense of wellness, enthusiasm and warmth and is often used to highlight a call to action.



yellow

joy // intellect // energy

Promoting a cheerful feeling, yellow is thought to activate memory and build confidence. It's popular in household and energy industries.



green

growth // nature // harmony

The 'natural' choice. Green is the most relaxing colour for the eye and can be used in stores to help calm customers.



blue

productivity // inspiration // trust

The most common colour in modern brands and websites, blue is considered 'corporate'. It's used to communicate a sense of security.



purple

luxury // power // creativity

Considered a 'royal' colour, purple can uplift spirits and encourage imagination. It's rarely found in the energy and agriculture industries.



pink

love // compassion // friendship

Often portrayed as the 'feminine' colour, light pink brings tenderness and hot pink playfulness.



black

power // elegance // formal

The most popular choice for marketing luxury products, black's simplicity is used by high end car makers to fashion brands. Think 'black tie'.



grey / white

perfect // clean

White and grey bring a sense of possibility, purity and light. Associated with cleanliness, they're popular for healthcare and clothing brands.

