



Why Color is a
Non-Negotiable in Your Brand



WHEN I WORK WITH CLIENTS,
I ALWAYS REMIND THEM:
**"YOUR BRAND ISN'T JUST WHAT
PEOPLE SEE"**

IT'S HOW YOU MAKE THEM FEEL. AND
NOTHING SPARKS THAT EMOTIONAL
CONNECTION FASTER THAN COLOR.

Your Color = Your First Handshake

BEFORE SOMEONE READS YOUR TAGLINE OR HEARS YOUR STORY, THEY SEE YOUR COLORS.

- THE RIGHT PALETTE CAN INSTANTLY COMMUNICATE YOUR PERSONALITY —BOLD AND FEARLESS, CALM AND TRUSTWORTHY, OR CREATIVE AND PLAYFUL.
- IN SECONDS, IT SETS THE TONE FOR YOUR RELATIONSHIP WITH YOUR AUDIENCE.

ASK YOURSELF

If my brand was a person walking into a room, how would I want them to be perceived?

Color Speaks the Language of Emotion

EVERY COLOR CARRIES A FEELING:

- BLUE: "YOU CAN TRUST ME."
- RED: "I'M PASSIONATE AND FULL OF ENERGY."
- GREEN: "I VALUE GROWTH, BALANCE, AND RENEWAL."
- CHOOSING THE RIGHT COLOR IS LIKE CHOOSING THE TONE OF YOUR VOICE—IT'S WHAT PEOPLE REMEMBER LONG AFTER THE FIRST IMPRESSION FADES.

ASK YOURSELF

What three emotions do I want my audience to feel when they see my brand?

Recognition is Built on Repetition

WHEN YOU USE YOUR BRAND COLORS CONSISTENTLY—IN YOUR SOCIAL MEDIA, PACKAGING, WEBSITE, AND EVEN YOUR OFFICE SPACE—YOU TRAIN YOUR AUDIENCE TO RECOGNIZE YOU INSTANTLY.

- THAT'S WHY TIFFANY'S BLUE OR MCDONALD'S YELLOW NEEDS NO INTRODUCTION.
- COLOR CREATES FAMILIARITY, AND FAMILIARITY BUILDS TRUST.

ASK YOURSELF

Where am I NOT using my brand colors consistently?

Stand Out in a Sea of Sameness

YOUR COLOR PALETTE IS YOUR VISUAL
TERRITORY IN THE MARKET.

- IF COMPETITORS ARE SWIMMING IN MUTED TONES, YOUR BOLD HUES WILL POP.
- IF THEY'RE BRIGHT AND FLASHY, YOUR UNDERSTATED ELEGANCE WILL SHINE.
- COLOR IS A POSITIONING TOOL, NOT JUST A DESIGN CHOICE.

ASK YOURSELF

What colors dominate my industry, and how can I differentiate?

Color Can Drive Action

THE RIGHT COLOR IN THE RIGHT PLACE CAN NUDGE YOUR AUDIENCE TO CLICK, BUY, OR ENGAGE.

- CALLS-TO-ACTION WITH HIGH-CONTRAST COLORS ARE MORE LIKELY TO GET NOTICED.
- EVEN SUBTLE SHIFTS IN HUE CAN MAKE YOUR CONTENT MORE INVITING AND EASIER TO READ.

ASK YOURSELF

Which colors in my palette will be my “action colors” for buttons, links, and key visuals?

Check out the 5 Key Colours
selected by WGSN and Coloro
experts for the A/W 26/27 season.



Cocoa Powder

coloro

008-35-06



coloro + WGSN

Fresh Purple

coloro

136-32-33

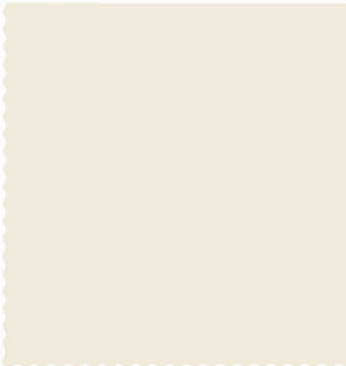


coloro + WGSN

Wax Paper

coloro

035-88-12



coloro + WGSN

Transformative Teal

coloro

092-37-14



coloro + WGSN

Ready to elevate your brand and master the power of color?

Book your Brand Coaching Session today and let's create a color strategy that turns heads, builds trust, and makes your brand unforgettable.



FREE 15 MIN CALL