



FEEL THE COLORS AROUND YOU

BRANDING 101 - COLOR PSYCHOLOGY BRANDING (BASIC)

Branding service using color psychology:

1. Research and Understanding

- Gather information about the brand, its values, and target audience.
- Identify the desired brand personality and core message.
- Research color psychology and its impact on human emotions and perception.

2. Analyzing Target Audience

- Identify the demographic and psychographic characteristics of the target audience.
- Understand their preferences, cultural backgrounds, and associations with colors.
- Determine the emotions and behaviors the brand wants to evoke in the target audience.

3. Color Associations and Meanings

- Study the symbolism and cultural meanings attached to different colors.
- Understand the psychological effects and emotions associated with each color.
- Explore the various shades, tints, and tones within each color to expand possibilities.

4. Establishing Brand Personality

- Define the brand's personality traits, values, and positioning.
- Determine how the brand wants to be perceived by the target audience.
- Align the desired personality traits with appropriate color characteristics.

THANK YOU

