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FEEL THE COLORS AROUND YOU

BRANDING 101 - COLOR PSYCHOLOGY BRANDING (PREMIUM)

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.

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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.

5. Developing a Color Palette
- Select a primary color that reflects the brand's core message and values.
- Choose secondary and accent colors that complement the primary color.
- Consider the emotional response, contrast, and harmony within the chosen color palette.

6. Testing and Refining
- Experiment with different color combinations and variations.
- Evaluate how the colors interact and resonate with the target audience.
- Make adjustments to the color palette based on feedback and testing results.

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7. Creating Visual Brand Assets

- Apply the finalized color palette to various brand elements such as the logo, typography, and imagery.
- Ensure consistency and coherence in the use of colors across different platforms and mediums.
- Create guidelines for proper usage and application of colors in brand assets.

8. Implementation and Integration

- Assist the brand in implementing the new color scheme across all relevant touchpoints.
- Incorporate the color palette into marketing materials, website design, packaging, etc.
- Monitor the brand's visual identity to ensure consistent and effective use of colors.

9. Ongoing Evaluation and Adaptation

- Continuously monitor the brand's reception and perception in the market.
- Collect feedback from the target audience regarding the brand's visual elements.
- Analyze data and make adjustments to the color palette as needed to align with brand goals.

THANK YOU