

Brand Colour Study

Navy Blue

Navy blue is a masculine color associated with depth, expertise, and stability. It's a preferred color for corporate America.

Blue

Blue is associated with tranquility and calm. The color of the sky and water, it symbolizes sincerity, trust, wisdom and truth.

Green

Green is the color of nature. It symbolizes harmony, safety, growth, freshness, and fertility. It's a restful color that suggests stability and endurance.

Red

Red is an emotionally intense color. It's associated with energy, strength, power, danger, and passion. It's highly visible and enhances human metabolism, increases respiration, and raises blood pressure.

Orange

Orange combines the energy of red and the happiness of yellow. It's associated with enthusiasm, joy, stimulation, attraction, creativity and health.

Yellow

Yellow is the color of sunshine and produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. It's associated with joy, happiness, vibrancy, intellect and energy.

Purple

Purple combines the stability of blue and the energy of red. Generally associated with royalty, purple symbolizes luxury, wealth, power, and dignity.

Brown

Brown is the color of earth. It's associated with genuineness, simplicity, dependability, and friendliness.

Black

Black is associated with power, mystery, elegance, strength and formality. Black can be very formal, elegant and prestigious; it adds depth when combined with other colors.