



Color Your Brand

rooted
**web**

Coloring your brand is not a science, not an art, but a theory that can prove essential to the success of your business.

Choosing the right colors for your brand can be complicated, but the team at Rooted Web can help!



Branding colors are the fastest way to shortcut your way into the hearts of your audience.

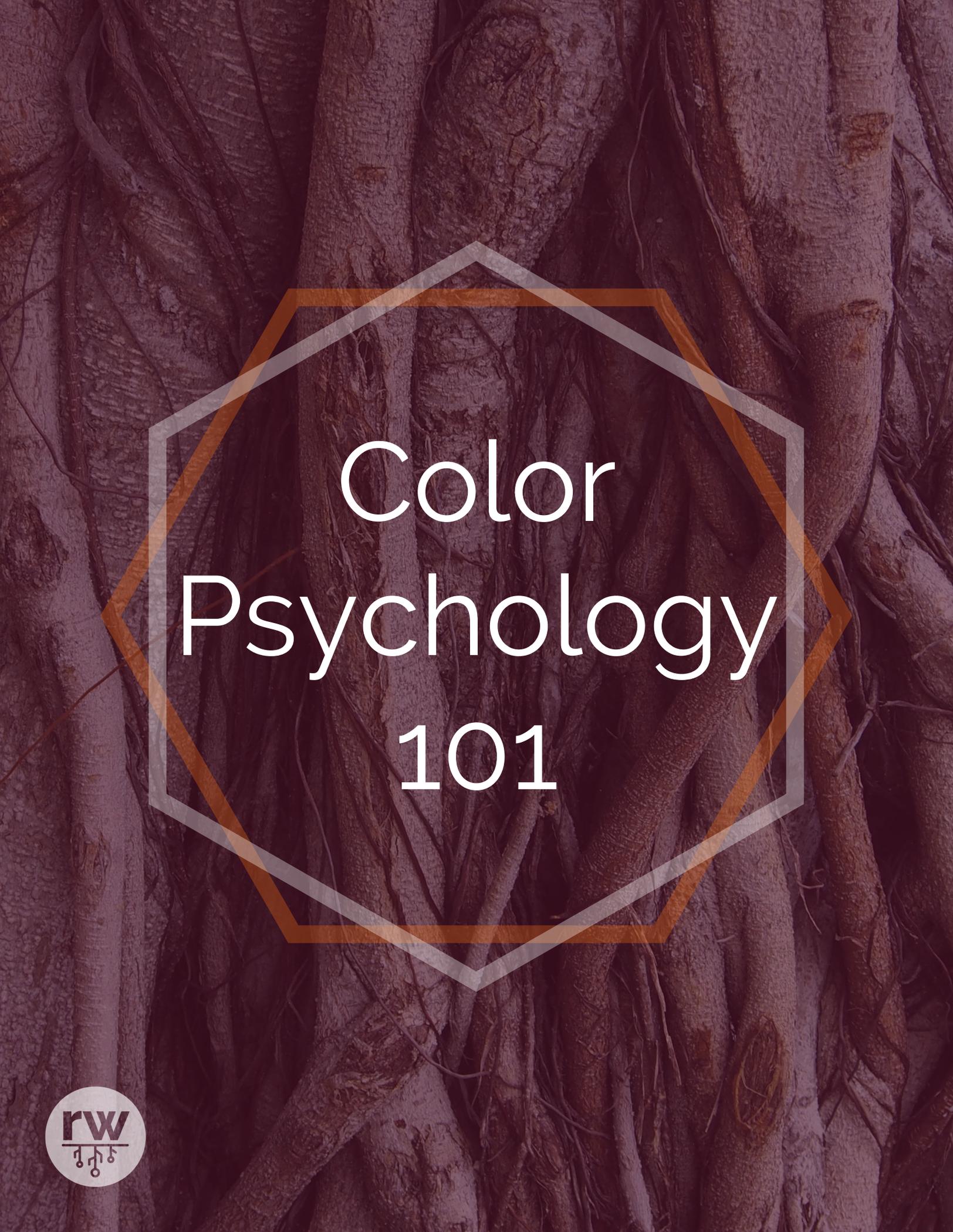
60%

of consumers make their decision about a brand based on the brand's colors

Colors can increase your brand awareness by

80%





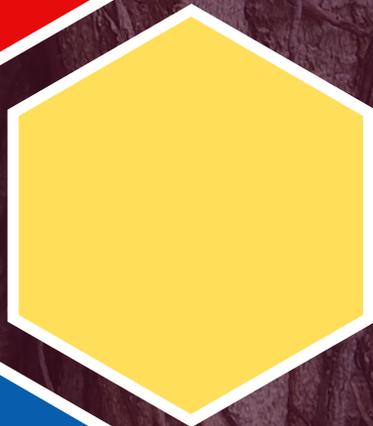
Color Psychology 101



Different colors are associated with specific meanings such as:



Red: Excitement, passion, attention



Yellow: Happiness, optimism, warning



Blue: Harmony, stability, calm

Rooted in Our Branding



GREEN, GROWTH:
WE WANT OUR CLIENTS'
BUSINESSES TO FLOURISH



ORANGE, CREATIVITY:
WE BELIEVE IN CREATIVE
MARKETING



PURPLE, WISDOM:
WE ARE EXPERTS IN DIGITAL
ECOSYSTEMS



Choosing Your Scheme



It's important to establish your desired audience and brand traits.

Ask yourself:

Who do I want to target?

What is my message?

What is my brand's personality?



Brand traits can include ...

feminine or masculine
playful or serious
young or mature
modern or classic



When it comes to selecting the colors and hues you'd like to use, plan on at least three colors to make up your scheme: a base, an accent and a neutral. Next, decide what kind of color scheme you want



Monochrome



Analogous



Triadic



When it comes to branding, your company needs to use colors that best compliment the business itself. How you operate, who you target, and the message you want to share are imperative to selecting the best colors.

Make sure they are colors you like since you'll be the one looking at them the most.





If you need help creating the perfect color scheme for your business, contact **Rooted Web**. We are experts in digital marketing and branding and are ready to help you!

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