

Join Now

Thought Bubble



Button contrast ratio: 12.23:1

Thought Bubble is a focus group app that allows companies to get real world feedback from the public. Anyone can sign up for free to the app and fill out surveys and participate in focus groups related to products and services. These may be already in the market or concept only start up ideas.

The chosen color palette uses purple and yellow as the main colors. These colors were chosen because purple represents luxury and creativity and yellow represents happiness and optimism. Both of these colors are fitting for a company that explores new products and services and requests opinions and feedback from users. Optimism, creativity, happiness and luxury relate to the products and companies that are the subject of the focus groups. Creativity and happiness also relate to the app users who are participating in the focus groups.

These colors are complimentary to each other on the color wheel, providing a high contrast harmony.



Learn More

Renew Pharmaceutical



Button contrast ratio: 11.88:1

Renew Pharmaceutical is a unique pharmaceutical company in that it is a not for profit organization. All drug costs are capped at an affordable amount and all revenues are put back into the company for R&D purposes. This company was founded by retired chemists who have a mission to make pharmaceuticals more accessible to everyone, particularly the typically high cost types of drugs.

The color palette chosen is an analogous color palette, which is a harmonious low contrast palette created by taking different shades and tints of blue green.

The colors chosen here are particularly symbolic of the mission of the company. Blue is a symbol of reliability and trust and green is a symbol of balance and harmony. These characteristics describe the type of company this is and what their mission stands for very well.



Book Now

Travel Experts



Button contrast ratio: 10.51:1

Travel Experts is a full service, custom travel agency offering clients detailed custom itineraries. They specialize in dream trips with complicated itineraries but are also available to help with any other types of travel clients want to book. They are extremely knowledgeable and only recommend top quality places to their clients. Adventure travel is their passion. Travel Experts also offers their clients the option to book travel insurance directly through them as an added service.

The color palette chosen for this company is a tetrad harmony color palette. The variety of colors used represents the diverse experiences of travel and the many different types of trips people can take.

Orange is used as the main color because it is known as an energetic, creative and adventurous color which are all core aspects of travel. Yellow was used because it represents happiness, sunlight and joy which are all things that Travel Experts strives to bring to their clients with every trip. Purple was used to convey luxury, mystery and magic which are things that people are often looking for when planning their dream trip. And finally blue was used because it represents trust and reliability, which are key principles for the Travel Experts. While their clients are out enjoying the world, the Travel Experts are there for them to provide support and guidance every step of the way.



Learn More

Water Watch



Button contrast ratio: 10.16:1

Water Watch is an organization that is very concerned with fresh water conservation. Their mission is to track and document the water levels in all the world's rivers and lakes and provide assistance to local authorities who want to undertake water conservation measures. They work hard to not only monitor the world's fresh water supply but also to educate leaders and citizens about the global fresh water emergency we may soon find ourselves in.

The color palette used for this company is an analogous color palette created with various tints and shades of blue.

Blue was chosen because it is obviously strongly associated with water. But also because it represents trust and reliability. Water Watch is committed to always being there to monitor the world's fresh water supply. They are very much asking for the trust of citizens and leaders to allow Water Watch to help them with water conservation initiatives.



Join Now

Calgary Gardeners Club

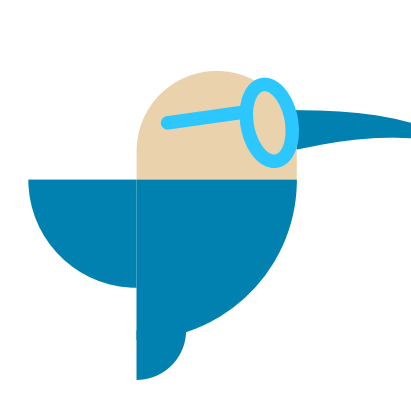


Button contrast ratio: 6.02:1

Calgary Gardeners Club is a local gardening club focused on building a strong gardening community with members from all walks of life. They provide free gardening workshops, member events and a variety of services to assist both new and seasoned gardeners. Their mission is to share knowledge and fun experiences with as many people in the community as possible, using gardening as a conduit to achieve that goal.

The color palette for this club is one using complimentary colors to create contrast. It also uses various shades and tints of green to really cement the focus on the color green but also to give some variation and interest to the color palette.

Green was chosen because it is the color of nature, balance and harmony, which are very much related to gardening. Green also symbolizes growth and the goal of this club is to promote not only growth of plants, but also the growth of a gardening community and the personal growth of it's members. The bright pink was chosen to represent flowers on the plants and the vibrancy of the gardening community. It provides much needed contrast to an otherwise analogous color palette.



Sign Up

Learn IT



Button contrast ratio: 7.3:1

Learn IT is a technology tutoring company focused on assisting older adults with anything technology related. Their tutors are trained with the needs of their older adult students in mind. This company is government subsidized and charges very low rates for their services. They are a mobile service and will go to where their clients are located for one on one tutoring sessions. They also offer free group sessions once per month on a variety of technology related topics.

The color palette chosen for this company is a split complimentary palette. The complimentary colors provide contrast and draw interest.

Two different shades and tints of blue were used because blue is a color representing trust and reliability, which are key traits that a tutoring company has. Blue is also a calming color, which is a great fit for a technology tutoring company geared towards older adults. This is because technology can become overwhelming to people and the message is that Learn IT tutors will be a calming presence and are there to help. Orange and brown (which is an orange tint) were used to provide contrast and draw attention. Brown is the color of security and protection and both brown and orange bring a feeling of warmth and comfort, which is important in a tech tutoring scenario. Orange also symbolizes motivation and creativity, which are very much related to the use of technology.