

Brand Guideline

Brand Concept

This project aims to dive into the world of colour psychology, exploring how the hues surrounding us influence our emotions, behaviours, and decision-making. Driven by a lifelong fascination with colour and a desire to empower fellow designers, this research-based resource seeks to illuminate the science behind colour's profound impact.

Beyond aesthetics, colour plays a pivotal role in human psychology. We'll delve into the fascinating realm of colour semiotics, analysing how specific shades evoke subconscious responses. By understanding these connections, designers gain the power to utilise colour strategically, shaping user experiences and influencing brand perception.

The project aims to explore the evolution of colour in advertising and media. We'll compare the contrast of black and white advertising to the explosion of colour that followed, examining how these shifts impacted consumer engagement.

This journey becomes personal. My lifelong relationship with colour serves as the starting point. From the curated colour palettes of my phone apps to the meticulously arranged clothing in my wardrobe and colour-coordinated book spines in my workspace, colour serves as a fundamental resource for my life. This project aims to be an engaging and informative guide for all designers by weaving these personal anecdotes alongside research and historical context.

It aspires to uncover the secrets of colour's influence on the human psyche, empowering readers to harness its power in their creative endeavours. This exploration equips us with the knowledge and tools to make informed design decisions, ultimately transforming how we interact with the world around us.

Brand Positioning

Strategic Target

- Passionate designers seeking a deeper understanding of colour psychology.
- Creative professionals looking to elevate their work through strategic colour use.
- Brand strategists and marketers aiming to harness colour's persuasive power.
- Consumers fascinated by the subconscious influence of colour on behaviour and decision-making.

Consumer Insight

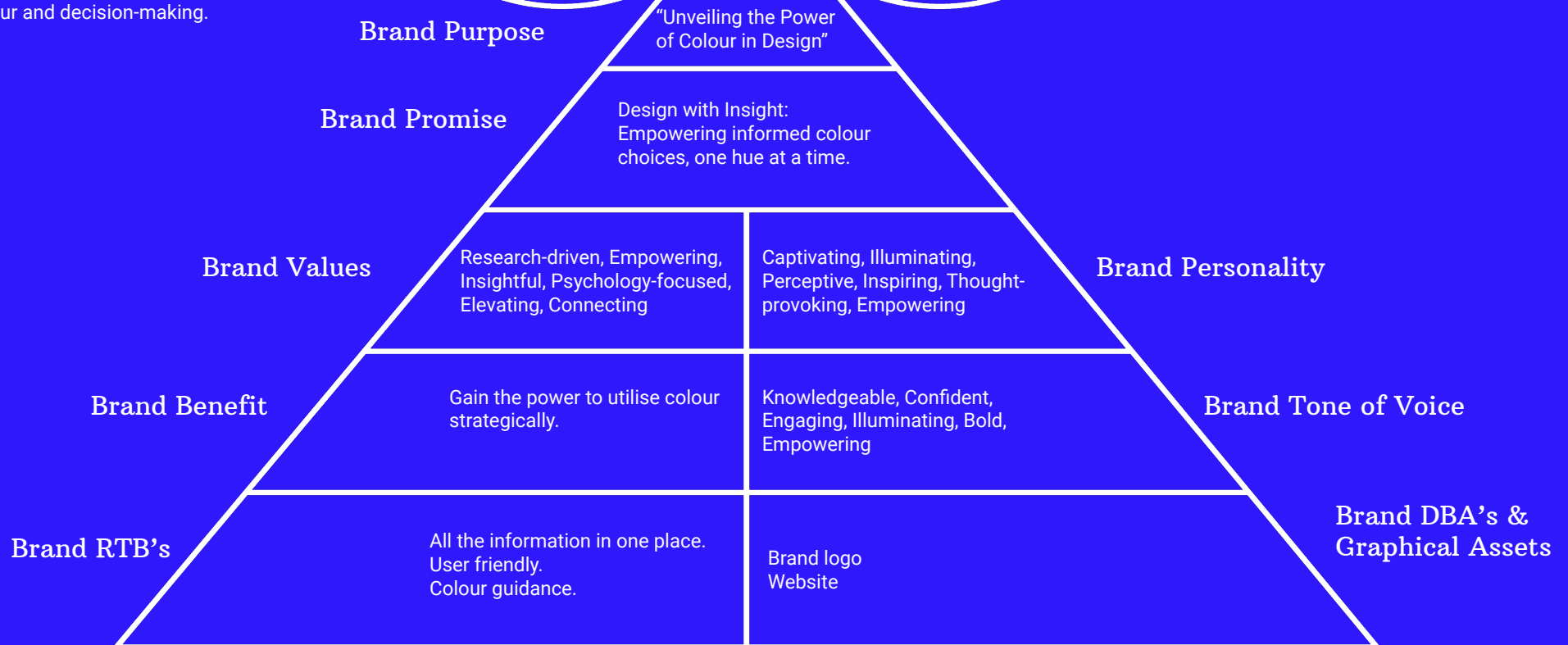
I struggle to select colours that resonate with my audience and elicit the desired emotional response, as I lack a deep understanding of the psychology behind colours profound impact on the human mind.

Brand Truth

By understanding the secret language of colour, we give you the power to create designs that speak directly to people's hearts and minds, tapping into the way colour subconsciously shapes our feelings and actions to make your work unforgettable.

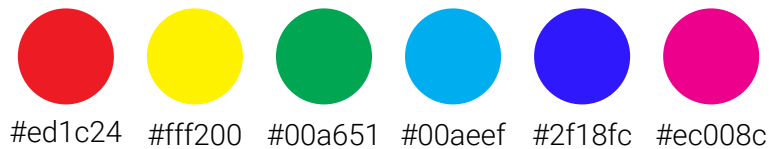
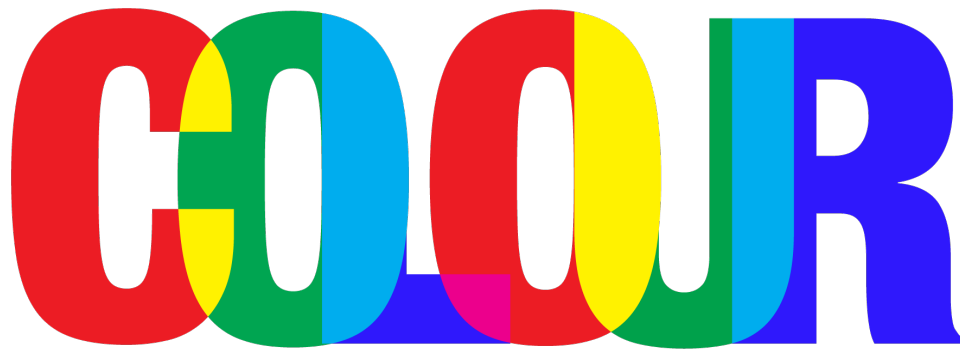
Positioning Statement

Through our illuminating exploration of colour psychology, we empower both designers and consumers. Designers unlock the power of colour to craft designs that resonate deeply, while consumers gain the insights to make informed choices. All through the language of colour, subtly influencing emotions, behaviours, and decisions.



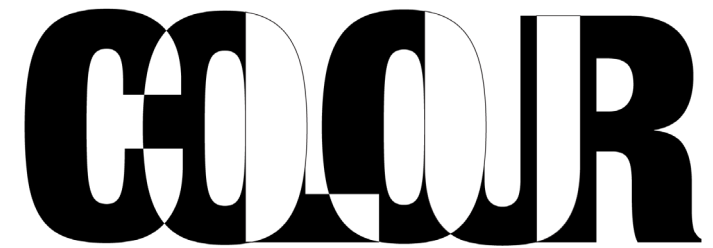
Logo

The Colour brand logo was designed for simplicity while also nodding to the way our brains process colours. This logo is to be used across all assets. The logo must also always be used in it's entirety.

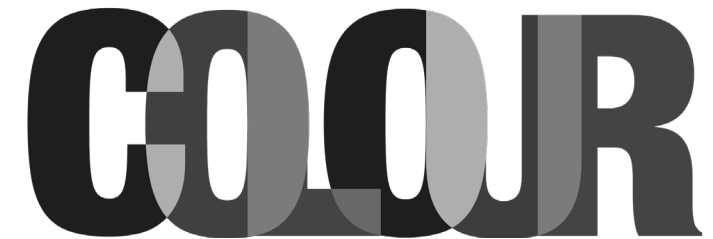


Black and White and Greyscale

Black and White or Greyscale logo options are to be used when the primary colour logo is not applicable.



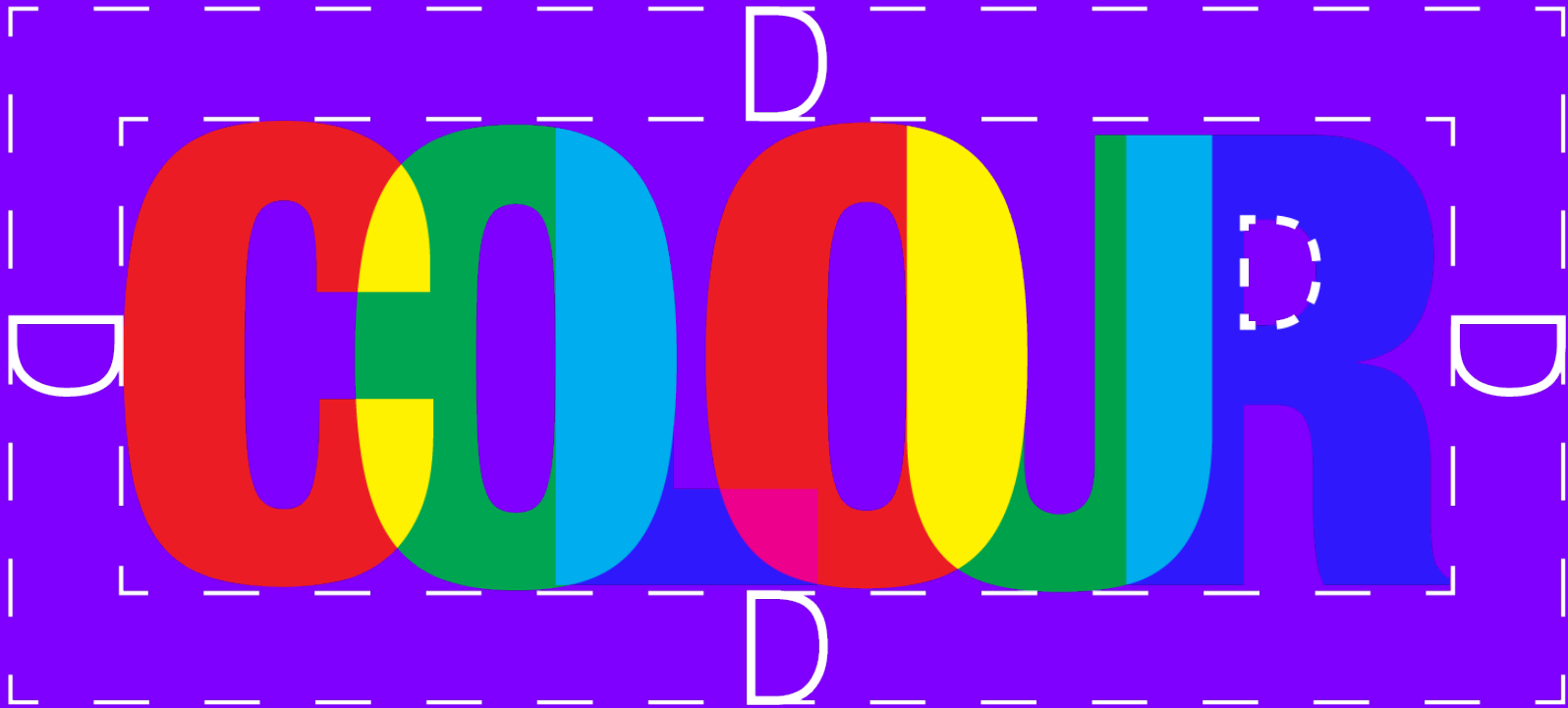
Black and White



Greyscale

Logo Clearspace

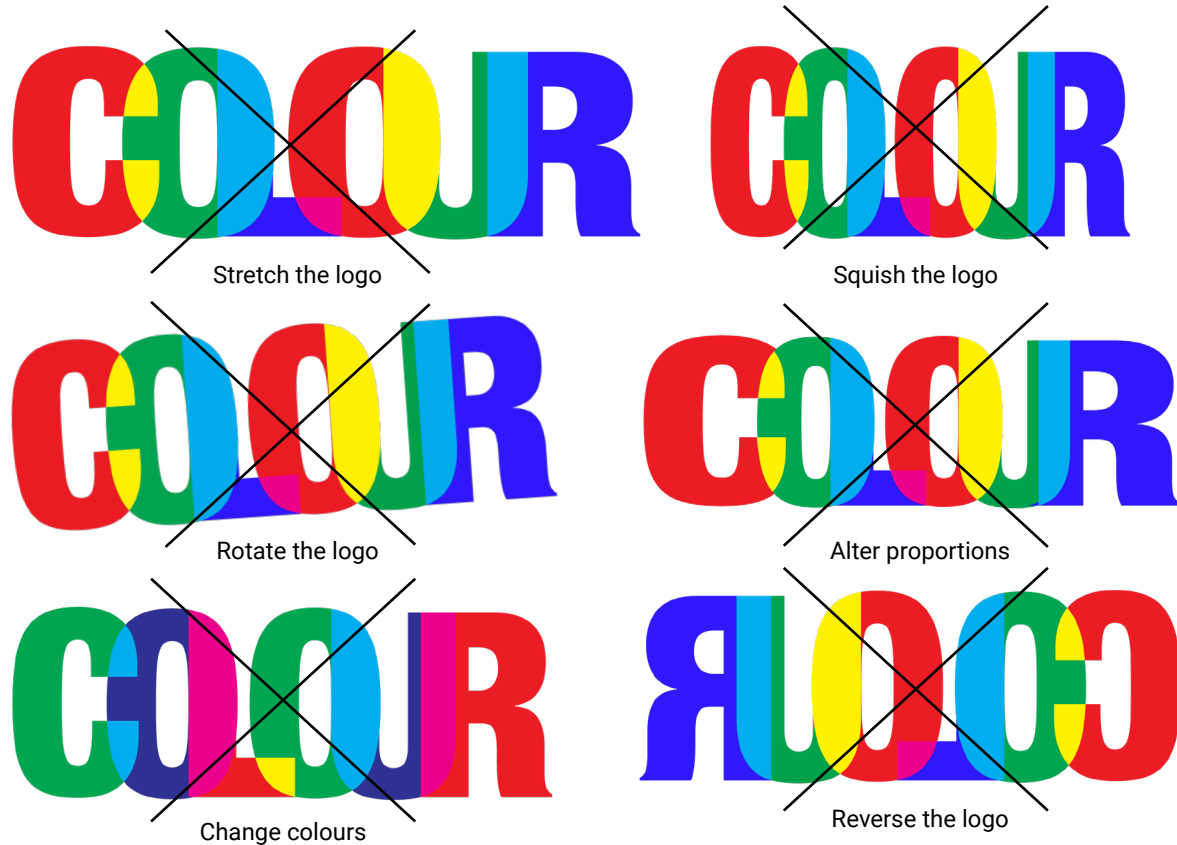
This area is a nominated, measured clear space based on the inside of the letter 'R'. The shape should be placed at the furthest edge of the of the lockup to guide the clearance area as shown



Logo Minimum Size and Misuse

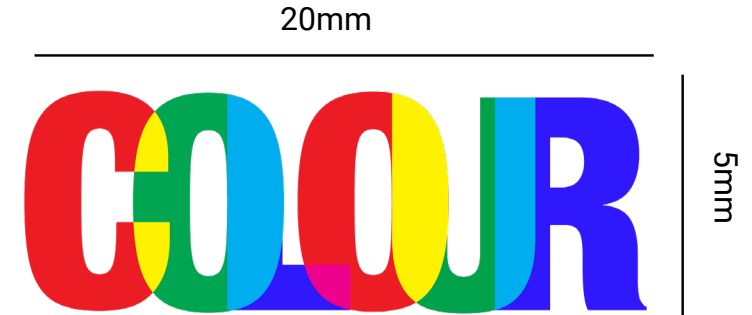
Misuse of Logo

The Colour brand identity logo has been specifically designed as a graphic unit. It should never be reset to match another typeface, nor put in a different holding shape. The logo should always be reduced or enlarged in proportion.



Minimum Size

To ensure clear depiction of the logo, ensure that the scale never goes under the following minimum size.



Typography

Arbutus Slab is our primary serif typeface that we use for headings across all assets.

We use this typeface for it's readability.

Arbutus Slab

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt

Uu Vv Xx Yy Zz

Typography

Roboto is our primary sans serif typeface that we use for bodycopy across all assets.

We primarily use Roboto Regular as the go-to weight. We use this typeface for it's readability and to balance the serif typeface.

Roboto Thin

Roboto Thin Italic

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

Roboto Bold Italic

Roboto Black

Roboto Black Italic

Roboto

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*?

Colour Scheme

The Colour brand identity colour scheme was selected by using the adobe CMYK colours. To ensure consistency across all brand applications, the correct colours and their hex codes are listed below.

