

Retailaer
Colour Palette Presentation

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Introduction

Overview

Retailaer is a brand that wants to look **agile, reliable, calm.**

An **intelligent operator** that wants to be **competitive in a quiet, understated way.**

All these key words have been taken into consideration for the creation of a new colour palette.

This document contains 2 proposals.

To make the brand come to life, a library of carefully chosen imagery have been associated to each proposal.

To better represent how the colours, typography and imagery work together they've been put into context and displayed across the Retailaer home page website and 4 Presentation Slide (cover, 2 inner pages and back cover).



Typography

(used across both proposals)

Typography

The typography chosen for this brand is **Ubuntu**.

This font works well for Retailaer because of his clean geometry and flexibility: his vast choice of styles (from Thin to Black) work very well across different media from web to print.

Ubuntu is a sans serif font available on all the main design platforms, including **Canva** and **Google Slides**.

Ubuntu is a Google font downloadable [here](#).

Ubuntu

Bold

A B C D E F G J K L M N O P Q R S T W X Y Z
a b c d e f g j k l m n o p q r s t w x y z
1 2 3 4 5 6 7 8 9 0

Regular

A B C D E F G J K L M N O P Q R S T W X Y Z
a b c d e f g j k l m n o p q r s t w x y z
1 2 3 4 5 6 7 8 9 0

Light

A B C D E F G J K L M N O P Q R S T W X Y Z
a b c d e f g j k l m n o p q r s t w x y z
1 2 3 4 5 6 7 8 9 0

Proposal 1

“Calmness and reliability”

Colour Palette

The main Teal Retailaer colour is associated with darker tones (Petrol and Dark Grey) and accent tone, Warm Orange. This tone of Orange is bright but not mainstream (Easyjet). It works as an opposite tone to the Teal green that is vibrant enough on a white background and stands out on a darker tone (Petrol).



Imagery

Colour Palette

The images associated with this colour palette are beautiful and serene skys.

Some of the challenges that Retailaer's clients face are:

- **Complexity** of legacy airline infrastructure
- **Fear** of disruption
- **Anxiety** about "big-bang transformations"

These clear and open spaces instantly communicate **calmness** and **quietness** against the complexity of the challenges and problems.

They all are based on blue tones with a tinge of orange (sunrise or sunset skys imagery) that recalls the Warm Orange accent colour of his colour palette.





Retailer

Applications

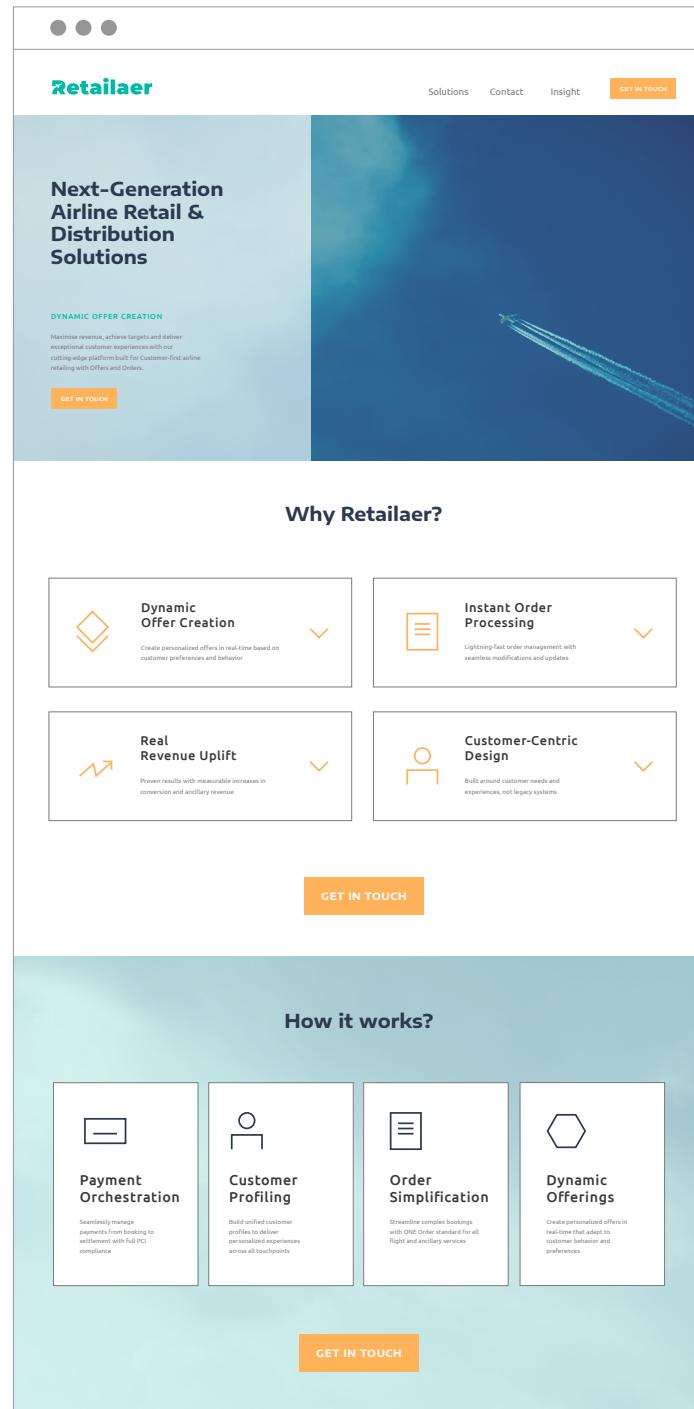
(Web site and Presentation Slides)

Website

Typography, colour palette and imagery neatly work together on the Retailaer homepage website.

Imagery can be used as hero images and light blue skys can be used as background images.

The Warm Orange can work for accent elements like call to action buttons.



Presentation Slides

Imagery and colour palette can play key roles when it comes to presentation slides.

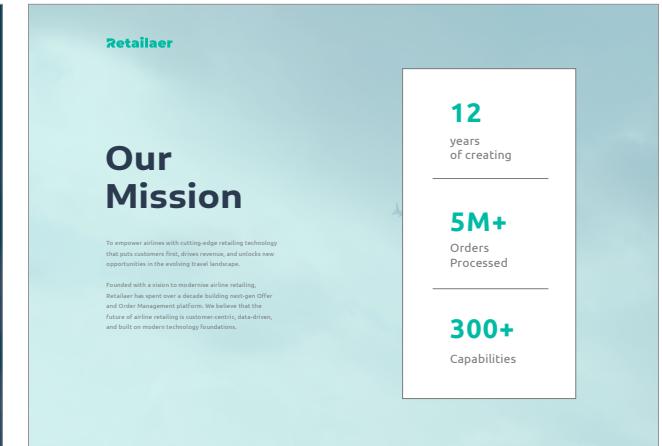
Blue skies can be showcased on the cover but also as a soft background.

The colour palette tones work well together when used for data displays like pie charts.

The imagery also creates a great effect when the "R" of Retailaer is displayed on its own.



Cover design



Content with use of background image



Content with use of both accent colours



Back slide design

Proposal 2

“Tech-driven and confidence”

Colour Palette

The Teal Green is been replaced here with Forest Green which is the dominating tone. The colour accent, Yellow, is used in minor graphic as accent tone.

The Yellow tone here is vibrant enough on a white background and stands out on a darker tone (Forest Green).



Imagery

Imagery

The images associated with this colour palette are abstract textures.

Some of the core Retailaer's profile aspects are being:

- **Highly competent**
- **Confident**
- **Tech-driven**

These images showcase textures that recall technology, the cooler tones and the bolder contrasts (from a dark purple to off white.) evoke a more competitive and tech driven approach.

The darker tones all contain tinges of Forest Green. The off white textures best work as background images for bold statements.





Applications

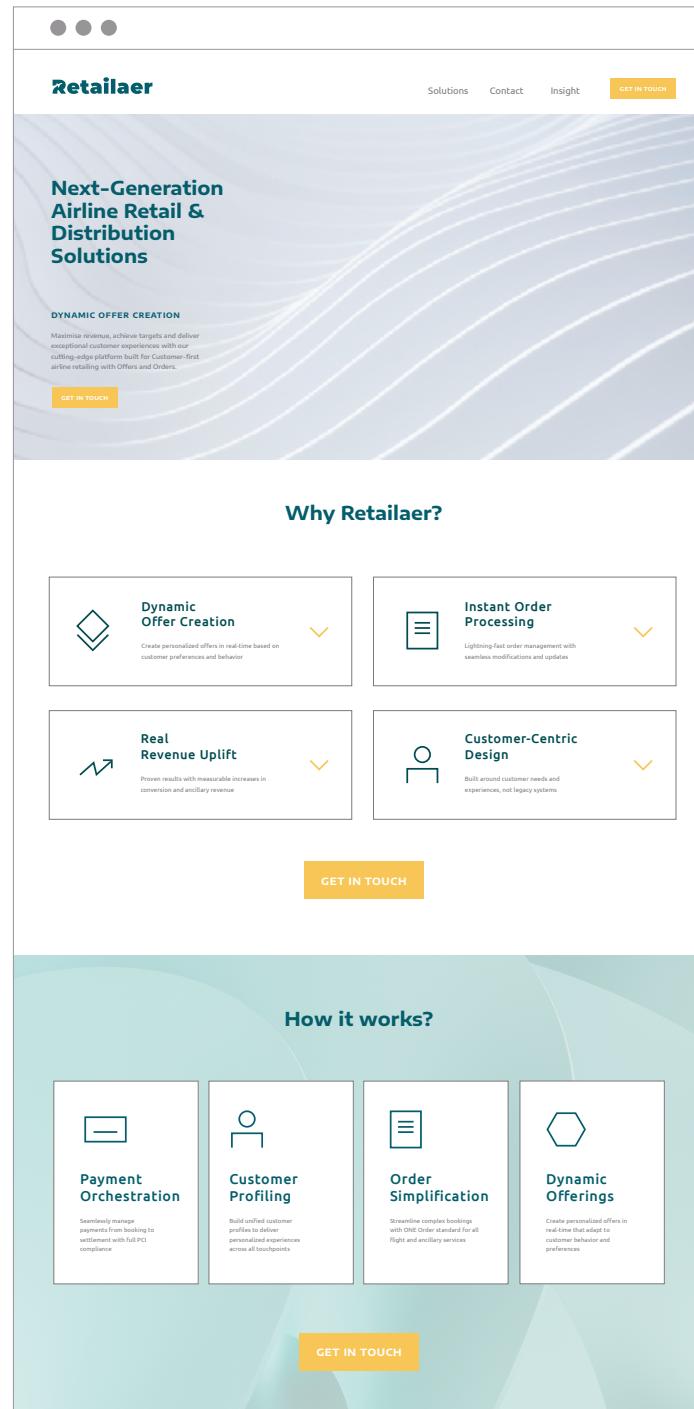
(Web site and Presentation Slides)

Website

Typography, colour palette and imagery neatly work together on the Retailaer homepage website.

Imagery can be used as hero images and abstract textures can be used as background images.

The Yellow tone can work for accent elements like call to action buttons.



Presentation Slides

Imagery and colour palette can play key roles when it comes to presentation slides.

Abstract textures can be showcased on the cover and back pages. The Forest Green can be used as block colour for the background.

The colour palette tones work well together when used for data displays like pie charts.

The imagery also creates a great effect when the "R" of Retailaer is displayed on its own.

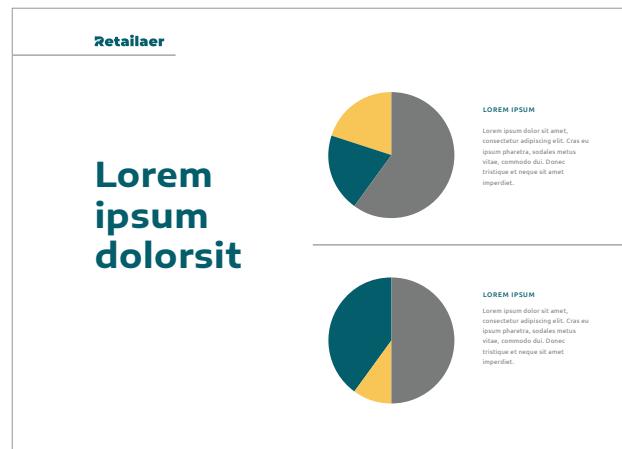
This particular image almost resembles the dunes of a desert over which the plain shape within the "R" letter seems to fly over.



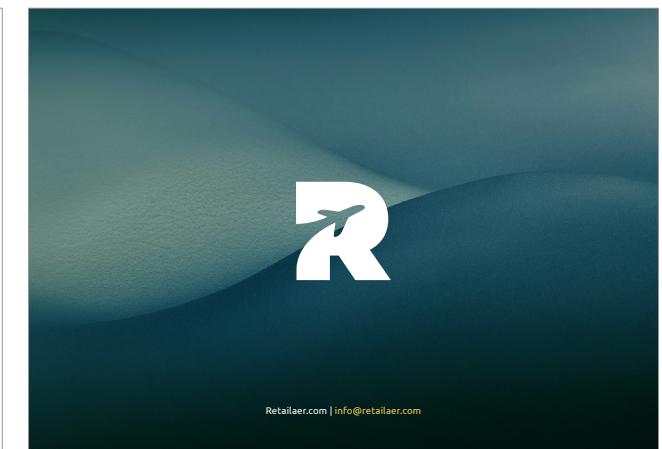
Cover design



Content with use of block colour for the background



Content with use of multiple colours together



Back slide design

Conclusion

Conclusion

This presentation has been put together following precise concepts and a strategic thinking. However, the work can be refined whether the client needs specific changes within reasonable criteria.

This presentation comes with a folder containing a full library of images that have been used for both proposals, free to use.

In the hope the client appreciates the work done, I thank you for your attention.



Thank you