

1) an overall description of the palette/scheme and what each respective color represents for the event,

Our color palette creates a thought provoking environment. From the first save the date translated to the actual event these bold colors will leave the guests expectant. We chose a dark navy, not just for Auburn spirit, but for the emotions: relaxation, healing, and serenity. Shades of purple and red are bold; creating a feeling of royalty, wisdom, passion, and intensity. The gold that we chose elicits a feeling of elegance and prestige. Each of these feelings are important in creating an exciting environment that feels sophisticated, luxurious, and philanthropic.

(2) an explanation as to why the palette/scheme has been selected to brand the 2020 event.

We chose a color pallet that was on the bolder side that was able to truly capture the eye. All of the colors evoke ideal moods and feelings in order to draw in our guests. We wanted to choose a memorable color pallet that was different from any years past in order to create a better event than ever before. These colors allow us to be creative and colorful as well as keeping it professional.

(3) a justification for which color should be used as the dominant or “pop” color in addition to the desired percent saturation and percent value to be used for each respective color

The dominant color for our event would be the navy color (Pantone 282 C) this would be used for tablecloths and backdrops for a variety of marketing things. The purple (7657 C) would also be our dominant color used in correlation with the navy as they are very similar. The pink (Rhodamine Red C) would be our pop of color for florals and to add boldness to our marking strategies. We envision having gold silverware and gold chiavari chairs at the event. The pink could be used in a variety of tones to create an eye catching experience walking into the event.



(4) an inspiration board with examples of how the colors can be used for marketing materials, florals, décor, etc. Visuals should include textures and patterns. The winning color palette will be announced in class on September 18th.





