

Ideaboard

Practicum week 2



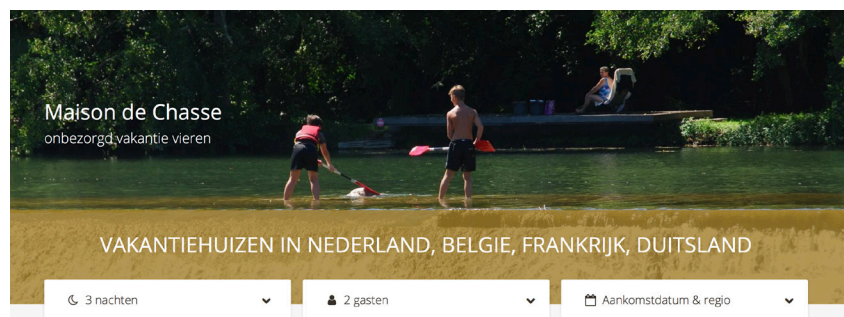
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HOW TO CHOOSE A COLOUR SCHEME

(WHEN YOU'RE NOT A DESIGNER)

TWO DARK COLOURS

These colours will be used for text and accents. They are dark enough that text could be written with them and still readable.

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TWO LIGHT COLOURS

These colours will be used as backgrounds and accents. They are light enough that text could be written on them and still readable.

TWO LIGHT COLOURS

These colours will be used as backgrounds and accents. They are light enough that text could be written on them and still readable.

ONE BOLD COLOUR

This colour is the core of your scheme. It is bold, bright and eye catching. Choose this colour first.

ONE NEUTRAL COLOUR

This colour will be used in backgrounds and accents. It is necessary to ground your scheme.

ONE CONTRAST COLOUR

This colour will be used to make something stand out. It is necessary to break up your scheme.

REMEMBER

This is just a guide. Many colour schemes that do not follow this pattern still look great.

THINK ABOUT

How you will use your colours throughout your branding materials and website.

TRY THEM

In an image or two to make sure they look great together.

ASK OTHERS

What they think of when they see your colours. Make sure they embody your brand.

MAKE SURE

You LOVE your colour scheme before moving forward with it.

THE WHITE CORNER CREATIVE

Op elkaar afgestemde kleuren

Gorgeous

BRUSHER

Elegant

PRISCILLA

Beautiful

NOELAN

Old School

ENGAGEMENT

Flowing

GREAT VIBES

Ravishing

LOBSTER

Excellent

LUNA

Kind-hearted

DANCING SCRIPT

Imaginative

OM TELOLET OM

Fresh

PACIFICO

Romantic

PARISIENNE

Charming

QUESTRIAL

Spectacular

SACRAMENTO

HEADLINER

BEBAS NEUE

Passionate

ALLURA

ADVENTUROUS

HAPPY CAMPER

SCIENTIFIC

DIGITALT

Whimsical

FRUTILLA

Precious

SELIMA

Alluring

BERKSHIRE

Playful

LEMON TUESDAY

Modest

TO THE POINT

Spotlight

NICKAINLEY

Tasteful

LECKERLIONE

Enchanting

COOKIE

Warm-hearted

MAGNOLIA SCRIPT

Pretty

ROCHESTER

Darling

GRAND HOTEL

cheerful

PEACH SUNDRESS

Splendid

MARKETING SCRIPT

Mogelijke lettertypes

Achtergrondfoto

