

Riley Slater

Benjamin Farje/Hunter Lloyd

Lab 2 - Design Focus

June 29th 2021

### Agriculture Company

To select the colors for the agriculture business I decided my best bet would be to choose a custom color palette. The colors I am aiming for are as follows: sky blue, light grey, a hardy red, black, and a burnt orange color. To begin, I chose sky blue because it can be associated with vast open spaces, stability, and reliability. All of which to me speaks to the values a farmer might hold close to heart. The next color is grey, specifically light grey, which provides an element of professionalism, wisdom, and sophistication. This again speaks to sentiments a farmer might desire in the company they're buying their machines from. They want the company to be wise, elegant, and sophisticated so they know they're getting the best equipment. Next, is the color red. Red is a color as old as humans and with it comes history. Red is a color that has a lot of energy, it draws attention to itself and stimulates those who notice it. I chose red because it motivates, inspires confidence and courage, and symbolizes strength, energy, and action. All of these again seem like things a farmer would value greatly. Fourth, the color black. Black is often associated with authority, strength, power, elegance, and sophistication. Considering these are mostly meanings that have been covered by other colors it would serve to drive the points home to the audience. Additionally, I am biased because I like the contrast of red and black. Finally, this burnt orange color which I will just refer to as orange. I was a little torn here between this orange and a brown color. Nevertheless, some people find that this particular orange hue can be associated with feelings of warmth and comfort. This would be a good selling point to farmers in colder climates, Montana, as I'm sure they need all the warmth and comfort they can get during the long winter months here.

### Baby Food Company

For the baby food company I again used a custom color palette. The colors are a lighter green although it is more neon than I would like, a yellow that leans towards gold, another hardy red, black, and a strong blue. Green works well here because it hints towards renewal, nature, and growth. While this is a baby food company it is worth recognising that the company would not be marketing towards babies but towards the parents. Therefore, I think the parents would subconsciously like the associations that green has. Next, this yellow color. Yellow is a color that can symbolize intellect, positivity, optimism, happiness, creativity, positive mentality, and warmth. All of these things would be things a parent would want for their child to have. The third color is the same, or very similar, red color as with the agriculture business. As stated above red has a lot of energy and red can show strength, energy, action, confidence, and courage. The red would catch the parents eye then drive the sale home with the positive symbolism associated with the color. Fourth, is black again. While perhaps the elegance of black might be lost on baby food I do believe that a parent would appreciate the professionalism of this color when selecting their babies food. Last, a solid blue color. Blue is a color that provides security, trust, loyalty, confidence, honesty, and peace. All of these are concepts that a parent would want to have for their child.