

# Colour & Palettes

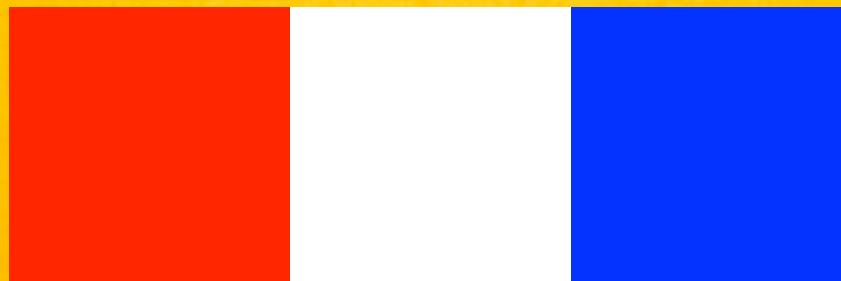
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# GAME

## Brand Recognition (Using Colour)

# Question 1

Which popular beverage company uses this colour scheme?



# Answer

Pepsi



pepsi

# Question 2

Which popular social media site uses this colour scheme?



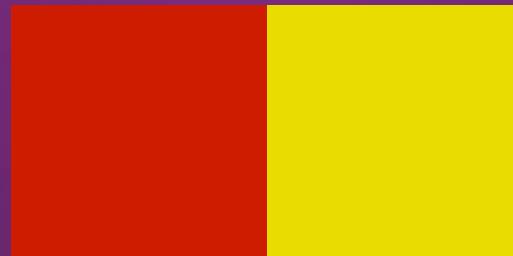
# Answer

Instagram



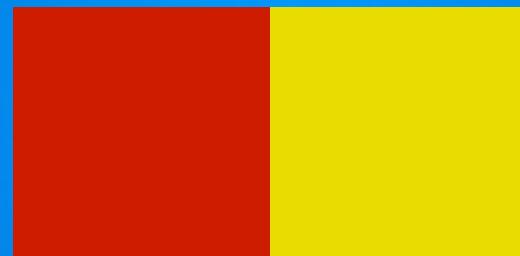
# Question 3

Which popular fast food restaurant uses this colour scheme?



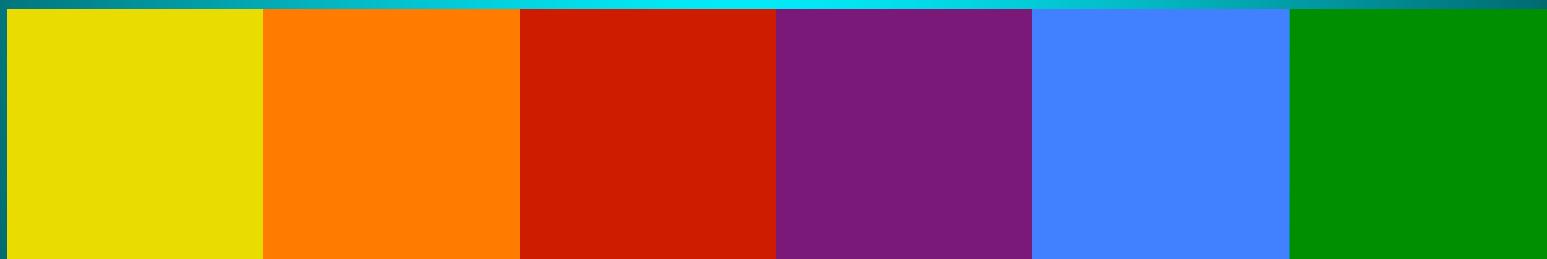
# Answer

McDonald's



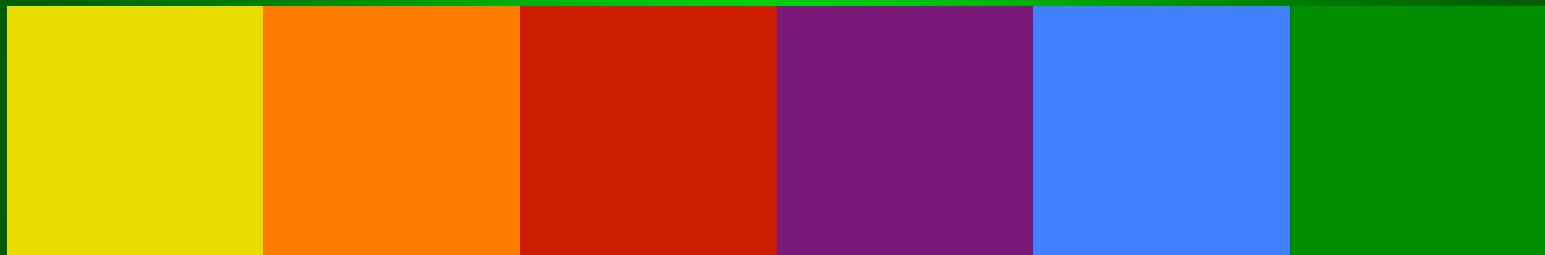
# Question 4

Which popular Broadcast channel uses this colour scheme?



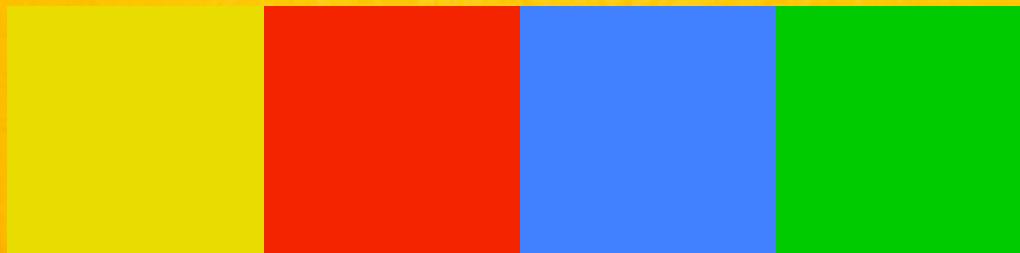
# Answer

NBC



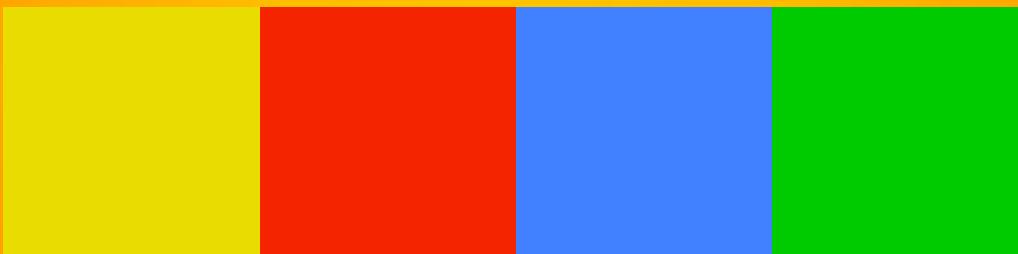
# Question 5

Which popular computer software company uses this colour scheme?



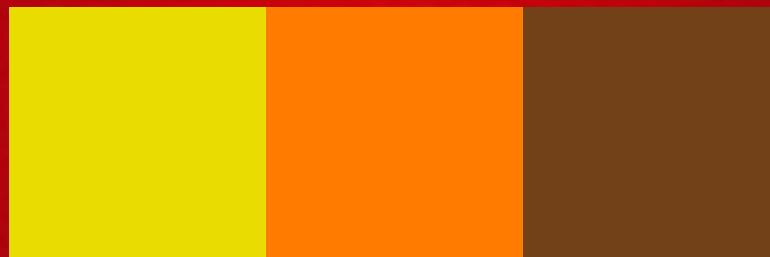
# Answer

Microsoft



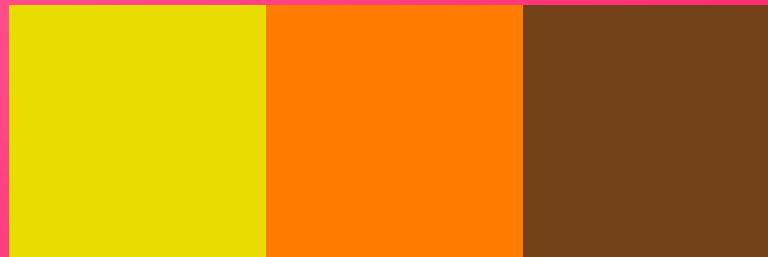
# Question 6

Which chocolate bar uses this colour scheme?



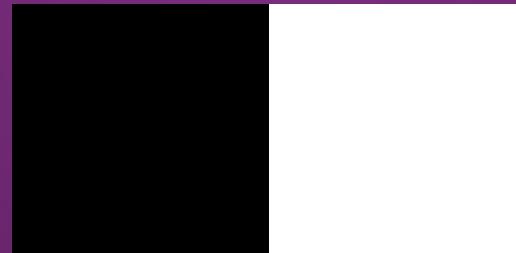
# Answer

Reese's Cups



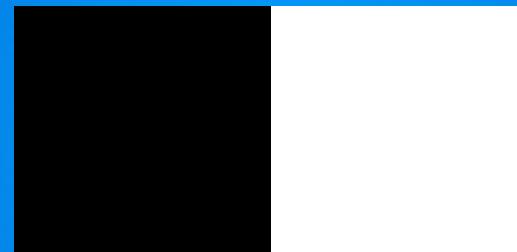
# Question 7

Which popular shoe brand uses this colour scheme?



# Answer

Adidas



# Colour Palettes

What is a colour palette?

- A colour palette is a specific set of colours that a designer picks to be used together in a project.
- These colours should be picked carefully so that they are pleasing to the eye, evoke the desired mood and make readability easy.

# Colour Theory

## Primary Colours:

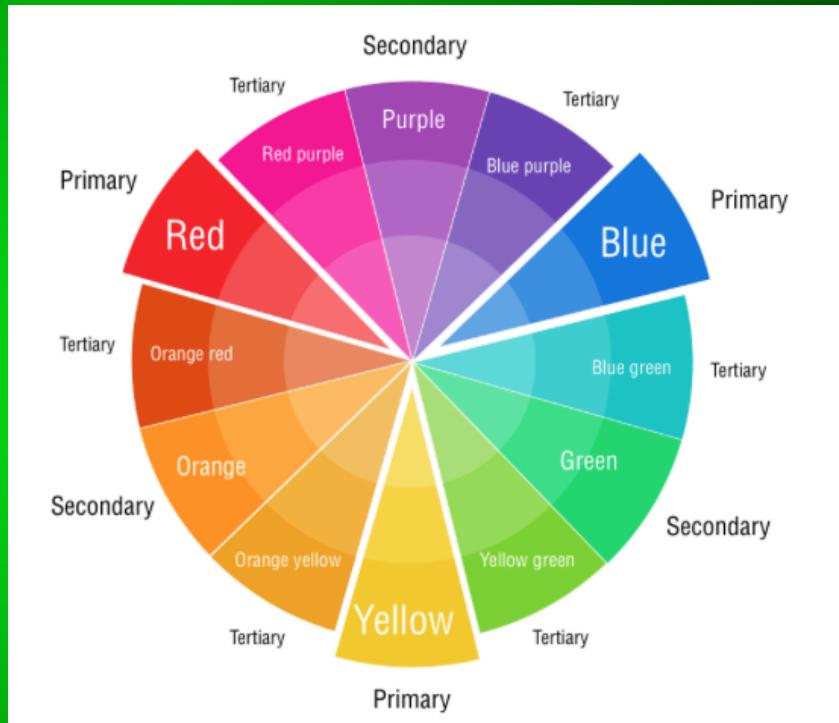
- Blue, Red, Yellow

## Secondary Colours:

- Violet, Orange, Green

## Tertiary Colours:

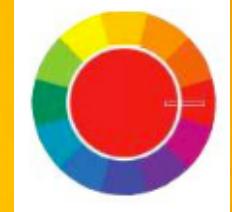
- Red-orange, yellow-orange, yellow-green, blue-green, blue-violet, and red-violet.



# Colour Schemes

## Monochrome:

- One base colour is used varied in saturation and lightness.



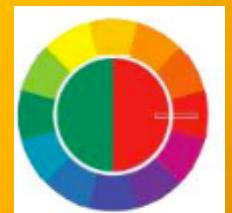
## Analogous:

- Uses two colours side by side on the colour wheel, one colour becomes the dominant one and the other becomes an accent.



## Complimentary:

- Uses colours across from one another on the colour wheel to create a high contrast scheme. One of the two colours should be dominant.



## Triadic:

- This colour scheme uses any three colours which form a triangle on the wheel, equally spaced apart.



# Colour & Brand Identity

- Researchers found that up to 90% of snap judgments made about products can be based on colour alone.
- A brand should consistently “own” colours, which provide an additional recognition cue.

# Colour & Mood

Colours have a significant impact on people's emotional state:

- Non-primary colours are more calming than primary colours.
- Blue is the most calming of the primary colours, followed closely by a lighter red.
- Blue text increases reading retention.
- Yellow evokes cheerfulness.

# Colour & Mood

- Colours also have a functional impact on readability, eye-strain, and ability to attract attention.
- This is important in choosing colours for signing, website pages, print ads, and other marketing media.
- The most legible of all colour combinations are black and yellow and green and white followed by red on white.
- Black and white is the easiest to read, on paper and on computer screens.

# COLOR EMOTION GUIDE

OPTIMISM CLARITY WARMTH  
FRIENDLY CHEERFUL CONFIDENCE  
EXCITEMENT YOUTHFUL BOLD  
CREATIVE IMAGINATIVE WISE  
TRUST DEPENDABLE STRENGTH  
PEACEFUL GROWTH HEALTH  
BALANCE NEUTRAL CALM



# How do use Adobe Kuler

# Activity

## Sugar Smash:

Sugar Smash is a hit mobile game app where players destroy candy pieces and earn points to advance to the next level. There are a group of avid Sugar Smash players looking to create an online community of fans and they are asking you to come up with a layout and a colour scheme for their fan page.

# Activity

## Your Challenge:

Use Adobe Kuler to make three different colour palettes.  
Choose 3 of these 4 types of palettes:

- Complimentary
- Analogous
- Triad
- Monochromatic

Then create a sample layout for the Sugar Smash fan page. Your design must include Sugar Smash's logo.

# Activity

Logo:



# Activity

- Duplicate your layout 3 times. For each layout, change the colour palette of the logo and the page design to one of the three palettes you have created.
- The layout does not have to be detailed, however make sure that there are enough elements to make good use of your colour palettes.
- Write a short paragraph explaining how the use of the three colour palettes changes the mood of the layouts each time.
- Save your layouts as .JPGs and put them into an HTML web page. Upload your web page into your Github repo and link it as Week 10 Presentation: Colour Palettes.

# Rubric

	100-90%	90-80%	80-70%	70-60%	60-50%	50% - below
Adobe Kuler Palettes	<p>Includes 3 of the 4 types of colour palettes that were required.</p> <p>Each colour palette exceeded expectations.</p>	<p>Includes 3 of the 4 types of colour palettes that were required.</p> <p>Each colour palette was well done.</p>	<p>Includes 3 of the 4 types of colour palettes that were required.</p>	<p>Includes only 2 of the 4 types of colour palettes that were required.</p> <p>Could have done more.</p>	<p>Includes only 1 of the 4 types of colour palettes that were required.</p> <p>Could have done more.</p>	<p>Failure to complete any of the requirements</p>
3 Layouts ( <a href="#">webpage</a> )	<p>All 3 webpage layouts were completed.</p> <p>Each layout uses the three different colour palettes created in Adobe Kuler.</p> <p>Each layout exceeded expectations.</p>	<p>All 3 webpage layouts were completed.</p> <p>Each layout uses the three different colour palettes created in Adobe Kuler.</p> <p>Each layout was well done.</p>	<p>All 3 layouts were completed.</p> <p>Use of three colour palettes created in Adobe Kuler.</p> <p>Each layout could have used something more.</p>	<p>Only 2 layouts were completed.</p> <p>Not all colour palettes created in Adobe Kuler are evident.</p>	<p>Only 1 layout was completed.</p> <p>Not all colour palettes created in Adobe Kuler were used.</p>	<p>Failure to complete any of the requirements</p>
Logo	<p>Logo appears on all 3 layouts.</p> <p>Logo uses 3 different colour palettes created</p>	<p>Logo appears on all 3 layouts.</p> <p>Logo uses 3 different colour palettes created in</p>	<p>Logo appears on all 3 layouts.</p> <p>Only 2 of the 3 types of colour palettes created in</p>	<p>Logo only appears on 2 of the layouts.</p> <p>Only 2 of the 3 types of colour</p>	<p>Logo only appears on 1 of the layouts.</p> <p>Only 1 of the 3 types of colour</p>	<p>Failure to complete any of the requirements</p>

# Rubric

	in Adobe Kuler. Logo design exceeds expectations.	Adobe Kuler. Logo design was well done.	Adobe Kuler were used.	palettes created in Adobe Kuler were evident.	palettes created in Adobe Kuler were used.	
Written Paragraph	All details outlining ideas for design are evident.  Explanation exceeded expectations.	All details outlining ideas for design are evident.  Explanation was well done.	All details outlining ideas for design are evident.  Explanation could have used more detail.	Could have used more detail in explanation.  Not all elements used in the design were talked about.	Almost no effort put into explanation.  Does not describe elements of colour and design used in layout effectively.	Failure to complete any of the requirements
Creativity	Details of design exceed expectations.	Design was very well done.	Design met expectations.	More details could have been used.	There are very few extra-added details.	Failure to complete any of the requirements
Total:						

Adobe Kuler Palettes: /3  
 3 Layouts (webpage): /3  
 Logo: /1  
 Written Paragraph: /2  
 Creativity: /6

Total: /15

Thank You