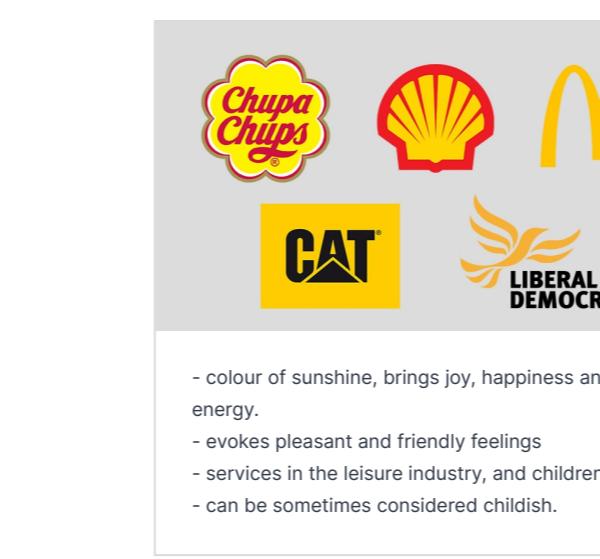
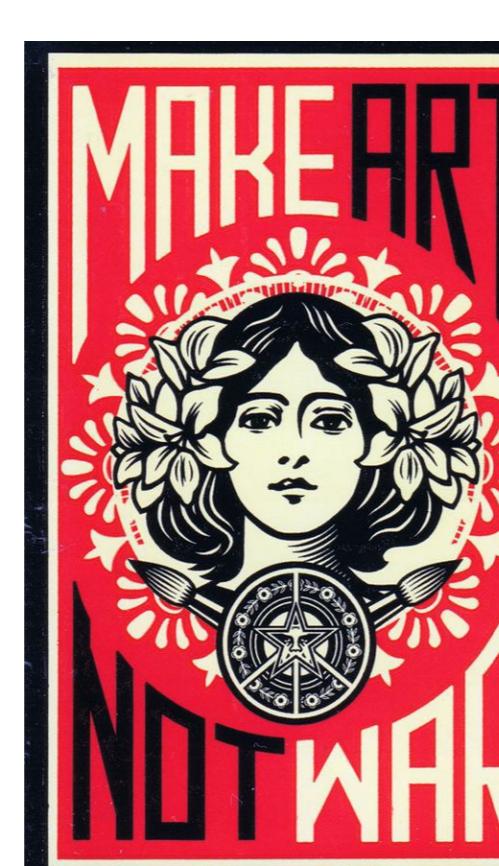
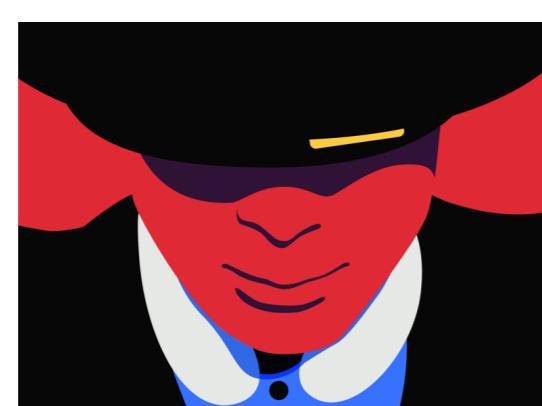
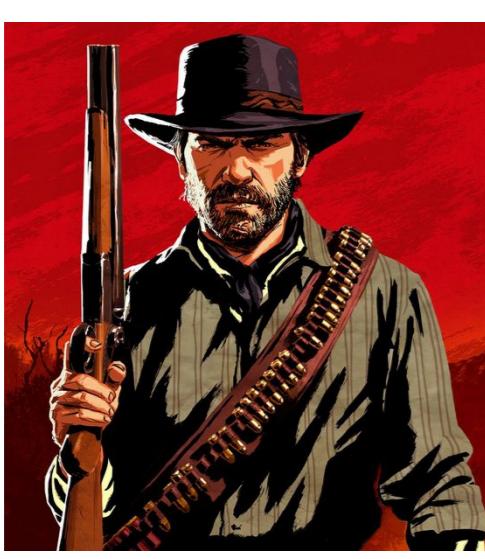
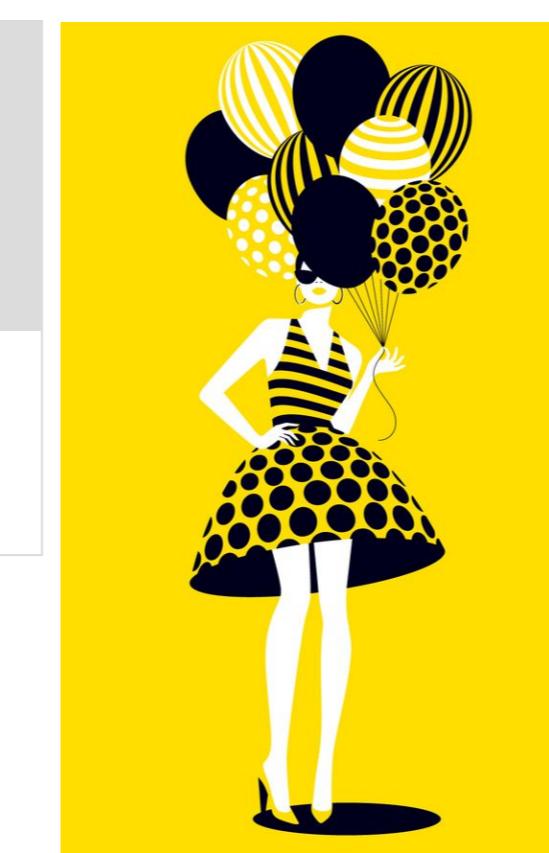




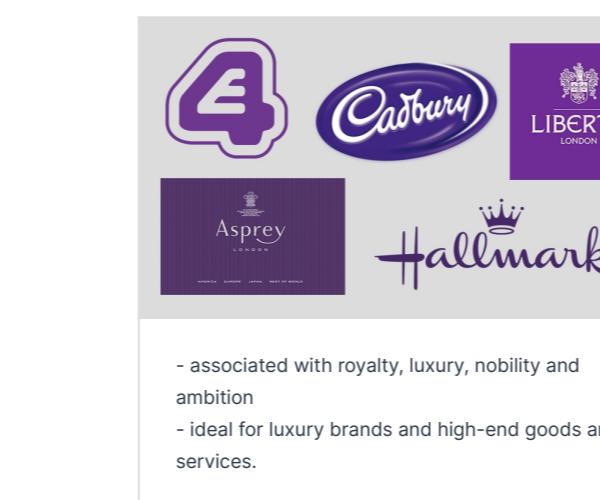
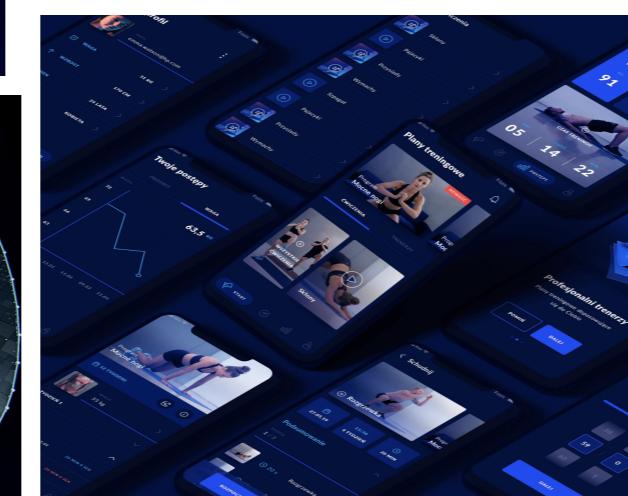
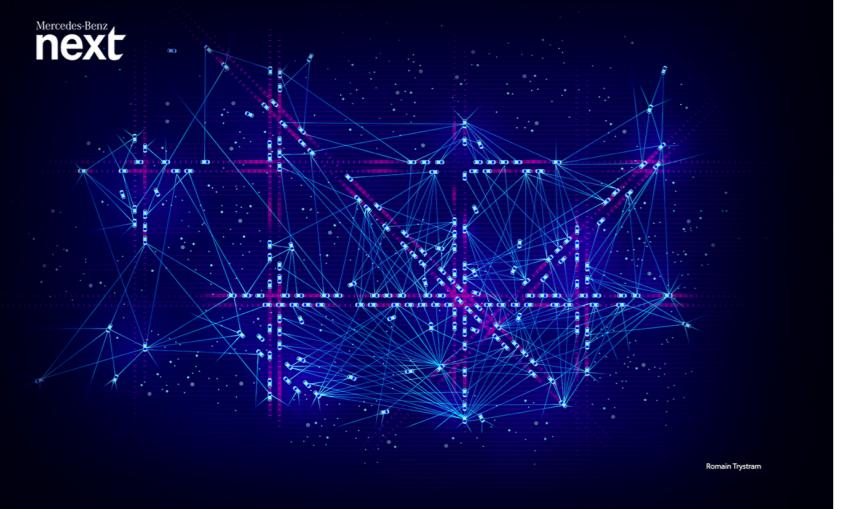
- great for grabbing attention to important information or calls to action  
- get a message across  
- encourage quick decision making



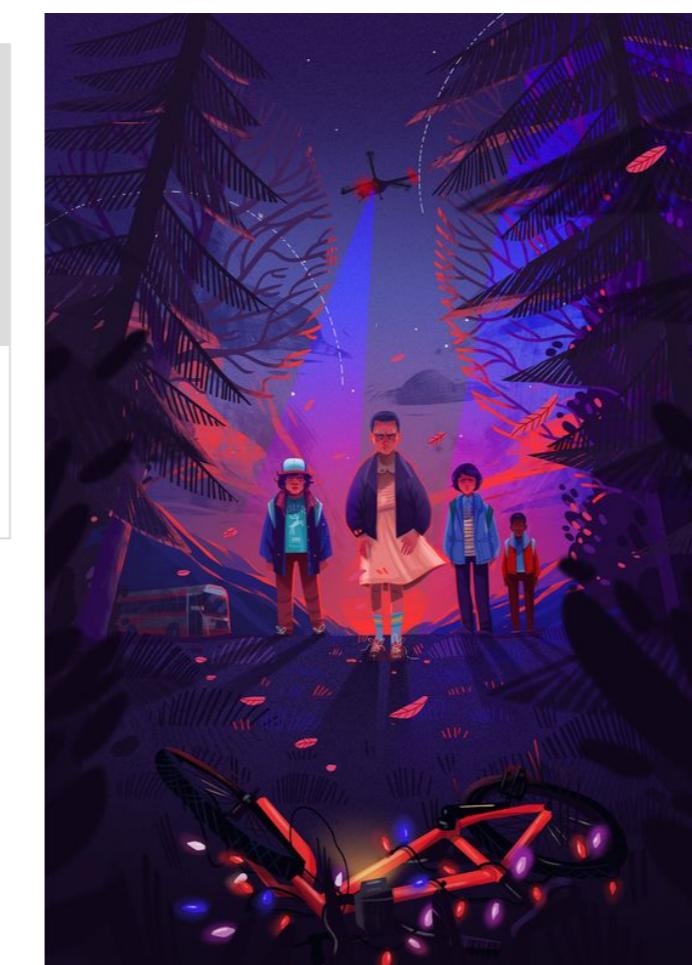
- colour of sunshine, brings joy, happiness and energy.  
- evokes pleasant and friendly feelings  
- services in the leisure industry, and children's toys  
- can be sometimes considered childish.



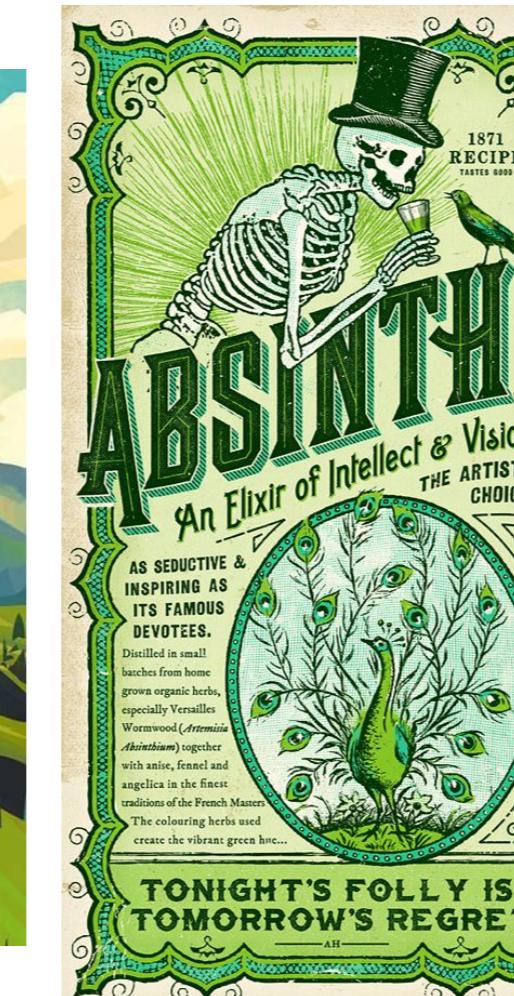
- colour of the sky and sea  
- trust, calm, peace, pureness, tranquility and stability  
- most used colour on the internet  
- blue slows our metabolisms  
- brands related to safety and/or cleanliness such as cleaning products, airlines or mineral water



- associated with royalty, luxury, nobility and ambition  
- ideal for luxury brands and high-end goods and services.



- nature, balance and growth  
- symbolises harmony, fertility and is strongly associated with safety (traffic lights)  
- medical products and eco brands



- colour of communication and optimism  
- combines the energy of red and the happiness of yellow  
- warm colour, giving a sensation of heat (summer)

