

Entrepreneurship 3: Colors

You've already come up with a business name and have a sense of what your business's personality is. In this lesson, you will pick some colors to further build the personality of your brand. Did you know that colors have emotions associated with them and can make people feel a certain way? Here are some color preferences. Since these associations vary in different countries or cultures, you should look them up to see what they mean for your target audience.

Use your understanding of your brand's personality, and what you know about which emotions and qualities your target audience typically associates with colors to make this choice.

RED	Passionate, Aggressive, Important, Revolution
ORANGE	Playful, Energetic, Cheap, Vibrancy
YELLOW	Happy, Friendly, Warning, Wisdom
GREEN	Natural, Stable, Prosperous, Honesty
BLUE	Serene, Trustworthy, Inviting, Loyalty
PURPLE	Luxurious, Mysterious, Romantic, Inspiration
BROWN	Earthy, Sturdy, Rustic
BLACK	Powerful, Sophisticated, Edgy, Formality
WHITE	Clean, Virtuous, Healthy, Innocence
GRAY	Neutral, Formal, Gloomy, Modesty

The color wheel includes 3 rows of colors. They are:

Hues, colors names like red, blue, green, orange, etc. These are in the "middle row" of the color wheel.

Tints (hue + white) are found in the outermost row of the color wheel.

Shades (hue + black) are found in the innermost row of the color wheel.

As you can see, even after you've chosen a brand color, you can choose a variation of that color—whether it's a fully saturated hue (no tint or shade), is mixed with another color (such as orange-red), or is a tint or shade!

This choice can enhance how well your chosen color expresses your brand's qualities. For example, a highly saturated orange hue might indicate excitement and adventure. If the orange hue is actually yellow-orange, then it will give a lighthearted, happy feeling. However, if you choose a shade of this same yellow-orange, it could look murky or even give a feeling of illness! A tint of the same yellow-orange will look bright and airy.

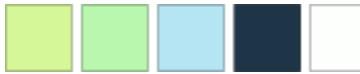
Here are some ways colors are often matched:

Complementary color combinations pair a color with its exact opposite on the color wheel. These can be the most vibrant color combinations, especially if both colors are fully saturated. These can be overwhelming when used in large doses, but can bring attention to things that you want to stand out.

Split-Complementary color combinations are similar to complementary color schemes, except that one of the colors is replaced by the two adjacent to it on either side. This reduces the tension that can be present in complementary color schemes, while still having a lot of contrast.

Analogous color combinations are colors that sit next to each other on the color wheel. These combinations help give a sense of serenity and calm. However, when using these you'll need to be sure to create enough contrast so that your brand visuals are easy to read.

Triadic color combinations are made of 3 colors that are equally spaced on the color wheel. Even if you use tints or shades, these color combinations can be very bold and energetic.

Color Picker	Mary	Alyssa	Alex
Color RED, ORANGE, YELLOW, GREEN, BLUE, PURPLE, BROWN, BLACK, WHITE, GRAY	Green, blue, yellow	Green, blue, brown?	Green, blue, turquoise
Color Variation hue/tint/shade in hex	Tint #aaf0d1, #aaffe6, #5da5f2, #aaf7ea 	#7fff7f, #03c1f0, #a4dcf2 #b05500	#baf7ae
Combinations complementary, split-complementary, analogous, triadic	Triadic	#7fff7f - Split complementary, analogous #03c1f0 - triadic #a4dcf2 - split complementary #b05500 - analogous	Analogous #fcfffc
Combinations 3-4 hex values	 #66F4A6, #3B77A5, #BCF9FF		 #d6f798, #baf7ae, #b5e4f2 #1d3547, #fcfffc

Entrepreneurship 4: Typefaces

Now, get ready to choose a typeface (or two)! Here are some steps to help you pick out the best typefaces for your brand with your team.

1. First, identify a typeface that expresses your brand's identity. Try to also test a few by typing the name of your business using them. List a few typefaces that feel right for your brand and target audience. Try not to let your personal favorites influence your choice.
2. Now, test the typeface you chose for readability. Test typefaces in the words you want to at different sizes to make sure they are readable. Are there any that are hard to read in large sizes from a distance? Rule these out. Find the one typeface that works best. This will be your display type, used for headers and/or the logotype.
3. Now, search for a highly readable typeface for body text, or large sections of type. You'll want to be very careful in selecting a body text that complements your display text as typefaces can clash just like colors can! Here are a few quick tips:
 - Serifs can often be paired with sans-serifs successfully. Think of these as the type version of complementary colors—opposites attract!
 - Contrast is good! Avoid pairing typefaces that look too similar.
 - Imagine the “voice” that the typeface speaks with, just like you did with the display typeface. Does it complement your brand and the display typeface?
 - Consider readability. A typeface chosen for body text has to be readable at small sizes in paragraph form. Test this just like you did for the display typeface.
 - Test the typeface next to your display typeface, just as you think it will be shown in your app.

Install [SkyFonts](#). [Google Fonts](#) a great resource for hundreds of free typefaces! We highly recommend using Google fonts as they are free to use anywhere. Other typefaces may have restrictions.

Google Fonts	Mary	Alyssa	Alex
Display Type Name	Capriola	Marck Script	Unica one Comfortaa Oswald Solway
Business Name in Display Type Name	rooting for you	rooting for you	rooting for you
Body Type Name	Convergence	Indie Flower	Montserrat

Positioning Statement in
Display Type Name

For teens seeking confidence, APP will provide interactive challenges to help overcome their fear of failure and grow while having fun.

For teens seeking confidence, APP will provide interactive challenges to help overcome their fear of failure and grow while having fun.

For teens seeking confidence, APP will provide interactive challenges to help overcome their fear of failure and grow while having fun.