

# **The Color Mastery**

*Learn how colors impact your brand and how to use them to maximize the success*

**Marin Sabo**

# Introduction

This document will teach you EVERYTHING you need to know about usage of colors in branding and website creation. This document WILL NOT teach you why certain colors have certain effects, or why some people prefer one color more than the other. In short, this document will avoid focusing on color theory itself, and will rather focus on practical knowledge of how colors can help enhance your brand. In this document I won't focus on using professional terms as I myself am not a color specialist. I am a web developer who learned how to use the colors the hard way; through trial and error. At the beginning of my web development journey I found myself overwhelmed by the idea of picking colors for my clients brand and website and available guides and videos certainly didn't help. In all the videos and guides that I read and watched people tried to make nuclear physics out of picking the right colors which is why I am writing this raw document. This document will be raw, no bullsh\*t guide on how to pick the colors to help you achieve desired reputation for your brand.

# The Psychology of Colors

This is the most important part of the document. I won't explain why certain color induces certain feelings, as I myself do not know the reason behind it. What I DO KNOW is that this works and helps establish the desired brand image.

<b>Color</b>	<b>Color Meaning</b>	<b>Emotions</b>
Red	Passion, excitement, love, danger, and anger	Passion, energy, authority
Orange	Playfulness, vitality, happiness, and friendliness	Energy, enthusiasm
Yellow	Happiness, youth, energetic, comfort and optimism	Happiness, affordability, hope
Green	Stability, health, wealth, prosperity and growth	Nature, optimism, security, growth
Light Blue	Tranquility, trust, openness, calmness and spirituality	Calmness, safety, relaxation
Dark Blue	Professionalism, security, and formality	Maturity, trustworthiness
Purple	Royalty, mystery, creativity, and luxury	Wisdom, creativity
Pink	Femininity, romance, sensitivity,, sweet, charming and innocence	Modern, luxurious, playful, romantic
Brown	Rugged, aged, stability, support, warm, practical and earthy	Vintage, naturalness, friendliness
White	Cleanliness, virtue, pure, health and simplicity	Affordability, minimalism, simplicity
Gray	Classic, responsible, serious, mysterious, and mature	Neutrality, seriousness, professionalism
Black	Powerful, elegance, sophisticated, professionalism, luxurious, and modern	Sophistication, classicism, seriousness

This table will be crucial for defining primary color. Primary color tells the story about your brand. It highlights your brand's values. Question you need to ask is HOW do I want my brand to be perceived? Do I want to be seen as passionate, creative, down to earth, luxurious, or trustworthy? I know what you are thinking. "What if I want my brand to be perceived as more things?". I know it sounds too simple to be true, but in that case you mix the colors. That's EXACTLY what I did for my brand. I wanted my brand to be seen as authoritative and passionate (RED) as well as professional and trustworthy (BLUE). Can you guess what I did? I mixed the red and blue and that is how I got the primary color for my brand. Now, this is not something I invented, this is proven color theory. If you want to learn more about color theory you can Google it, but I will continue with practical knowledge.

## Examples

Brand	Industry	Primary Color	Emotions
	Beverage	Red	Passion, energy, love
	Finance	Blue	Trust, security, trustworthiness, safety
	Beverage	Yellow	Happiness, energy, comfort, youth
	Social Media	Range from Blue to Red	Passion, energy, trust, safety, playfulness, friendliness

I believe you understand why those brand picked certain colors. Coca-cola wants to be associated with energy that their drink gives and love. What is the most important factor in finance? Security, which is why PayPal picked the light and dark blue; both associated with trust

and safety. McDonalds wants you to feel comfortable and happy while eating in their restaurants. I am confident that you understand the analogy as well as that those brands didn't randomly pick those colors. Those examples were to prove it to you that color physiology is real and is used by the biggest brands in the world.

## Practical Steps

1. Identify your brand values
2. Ask yourself HOW do you want your brand to be perceived (professional, passionate, friendly, trustworthy)
3. Choose up to 3 characteristics (for my brand it is: trustworthy, passionate and authoritative)
4. Identify the color (or colors) that match your brand's characteristics (for my brand it is dark blue and red)
5. If you have multiple colors (as I do) blend them
6. That is your brand PRIMARY COLOR

# Color Schemes

This chapter will be short. When it comes to color schemes, you can use 2, 3, 4, or more colors. For my clients, I ALWAYS use a 4-color scheme. I've experimented with both more (5 or 6) and fewer (3 or even 2) colors, but the 4-color scheme is by far the best. The reason is simple: fewer than 4 colors don't provide enough options. As you'll learn, black and white are essential in any color scheme, so a 3-color palette leaves you with only one additional color. On the other hand, using more than 4 colors can weaken your brand identity. If you use 6 colors, for example, it becomes challenging for people to associate your brand with just one of them. It's almost like the more colors you use, the weaker your brand becomes. Ideally, you want your brand to be identified by one primary color, with a complementary color for highlights, call-to-action buttons, and other website elements.

Google, Microsoft, Wikipedia, Rolls-Royce, Heineken, eBay, CNN, Burger King, all of them use a 4-color scheme. What you will notice if you do research is that some most popular brands have huge color schemes (Samsung uses 12-color scheme), but that is because they are large brands which offer variety of products, and they create a "sub-brand" for each product (for example Samsung has S series, A series and M series).

In general, use a 4-color scheme unless you have a really good reason to do otherwise.

# Black and White

As mentioned earlier, black and white are a MUST in every color scheme. The reason is pretty straightforward. I will not go into the debate about whether black and white are colors, but the fact is that they are the most commonly used “colors.” Almost every text, including this one, is black (or white if you are reading in dark mode). Look at the navigation buttons in your browser—what color are they? Look at your phone icons such as the date, time, battery, etc.—what color are they?

You DO NOT have to use pure black and pure white. I do not use pure white on my website (except for text). In fact, I almost never make a palette for my clients using pure black and white; it is almost always variations of those colors. If you are going to use black as a background on your website or in some image, I even encourage you to choose a variation of black instead. The reason is that “less black” black is more visually appealing and easier on the eyes.

<b>Black</b> #000000	<b>Ebony</b> #080402	<b>Crow</b> #0D0907	<b>Charcoal</b> #28231D
<b>Midnight</b> #040406	<b>Ink</b> #070504	<b>Raven</b> #050301	<b>Oil</b> #050100
<b>Grease</b> #0A0806	<b>Onyx</b> #030104	<b>Pitch</b> #030001	<b>Soot</b> #160D08
<b>Sable</b> #060606	<b>Jet Black</b> #030303	<b>Coal</b> #0C0908	<b>Metal</b> #0E0C0A
<b>Obsidian</b> #020403	<b>Jade</b> #000302	<b>Spider</b> #040200	<b>Leather</b> #0B0705

<b>White</b> #FFFFFF	<b>Pearl</b> #FBFCF8	<b>Alabaster</b> #FEF9F3	<b>Snow</b> #F5FEFD
<b>Ivory</b> #FDF6E4	<b>Cream</b> #FFFADA	<b>Egg Shell</b> #FFF9E3	<b>Cotton</b> #FBFBF9
<b>Chiffon</b> #FBFAF2	<b>Salt</b> #F8EEEC	<b>Lace</b> #F8F2ED	<b>Coconut</b> #FFF1E6
<b>Linen</b> #F3EAD3	<b>Bone</b> #E7DECC	<b>Daisy</b> #FAFAFA	<b>Powder</b> #FBFCFA
<b>Frost</b> #FCFBFC	<b>Porcelain</b> #FFFEEFC	<b>Parchment</b> #FBF5DF	<b>Rice</b> #FAF5EF

# Complementary Color

This is the last color you will add to your color scheme. You already have black and white (or their variations, preferably) and a primary color. Choosing a complementary color is simple. Just Google 'complementary color of [insert your primary color hex code].' For my primary color, the complementary color is orange/gold. Believe it or not, that's the fourth color in my 4-color scheme. If you don't like your complementary color, you can tweak it a bit, but try not to change it completely. For example, if you prefer not to use orange, you can opt for gold instead.

## My Color Scheme



Here you can see the color scheme which I use for my brand. I use pure black, variations of white, primary color which is aligned with my brand values and according complementary color. Simple and effective. My whole website is built based on those colors and my LinkedIn profile is also optimized using those colors.

# The Process

1. Select the number of colors you want in your color palette. I recommend having 4 colors for the reasons explained earlier in this document.
2. Add black and white (or their variants) to the color palette. If you're going to use black or white as a background color on your website, I strongly advise using their variants, which are more visually appealing and easier on the eyes. Pure black and white are best suited for text and some website elements, like navigation buttons.
3. Consider what values your brand represents. How do you want people to perceive your brand? What characteristics does your target audience desire in a brand like yours? Write down your thoughts.
4. Choose a primary color. Refer to the "Psychology of Colors" section and compare the values you've identified in the previous step. Then, identify 1-3 colors that align with these values. Ideally, select 1-2 colors. If you have more than two, blend them to create your primary color. This will be your brand's main color, so make sure you're happy with it.
5. Identify the complementary color. This is straightforward. Once you've chosen your primary color, use a color wheel (Canva has a good one) to find the color directly opposite your primary color on the spectrum. This complementary color will be used for highlights, CTAs, buttons on your website, etc.
6. Your opinion matters. If you're not satisfied with your brand's color scheme, try adjusting it slightly. You can modify the colors; for example, you don't have to stick with dark orange—try brighter shades if that suits your brand better. The end goal is to create a color scheme that you will consistently use, so make sure you like it. As with everything, consistency is key.

# Conclusion

Congrats, you learned everything you need to know about colors to make a color palette for your brand. As I told you in the beginning, picking colors for your brand is not nuclear science and this document proved it. This document is the summary of what I use when working with every client. For every client I use the exact same process that I gave you in this document. It may be good, it may not, but I will tell you one thing - it works well. I am confident that this document helped you to stop overthinking how to choose a "right" color palette for your brand. If you like this guide, let me know by supporting my LinkedIn content or even messaging me, I like to chat so don't hesitate. Also stay tuned as I have 6 more FREE guides on my schedule for next 2 months. Those guides will be free for some period and then later on I will put pricing on them, so make sure to grab them in early phase for free. I am hopeful that you found this document helpful.