

## Brand Colors Psychology

Most of the time when Choosing a color for your brand, we don't put much thought into it. We chose our favorite color, the color of your wedding (I am guilty of that), or whatever color that we think will best fit our brand however research has shown that colors do influence our emotions thus influencing the buying process.

When choosing your colors think of its meaning and think whether or not that color will attract your potential clients.

Red, yellow, and orange are well known for grabbing attention.

Recommendations for choosing your brand color:

Choose 3 colors, you are probably saying what did you just say? Isn't that too much.

Please give me a chance to explain.

First choose a neutral color such as gray, white, or black and add two complementary colors to the mix.

Examples for my homecare agency my colors are:

- White (neutral),
- Teal,
- Orange

Assignment:

1. Take this fun quiz to take to help you find your brand color can be found here :

<https://grasshopper.com/resources/tools/branding-color-quiz/>

What were your results from the quiz?

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2. What you would like to communicate to potential clients and potential referral sources as well?

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3. Choose your brand colors ( take a look at the graph below from the logo company which tell you the significance of certain colors)

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