



BOLD AND VIBRANT COLOUR PALETTES FOR YOUR BRAND



CHOOSING A **BOLD** AND **VIBRANT** COLOUR PALETTE FOR YOUR BRAND

In a world full of beige brands who are all playing it safe, there is an opportunity for your business to stand out and **make a lasting impression by choosing a bold and colourful brand palette.**

Working with clients on their brand design I often see that they struggle with the uncertainty of which colours go together, the temptation to use too many hues, or the fear of not having enough contrast. If you're nodding your head reading this, know you are not alone.

The good news is, **bold and vibrant branding is within your reach**, and it holds the key to better recognition, memorability, and a display of confidence in the business you've built.

Choosing a vibrant colour palette for your business goes beyond aesthetics. It's a strategic move that enhances your brand's recognisability and memorability. But above all **a bold colour palette makes your audience feel the things you want them to feel before they even read a word you've written and it attracts your ideal client!** It shows that you are confident and proud of the business you've built.

So here are 5 bold and vibrant colour palettes to get you started! Let me know if you have any questions!

EMMELIE



FLOWER GARDEN

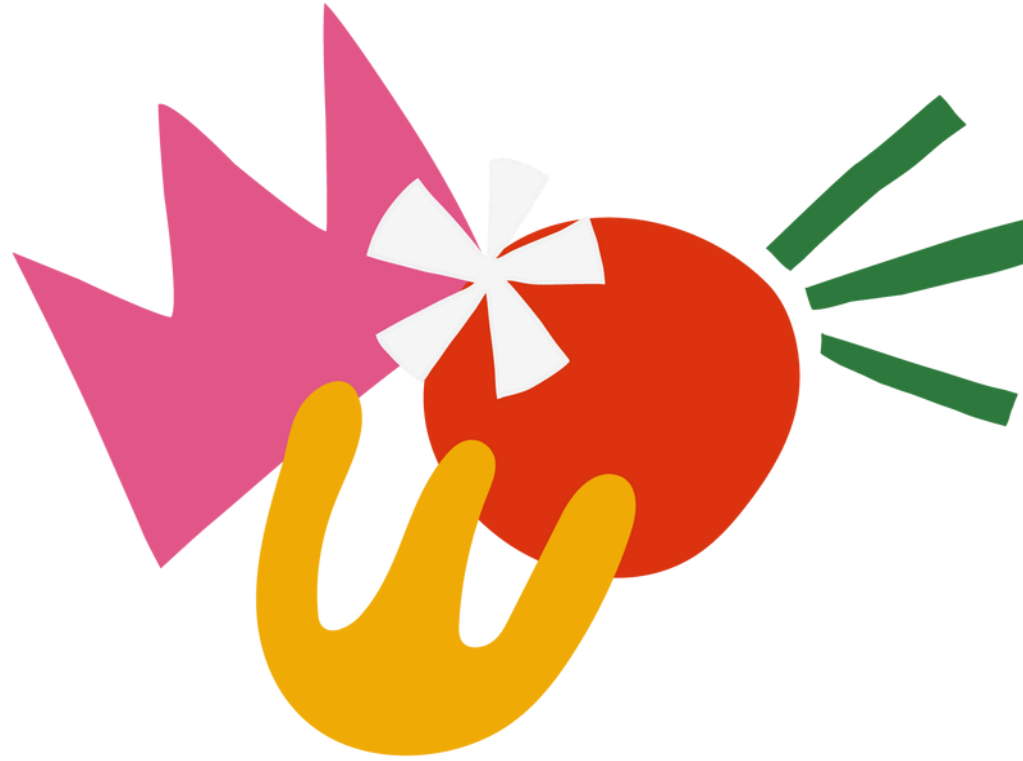


COLOUR PALETTE ATTRIBUTES:

This colour palette provides a sense of elegance, happiness, spontaneity, gentleness and resilience.



FIESTA FUSION



#D95592

#2C7336

#D92414

#F2A20C

#F2F2F2

COLOUR PALETTE ATTRIBUTES:

This colour palette provides a sense of passion, energy, excitement, creativity and clarity.



VIVID OASIS



COLOUR PALETTE ATTRIBUTES:

This colour palette provides a sense of grounding, balance, warmth, richness and growth.



ELECTRIC EXTRAVAGANZA



#F145B6

#025698

#11DDC7

#F4C836

#F48A4E

COLOUR PALETTE ATTRIBUTES:

This colour palette provides a sense of joy, energy, excitement, depth and adventure.



ENCHANTED SUNSET



COLOUR PALETTE ATTRIBUTES:

This colour palette provides a sense of harmony, creativity, compassion, courage and vitality



READ THE BLOG FOR MORE INSPIRATION

I've written a blog post about selecting a bold palette for your business branding.

In this blog post, I'll guide you through the process of finding the colours that are just right for your business. **No more second-guessing or settling for blandness**- you'll learn how to embrace bold colour choices that reflect your brand's true identity. From understanding colour psychology to achieving a perfectly balanced palette, I've got you covered.

And if you are looking at a complete re-brand and need some help with that, get in touch and we can chat about creating a high-energy, colourful and personality filled brand identity together!

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