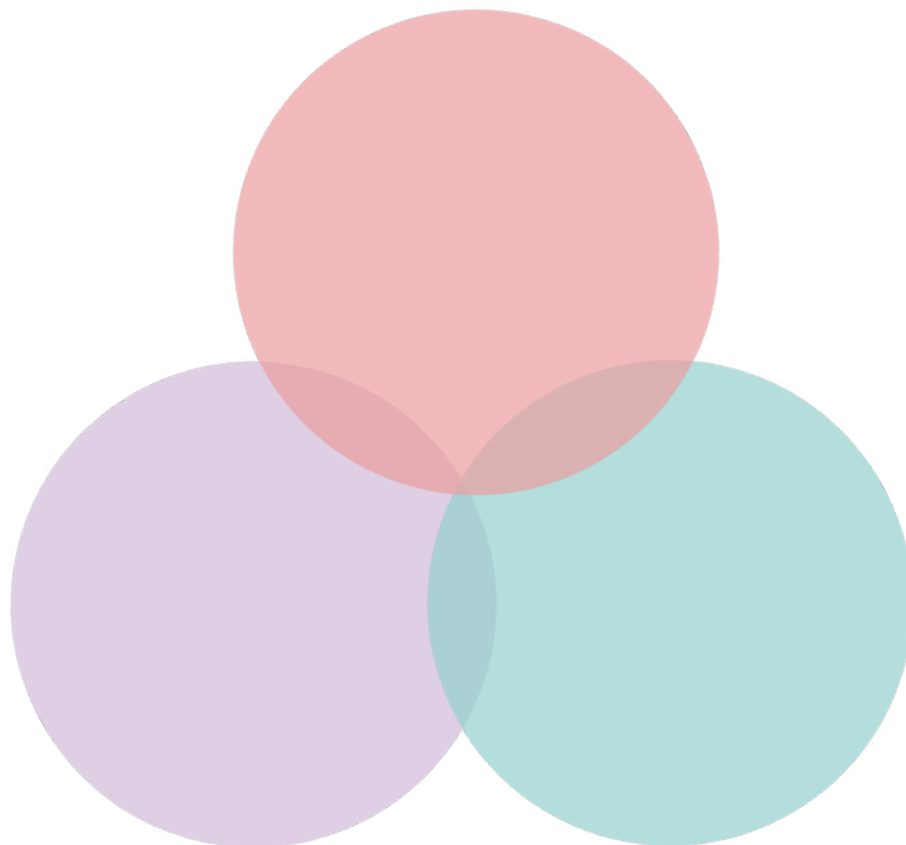


the
BRAND
COLOR
MEANINGS
cheatsheet



BRAND COLOR MEANINGS

Brand colors play an important role when it comes to creating an overall look for your business. This is because the colors you choose say a lot about the message your brand is sending to your potential clients & customers.

Your task is to choose 3 adjectives that represent your brand & then pick 2-3 colors that represent those adjectives. Your adjectives don't have to be the ones included on this cheatsheet, as these are just general color meanings.

Try to choose adjectives that best represent the business you're trying to build that *also* resonate with you.



PURPLE || prestigious, knowledgeable, visionary, ambitious, spiritual, extravagant, creative, mysterious



BLUE || calm, safe, trustworthy, stable, loyal, intelligent, cleanly, tranquil, harmonious, confident, wise



AQUA || unique, creative, independent, inspiring, modern, inviting, spiritual, intuitive, reliable, soothing



GREEN || abundant, serene, harmonious, safe, natural, prosperous, healthy, balanced, fertile, growing



YELLOW || friendly, cheerful, optimistic, enthusiastic, energetic, positive, assured, fresh, clear-minded



ORANGE || vibrant, adventurous, friendly, sociable, fun, outgoing, energetic, creative, youthful, warm



RED || strong, loving, powerful, passionate, exciting, ambitious, daring, bold, mature, driven, confident



PINK || playful, girly, cute, friendly, sensitive, romantic, feminine, whimsical, intuitive, charming, sweet



WHITE || pure, simple, tranquil, cleanly, safe, fresh, refined, peaceful, classic, minimal, cool, balanced



GRAY || neutral, futuristic, elegant, sophisticated, simple, understated, mature, authoritative, industrial



BLACK || luxurious, sophisticated, simplistic, classic, classy, strong, elegant, dignified, powerful, bold



BROWN || grounded, reliable, honest, stable, organic, wholesome, natural, secure, dependable, authentic

HEY THERE, I'M YURI!

HERE TO HELP YOU
DIY YOUR SIDE HUSTLE
ONE SMART STEP
AT A TIME



WHO I'M HERE FOR

I teach how to create digital products in order to generate passive income online - helping you run a side hustle on auto pilot.

YOUR CURRENT STEP

Use this *Brand Color Meanings Cheatsheet* to discover the perfect colors for your brand + begin to develop your concept with your 3 brand adjectives.

YOUR NEXT STEP

The DIY Side Hustle Starter Guide || STAGE 2: BUILD YOUR BRAND



CHECK OUT THE GUIDE HERE

VIA YURI.COM