

# How to Choose Your Brand Colours



Choosing brand colours is one of my favourite things to do when I help a client with their branding – but with so many what do you choose?!

Here are my tips on how to choose your brand colours that is going to attract your Dream Client!

## *No more than 6*

It can be tempting to choose all the colours in the rainbow, but the more colours you choose the harder it is going to identify your brand. If you want a variety of colours then don't go any higher than 6. I love using the **Coolors website** which allows you to pick your colours, gives you colours that work well with each other and also the HEX, RGB and CYMK codes to make sure you keep consistent (more on that below!)

## *Consider your Brand Archetypes*

Your Brand Archetypes can help shape the personality of your brand and can give you a good indication of what colours work for you and your Dream Client. If you are unsure of your Brand Archetypes check out this resource to identify them.

*Psst! Need more help with Brand Archetypes? Check out my **7-week programme!***

Also remember that you CAN like your brand colours! If there is a particular colour that doesn't quite fit with your archetypes, but you adore you can still use it. Just use the **Coolors website** to find other colours to contrast with it.

## *Consider Accessible Colours*

Some colours are harder to read when contrasted with others, and if any of your Dream Clients have a visual impairment it might be difficult for them. The **"Who Can Use" website** is great to check your colours in an easy-to-understand way.

## *Be consistent!*

When you have chosen your Brand Colours make sure you make a note of them and STICK TO THEM! Don't be tempted to be "close enough" or "that'll do". Even subtle changes in your brand colours can really affect the memorability of your brand.

## *What will help next month?*

What would really help you move your branding from ace to AWESOME?

I want to make sure that you are benefitting from my emails, so why not let me know?

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