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The PlayBook

MEMBERSHIP

Why is Colour Choice Important

IT'S NOT JUST ABOUT LOOKING PRETTY

COLOUR IS MORE THAN DECORATION

Shapes how people feel about your brand

Creates instant connection or distance

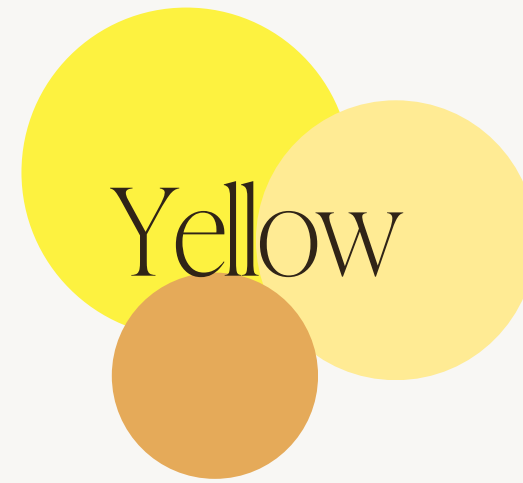Can position you as premium, playful, calming, or bold

The Impact of Colour on Perception

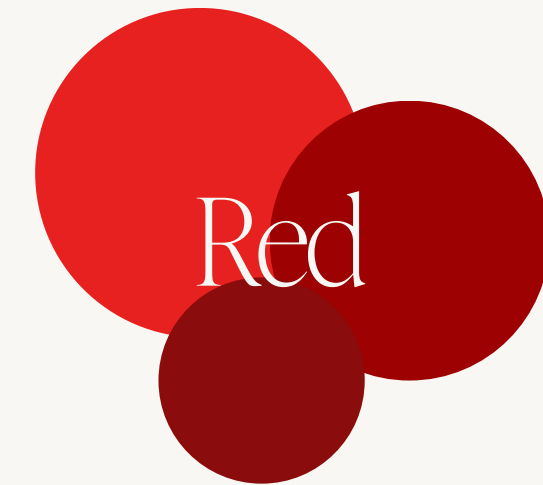### EACH COLOUR GIVES OFF A "VIBE"

Warm, Energising Colours

Pink

Compassion
Femininity
Gratitude

Yellow

Happiness
Energy
Intellect
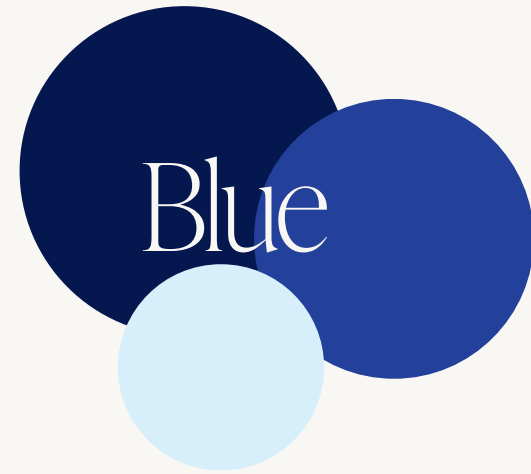
Orange

Desire
Adventure
Wealth

Red

Love
Passion
Sensitivity

Calming, Cool Colours

Blue

Loyalty
Trust
Wisdom

Purple

Creativity
Power
Luxury

Green

Growth
Healing
Endurance
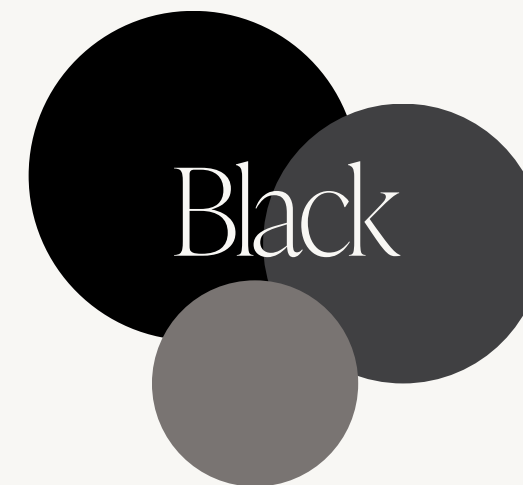
Neutral Colours

White

Purity
Innocence
Cleanliness

Brown

Courage
Homeliness/Calming
Concentration

Black

Elegance
Power
Formality

But colours can give off more than one vibe depending on shades

Red
Passion / Intense

Warmer tone
Approachable / Quality

Cooler tones
Serious / Romantic

Muted tones
Strength / Determination

Red

But colours can give off more than one vibe depending on shades

Pink
Confident / Feminine

Muted tones
Graceful / Relaxed

Pink

Cooler tone
Mature / Grounded

Warmer tones
Energised / Social
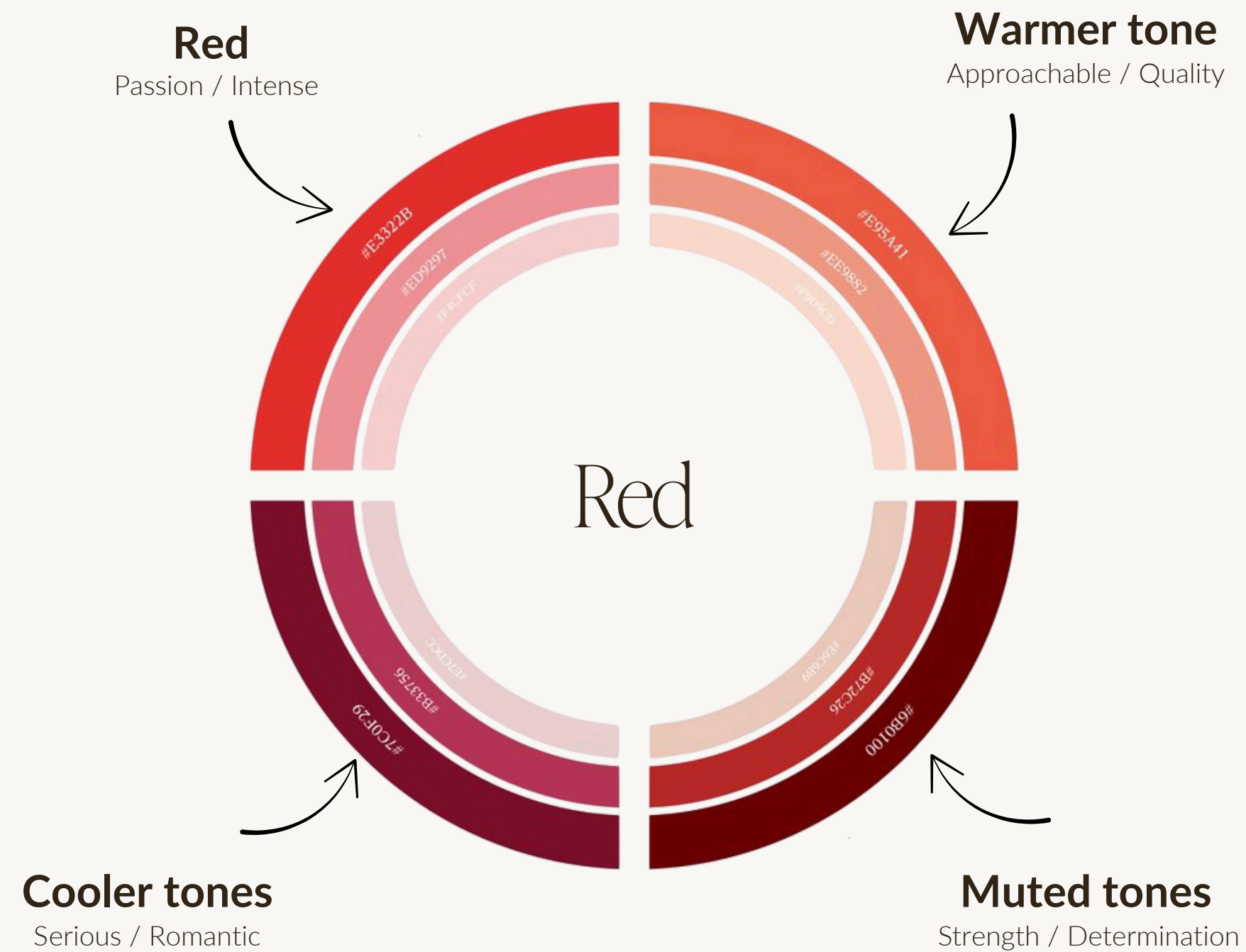
4 main variations

True colour → straight from the colour wheel, full saturation, no temperature shift.

Muted/soft → the same hue but mixed with white, grey, or its complementary colour to reduce intensity. This is a well-known technique in colour theory (tints, tones, and shades).

Cool-toned → the hue with more blue or green in it (moves toward the cool side of the spectrum).

Warm-toned → the hue with more yellow, orange, or red in it (moves toward the warm side of the spectrum).

What Makes a Strong Colour Palette

YOU NEED 5/6 ELEMENTS

Primary Colour

The hero of your brand palette. Used most often in your branding, think logo, main backgrounds, key graphics. It's the colour that instantly identifies your brand.

Secondary Colour

Supports your primary colour. Adds variety and depth to designs, often used in headers, subheadings, or as secondary backgrounds.

Accent Colour

Used sparingly to draw attention. Perfect for buttons, calls-to-action, key highlights, or small pops of interest like promotions or seasonal elements.

Neutral Tone

Balances and grounds the palette. Used for backgrounds, text, and to give space for your bolder colours to shine.

Darker Tone

Adds contrast and hierarchy. Works well for body text, overlays, outlines, or sections that need weight and depth.
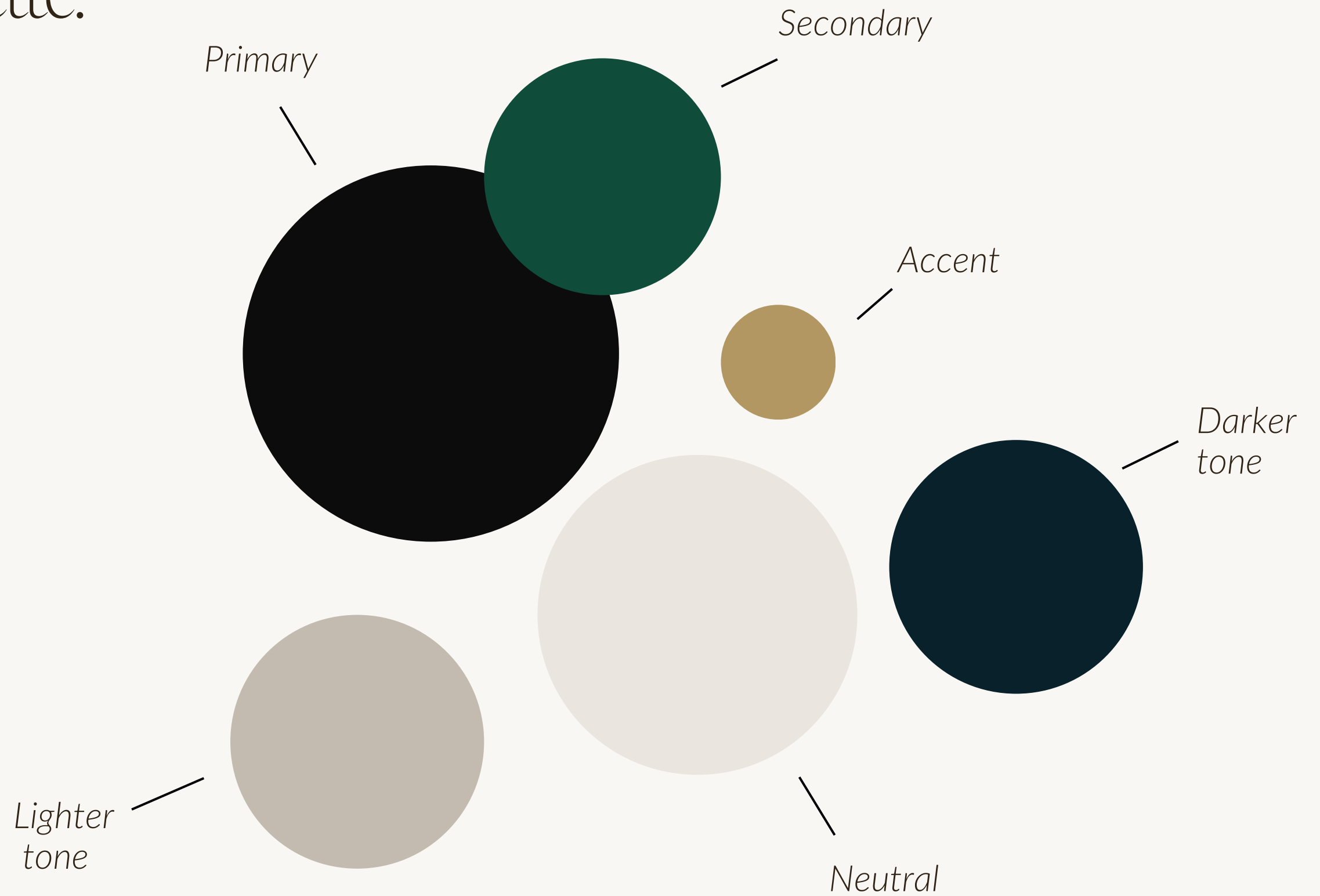
Lighter Tone

Softens and brightens designs. Great for subtle backgrounds, section dividers, or to create breathing room in layouts.

Colour Palettes Collections

SOME EXAMPLES

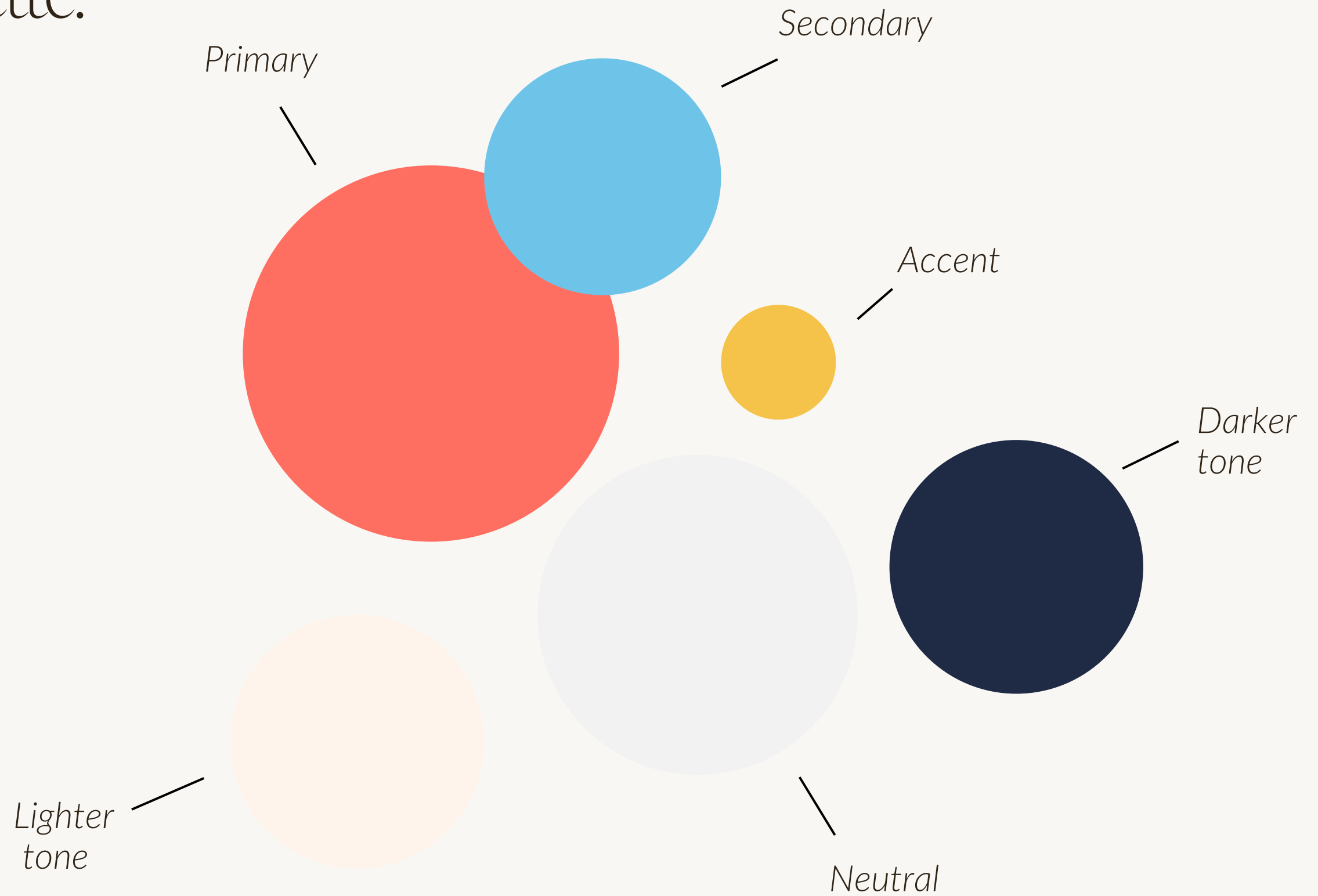# Introducing the Perfect Colour Palette:
Luxury & High-End

- ☑ Primary Colour
- ☑ Secondary Colour
- ☑ Accent Colour
- ☑ Neutral Tone
- ☑ Darker Tone
- ☑ Lighter Tone

Primary

Secondary

Accent

Darker tone
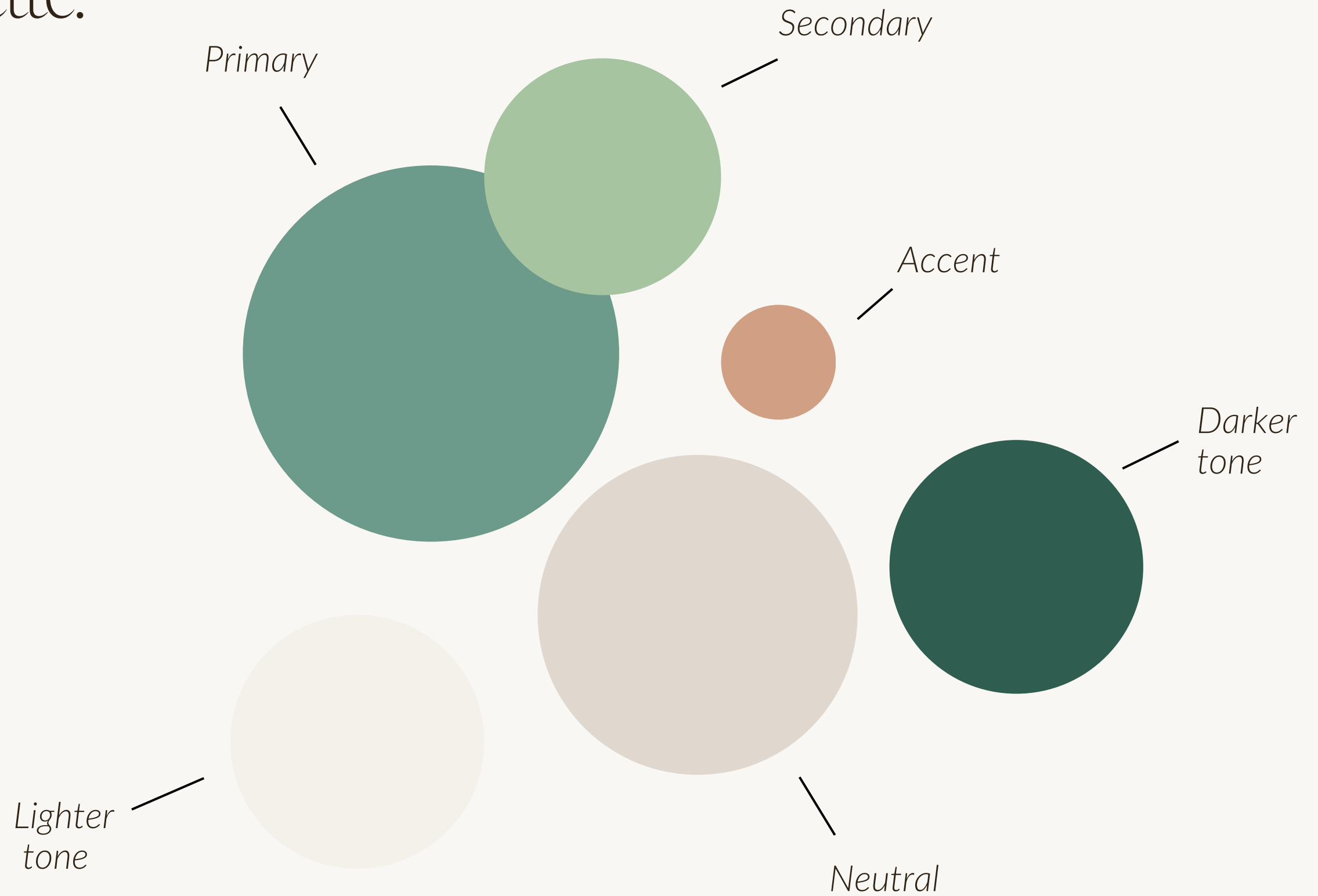
Lighter tone

Neutral

Introducing the Perfect Colour Palette:
Fun & Playful

- ☑ Primary Colour
- ☑ Secondary Colour
- ☑ Accent Colour
- ☑ Neutral Tone
- ☑ Darker Tone
- ☑ Lighter Tone

Primary

Secondary

Accent

Darker tone

Lighter tone

Neutral

Introducing the Perfect Colour Palette:
Health & Wellness

- ☑ Primary Colour
- ☑ Secondary Colour
- ☑ Accent Colour
- ☑ Neutral Tone
- ☑ Darker Tone
- ☑ Lighter Tone

Primary

Secondary

Accent

Darker tone

Lighter tone

Neutral

Introducing the Perfect Colour Palette:
Minimalist & Modern

- ☑ Primary Colour
- ☑ Secondary Colour
- ☑ Accent Colour
- ☑ Neutral Tone
- ☑ Darker Tone
- ☑ Lighter Tone

Primary

Secondary

Accent

Darker tone

Lighter tone

Neutral
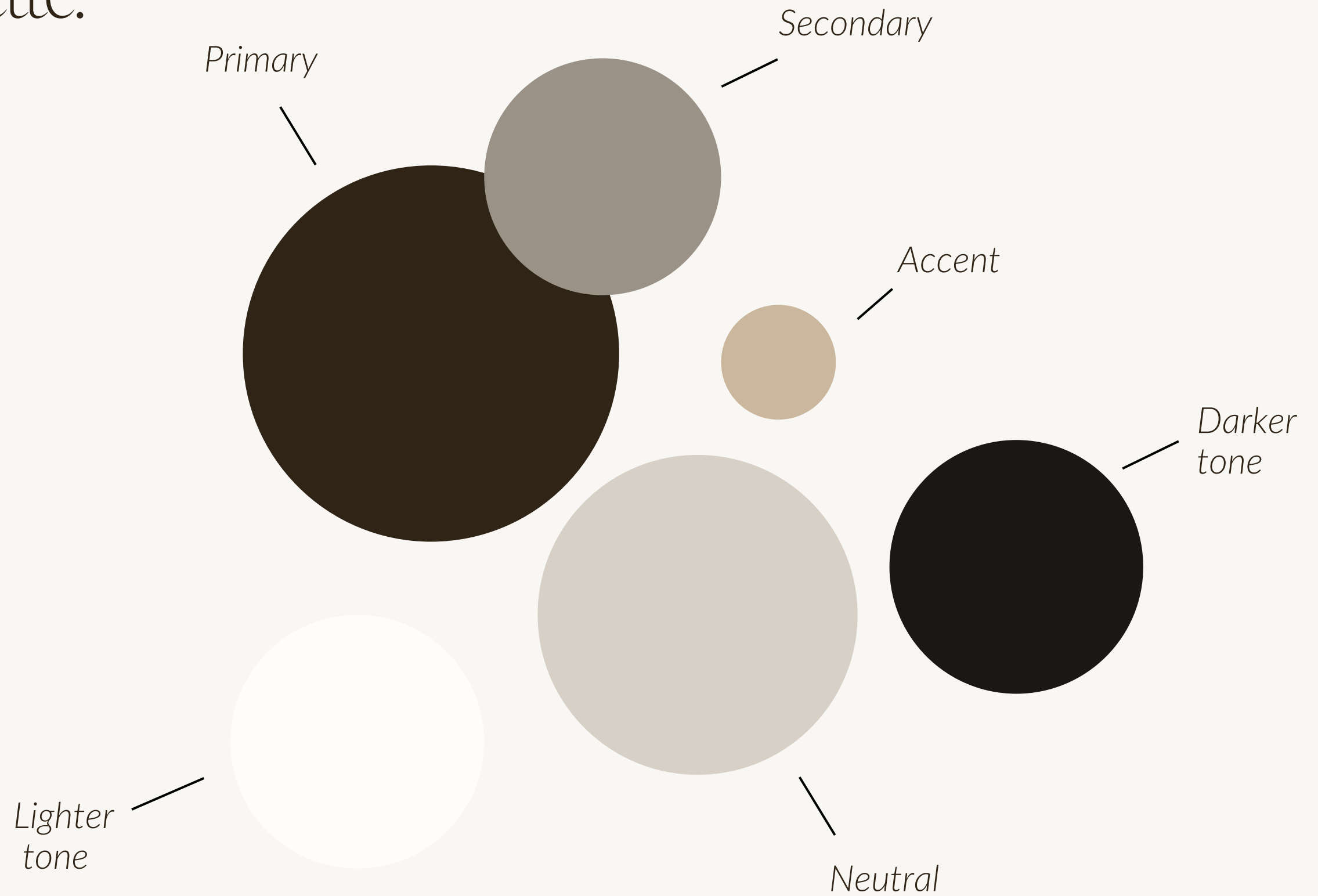
Colour codes

YOU NEED TO KNOW THESE

Hex

- What it is: A six-digit code (e.g. #3A6BA5) that tells computers exactly which colour to display.

- Where it's used: Websites, social media graphics, Canva, Figma, and any digital design platform.

- Why it matters: HEX is the universal digital colour language, it ensures your exact shade shows consistently online.

RGB (Red, Green, Blue)

- What it is: A colour model based on mixing light. Every colour is a combination of red, green, and blue values (0–255).

- Where it's used: Digital screens — monitors, TVs, mobile devices, and any design destined for online viewing.

- Why it matters: RGB works in light, so colours appear more vibrant on screens than in print.

CMYK (Cyan, Magenta, Yellow, Black)

- What it is: A colour model for printing, made by combining 4 ink colours.

- Where it's used: Brochures, business cards, packaging, posters, anything physically printed.

- Why it matters: Digital files in RGB may look different when printed; converting to CMYK ensures colours print as intended.

Pantone (PMS – Pantone Matching System)

- What it is: A global colour matching system with a unique code for each shade.

- Where it's used: Professional printing, branded merchandise, packaging, anywhere colour precision matters.

- Why it matters: Guarantees an exact colour match across different printers, materials, and locations (e.g. your "brand blue" will look the same on a billboard, t-shirt, or notebook).

Your PlayBook Practice

ACTION TASK

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these prompts in your notes or a journal:

1. If my brand was a feeling, what would it be? (Calm, bold, playful, premium, organic, etc.)
2. What 3 words describe the vibe I want to give my audience?
3. What emotions do I want my audience to feel when they see my content?
4. Which brand personality type fits me best? (Luxury, Minimalist & Modern, Health & Wellness, Fun & Playful)
5. Looking at my answers above, which 5 colours (primary, secondary, accent, neutral, darker/lighter tone) could express that best?

Tools for colour palette curation:

Adobe Color, Coolors.co, Canva Palette Generator, Pantone Connect

THE TEMPLATE VAULT

My recommended downloads for this module

Colour Palette Guide

A full colour wheel so you can brand yourself or brand clients correctly.

Paige.

Turn the Paige

AND FOLLOW THE PLAYBOOK