



# brand vibe & color

REFERENCE LIST

THE INSPIRED FOUNDRY

## VIBE & COLOR

Visual branding is the creation of visual assets that represent the character of your brand. In order to make sure your visual branding is accurately communicating your brand's character and the impact you hope to have on your audience, there are two specific and probably the most obvious aspects of a brand I want to discuss: vibe and color.

Your brand vibe is your style, your brand's character, the tone you want to give off, the way you want your customer to feel when they interact with you. To figure out your brand vibe, I would suggest doing some free writing about your hopes and dreams for your business, for your intended audience, and what you aim to accomplish. From there, highlight or circle the words that resonate with you the most and whittle those down to 5-10 overall brand keywords that best represent your brand. Alternatively, highlight the words in the lists on the next page that resonate with your brand and audience.

Keywords are an important place to start before choosing colors. Without an idea of your brand vibe, how can you choose colors that will resonate with your audience and encourage them to take action?

Your job here is to **consider how your audience views your brand**. If one of your brand keywords is "fun," what do you know about your intended audience or customers that might inform what they think of as fun, or what colors they gravitate towards when they're looking for fun? This is using color psychology to determine the colors that will create the feelings you've chosen from your brand keywords!

From there, take a peek at your keyword lists and cross-reference with what you find out about each color's particular psychology, remembering to keep your audience's viewpoint at the forefront.

To help you navigate your brand's vibe and color psychology, I've put together this brand vibe and color reference list for you to peruse. I included keywords from past branding clients and the color psychology I've used to craft color palettes, along with a few examples of color palettes in practice with their associated keywords to show you how they work together.














## VIBE KEYWORDS

abundance  
accomplishment  
accountability  
achievement  
active  
adventurous  
affordable  
aligned  
animated  
approachable  
artsy  
assurance  
athletic  
authentic  
beauty  
beautiful  
belonging  
bold  
bossy  
boutique  
brave  
calm  
casual  
celebratory  
centered  
cheerful  
clarity  
classic  
clean  
clear  
collaborative  
colorful  
communication  
community  
confident  
consistent  
contemplative  
cozy  
creative  
cute  
delicious  
demanding  
direct  
discerning  
distinctive  
driven  
dynamic  
easygoing  
economical  
edgy  
educational  
effective  
efficient  
effortless

elegant  
empowering  
encouraging  
enjoyable  
enthusiastic  
essentialist  
expert  
faith  
feminine  
fervent  
focused  
friendly  
fun  
gentle  
glamorous  
graceful  
grounded  
growth  
hardworking  
healthy  
honest  
hopeful  
humorous  
iconic  
innovative  
inspirational  
integrity  
interesting  
intuitive  
jazzy  
jovial  
joyful  
kind  
laid-back  
leadership  
levity  
light  
lively  
lovely  
loyal  
luxurious  
masculine  
mature  
measured  
monochrome  
moody  
natural  
nature  
navigate  
nerdy  
noble  
nourishing  
obsessive  
open-hearted

open-minded  
ordinary  
old-fashioned  
passionate  
peaceful  
personable  
playful  
pleasant  
positive  
professional  
progress  
purposeful  
quiet  
quirky  
raw  
refined  
relaxed  
reflective  
reliable  
respectful  
secure  
serious  
service  
simple  
smart  
social  
soothing  
sophisticated  
specialized  
spiritual  
sporty  
stable  
strong  
structured  
supportive  
sustainable  
tasteful  
thoughtful  
throwback  
timeless  
transformative  
trust  
truth  
unexpected  
unique  
uplifting  
value  
vintage  
warm  
welcoming  
whimsy  
wisdom  
youthful

## COLOR PSYCHOLOGY

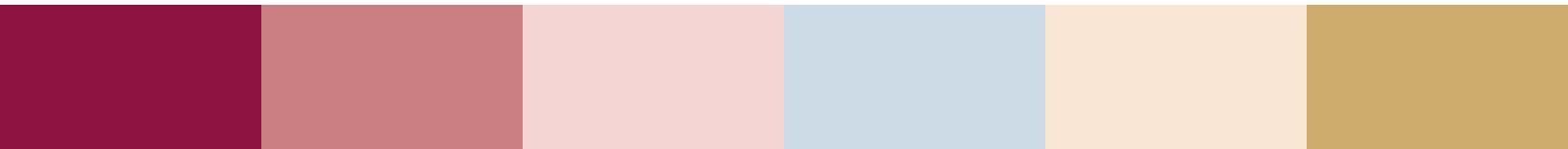
	<b>RED</b>	complexity, energy, passion, warmth, action, courage
	<b>PINK</b>	compassion, intuition, kindness, insight, empathy, hope, comfort
	<b>ORANGE</b>	optimism, brightness, creativity, social communication
	<b>YELLOW</b>	energetic, stimulating, cheerful, light, vitality, youthful, positive
	<b>GOLD</b>	success, achievement, abundance, prosperity, quality, sophistication
	<b>GREEN</b>	balance, harmony, growth, generosity, wisdom, understanding, clarity, alive
	<b>BLUE</b>	truth, balance, depth, loyalty, peaceful, security, trust, inspiration
	<b>PURPLE</b>	spiritual, mysterious, imaginative, luxury, power
	<b>BROWN</b>	reliability, stability, grounded, structure, resilience, down-to-earth
	<b>BLACK</b>	strength, minimalist, clean, confidence, intelligence, sophisticated, impact
	<b>GREY</b>	modesty, reliability, classic, mature, neutral
	<b>SILVER</b>	sophisticated, intuitive, soothing, sleek, wealth
	<b>WHITE</b>	sacred, peace, beginnings, reflective, clean, fresh, simplicity, equality
	<b>CREAM</b>	quiet, pleasantness, dependable, flexible, calm

## PALETTE EXAMPLES

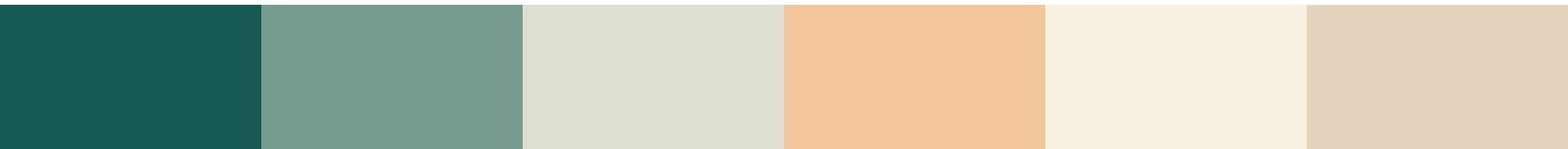
unexpected, reliable, authentic, collaborative, classic, hardworking, service, simple



strong, feminine, empowered, beauty, inspiring, luxurious, mature, warmth



growth, progress, encouragement, confidence, impact, hope, belonging, kindness



whimsical, fun, bright, energetic, inspiring, courage, trust, cheerful



simplicity, transformation, integrity, clarity, beauty, growth, creative, calm





# THE INSPIRED FOUNDRY

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