

Colors \ Concept



A profitable brand must be visually appealing... I don't care what other people say. Especially online businesses, you have one opportunity to make an impression that will influence your target audience. Having a brand that is coordinated to reflect your brand's personality is key... Yup your brand is like a baby... we must build, shape and paint that thing up to becoming a full grown million dollar platform...



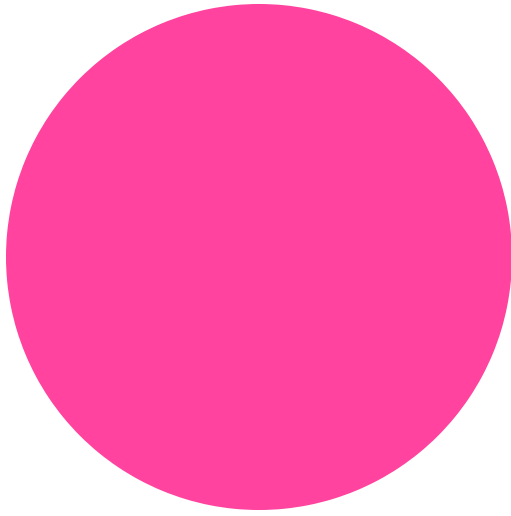
1. Right now how does your brand present to the world?

2. Have you chosen colors, styles, or images well that reflect your brand's personality and message?

3. What are your brand colors?

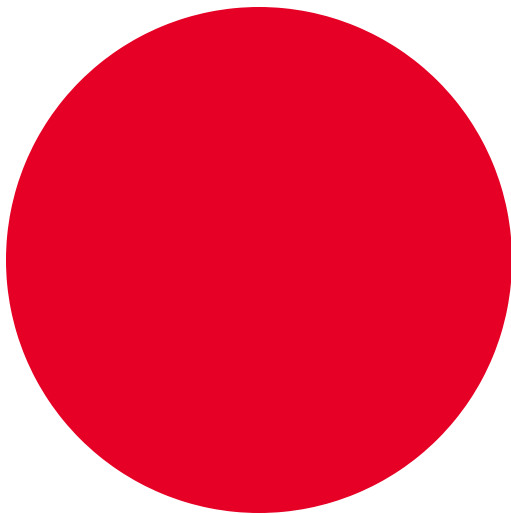
4. What do they mean to you?

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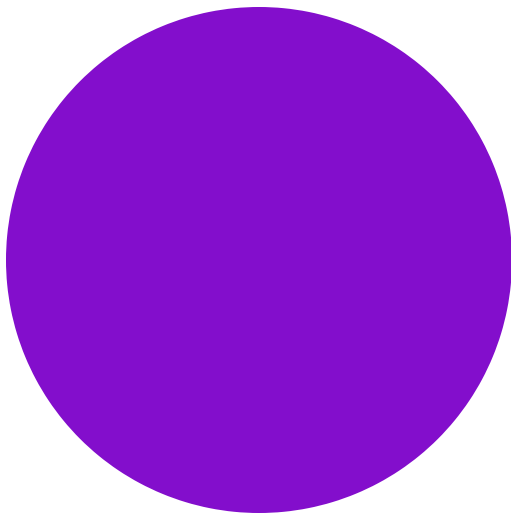
PINK

Connects to feminine brands and reflects softness, confidence, & youthful



RED

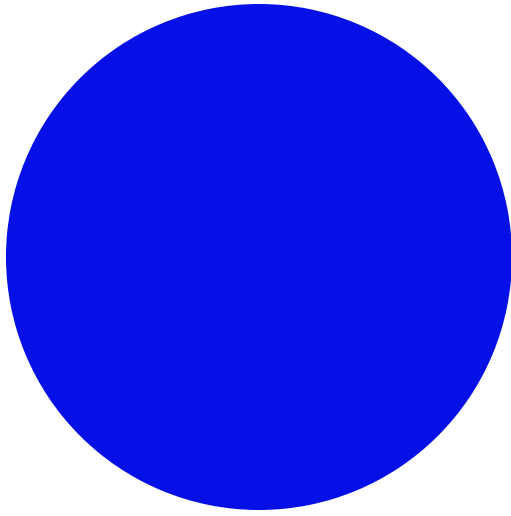
Gives a sense of intensified power, urgency, and quickness



PURPLE

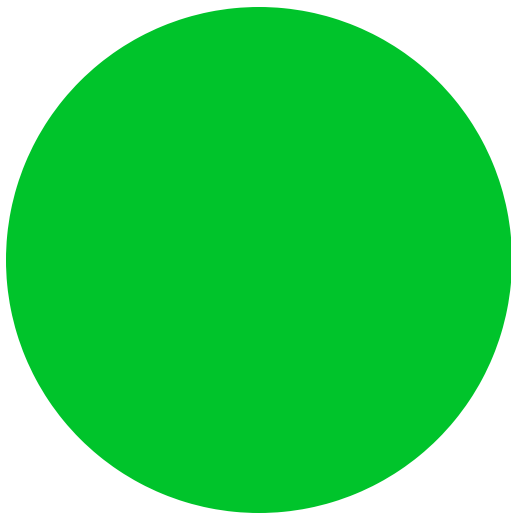
This majestic color, implies royalty, bravery and has the power to uplift, and encourage creativity

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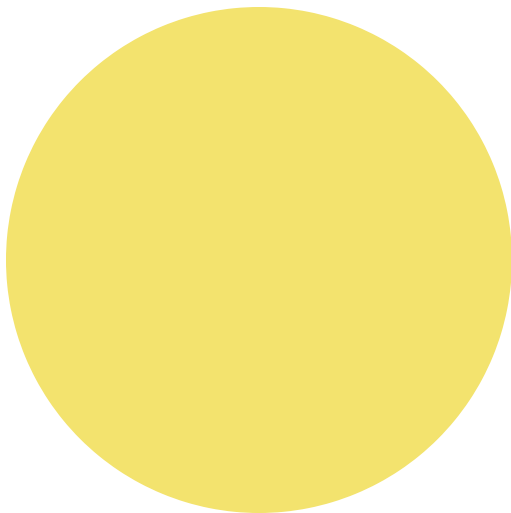
BLUE

Connects to men. It's a sign of justice, security, stability, cleanliness, and safety.



GREEN

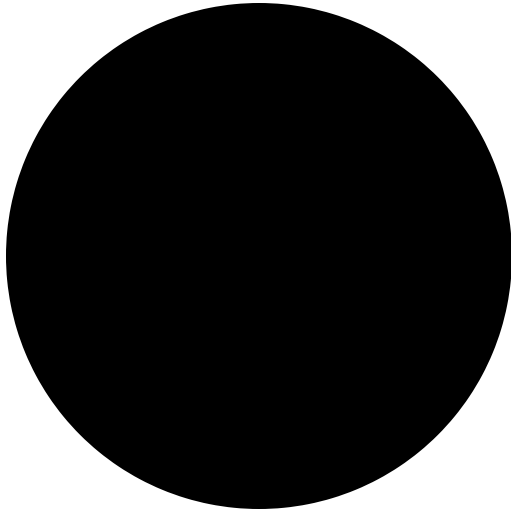
Has an overall positive message. Implies tranquility, balance, and refreshing. Also means health & well-being



YELLOW

Bright and cheerful. Yellow leads to a feeling of happiness and imagination

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BLACK

is visually heavy and very strong. Associated with power, authority, intelligence and professionalism

WHITE

is safe and open. Implies clean and pure.