

COLOR IN VISUAL BRAND IDENTITY



An essential guide to choosing
your jewelry brand's colors

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Topics that will be covered in this guide:

**The Importance of
Branding Colors**

**Where Are
Colors Used**

**Identifying Your
Brand Essence**

**Colors and How
They Make Us Feel**

**Color Types
& Color Inspiration**

**Color Schemes
& Formulas**



INTRODUCTION

THE IMPORTANCE OF COLOR IN BRANDING

BRANDING COLORS

Understand your brand's personality,
so you can translate it through color.



This is an exciting opportunity
to discover your color palette.



Your color palette is intended to complete your brand identity, create energy, and elicit emotion.

Consistency with color across all of your brand's platforms can evoke a consistent emotional response and is important for creating a reputable, recognizable brand.

Color enables a brand to establish a more concrete vision and vibrant visual experience.

Each color you choose for your brand is meant to serve a purpose and to unify the overall presence of your brand.



When it comes to selecting a color combination for your brand, there's no perfect number. However, you should keep the palette as streamlined as possible.

WHERE ARE COLORS USED?

- Logo
- Website and emails
- Social media
- Advertising
- Packaging
- Print marketing: business cards, brochures, direct mail
- Store design
- Events



IDENTIFYING YOUR BRAND ESSENCE



- **What are your brand's goals?**
- **How do you want your target audience to feel?**

The answers to these questions will help you decide the best colors for your brand.

Have a clear idea of what your brand represents. Identify your brand values, so you can align them with relevant colors.

Think about your brand in the following ways:

Brand goals: Do you want your customers to be happy, more informed, or connected?

Target audience: Do you want your customers to feel positive, confident, or elegant?

Personality traits: Is your brand fun, serious, or inspirational?



COLORS

**HOW THEY MAKE
US FEEL**



We all have very personal preferences when it comes to color. We each have colors that we like and dislike. When choosing which colors to use for your brand, you must consider what you're selling and what resonates with your target customer.

Dive deep into what your target customer likes and doesn't like in order to help determine your color choices. The way you want to be perceived by customers can help you narrow down your color choices. Here are some broadly accepted associations with different colors.

Yellow

The color yellow is usually associated with feelings of cheerfulness, energy, warmth, and optimism.

Pink

Pink is known to give off a feminine feel but also a sense of calmness. It's typically used to convey affection, romance, and tenderness. Baby pink is known to be a popular choice of color for millennials.

Orange

Orange is another energetic color. Orange can convey new beginnings, friendliness, and confidence. However, the color has been found to be one of Americans' least favorite colors.

Blue

Blue is a popular choice of color for most Americans. Blue reflects feelings of calmness and productivity and is associated with honor, trust, and security. Blue is a popular choice of color for tech companies.

Red

Red is associated with many negative and positive emotions. It can be associated with negative emotions like danger and feelings of anger. However, it also means power and boldness and gives off feelings of excitement and love.

Green

Green is mainly associated with nature. It is a color that is easy on the eye and communicates peace, wealth, health, growth, luck, and harmony.

Purple

Purple is connected with royalty, wealth, power, and wisdom.

Black

Black is a color with multiple meanings. It often represents luxury, power, and sophistication, but it can also be associated with death or gloom.

White

White conveys purity and youth. It is a common color used for backdrops when you want other colors to stand out. White space around text is an important factor in making text legible.

Brown

Brown is a color that represents grounding. It is a color that feels down to earth. It often evokes feelings of confidence and dependability.

Gold

Gold is associated with prestige, wealth, and luxury. The color implies abundance, achievement, and extravagance.

Silver

Silver is also associated with prestige and wealth. The color relates well to the corporate world and those in positions of responsibility.

WHERE TO FIND COLOR INSPIRATION

- Draw inspiration from nature and snap pictures while you're on the go
- Use a color wheel
- Look at your competitors
- Create mood boards



TYPES OF COLOR

Primary or Bold Main Color:

A brand typically has between 1 - 3 primary colors, which represent the core color(s) of the brand. Pick your bold main color first, as you will choose the remaining colors based on how well they coordinate with this one. This bold, signature color will be used for grabbing attention, highlighting important information, and strengthening calls to action. It is the most memorable color and will become your signature color.

Secondary or Complementary Color:

Brands usually have a range of 1-6 secondary or complementary colors. This color highlights, contrasts, and complements the primary color(s).

Neutrals:

Neutrals are colors chosen to avoid attention and are meant to help round out and balance your design. An accent neutral is a color that pairs well with your bold main color and your complementary colors. This will help ground your chosen colors and can be used as an accent color.

A dark neutral will align with the rest of your color scheme and will be used mostly for paragraph text. Black is a common dark neutral color. It's important for the color to be legible and easy on the eyes.

A light neutral is a color that will be used for background and supporting elements. This color is light and soft and is used to add depth to the brand palette.



**The more different colors are from each other,
the more they will stand out. Maximum
contrast creates maximum legibility.**

A great tip is to convert your color palette into black and white to reveal its tonal contrast.



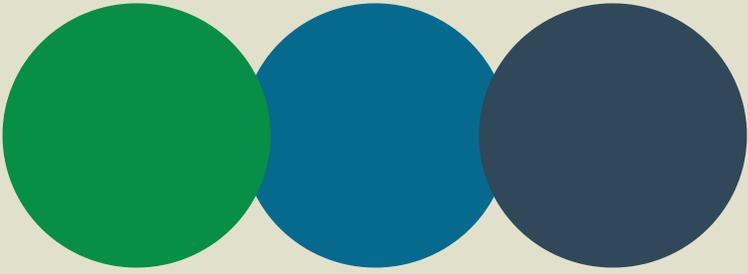
COMMON BRAND COLOR SCHEMES & FORMULAS

When it comes to choosing a brand color palette, you ultimately need to trust your intuition, and the end result will be truly personal to the brand.

The number of colors you choose will depend on the story you want to tell.

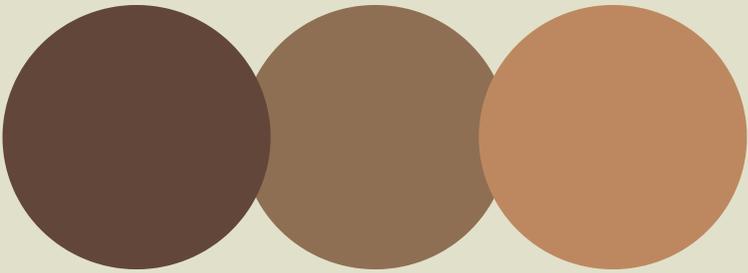
Here are some common brand color schemes and formulas for inspiration.

- Formula: 1 core brand color plus a few neutral shades
- Formula: 1 core brand color plus 1 - 2 analogous colors
- Formula: 1 core brand color plus a contrasting accent color
- Formula: 1 core brand color plus 3 - 5 equally bright colors



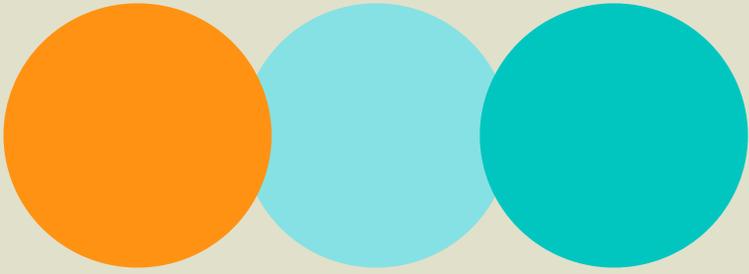
Analogous

Analogous refers to sets of three colors that are directly beside each other on the color wheel. They are close variants of a primary color like red, red-orange, and orange. These colors are usually harmonious and pleasant in their appearance.



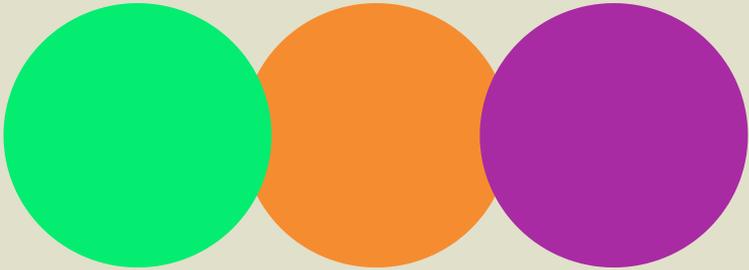
Monochromatic

A monochromatic color scheme uses one color in many different shades. This color scheme can strengthen and enhance your core color. You can also opt for a black-and-white palette. This allows for emphasis on photographic imagery to bring in energy, impact, and personality.



Complementary/Contrasting

Every color has a complementary color, and opposites attract. Complementary colors are colors directly across from each other on the color wheel. This color scheme can help energize your brand. It typically represents a fun and more modern approach.



Triad

A triadic color scheme is a three-color palette that creates visual harmony. With a triadic color scheme, you pick your bold main color then connect it to two other colors with an equilateral triangle. In other words, the colors form a triangle on the color wheel. This offers a great range of expression with three different yet dynamic colors.

Here are some examples of jewelry brands and their branding colors:

LAGOS

The Lagos brand uses an analogous color scheme: purple and blue are next to each other on the color wheel. The brand colors are consistent throughout Lagos' packaging, e-commerce site, and social media profiles.



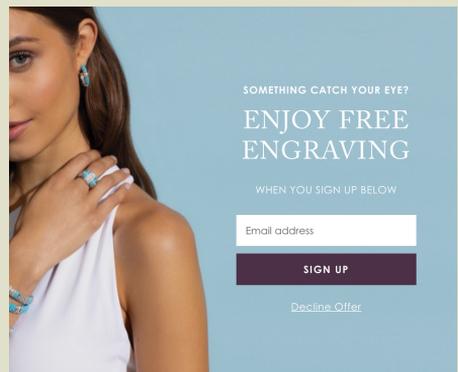
ADD TO BAG

WRITE A REVIEW

? Support

The primary color Lagos uses is an eggplant purple. This purple is seen in the header of their e-commerce site, along with their call to action buttons: sign up, shop now, add to bag, etc. The signature purple color is also used in their Instagram Story Highlights.

The accent color is a deep sky blue. The blue is used for emphasis in their color scheme. Black is used for most of their written text, and white and light grey are used for their light neutral. The blue and purple can be seen in their email sign-up pop-up.



Both colors pair well and complement their silver and gold jewelry. The colors help create a luxurious, timeless experience and unify the Lagos brand.



MELANIE CASEY

Melanie Casey uses a monochromatic color scheme with different shades of green. Melanie Casey's brand colors are consistent throughout their e-commerce site and their social media profiles.



FAQ & Shi...



Engageme...



Necklaces



Bracelets



Rings

Make Your Inbox Shine

Get inspiration. See new arrivals.
Snag those one-of-a-kind pieces.

SIGN UP

By submitting, you agree to receive email updates from us.

The brand colors are olive green, khaki, and white. The olive green is seen in the header and footer of their e-commerce website, in their email signup pop-up, in the background of their Instagram Story highlights, and in the background of their logo profile picture on Instagram.



ADD TO CART

The khaki color complements the olive green and can be seen on their e-commerce site as a background color with white. The khaki color is also used for the reviews and add to cart button. It helps the olive green pop.

KEY TAKEAWAYS

- Color is an important aid in bringing in energy or emotion, so you must understand your brand's goals and how you want your target customer to feel.
- Have a clear understanding of your brand's personality, so you can align your values with relevant colors.
- Each color you choose for your brand is meant to serve a purpose and to unify the overall presence of your brand.
- Consistency with color across all your brand's platforms is essential for evoking an emotional response and important for creating a reputable and recognizable brand.

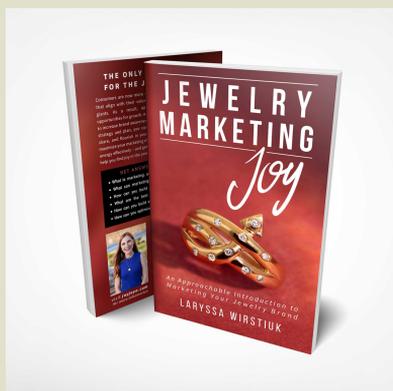
Thank you for reading!

If you'd like to start doing more research and exploration on your own, you should consider checking out these two helpful resources.



THE JOY JOYA PODCAST

Weekly, host Laryssa Wirstiuk speaks about various topics in jewelry marketing, from effective email marketing subject lines and customer data protection to product descriptions. You can listen on iTunes or your favorite podcast platform.



JEWELRY MARKETING JOY

The only book of its kind of the jewelry industry, Jewelry Marketing Joy is an approachable Introduction to marketing your jewelry brand. This book will help you find joy in the process. To Learn more, visit joyjoya.com/book