How to Choose a Color Palette

1. The first thing to consider when choosing a color palette is what associations the audience will make with the colors used. Colors also influence the audience's emotions, and so thinking about how the colors affect the audience's perception is another thing to consider when choosing a color palette.

For example, green is associated with things such as money or nature. Green is also associated with ambition and freshness. A smoothie shop may use green in their brand to promote a feeling of freshness, on the other hand, a bank may also use green in their brand but instead to draw on the color's association with money.

Red:
passion
energy

Orange:
joy
enthusiasm

Yellow:
happiness
intellect

Green:
ambition
freshness

Blue:
tranquility
confidence

Purple:
luxury
creativity

2. Looking at the aspects of a color on the color wheel, such as it's hue, shade, and tint, can help create the amount of color contrast in a color palette. Color contrast defines the tone of a project. Complementary colors are on opposite ends of the color wheel, and are used for a high color contrast. The best way to use complementary colors is to use one for accents, as too much contrast can overwhelm the design of a project.

Analogus colors have less of a contrast, as one main color is paired with two colors right next to it on the color wheel. Having less color contrast creates a softer tone.

COMBINATION OF COLORS

PRIMARY   ANALOGOUS

SECONDARY   COMPLEMENTARY

HUE   TINT   SHADE   SQUARE   SPLIT COMPLEMENTARY

3. There are many useful tools for creating a color palette that are free to use. **Color Hunt** allows users to browse through hundreds of palettes made by designs worldwide.

Another great option is **Coolors.co**, it provides an endless amount of color palettes by using a color generator. They also have categories that help guide users to the palettes they are looking for.

Visual *i*nformation Design