

SECTION 1 — COLOUR PSYCHOLOGY QUICK GUIDE

How do you want customers to feel when they encounter your brand?

Colour	Emotion / Feeling	Common Sectors
Blue	Trust, calm, professionalism	Finance, healthcare, tech
Red / Orange	Energy, urgency, excitement	Food, retail, fitness
Green	Growth, nature, wellness	Eco, food, wellbeing
Yellow / Gold	Optimism, creativity, warmth	Food, lifestyle, luxury
Purple	Creativity, luxury, wisdom	Beauty, premium brands
Black / White	Sophistication, minimalism	Fashion, luxury, design

How do you want customers to feel? Note your answer below:

SECTION 2 — YOUR PALETTE PLANNER (LITE)

Sketch your palette. Fill in the hex codes as you explore options. The full version adds accent + Pantone slots and usage rules.



HEX # _____

Primary Colour

HEX # _____

Secondary Colour

HEX # _____

Neutral / Background

UPGRADE TO THE FULL VERSION

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Full version includes: full colour psychology grid, competitor colour audit, accent + Pantone slots, colour usage rules, and print vs digital guidance.