EPIC
COLOR SCHEME KIT

Color inspiration for your website,
social media, blog images, and more...

conversionminded

COLOR INSPIRATION

Color is such a huge part of how we experience the world. Everything in our world is made up of different colors, and some can inspire and excite us while others can actually make us feel a bit down. That's why it's so important that you choose the right colors for your brand.

Before we dig in...

Here's how to approach choosing colors:

- ⊘ Select a primary color first.
- ⊘ Choose 2-3 additional colors to compliment your primary color.
- ⊘ Turn turn primary color into an action color.

Let's talk color theory for a sec...

Your primary color is the one that you really want to pop. You want it to be your **action color**, which really just means that you want people to click on it. Use your action color for links and buttons on your website, and as the main color on social media and blog images.

Depending on which primary color you choose, you may have to "train" people that it's your action color.

Let me explain...

When you have similar tones on a page and then one color that's different, it's going to stand out more. This is called the "isolation effect".

You can use the isolation effect to turn your primary color into your action color, and train people to click on it. The way to do it is to use other contrasting or neutral colors that compliment your action color and at the same time make it stand out in a major way.

Action color --> links + buttons
1-2 Neutral colors --> backgrounds + images
1-2 Contrast colors --> backgrounds, headings + text

Some cool sites to check out...

These sites will help you generate color schemes:

Kuler
Get literally tons of color palette ideas, plus the Hex code and RGB values for each color. They also have a huge library of palettes.

Coolors
This one is probably my favorite. It gives you an entirely new set of colors every time you press the space bar. Once you find your primary color, just tweak the hue and saturation or even choose a different shade to see how that new color looks with the others.

COLOURLovers
If you want an orange color scheme, just search for "orange" and you'll see tons of different color combos.

Pictaculous
This site is tons of fun? Want to create a color scheme based on a photo or an image? Upload it to Pictaculous and it will generate a color scheme, plus it integrates with Kuler and ColourLovers for even more colors.

Ready to look at some colors? Let's do it!

Primary Color Ideas

Your primary color should match your brand personality from pages #17-18. Below is a list of some colors and the moods they evoke. Use the blanks to add your own words and/or colors if you need. This will be your action color. Use it for buttons and links on your site, and as the main color in social media and blog pst images.

REDS — strong, powerful, fun, youthful, confident, exciting, loud, vibrant

ORANGES — friendy, energetic, unique, positive, upbeat, spirited

YELLOWS — happy, sunny, enthusiastic, positive, cheery, warm

GREENS — calm, refreshing, healthy, green, abundant, natural, motivated

BLUES — airy, calm, credible, reliable, safe, serene, trusting, modern

PURPLES — creative, lush, luxurious, mysterious, regal, romantic, seductive, sumptuous, wise

BLACKS — powerful, strong, safe, timeless, edgy

_____   _____

_____   _____

_____   _____

Secondary Color Ideas

Secondary colors should compliment your action color and will be used for headings, text, backgrounds, and images. Choose 1-2 contrast colors and 1-2 neutral colors.
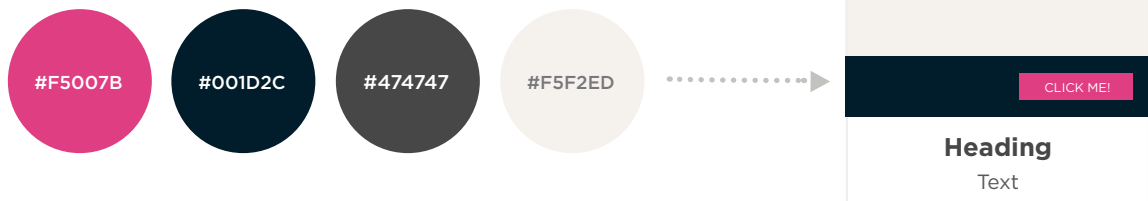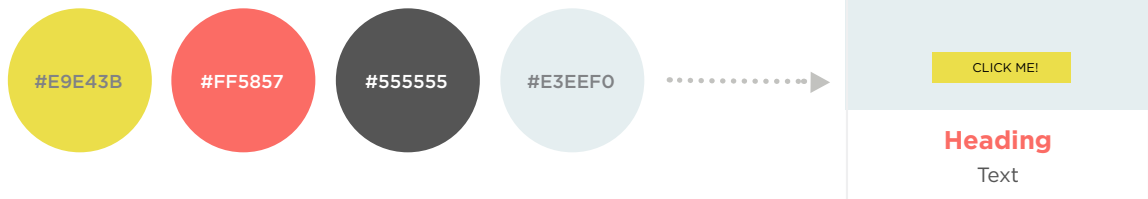
Here are some examples:

#5EDFEC ⟶	#F6F6F6	#F4D43F	#213335
#E9E43B ⟶	#FF5857	#555555	#E3EEF0
#EE868D ⟶	#C9C1BB	#D0EBE6	#676769
#00C3AF ⟶	#464545	#F5F2ED	#E2D3AF
#966B9D ⟶	#C98686	#FFF4EC	#5E554F

Applying Colors to Your Brand Elements

On the next few pages are color scheme examples applied to website. These should give you an idea about how you can purposefully apply colors to your brand elements.

Some random thoughts on applying colors...

- Neutral tones aren't necessarily exciting, which is exactly what you want. They make your action color really pop. They also work like white space to open up your page and break up contrasting colors.

- Constrast colors are for backgrounds, headings and text, and also help to make your action color stand out. The thing to be careful about with contrast colors is to make sure you don't use them for links or buttons. Anything else is fine.

- Ideally, your heading color will be different than your action color. This can be tricky depending on your color scheme, but it's definitely something to strive for.

- Just remember that when you use the action color ONLY on buttons and links, your peeps will know exactly what to click on!

#FF6530   #0086a6   #F6F6F8   #7C7C7E

CLICK ME!

Heading
Text

#EE868D   #C9C1BB   #D0EBE6   #676769

CLICK ME!

Heading
Text

#E9E43B   #FF5857   #555555   #E3EEF0

CLICK ME!

Heading
Text

#FDF646   #000000   #FFFFFF   #DEE3DB

CLICK ME!

Heading
Text

#F5007B   #001D2C   #474747   #F5F2ED

CLICK ME!

Heading
Text

#9CB055 #52584A #FFFFFF #46BDDE

CLICK ME!

Heading
Text

#00C3AF #464545 #E2D3AF #F5F2ED

CLICK ME!

Heading
Text

#5EDFEC #F6F6F6 #F4D43F #213335

CLICK ME!

Heading
Text

#00DFDA #52626A #E9FBFC #00518A

CLICK ME!

Heading
Text

#2697B0 #8A002F #636758 #F5F2ED

CLICK ME!

Heading
Text

#D5AA00 #F5E9D5 #3E4233 #627673

CLICK ME!

Heading
Text

#D63AF9 #C98686 #FFF4EC #2F1847

CLICK ME!

Heading
Text

#966B9D #C98686 #FFF4EC #5E554F

CLICK ME!

Heading
Text

#F14118 #7f0480 #6F5875 #F6F6F8

CLICK ME!

Heading
Text
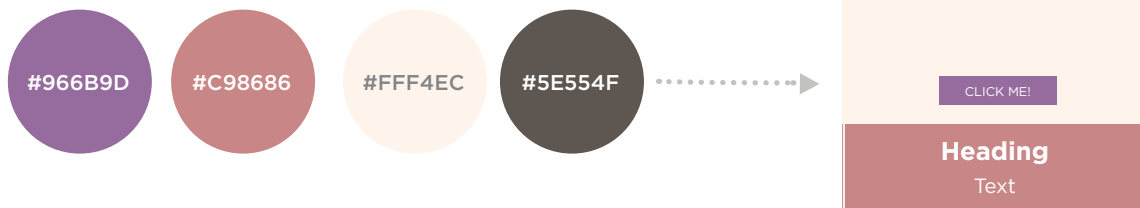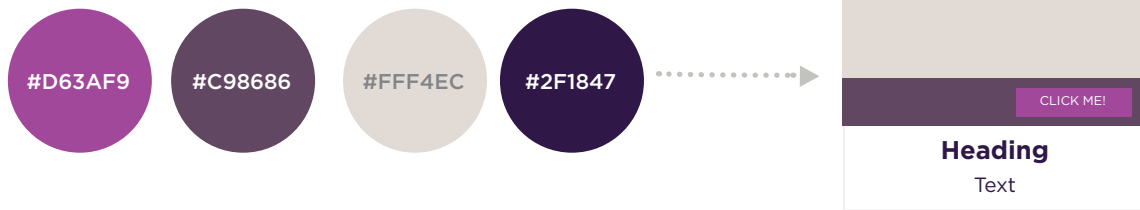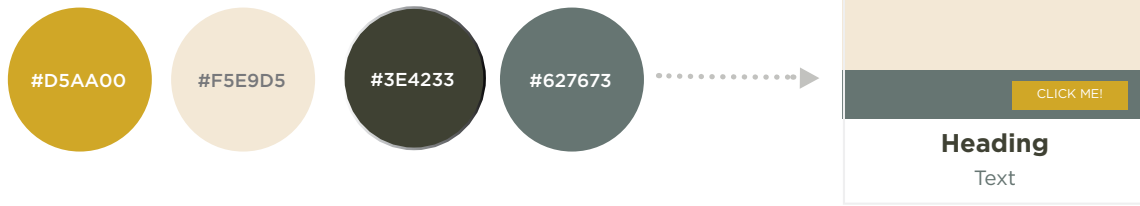
Hi! I'm Sandra.

I'm devoted to sharing ideas, resources, and programs that will help you start and grow a profitable online business that sets your spirit free.

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