



Color Palette Exploration

A review of brand color options based on competitive research and analysis of the impact of color psychology on change aversion.

Competitive Analysis

Upon inspection of several modern Marketing Consultancy websites - both local and national - three distinct trends in color palettes emerged.



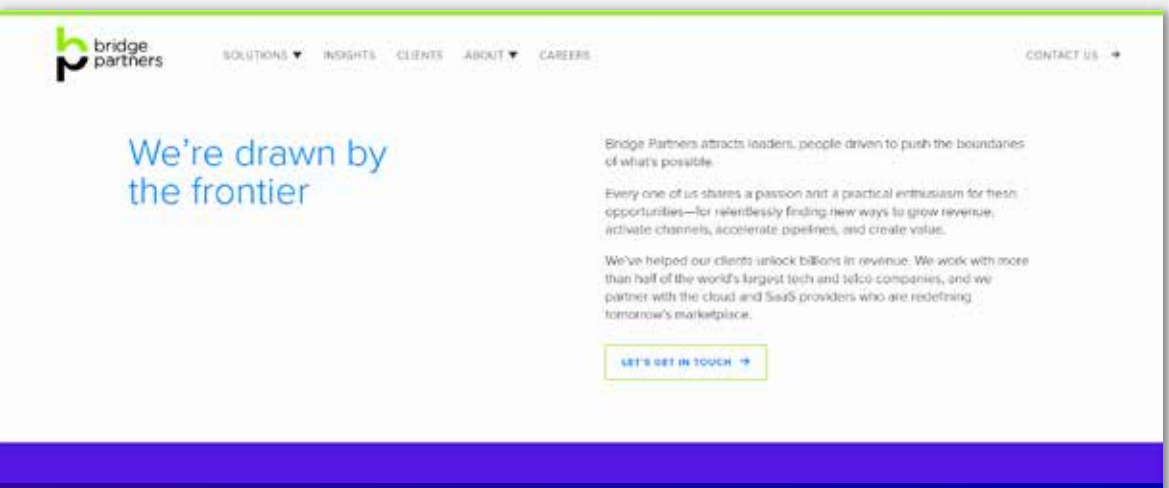
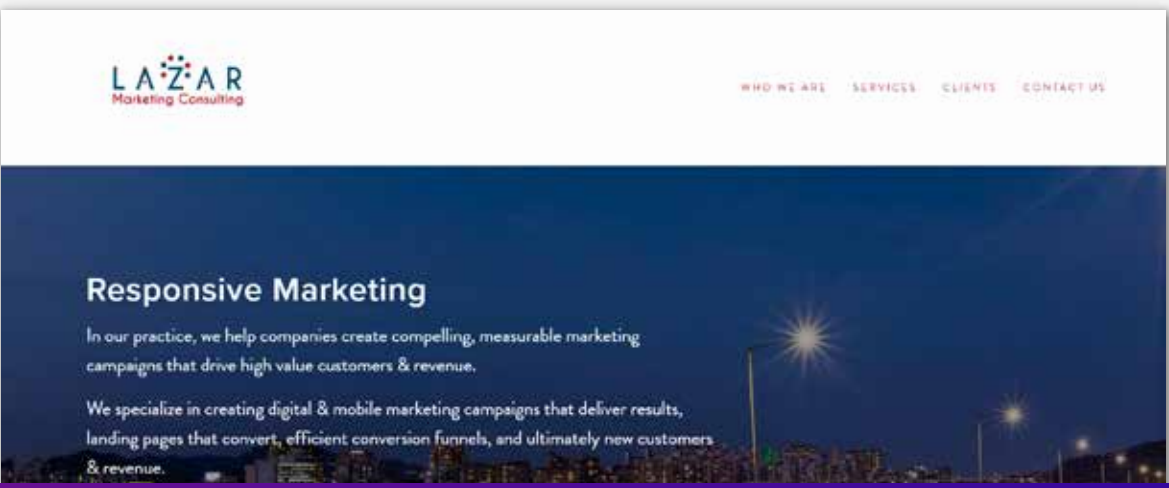
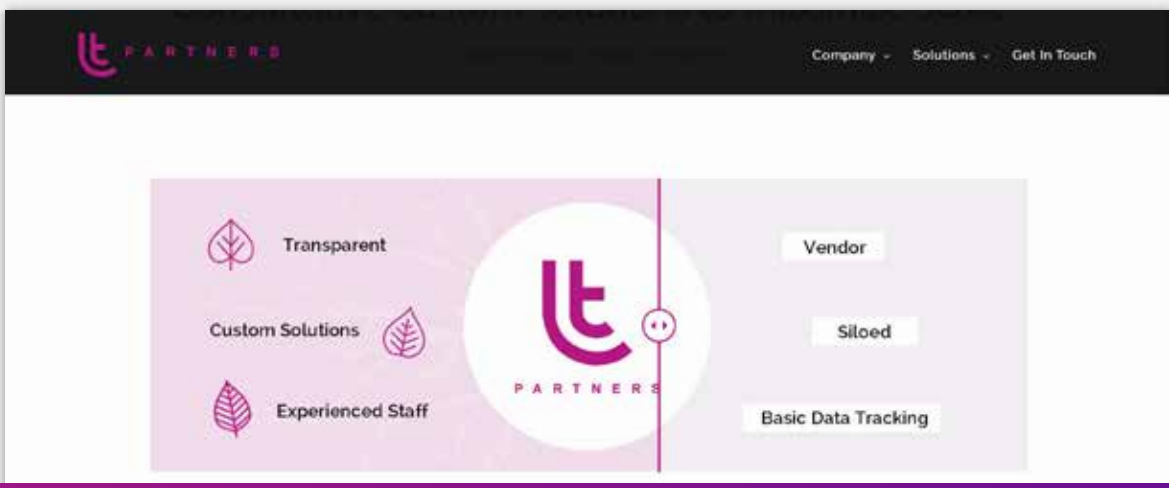
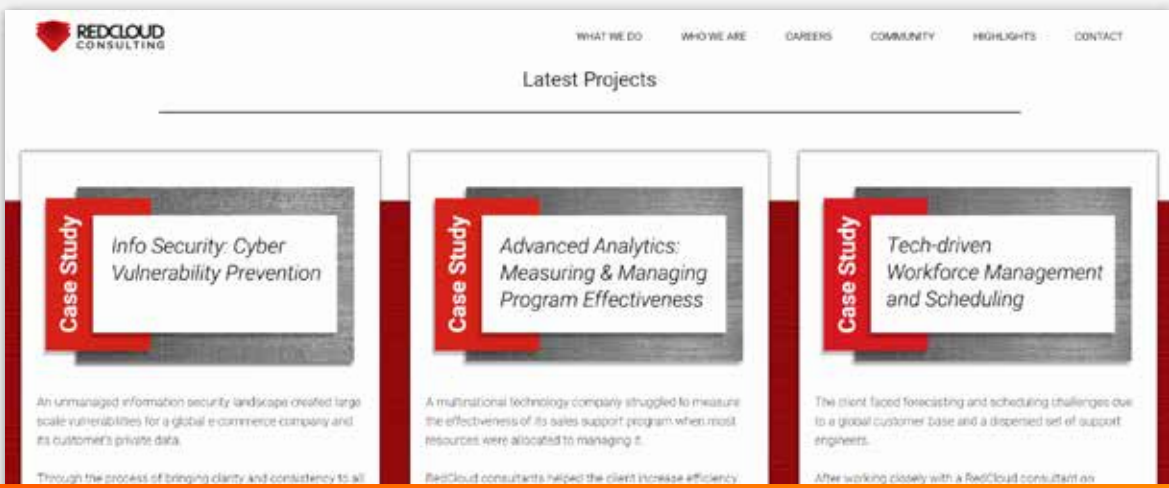
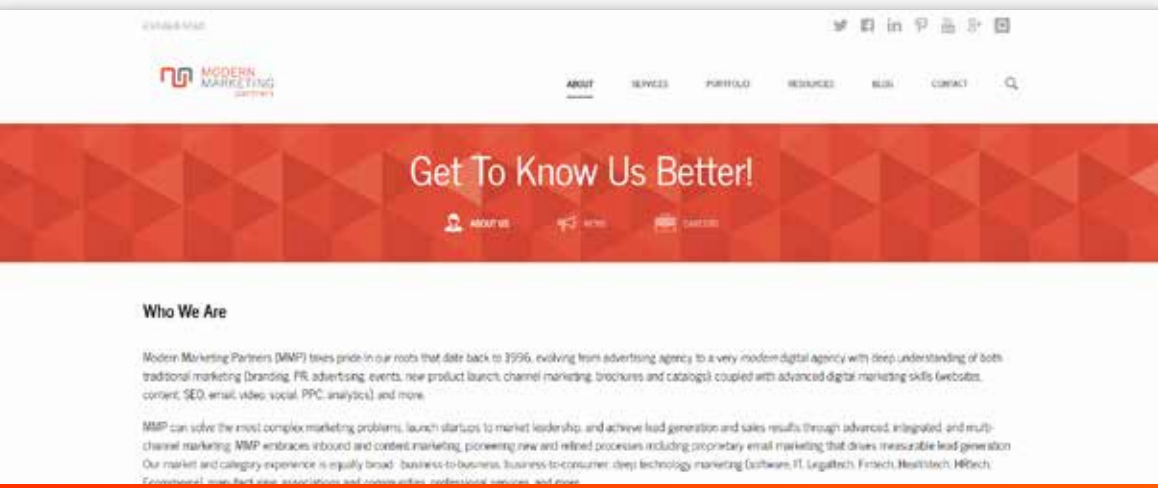
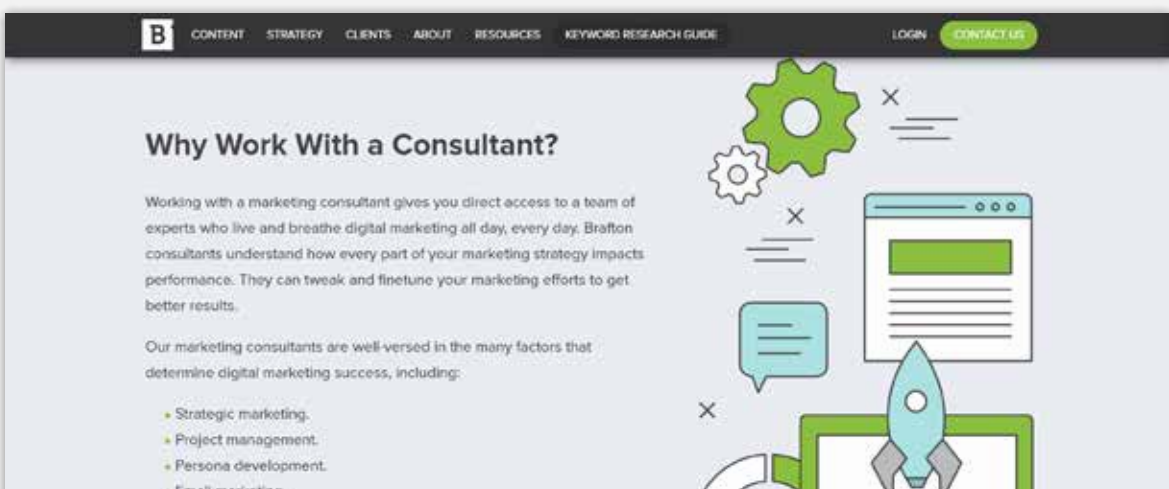
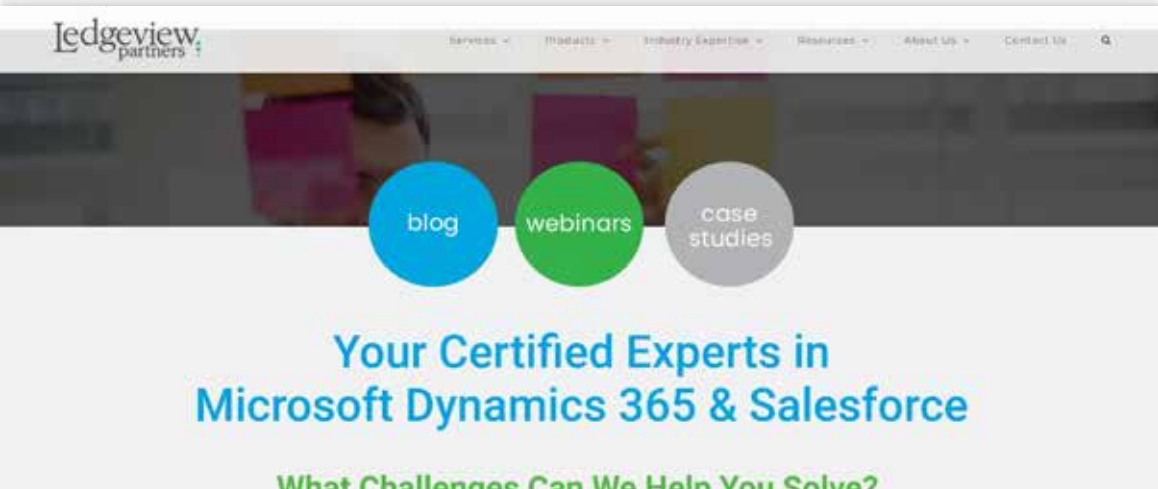
Cyan blue, Teal blue, Seafoam green, & Lime green - Combinations of these hues of blue & green are most prevalent.



Brick red, Tangerine orange, Amber, & Honey yellow - Oranges in particular are common as both a primary & an accent.



Magenta, Plum, & Violet are a more radical choice to stand out, while Classic blue & Navy blue are trustworthy classics.



Pantone Colors

Inspired by the most commonly used colors in modern marketing brands, these Pantone Bridge colors offer RGB, CMYK, and Hex number matches.

Pantone Color of the Year 2020



Classic Blue

“Instilling calm, confidence, and connection, this enduring blue hue highlights our desire for a dependable and stable foundation on which to build as we cross the threshold into a new era.”
–Pantone

Pantone Color Bridge Coated

Cyan

Pantone Cyan CP
#00AEEF

Teal

Pantone 7710 CP
#00B6C9

Seafoam

Pantone 7465 CP
#65C5B4

Lime

Pantone 368 CP
#62BB46

Brick

Pantone 7598 CP
#DA471F

Tangerine

Pantone 7578 CP
#F47521

Amber

Pantone 137 CP
#FAA41A

Honey

Pantone 7549 CP
#F9C20A

Magenta

Pantone Magenta CP
#EC008C

Plum

Pantone 234 CP
#AC0871

Violet

Pantone 2612 CP
#6F2789

Navy

Pantone 287 CP
#00468B

Common color combinations (primary + accent)

Cyan + Teal

Low contrast

Cyan + Lime

High contrast

Brick + Tangerine

Low contrast

Brick + Navy

High contrast

Tangerine + Amber

Low contrast

Tangerine + Teal

High contrast

Magenta + Plum

Low contrast

Navy + Honey

High contrast

Color Psychology

Each color choice communicates to the human body & mind differently based on color type (additive or subtractive) and cultural significance.



Cool colors: create a sense of distance, separation, calm, assurance, and/or trust. May slow the breathing and/or heartbeat, and cool the skin.



Warm colors: create a sense of intimacy, passion, energy, comfort, and/or alertness. May increase the breathing and/or heartbeat, and warm the skin.



Warm/Cool Mix: create a sense of balance, harmony, and contrast. Physical impact is more directly related to the specific colors used.

Cyan

A color most often associated with blue skies, Cyan is a ‘happy’ hue frequently used to create a sense of reassurance, health, hope, and calm. Blue hues are, by far, the preferred color of both genders and are most popular in the fields of energy, finance, air travel, tech, & healthcare.

Teal

Teal is a color which is very easy on the eyes. This combination of blue and green hues is reminiscent of the ocean and creates a sense of tranquility, health, and optimism. Teal is a great background color as it can be used in large quantities without overwhelming the viewer.

Seafoam

Seafoam is another combination of blue and green hues with just a touch of grey. This pacifying color creates a sense of peaceful calm. This soft color is great for backgrounds and accents as it fades quietly into the background and is easily balanced with bolder colors.

Lime

Greens are equally well liked by both genders and indicate growth, harmony, and health. Lime green is a youthful, vibrant hue that stands-out in the crowd as a result of mixing in a bit of yellow’s warm energy. It often used in the fields of tech, energy, finance, and food service.

Brick

Red hues are the most potent color and have high impact whether negative (danger) or positive (passion). This red has a touch of orange and brown, lending it a solidity that grounds it’s vibrance. It should be used in smaller quantities to avoid overwhelming the audience.

Tangerine

Orange is a stimulating color. It combines the passion of red and the happiness of yellow. Despite being associated with adventure, creativity, and enthusiasm, it’s not particularly well liked by either gender. It makes a great accent color though, as it’s very eye-catching.

Amber

Amber’s combination of orange and yellow is bright, warm, and energetic, which is easily spotted by the human eye. It’s a confident color often associated with the fields of energy, food service, and household goods. It is a color which promotes safety & security.

Honey

Yellows are associated with happiness, hope, optimism, and energy. Honey yellow has just a hint of orange to it and is one of the easiest colors to notice, but can be difficult to read. Honey yellow makes a great accent color as just a little bit goes a long way.

Magenta

Magenta is a color that represents the more potent aspects of the color pink. It represents romance, imagination, creativity, and boldness. It is a color often used in the fields household goods, toys, tech, and food service. This color works well as both a primary or an accent.

Plum

Where purple is perfectly balanced between red and blue, Plum has more red, lending itself to the more aggressive aspects of purple - asertiveness, ambition, independance and mystery. This color easily dominates other colors and works better as an accent.

Violet

Unlike Plum, Violet contains more blue than red and is frequently associated with royalty, wealth, spirituality, and solitarity. Though less frequently used in brand design, it is an enduring, reliable color used in the fields of tech, finance, and healthcare. Violet makes an excellent accent.

Navy

This dark, cool blue is closely associated with trust, security, stability, reliability, calmness, and dependability. It is frequently used in the fields of finance, tech, energy, and healthcare. However, it can feel very detached or distant, and as such benefits from being balanced with a warm color.

Brand Color Palette

In addition to the visual aesthetic of brand color, it is important to consider legibility, readability, and contrast—as they also impact copy & logo design.

Gradient logo exploration

Multi-color gradients are a newer trend in logo and digital design. This type of color palette can be trickier to work with and may not have the longevity of a solid or two-tone color design, but can create great visual interest when applied cleverly.



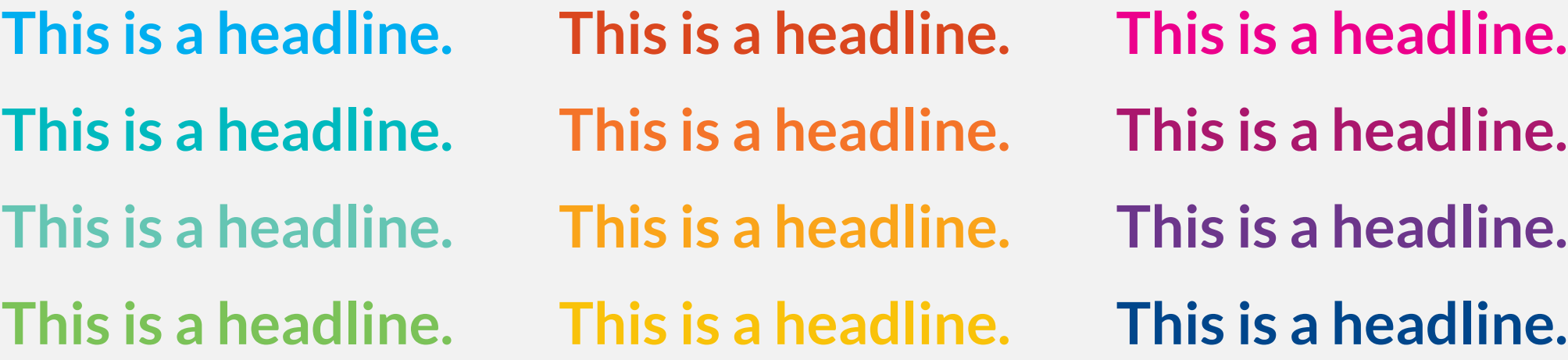
Logo color combinations - light background



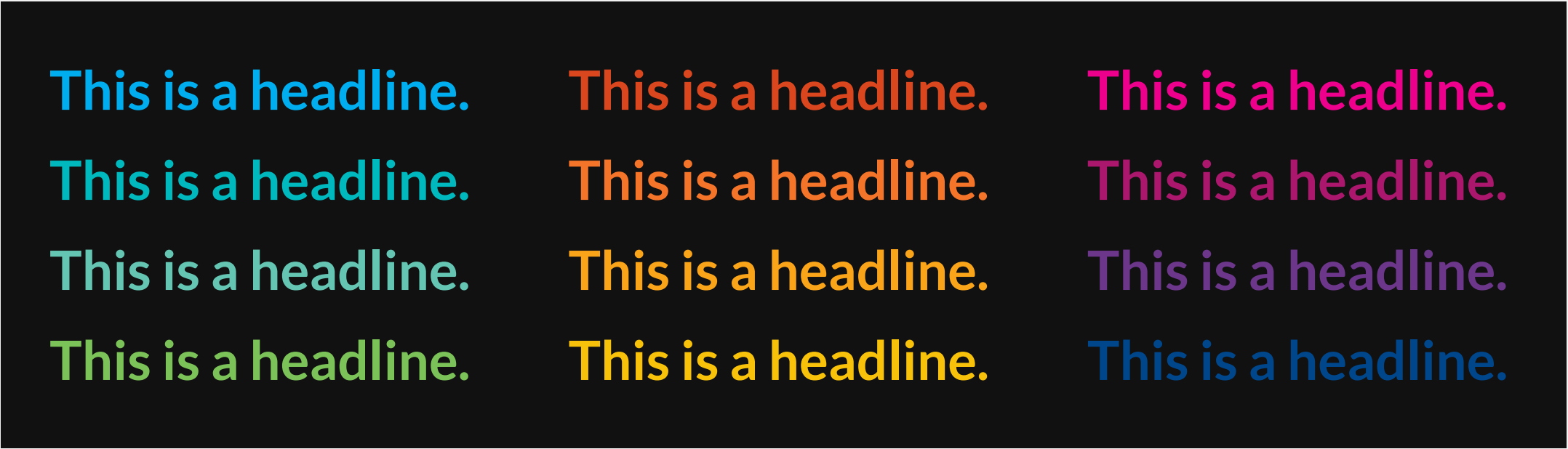
Logo color combinations - dark background



Headline examples - light background



Headline examples - dark background



Recommendations

While any of the previously explored color combinations *could* work for Odigo, I've selected the three I most strongly recommend based on my research.

Universal Greyscale (to be used with any of the below color palettes)

Near-black	Dark Grey	Medium Grey	Light Grey	Hint of Grey	White
#111111	#333333	#999999	#E0E0E0	#F7F7F7	#FFFFFF

The safe option



The safe bet is to stay with a (updated) navy blue, in order to maintain brand recognition, but adding a bright, warm color to provide balance and contrast.

Primary	Accent
<div>Navy</div> <div>Pantone 287 CP #00468B</div>	<div>Honey</div> <div>Pantone 7549 CP #F9C20A</div>
<div>Dark</div> <div>2758 CP</div>	<div>Light</div> <div>542 CP</div>
<div>Dark</div> <div>7550 CP</div>	<div>Light</div> <div>120 CP</div>

The modern option



This option modernizes the Odigo brand, staying within the cooler color palette, but uses brighter, more vibrant colors inline with other marketing sites.

Primary	Accent
<div>Cyan</div> <div>Pantone Cyan CP #00AEEF</div>	<div>Lime</div> <div>Pantone 368 CP #62BB46</div>
<div>Dark</div> <div>660 CP</div>	<div>Light</div> <div>290 CP</div>
<div>Dark</div> <div>370 CP</div>	<div>Light</div> <div>7486 CP</div>

The bold option



This bold, creativity-inspired color set stands out amidst a sea of cooler color palettes. This option is the highest risk as it is least similar to current branding.

Primary	Accent
<div>Magenta</div> <div>Pantone Magenta CP #EC008C</div>	<div>Violet</div> <div>Pantone 2612 CP #6F2789</div>
<div>Dark</div> <div>228 CP</div>	<div>Light</div> <div>223 CP</div>
<div>Dark</div> <div>252 CP</div>	<div>Light</div> <div>2562 CP</div>

Resources

Below are a few resources and color tools which aided in putting this document together.

Resources

<http://www.color-wheel-pro.com/color-meaning.html>

<https://coschedule.com/blog/color-psychology-marketing/>

<https://99designs.com/logo-design/psychology-of-color>

<https://justcreative.com/2020/08/28/web-design-color-psychology/>

<https://coschedule.com/blog/color-psychology-marketing/#psychology>

<https://www.colorpsychology.org/>

<https://www.rasmussen.edu/degrees/design/blog/psychology-of-color/>

<https://www.pantone.com/>

<https://marketingaccesspass.com/warm-and-cool-colors/>