CRACK the COLOR Code

13 Awe-Inspiring

COLOR PALETTES

That'll Break the PowerPoint Industry

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TABLE OF CONTENT

Page Numbers

The Power of Colors 5

Colors & their Psychological Properties 7

Warm & Cool Colors 18

Color Palettes for Business Presentations (With RGB color code & PowerPoint Samples) 19

- Color Palette #1-The Popular Blue 20
- Color Palette #1.1-Blue meets a Warm Color 22
- Color Palette #2-Mesmerizing Mustard 23
- Color Palette #3-Ravishing Red 24
- Color Palette #4-Perfect Purple 25
- Color Palette #5-Transquil Teal 26
- Color Palette #6-Shades of Grey 27
- Color Palette #7-Go Green 28
- Color Palette #8-Grow your Roots Strong (Earthly Brown) 29
- Color Palette #9-Aquaman of PowerPoint! 30
- Color Palette #10-Strong, Stronger, Strongest (Olive Green & Dark Blue) 31
- Color Palette #11-The Nature's Palette (Lively Blue & Green) 32
- Color Palette #12-Not just American Colors 33
- Color Palette #13-Orange is the New Black! 34

Conclusion 35

A Little About Us 36

C

Colors, like features, follow the changes of the emotions.

Pablo Picasso

Color does not add a pleasant quality to design - it reinforces it.

Pierre Bonnard

Mere color, unspoiled by meaning, and unallied with definite form, can speak to the soul in a thousand different ways.

Oscar Wilde

Colors speak all languages.

Joseph Addison

A color is as strong as the impression it creates.

Ivan Albright

Color... thinks by itself, independently of the object it clothes.

Charles Baudelaire

Color is an intense experience on its own.

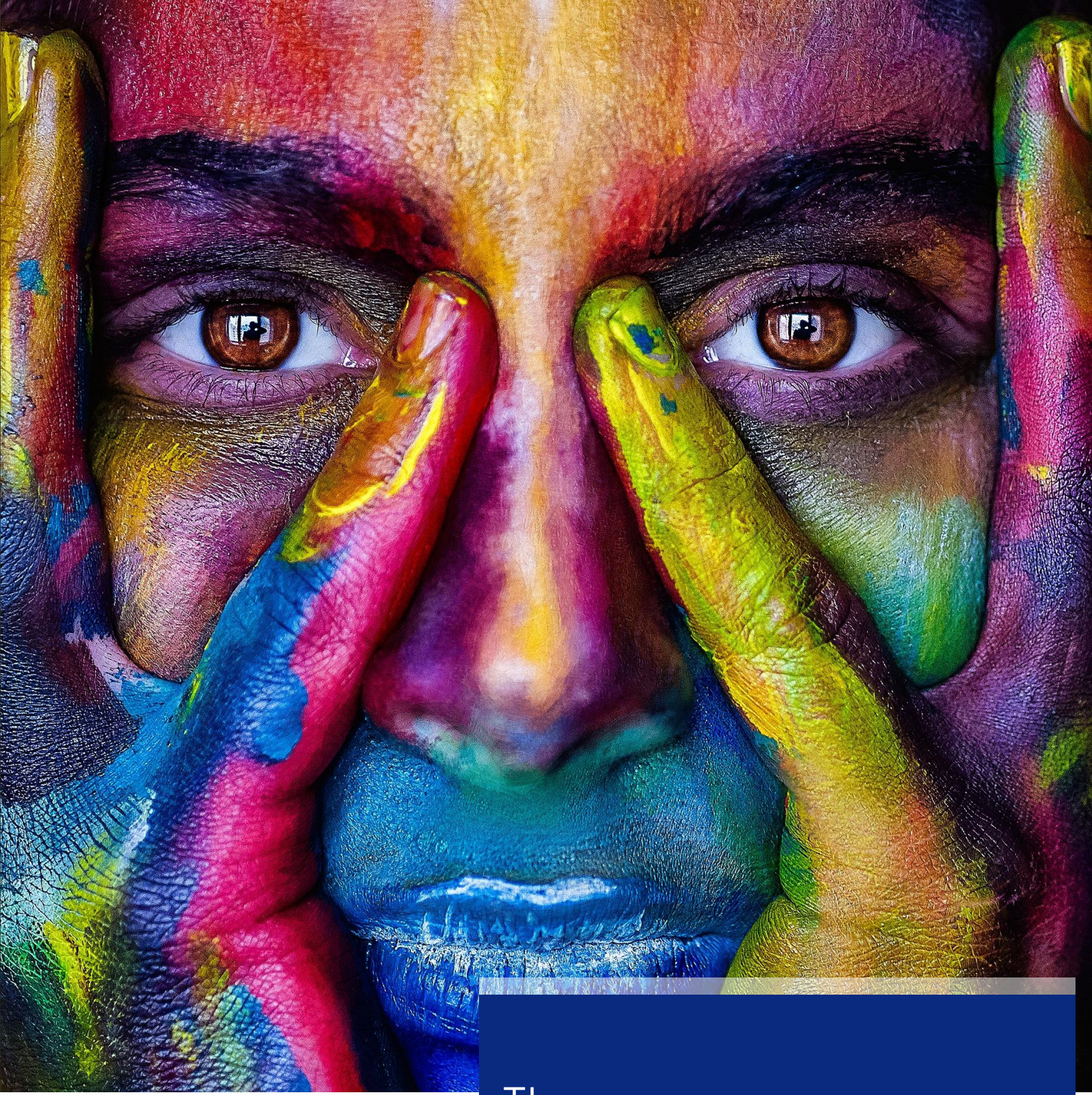
Jim Hodges

Colors express the main psychic functions of man.

Carl Gustav Jung

Color, rather than shape, is more closely related to emotion.

David Katz

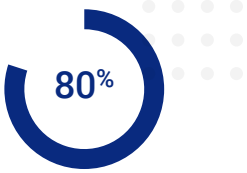


The POWER of COLORS

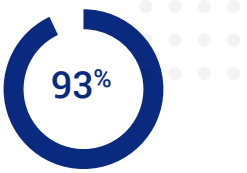
They are a powerful medium for influencing thoughts, emotions, and behavior.

There is a reason why tourism professionals use images of limitless blue sky in their promotions. *Blue is a calm, relaxing color and appeals to people caught in hectic, stressful routines.* There is a reason why restaurants use orange and yellow in their interiors. *Orange & Yellow colors elicit happy emotions and increase appetite.* Similarly, *Red* has universally been accepted as the color of energy and love, *Purple* a royal color, *White* representing innocence, and so on.

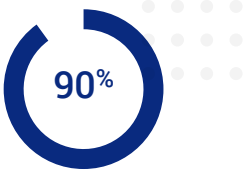
To elicit a particular emotion or action in the audience, designers play with different colors and color schemes. Marketers and branding experts have been known to use color psychology while deciding the brand colors and in marketing campaigns. The symbolism of colors in different cultures is also kept in mind for the successful launch of a product in a different country.



Color increases brand recognition
(Source: Neurorelay)



consumers say visual appearance matters the most when shopping
(Source: kissmetrics)



of all product assessments have to do with color
(Source: QuickSprout)

Colors & their Psychological Properties

Barring some cultural differences, each color is associated with some qualities agreed upon universally.

Positive

- Fun
- Humor
- Optimism
- Lightness
- Intellect
- Logic
- Creativity
- Confidence
- Extroversion

Negative

Too much of it or bad combination with other colors can show:

- Irrationality
- Fear
- Anxiety

Slide Geeks

Positive

- Warmth
- Creativity
- Productivity
- Pleasure
- Optimism
- Enthusiasm
- Fun
- Emotional

Negative

Too much of it can be interpreted as non-serious

RED

Positive

- Physical Energy
- Vitality
- Stamina
- Excitement
- Spontaneity
- Passion
- Masculinity
- Survival

Negative

- Defiance
- Aggression

COLORS &
Their Psychological Properties

Positive

- Calmness
- Peace
- Honesty
- Trust
- Kindness
- Truth
- Inner Peace
- Emotional Depth
- Devotion

Negative

- Coldness
- Aloofness
- Lack of Emotion
- Unfriendliness

Positive

- Balance
- Harmony
- Refreshment
- Universal Love
- Rest
- Restoration
- Reassurance
- Nature
- Peace

Negative

Poorly used with other colors can highlight

- Stagnation
- Blandness

Positive

- Intuition
- Spiritual Awareness
- Imagination
- Universal Flow
- Meditation
- Artistic Qualities
- Royalty
- Luxury
- Quality

Negative

Too much of it can reflect

- Introversion
- Inferiority

PINK

Positive

- Femininity
- Nurturance
- Love
- Warmth
- Hope
- Tenderness

Negative

- Physical Weakness
- Inhibition

Positive

- Neutral Color

Negative

- Lack of Confidence & Energy

Positive

- Glamour
- Sophistication
- Clarity
- Emotional Safety
- Power
- Control

Negative

- Evil
- Oppression

Positive

- Purity
- Innocence
- Hygiene
- Wholeness
- Simplicity
- Sophistication
- Cleanness

Negative

- Cold
- Unfriendly
- Sterility

Positive

- Nature
- Earthiness
- Reliability
- Support

Negative

- Lack of humor and sophistication