



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 (Earthy 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

COLORS

Speak a language of their own

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.

Y
E
L
L
O
W



Positive

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

Negative

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

- Irrationality
- Anxiety
- Fear



**O
R
A
N
G
E**

Positive

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

Negative

Too much of it can be interpreted as non-serious

**R
E
D**



Positive

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

Negative

- Defiance
- Aggression



**B
L
U
E**

Positive

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

Negative

- Coldness
- Aloofness
- Lack of Emotion
- Unfriendliness

G R E E N

Positive

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

Negative

- Poorly used with other colors can highlight
- Stagnation
 - Blandness



V
I
O
L
E
T

Positive

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

Negative

Too much of it can reflect

- Introversion
- Inferiority

**P
I
N
K**



Positive

- Femininity
- Nurture
- Love
- Warmth
- Hope
- Tenderness

Negative

- Physical Weakness
- Inhibition

**G
R
E
Y**

Positive

- Neutral Color

Negative

- Lack of Confidence & Energy

**B
L
A
C
K**



Positive

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

Negative

- Evil
- Oppression



**W
H
I
T
E**

Positive

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

Negative

- Cold
- Unfriendly
- Sterility

**B
R
O
W
N**



Positive

- Nature
- Earthiness
- Reliability
- Support

Negative

- Lack of humor and sophistication