



PSYCHOLOGY OF  
*colour*



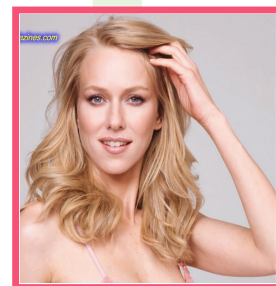
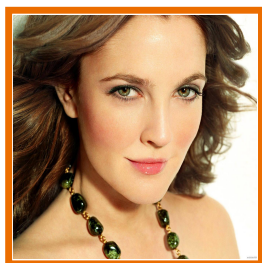
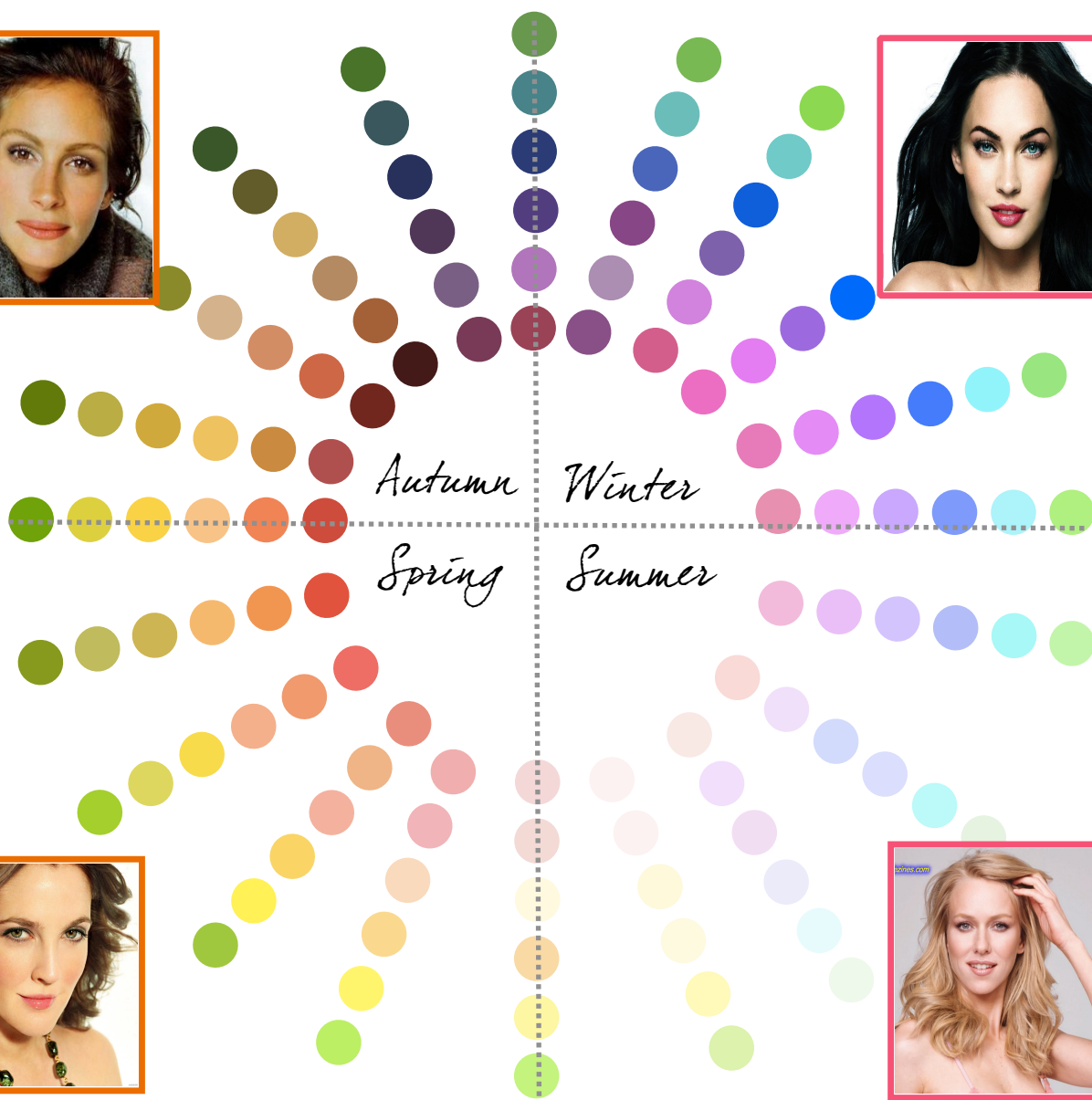
# PSYCHOLOGY OF COLOUR

*Color increases brand recognition and 84% of consumers say colour is the primary reason why they bought a product.*

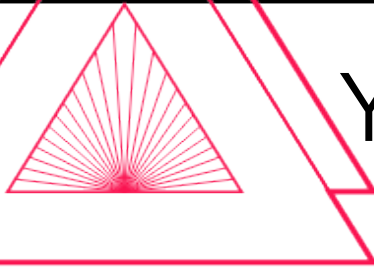
*Whenever you do a photo shoot, post pictures to social media, or anything where you are in the public eye, you want to make sure you are presenting your best self. And the key to creating a cohesive personal brand is consistency.*

*The best way to ensure all of your images and collateral are cohesive is to stick to your perfect seasonal colour palette.*

*Just like the seasons, these are Summer, Autumn, Winter and Spring.*



# YOUR BEST COLOURS



*Within your season, which colours do you naturally gravitate towards?*

*Which colours make you glow?*

*Are there a selection of tones that really communicate your brand adjectives?*

*Make a note of the top 4-5 colours and use these when developing your signature style for all photo shoots and presentations*

*My skin tone is:* \_\_\_\_\_

*My best colours are:*

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_



# Colour PSYCHOLOGY

*Not all colours are consumed equally! Below is an insight into how we experience and consume each of the main colours.*

*Use this tool more as a cross reference check, rather than a definitive guide.*

*So start with your best colours from the Ambrace Your True Colours Kit, then if you're trying to decide between say Orange and Pink, come over here and check which colour sounds more inline with your brand.*

