

# THE PERFECT PALETTE GUIDE



Five Actionable Steps to Nailing Your Brand Colours by

**MAGIC FEATHER**  
Designs





# HEY FRIEND! LOOKING FOR HELP PICKING PERFECT BRAND COLOURS... I GOT YOU PAL!

## STEP 1:

Grab a pen and paper and let's brain storm! Write down all the words that you want **other people** to think about your business. So when customers come across your website, socials, or shop what do you want **them** to think and feel? How would you describe your business personality? How would you describe the ideal vibe of your business?

## STEP 2:

Now that you have a really good list of descriptive words, look for patterns and common themes. Now we need to connect those themes to the right colour based on colour psychology. Notice that some words/themes appear in numerous colours, this gives you a little wiggle room in regards to preferences, but remember it is all about what will attract your **ideal customer** not necessarily your personal preferences.

 Excitement Energy Passion Courage Attention Strength Reds	 Enthusiasm Optimistic Spontaneous Happy Positive Playful Yellows	 Confident Independent Adventurous Creative Fun Freedom Oranges	 Compassion Love Gentle Sensitive Playful Admiration Pinks	 Imagination Spiritual Luxury Wisdom Mystery Intuition Purples	 Trust Responsibility Honesty Loyal Secure Intelligent Dark Blues	 Freedom Self Expression Productive Trust Fresh Clean Light Blues
 Healing Fresh Protection Creative Feminine Compassion Turquoises	 Growth Harmony Fertility Kindness Dependable Natural Light Greens	 Safe Wealth Stability Reliability Balance Earth/Eco Dark Greens	 Ethical Warmth Common Sense Honest Comfort Natural Browns	 Classic Bold Authority Discipline Elegant Mystery Black	 Neutral Practical Conservative Formal Quiet Mature Greys	 Pure Clean Simple Spiritual Minimalism Honest White

## STEP 3:

Now it is time to think of the tone of your business! Brighter colours are good for bubblier brands, childrens brands, fun, youthful, adventurous businesses. More muted tones are good for setting a mature and calm (but still bright!) tone, pastels can work for any age but have a calming, fresh, minimal feel, and then mono/duo tones or lack of colour can be more masculine, formal, editorial in feel.

 <b>PRIMARY COLOURS</b> Young Fun Eye catching Bubbly Quirky	 <b>MUTED COLOURS</b> Mature Sophisticated Bold Serious Colourful	 <b>PASTEL COLOURS</b> Serene Calm Fresh Minimal Healing	 <b>MINIMAL COLOURS</b> Bold Sophisticated Classic Serious Honest
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## STEP 4:

By now you should have a good idea of the right colours in the right tone for your business. I suggest having between 4-6 brand colours for maximum versatility, flexibility and variety, so you could pick 4 main and two accent colours, or 3 main, 3 accent etc. Sticking to your (strategically!) chosen brand colours will boost your visibility, people will start to recognise you more and they will give you a strong consistent look across your whole business.

Not sure if your colours work well together? You can search online for visibility/tone checkers, or ask a selection of people if they have any issues viewing certain colours together perhaps - a little market research is you will. I suggest grouping them together and playing with the tones, shades and placements until you find a combination that works and gives you those perfect main and accent options.

Main	Main	Main	Main	Accent	Accent
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## STEP 5:

Lastly, don't forget to test text on top of your colours too, to ensure it is readable and visible to all.

Yes Yes Yes	Yes Yes Yes	Yes Yes Yes	Yes Yes Yes	Yes Yes Yes	No	No	No	No	No
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Hey friend, I'm Jen - the one woman show behind Magic Feather Designs.

I love to work with solo small business owners, encouraging people just like me to not let go of their passions but turn them into profitable businesses. We might enjoy being small in our 'business of one' but we sure as heck still have **big** dreams!

I know that brand design done well should be totally unique to you, rooted in intention, with purpose, always working hard for your business to visually convey your values, mission and personality in one quick swipe. Standing out from the crowd is easy when you stand out for the right reasons! The branding I create gives my clients the tools to stay consistent going forward, it resonates with their ideal audience because it was designed with them in mind. Your branding should elevate your business and show you off as credible, professional and a business that your customers and clients can trust (kind of key for yummy sales, right!).



Jen xx

## MY BRAND AND WEB SERVICES

### STEP UP:

Perfect if you are a new business or within your first years, and are now ready to make that first investment into your brand design. If you need some starter branding in place **in order to start showing up**, along with a better understanding of your biz foundations, how to **target your ideal customer** and some design **support** from someone who gets it, this is the one for you.

No more second guessing or DIY-ing things as you will gain a purposeful, strategic brand identity that feels so damn aligned it hurts! Designed to last and grow as you continue to **step it up**!

#### INCLUDING:

- Brand Direction session (2hrs 1:1 Zoom)
- Perfect colour palette and typography pairing.
- Full, versatile logo suite
- Fun brand marks/elements/icons.
- Brand guidelines and brand board.
- Canva upload, organise and support.
- Bonus Freebies: Feed Planner, Set It Up Checklist!
- Additional 1 hour 1:1 Zoom afterward to ask me anything brand related!

### STAND OUT:

This is literally **the one** for biz owners seriously ready to level up their growing business and **stand the frick out** with professional, purposeful, strategic branding for your whole biz. Time to stop doing it all yourself, save some time to work on the things that generate money, really narrow down that ideal client and get right up there **in their face** with a brand that gives them instant heart eyes and has them saying **'take my money!'**. This package is also great for bold new business owners who want everything done before they launch! **Kapow!**

Clarity ✓ Design ✓ Socials ✓ Marketing ✓ - everything you need for full brand visibility.

#### INCLUDING:

##### Everything from Step Up PLUS:

- Templates for Stories, Reels, Feed posts
- Pinterest Templates
- Marketing templates (news-feed size)
- Profile images & highlight covers
- Additional cover images (EG. Etsy, Facebook etc)
- One printed asset (EG. business card)
- Bonus Freebies: Feed Planner, Set It Up Checklist, Content Cheat Sheet!

### WIX WEB DESIGN:

Exclusive to my brand design clients only, this is perfect for all businesses needing an informational site to direct their customers to, or to host their long form content such as a blog or podcast links.

#### FULL WEB OFFER :

- Help with account set up
- 5 pages of your choice
- Full, on brand design & mobile optimised
- Up to 3 Automations set up
- Thank you email design for list subscribers
- Basic on page SEO set up
- Domain name set up and social connections
- Additional 1 hour 1:1 Zoom afterward to ask me anything web related!

#### MINI WEB OFFER :

- 1 page Wix hosted web page
- 5 basic sections;
- Mobile optimised
- x1 Automation set up
- Basic on page SEO set up
- social connections assistance
- Additional 30 minute 1:1 Zoom afterward to ask me anything web related!

\*addition pages or sections available\*

THANKS SO MUCH FOR DOWNLOADING THIS GUIDE  
- I HOPE YOU FOUND IT SUPER HELPFUL!

FIND ME ON SOCIALS



HAVE A LITTLE BROWSE OF MY WEBSITE

[www.magicfeatherdesigns.com](http://www.magicfeatherdesigns.com)  
(see all my packages & visible prices!)

GOT QUESTIONS? CONTACT ME...

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