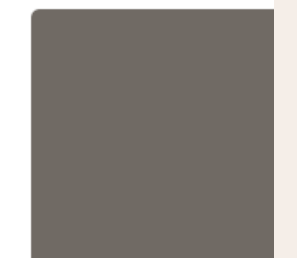
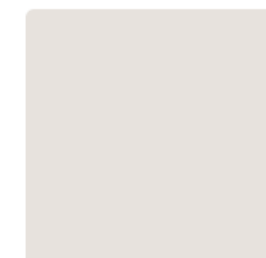
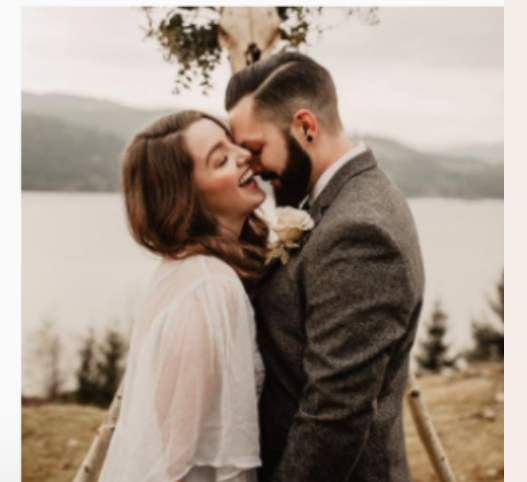
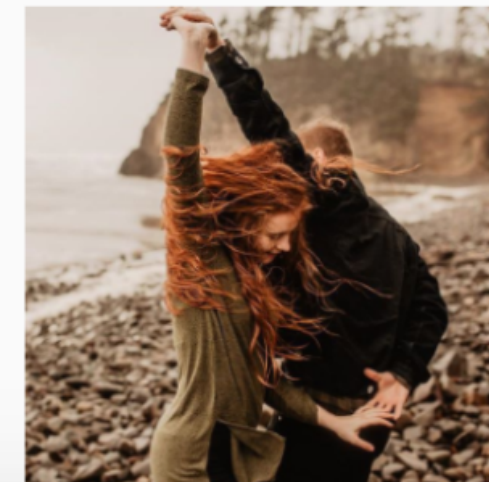
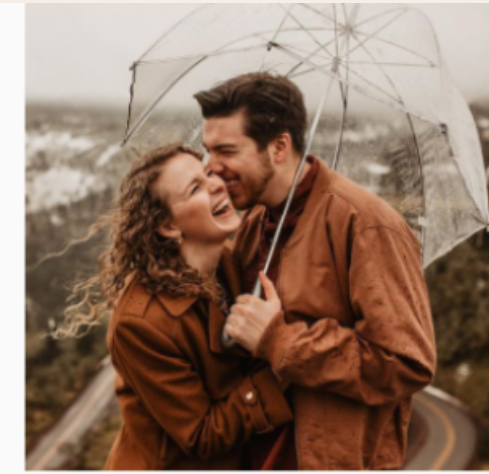


# COLOR PALETTE GUIDE

finding colors that feel like  
YOU and YOUR brand





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## WHY CREATE A PALETTE?

// SUPPORT YOUR BRAND

// ENHANCE YOUR VISUAL COMMUNICATION

// CREATE CONSISTENCY

WHERE  
WOULD  
A COLOR  
PALETTE BE  
HELPFUL?



#### *I. WEBSITE*

*use these color codes to  
create consistency in your  
website*

#### *II. GUIDES*

*if you use guides with  
clients, use these to create  
visual communication that  
represents your brand*

#### *III. PROMOS*

*any graphics or promos you  
share, use the colors to  
\*again\* create consistency*

#### *IV. DESIGN*

*send these to a graphic  
designer or when having any  
design elements done*

# CREATING YOUR PALETTE

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I USE THESE THREE PLATFORMS –

I. CANVA –

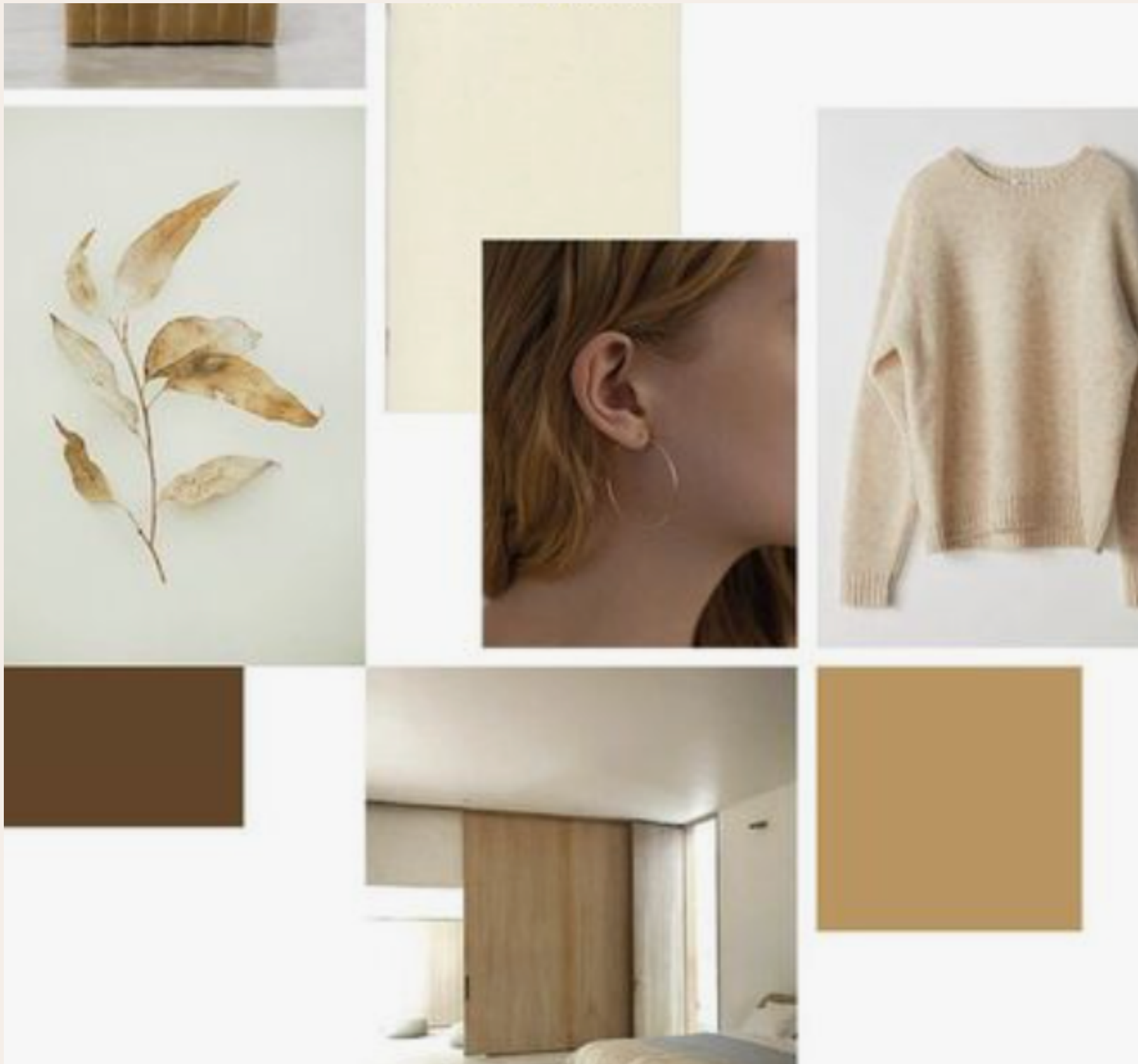
I also use this space to create guides, so it would be an easy cross platform for multiple purposes

II. COLORMIND –

free and paid options

III. COOLORS –

lots of free options for palettes and gradients



# HOW?

These platforms are SO easy to use! There are multiple ways to build a palette...

// browse palettes

// create palettes from images (I sometimes use my social media grid as a beginning)

// tweak each palette until you find something you like

// use the number codes to plug into any platform or guide or design

**PICK  
YOUR  
COLORS**



# LOVE THE COLORS YOU'RE FINDING?



I would LOVE to see what colors you end up choosing - share on your Instagram and tag me @corriemahrphoto so I can see!

OR... click below to Pin this to share it with others!

PIN IT

Have fun creating!

xx  
Corrie