

01

EXCITEMENT

Red means bold, dangerous and excitement. You know your going to have fun or danger with this brand.

Examples: Coca-Cola & Ferrari

02

TRUST

This colour is calming and trustworthy
Examples: Twitter & Ford

Color Codes

WWW.FASXFIS.COM

03

WARMTH

Orange is vibrant and friendly. It feels like a warm home.

Examples: Nickelodeon & Amazon

04

HEALTH

A lush colour with a relationship to nature. *Examples: Spotify & Starbucks*

05

CREATIVE

The royal colour creates a sense of mystery & creativity
Examples: Cadbury & FedEx

06

BALANCE

Half way between light and dark gives us neutrality
Examples: Apple & Swarovski