



MODULE 2: BRAND ALIGNMENT

ADDITIONAL RESOURCES

COLOUR MEANINGS

YELLOW



- + Joy
- + Optimism
- + Enthusiasm
- + Energy
- + Warmth
- + Creativity
- Jealousy
- Cowardice
- Impulsive
- Caution

ORANGE



- + Fun
- + Energy
- + Warmth
- + Excitement
- + Creativity
- Naive
- Superficial
- Exhibitionist
- Loud

RED



- + Love
- + Passion
- + Excitement
- + Vitality
- + Energy
- Anger
- Danger
- Aggression
- Emergency

PINK



- + Youth
- + Kindness
- + Innocence
- + Playfulness
- Immaturity
- Emotional neediness
- Weakness
- Naive

PURPLE



- + Wealth
- + Wisdom
- + Imagination
- + Mysticism
- + Inspiration
- + Spirituality
- + Sophistication
- Exaggeration
- Excess
- Madness
- Cruelty
- Corruption

BLUE



- + Safety
- + Peace
- + Trust
- + Competence
- Coldness
- Depression
- Melancholy

TURQUOISE



- + Harmony
- + Creativity
- + Generosity
- + Diversity
- Dependence
- Unreliability

GREEN



- + Nature
- + Health
- + Growth
- + Youth
- + Honesty
- Greed
- Jealousy
- Envy
- Inexperience

BROWN



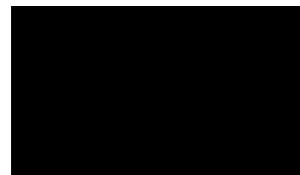
- + Calmness
- + Warmth
- + Nature
- + Tradition
- + Richness
- Predictable
- Boredom
- Simplicity
- Frugality

GREY



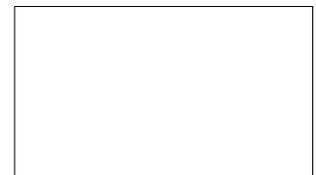
- + Neutrality
- + Professional
- + Elegance
- + Respect
- Bland
- Indecisive
- Indifferent

BLACK



- + Authority
- + Sophistication
- + Elegance
- + Mystery
- Grief
- Fear
- Oppressive
- Loneliness

WHITE



- + Purity
- + Softness
- + Spirituality
- + Innocence
- + Hope
- + Sincerity
- Isolation
- Coldness
- Emptiness
- Plainness