

WHAT ARE YOUR BRAND'S COLOURS SAYING?

Colour is emotional shorthand. It's the quickest way to make your audience feel something. Today, we're going to start defining your colour story.

STEP 1:

YOUR NATURAL PALETTE

Choose 3-5 colours you naturally gravitate towards in your clothes, home, or saved images. Write them down.

STEP 2:

COLOUR FEELINGS

Next to each colour, write how it makes you feel.

EXAMPLES:

Lilac → calm but creative
Cherry red → bold, energising
Teal → refreshing and trustworthy

YOUR COLOURS:

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STEP 3:

VISUAL HUNT

Take quick photos of items you own in those colours. Or screenshot from your camera roll or Pinterest.

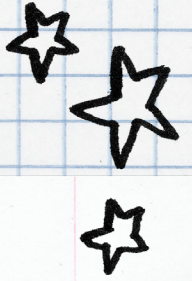
WHY THIS MATTERS:

When colours are used consistently, they become part of your signature. People recognise them before they even read your name.

PLACES TO FIND INSPIRATION

- **Pinterest** (follow the suggested pins from images that catch your eye and see what the common thread is)
- **Instagram** (find accounts you like and analyse what appeals to you, what colours stand out)
- **Magazines** (especially vintage magazines where you're not attracted to trends but your own intuition)
- **Movies** (really think about the cinematography and aesthetic and why it appeals to you)
- **The world** (pay attention when out and about and notice what your eyes are drawn to)

WORKSHEET



What's my
brand identity?

Tomorrow we'll dig into the objects and symbols that bring your brand story to life visually.

IF YOU'RE ENJOYING THIS WORKSHEET, YOU MIGHT WANT TO CHECK OUT THE FULL HIYA VIBES EXPERIENCE AT [HIYAVIBES.COM](https://hiyavibes.com)

Marianne xo

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